

T.C.
ANKARA YILDIRIM BEYAZIT UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES

THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION, BRAND LOVE, BRAND LOYALTY AND REPURCHASE INTENTION IN INDONESIA

MASTER'S THESIS

RIFATUNNISA RAHMAGITA SIGIT

DEPARTMENT OF BUSINESS ADMINISTRATION

ANKARA, 2025

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Ankara, 2025

APPROVAL PAGE

This is to certify that this thesis entitled “The Relationship Between Customer Satisfaction, Brand Love, Brand Loyalty and Repurchase Intention in Indonesia” submitted by Rifatunnisa Rahmagita Sigit, has been approved by unanimous vote of the examining committee members in partial fulfillment of the requirements for the degree of master’s thesis at Department of Business Administration at Ankara Yıldırım Beyazıt University, Graduate School of Social Sciences.

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DECLARATION

I declare that I am the writer and creator of this thesis, that I have not violated any patents or copyrights in any aspect during the planning or writing process, that I have gathered all of the information for it in compliance with academic and ethical guidelines, and that I have properly cited all of the sources and suggestions I used.

RIFATUNNISA RAHMAGITA SIGIT

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All praise and gratitude to Allah SWT for all His favors, will, and power so that the author can complete the final thesis entitled “The relationship between Customer Satisfaction, brand love, brand loyalty and repurchase intention” well.

The purpose of writing this final project is to fulfill the requirements to take the master's exam and obtain a master's degree in business administration for master program students in the department of business administration at Ankara Yıldırım Beyazıt University. The author realizes the shortcomings and limitations that exist, both in quantity and quality, so the author apologizes if there are things that are less pleasing and will accept criticism and suggestions from various parties for the perfection of this final project.

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RIFATUNNISA RAHMAGITA SIGIT

ABSTRACT

The Relationship Between Customer Satisfaction, Brand Love, Brand Loyalty and Repurchase Intention In Indonesia

This study investigates the relationship between Customer Satisfaction, brand love, brand loyalty, and repurchase intention among Apple product users in Indonesia. Despite Apple's global reputation, little research has been conducted into how these variables interact within the specific socioeconomic dynamics of an emerging market like Indonesia. Using a quantitative approach to research, data was obtained from 320 Apple customers using a structured questionnaire and processed with SPSS, which includes descriptive statistics, correlation, reliability tests, and regression analysis. The findings indicate that Customer Satisfaction has a huge and beneficial impact on repurchase intention and brand love. However, no significant relationship was discovered between Customer Satisfaction and brand loyalty, nor between brand love and repurchase intentions. Moreover, brand loyalty had a negative relationship with repurchase intentions. The study's findings reveal that, while Apple users in Indonesia may be satisfied and emotionally attached to the brand, such affective responses do not always convert into consistent loyalty or repeat purchase behavior. This study contributes to the literature by providing specific insights into customer behavior in emerging markets and emphasizing that emotional involvement is not always associated with repeat purchases. The practical implications indicate that marketers must maintain high customer satisfaction through service quality and communication tactics customized to consumer needs, as well as pay attention to economics that influence brand loyalty. Future studies should look into moderating variables such as income, cultural identification, and product fatigue.

Keywords: Customer Satisfaction, brand love, brand loyalty, repurchase intention, Apple product, Indonesia.

ÖZET

Endonezya’da Tüketici Memnuniyeti, Marka Aşkı, Marka Sadakati ve Tekrar Satın Alma Niyeti Arasındaki İlişki

Bu çalışma, Endonezya'daki Apple ürünü kullanıcıları arasında tüketici memnuniyeti, marka aşkı, marka sadakati ve tekrar satın alma niyeti arasındaki ilişkiyi araştırmaktadır. Apple'ın küresel itibarına rağmen, bu değişkenlerin Endonezya gibi gelişmekte olan bir pazarın kendine özgü sosyoekonomik dinamikleri içinde nasıl etkileşime girdiğine dair çok az araştırma yapılmıştır. Nicel bir araştırma yaklaşımı kullanılarak, 320 Apple müşterisinden yapılandırılmış bir anket yoluyla veriler elde edilmiş ve tanımlayıcı istatistikler, korelasyon, güvenilirlik testleri ve regresyon analizini içeren SPSS ile işlenmiştir. Bulgular, tüketici memnuniyetinin yeniden satın alma niyeti ve marka sevgisi üzerinde büyük ve faydalı bir etkiye sahip olduğunu göstermektedir. Ancak, tüketici memnuniyeti ile marka sadakati arasında ve marka sevgisi ile yeniden satın alma niyeti arasında anlamlı bir ilişki bulunamamıştır. Ayrıca, marka sadakatinin yeniden satın alma niyeti ile negatif bir ilişkisi vardır. Çalışmanın bulguları, Endonezya'daki Apple kullanıcılarının memnun ve markaya duygusal olarak bağlı olsalar da, bu tür duygusal tepkilerin her zaman tutarlı sadakate veya tekrar satın alma davranışına dönüşmediğini ortaya koymaktadır. Bu çalışma, gelişmekte olan pazarlardaki müşteri davranışlarına ilişkin özel bilgiler sunarak ve duygusal bağlılığın her zaman tekrar satın alma ile ilişkili olmadığını vurgulayarak literatüre katkıda bulunmaktadır. Pratik çıkarımlar, pazarlamacıların hizmet kalitesi ve tüketici ihtiyaçlarına göre özelleştirilmiş iletişim taktikleri yoluyla yüksek müşteri memnuniyetini sürdürmeleri ve marka sadakatini etkileyen ekonomiye dikkat etmeleri gerektiğini göstermektedir. Gelecekteki çalışmalar gelir, kültürel özdeşleşme ve ürün yorgunluğu gibi ılımlı değişkenleri incelemelidir.

Anahtar Kelimeler: Tüketici Memnuniyeti, Marka Aşkı, Marka Sadakati, Tekrar Satın Alma Niyeti, Apple ürünü, Endonezya.

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1. INTRODUCTION

Mobile phones or smartphones are becoming a necessary tool for communication in today's digital world, providing to meet everyday social, professional, and personal needs. With more than 6.92 billion users globally, smartphones have developed beyond simple texting and calling to include video calling, instant messaging, mobile banking, and real-time information access. Mobile phone technology' widespread use has influenced communication styles and made them essential to sustaining connections, doing business, and gaining access to services that are required (Statista, 2023). Smartphones have developed to an essential tool for communication to a vital component in modern social and economic relationships, influencing both personal and professional worlds (Ling & Donner, 2009). According to Katz and Aakhus (2002), smartphones provide "non-stop contact," allowing people to stay connected at all times and from any location, thus fully integrating into modern life. Smartphones have become a must-have item for the huge majority of human beings to support daily life with a variety of applications that support it (Bibi et al, 2020).

The intense competition between smartphone companies makes it hard to survive and maintain their market position. Competition in the current era does not only compete from product excellence and product features, but one of the important things for consumers is the brand. The brand functions as the identity of a good and service from a group of companies and other companies (Kotler, 2007: 367). Smartphones have become an important component of daily life in Indonesia, changing the way people communicate, access information, and meet basic needs. With over 170 million smartphone users in Indonesia, these devices have grown beyond mere communication tools to become critical tools for education, business, banking, and social interaction. It is predicted that the number of smartphone users in Indonesia would rise six times by 2029 compared to 2019 (Siahaan, 2024). The number of smartphone users in Indonesia is predicted to grow further between 2024 and 2029, reaching 77 million (+44.51%). After fifteen years of growth, the smartphone user population is predicted to reach 249.95 million, with a peak estimated in 2029. As shown above, the number of smartphone users has expanded in recent years. (Statistika Research Department, 2025). According to Lim (2021), smartphones in Indonesia are no longer a luxury, but rather a need, firmly established in socioeconomic patterns and filling infrastructure and accessibility shortages in supplies. This trend

highlights the importance of mobile technology in shaping contemporary Indonesian society. According to a Siahaan (2024) and Lim (2021) study, Indonesian consumers are now more concerned with brand reputation and quality when making purchasing decisions. A study by Suki (2022) found that young customers' inclinations to buy smartphones are significantly influenced by brand image. This suggests that emotional attachment to brands and perceived quality are significant contextual factors.

One of the smartphone brands that is very famous and in demand by many people in the world today is the Apple brand. Apple has become one of the world's most recognisable and sought-after technology companies, known for its innovation, luxury design, and ecosystem integration. Globally, Apple manages the high-end smartphone industry, with a premium device sales share of 27%. Flagship models such as the iPhone consistently rank among the top-selling handsets (Counterpoint Research, 2023). Furthermore, the brand's global domination is strengthened by an effective ecosystem (iPhone, Mac, iPad, and Apple Watch) and high brand loyalty, with a 92% customer retention rate in the United States (Consumer Intelligence Research Partners, 2023). According to Belks (2013) luxury brands like Apple serve not just as functional products, but additionally as projections of individual identity and status in society. Despite its global popularity, Apple's market penetration in Indonesia is very low due to its high prices, occupying only 5% of the smartphone market, while cheaper manufacturers such as Samsung, Oppo, and Xiaomi lead the way. However, Apple continues to enjoy strong demand from affluent customers and urban professionals in Indonesia, who see the iPhone as a status symbol and a show of technological intelligence (IDC, 2023). One of the most popular products from Apple is the iPhone. Apple has strong characteristics so that it has loyal customers. Apple creates an identical and unique design on each of its products, which differentiate it from other brands. For example, one of Apple's products, the iPhone, offers new functions and advanced cameras. With these characteristics, Apple has succeeded in creating a consistent brand and innovation in each of its products (Rodiques & Rahanatha, 2018).

According to recent research by Benita et al. (2023) Generation Z Indonesians, born between 1997 and 2012, are digital natives, practical shoppers, enterprising, culturally aware, and outspoken about technological change. They believe that social and environmental standards, emotional attachments to the Apple brand, and product loyalty influence their intentions to buy Apple products. The previous study by Benita et al. (2023) demonstrated that customers who feel an emotional attachment with the brand are more

likely to be loyal and to make another purchase. Another study in Indonesia (Febrika & Setiawan, 2023) shows that iPhone users, Indonesia are still willing to buy iPhone products even at high prices because they believe that the quality of the iPhone is better than other products. Apple users believe that using iPhone products will increase a person's self-confidence and Apple adjusted its marketing approach to the way of life of Indonesian customers. According to research by Husni et al., (2023), Indonesian consumers' decisions to buy iPhones are significantly influenced by brand perception and product quality. The significant tendency of Indonesian customers for purchasing a product reflects the country's overall consumption pattern. How consumerism influences Apple users' desire to repurchase Apple products provides a method for analysing consumerism trends (Hafeez & Muhammad, 2012).

Some of the earlier studies mentioned above have highlighted the significance of the relationship between customers' brand love, loyalty, and repurchase intentions across marketplaces. The relationship between brand love, brand loyalty, repurchase intentions, and customer satisfaction is a significant component of consumer behaviour. Celestial et al. (2021) discovered that brand equity has a strong impact on Customer Satisfaction and brand resonance, both of which are critical elements that influence consumers' preferences to repurchase Apple products. Customers who believe that a brand is valued are more likely to create an emotional bond with it and demonstrate loyalty. According to Fournier and Mick (2013), this occurs because they value the amount of Customer Satisfaction, which might influence these consumers' attitudes. Nevertheless, not all consumers are content enough to adore a product. Consumers' love for the product of the brand will lead to a strong and long-term relationship with the brand, making them loyal to it (Mabkhot et al, 2016). Huang (2017) found a relationship between brand experience and brand loyalty by adding a brand love variable that refers to the psychological state of consumers in understanding and feeling a brand (Lam, Ahearne & Schillewaert, 2011).

According to Oliver (1980), Customer Satisfaction is the whole level of satisfaction that consumers have following the use of a good or service, which is impacted by their experiences and expectations. According to Henkel et al. (2006), happier customers are more likely to stick with a company when making future purchases, which increases brand loyalty.

As discussed above, it is important to understand the factors that influence repurchase intentions of the smartphone customers therefore, this study aims to understand the relationship between repurchase intention, brand love, loyalty, and Customer

Satisfaction in the context of an emerging economy, namely Indonesia. By doing so this study intends to improve academic and practical understanding of the factors that influence the repurchase intention of the smartphone users in Indonesia.

This study will provide practical insights for brand managers to develop marketing strategies in an emerging economy that focus on the repurchase decisions of the smartphone consumers. This study will also help future researchers and companies to learn how to get involved consumers in a way that encourages their repurchase intention.

1.1. Problem Statement

This study seeks to investigate the relationship between Customer Satisfaction, brand love, brand loyalty and repurchase intention among Apple product customers in Indonesia. The problem investigated in this study is to find out whether or not there is a relationship between Customer Satisfaction, brand love, brand loyalty and repurchase intention. Indonesia's smartphone market has grown significantly, particularly as consumers' preference for high-end brands like Apple has increased. However, despite the brand's widespread popularity and perceived excellence, little is known about how customer satisfaction, brand love, and brand loyalty impact repurchase intentions, especially among Indonesian Apple product users.

Given societal disparities among Indonesian customers, subjective standards may influence the relationship between brand loyalty and customer satisfaction. Furthermore, given these variations, more research is required to understand how brand love influences Customer Satisfaction, which in turn affects brand loyalty and repurchase intentions among Indonesian Apple product users. By applying a quantitative methodology to examine these interactions and offer insights that might guide marketing efforts aimed at Indonesian consumers, this study aims to close this knowledge gap.

1.2. Purpose of the Study

The primary objective of this research is to investigate the connections between Indonesian Apple product users' repurchase intentions, brand love, brand loyalty, and Customer Satisfaction. Given the rapid growth of the smartphone market in Indonesia, particularly among younger consumers, it is imperative for companies such as Apple to comprehend these dynamics in order to enhance client retention and boost sales. The purpose of this study is to evaluate the relationship between brand love and consumer pleasure among Indonesian Apple product users. A stronger emotional connection with the

brand. is correlated with higher levels of satisfaction, according to prior studies (Batra & Ahuvia, 2014). This study aims to ascertain whether Apple customers are more likely to form brand love, which may subsequently affect their loyalty and repurchase intentions, by analysing this relationship in the Indonesian environment.

1.3. Research Questions

Following are the study's research questions:

Question 1 : How does Customer Satisfaction influence consumers' repurchase intention of Indonesian consumers towards Apple products?

Question 2 : How does brand love influence repurchase intention of Indonesian consumers towards Apple Products?

Question 3 : How does brand loyalty influence repurchase intention of Indonesian consumers towards Apple products?

Question 4 : How does customer satisfaction influence brand love?

Question 5 : How does customer satisfaction influence brand loyalty?

1.4 Significance of The Study

The findings of this study could help smartphone manufacturers to tailor marketing plans to influence consumer preferences and enhance customer satisfaction. The study's findings could benefit smartphone brands in Indonesia, by helping them to improve customer service, optimize product offers, and launch targeted marketing campaigns. that can help to boost brand loyalty and repurchase intentions.

The findings of this study might be significant for Apple as well as other similar firms in their efforts to boost customer satisfaction and cultivate brand loyalty. Understanding the relationship between these variables will help businesses develop strategies that can increase Customer Satisfaction while strengthening their emotional bond with the brand, as it has been demonstrated that brand love affects the relationship between satisfaction and loyalty (Batra & Ahuvia, 2014).

1.5. Structure of Thesis

This thesis is made of five major chapters:

The first chapter contains the introduction of the study; it gives the background to the subject of this study, problem of statement, purpose of the research, research questions, significance of the study and structure of the thesis. The second chapter contains literature

background about Customer Satisfaction, brand love, brand loyalty and repurchase intention and also provides the literature on the evolution of the mobile phone industry, Apple Inc. and the hypotheses that have been developed and the research model framework for this research. The third chapter explains the methodology of this research. Next, the fourth chapter presents an explanation of the results and findings' conclusions and provides a discussion of the objectives of the study. The fifth chapter provides conclusion and recommendation and also limitation and future research.

2. LITERATURE BACKGROUND

2.1. Repurchase Intention

According to Filierii and Lin (2017) and Won and Kim (2020), repurchase intention is the desire to buy a product twice or more. When a company or product supplier reaches the stage where customers need to repurchase the product, it implies that they are reaching their expectations. Unlike displeased consumers, pleased customers are more likely to make repeat purchases. Therefore, repurchase intention refers to the consumer's wish to buy a thing again after experiencing its advantages and excellence, whether it be goods or services. The following indicators are used to evaluate repurchase intention: Transactional interest, or the customer's inclination to consistently buy used goods again. Referential interest, which is the want on the part of customers to suggest used goods so that others may purchase them based on the experiences and references of others. The behaviour among customers who have their first choice of used products is known as preferential interest. Changes to preferences are only possible if the preferred product undergoes a change. Consumers who exhibit exploratory interest are always seeking information about the product they want and information that bolsters its favourable attributes, according to Putri, Darwini, and Dakwah (2019).

Erkan and Evans (2016) define repurchase intention as a customer's psychological attachment to a service, specifically the desire to repurchase a product or service from the original firm. According to Kumar et al. (2016), customer loyalty will be measured by repurchase intentions, commitment to purchase additional products from the business, and willingness to refer people to the business in order to gain their loyalty. According to Wu et al. (2014), repeat business boosts profitability and fosters client loyalty. Customers' devotion to certain products determines their strong motivation to continue making further purchases in the near future (Hamdan and Raharja, 2020). Customers' emotional states, which vary according to how people view things, have an impact on their choice of whether to repurchase a product. Satisfaction is a key mediating element, even when other factors influence consumers' propensity to repurchase (Mathur et al., 2016).

A transaction involving the same product or service that is followed by a subsequent purchase is known as repurchase intention (Dharmmesta and Handoko, 2000). To quantify repurchase intention, Chiang (2016) suggested a three-dimensional repurchase intention scale: "loyal customer," "willingness to recommend," and "repeat purchase." In

this investigation, these three dimensions are used: Repeat purchase: To gauge if a customer plans to buy the business's goods or services again in the future. This is a significant predictor of future consumer behaviour. Willingness to recommend: This is the willingness of clients to spread the word about the business by introducing and recommending it. spread the word about the business. The company places a high priority on such conduct. Loyal clients: consists of the number, frequently, time, and calibre of purchases. Key behaviours will vary over time, and customers may give inaccurate information, even though they are important determinants in measuring actual behaviour.

A customer's "anticipation to buy again, their willingness to maintain the bond, or motivation to continue the relationship with the company with the provider in the future" according to Russo et al. (2017). When companies are successful in building brand loyalty among their customers, people are more likely to stick with the brand and make repeat purchases, demonstrating a steadfast preference that endures despite price or promotions from other brands (Gümüş, 2022).

2.2. Customer Satisfaction

Customer satisfaction, which is defined as how a brand's product or service meets or surpasses the expectations of the customer as measured by their impressions of their usage of what they are buying in relation to their predetermined expectations (Hanaysha, 2017), is a crucial component in a variety of product settings (Nikhashemi et al., 2017). Customer satisfaction, according to Gerson (2004), is the feeling that one's expectations have been fulfilled or surpassed. Customers that are happy will use a product more frequently. Spending by customers increases with their level of satisfaction. The more rewards individuals receive, the more likely they are to make frequent and consistent purchases.

According to Lovelock and Wright (2007), there is an important variation in loyalty between happy and very satisfied consumers, which makes customer satisfaction crucial. According to Ruswanti's (2012) research, customer satisfaction is a sentiment resulting from comparing what was acquired to what the consumer needs. The decision to buy the object itself, in addition to the wants and desires associated with the purchase, are all included in this. Since customer happiness is a key indicator of profitability, businesses need to understand how significant it is (Leung, 2020). Businesses are likely to encounter a number of issues and difficulties in sustaining their operations if customers are not

satisfied. Enhancing client retention, long-term growth, and purchasing intentions all depend on customer pleasure.

According to Tandon et al. (2015), intention to behave refers to a person's desire to engage in a variety of behaviours and signifies their intention to complete specific tasks in order to reach a goal. Such as obtaining satisfaction, which is defined as an emotional state that can be determined based on the satisfaction and pleasure of relationships with customers (Hossain et al., 2020). When a person compares the performance or impression of a product to their expectations, they can feel either satisfied or disappointed. According to this concept, perceptions, impressions, and expectations all influence how satisfied people are. Customers will be unsatisfied if the performance does not meet their expectations. Customers will be satisfied if performance fulfills their expectations. Customers will be extremely pleased or delighted if performance surpasses their expectations (Kotler, 2002).

Customer satisfaction, according to Howard and Sheth (1969), is the buyer's mental state regarding the discrepancy between the sacrifices made and the outcomes achieved. Customer satisfaction, according to Bitner and Zeithaml (1996) in Akbar and Parvez (2009), is a customer's assessment of the item or service being purchased in the form of positive and negative values depending on how well it meets their needs. Negative values determined by how well they serve their demands.

2.3. Brand Love

The meaning of love, defined by Kochar and Sharma (2015), "Love is a pair of feelings and emotions, thinking, and actions that frequently have a fundamental role in romantic relationships". Sandra, Langeslag, and Strien (2016) stated "the word 'love' has numerous interpretations and is different for each person." This definition of love serves as the foundation for the definition of brand love. Brand love is a term used to characterize customers' positive affective experiences that influence their emotional reactions and judgments. Brand love, according to Carroll and Ahuvia (2006), is the intense emotional bond that buyers have with a specific brand. Another long-term commitment is brand love (Keh et al, 2007).

According to Kotler and Armstrong (2016) love for a brand is a brand name, sign, symbol, or design that determines the supplier or manufacturer of a product or service. If the company that makes a brand is strong, the brand will be successful in marketing the sale of their products. And brands will be said to be successful if they can provide superior

quality for their consumers. Brand is a sign to show who the creator is and the company that makes it.

Carrol and Ahuvia (2006) defined brand love as the full emotional attachment that consumers have to a particular brand. Carrol also said that brand love has 4 important indicators, namely: have interest, have admiration, like the product, fear of loss. According to Reimen (2018) Brand love is an emotional bond with a particular brand that results in relationships, loyalty and favorable word of mouth for the brand. Keh et al. (2007) defines brand love as a long commitment, because it takes a long time for a consumer to love a brand by using emotions and passion. Ahuvia (2005) notes that a person needs a deep relationship between a particular brand and consumers. To be able to brand love, a person must have a deep emotional bond with a brand that will make the brand become his identity.

In previous research, Bergvist (2010) used 2 indicators where a person's love for the brand will cause longing if the brand disappears from the market or a person has an emotional connection such as a sense of love for the brand. Other studies also state that there are indicators of brand love based on a sense of love, feelings arise when using the brand, as well as attraction, and emotional attachment to the brand. This is based on the basic concepts of social psychology combined with marketing concepts (Huang, 2017). According to Pithaloka (2018), Brand Love is a social psychological framework that expresses the degree of emotional attachment that customers have when they are happy with a particular product.

Brand Love is a manifestation of the love that consumers have for a specific brand, emphasizing the deep feelings that they have for it (Aulianda, 2020). Bergvist (2010) states that brand love can be indicated by two indicator questions: Will a brand be missed if it vanishes from the market? Or does someone have a strong emotional bond, such as a love affair with a brand?

As explained from these two questions, it can be concluded that the indicators of brand love include ongoing commitment to using the brand and consumers' emotional attachment to a brand. According to Huang (2017), there are several other markers of brand love, such as a deep affection for the brand, the emotion generated by a specific brand, an appeal for the brand, and a strong emotional bond with the brand.

The emotional bond between customers and a brand is highlighted by a brand love indicator. Furthermore, using a specific brand may stimulate certain feelings in people. This is due to the fact that social psychology’s concepts used in the field of marketing are

intimately tied to the foundation of brand love. Albert et al. (2013) identified four key characteristics of brand love: brand passion, positive brand evaluation, positive feelings in reaction to the brand, and a "Declaration of Love for the Brand." Brand passion refers to customers' intense desire to own a product from a specific brand, while attachment refers to consumers' attachment to the brand, leading to multiple product ownership. Positive brand evaluation involves customer endorsements and testimonials, while positive feelings in reaction to the brand refer to the positive feelings experienced when using the brand's products.

If customers already have an emotional connection for a brand, this will have multiple positive effects. From the research results of Pontinha and Coelho do Vale (2020), there are results or consequences of brand love, namely generating brand loyalty. Whereas brand loyalty encourages customers to make repeat purchases while also having a positive impact on marketing.. In addition, positive word of mouth, which leads to an influence on the decision-making process. Lovers of a brand typically do more than just talk about it, but passionately endorse it as well. Resistance to accept bad news; brand loyalty is frequently linked to forgiving a business for its shortcomings in a difficult circumstance.

According to Albert, Merunka, and Florence (2008), the three components of brand love are affiliation and dependence: the first is loving a brand, consumers do not feel the need to switch to other brands since they believe they are always necessary. This results from loving a brand in a sense of reliance on a selected brand. Second, a tendency to help, Positive consumer reactions to a brand are a result of brand love. Once customers fall in love with a brand, they will often want to support it by telling the company and other customers about their experiences with it. Third, absorption and exclusivity with this perspective, it is clear that brand love engenders sentiments of a unique bond with a company and a sense of distinction between that company and its competitors.

2.4. Brand Loyalty

Brand loyalty is a key idea in marketing strategy. Companies that have customers that are loyal to a particular brand find it much easier to compete in marketing. This loyalty is defined as a deep commitment to make consistent purchases of a product and service for the future despite situation influences and marketing efforts that cause behavioral shifts (Kotler and Keller, 2016: 27). Brand loyalty refers to a customer's favorable perception of a brand and their intention to purchase that product from that brand either now or in the future. The impulse to purchase the same brand is evidence of this strong desire. The

loyalty in question demonstrates the relationship that exists between customers and brands. These customers have enduring and solid relationships, which contributes to their high level of brand loyalty (Mabkhot, et al. 2016).

According to Mowen and Minor (2016) Brand loyalty is a positive attitude of customers towards a brand, and continues to be committed to the brand and will be loyal to buy it in the future. Brand loyalty is also a preference that repeatedly leads customers to choose the same product over buying other competing products (Shiffman and Kanuk, 2017). Brand loyalty is built on a dimension referred to as a two-dimensional composite, where attitude and behavior represent the activities performed by consumers towards the brand, and this dimension can indicate how strong this brand loyalty can be. (Islam, et al, 2014). There are 5 brand loyalty indicators that can be used according to (Aaker, 2013): behavioral measurement, cost measurement, satisfaction measurement, measurement of liking for the brand and measurement of commitment.

According to Olive (1997) loyal customers go through four stages. The first stage is a cognitive sense (belief), the second stage is an affective sense (positive attitude), the third stage is where consumers have the intention and commitment to buy, and the last stage of the fourth stage is action. According to Kabadayi and Alan (2012), there are three indicators that can be known if consumers have been declared loyal to a brand. Where consumers will return to give the same brand anywhere and anytime and consumers start recommending brands that they like to others or from word-of-mouth (WOM). Mowen and Minor (2002) define brand loyalty as the state in which customers feel favorably about a brand. When customers have a good attitude toward a brand, are deeply committed to it, and plan to keep buying it in the future, they are said to be brand loyal.

The behavioral and attitudinal methods provide the foundation of this concept of brand loyalty. The degree of consumer loyalty to a certain brand is demonstrated by repeat purchases, good word-of-mouth and behavior, brand commitment, and future repurchases based on consumer attitudes and behavior. According to Fullerton in Nugroho (2011: 17), brand loyalty is predicated on a brand's repurchase as well as many stages, including cognitive, emotive, behavioral, and action. Segment the consumer base's loyalty into three phases, where customer advocacy loyalty refers to the mindset of consumers who encourage others to repurchase goods or services. Alongside this loyalty, customers defend the good or service they have been using. Repurchase devotion, fidelity. Customer purchasing behavior for the newest services offered by a business can indicate a customer's intention to repurchase the product and foster customer loyalty and paymore loyalty: This

type of customer loyalty aims to encourage repeat purchases of goods or services that customers have previously utilized at a higher cost.

Tuominen (1999) in Vebra, (2016), loyal for a brand demonstrates a favorable attitude toward a brand and results in recurrent brand purchases. Customers that show loyalty to a brand do so by making consistent purchases over an extended period of time. This positive attitude shows that they are receptive to the brand and view it favorably, which encourages them to make purchases that are sustainable. The concept of behavioral loyalty is demonstrated by the reality that consumers, voluntarily or impulsively, will purchase the same things out of habit or advantages without giving it much thought (Kang, 2015). According to Kang (2015), attitude elements are significant in determining loyalty, and there are four primary dimensions, specifically: this dimension indicates that transactions that are repeated based on cognitive, emotional, evaluative, and cognitive characteristics are required to demonstrate brand loyalty.

Loyalty is frequently described by the consumer's psychological desire to utilize a brand and the customer's psychological conviction that the brand they select is distinct from another (Chaudhuri and Holbrook, 2001). Jacoby and Chestnut (1978), after explaining the greatest philosophical detail. The meaning of brand loyalty could be examined and analyzed as it encompasses the brand loyalty objective and is widely recognized in marketing literature for its broad appeal. Brand loyalty can be described as the following: bias, emotional response, limited response time, unit decision-making, alternative items available, function of psychological processes. Frequent purchasing of a product or service is referred to as behavioral commitment, and it can be quantified using the sequence of acquisition, motivational acts, size of association, depth, or a combination of all characteristics (Bodet, 2008).

2.5. The Relationship between Customer Satisfaction with Brand Love, Brand loyalty and Repurchase Intention

Customer satisfaction has a major influence on repurchase intentions in the retail sector, according to Khan et al. (2023). Customers who are satisfied are more likely to make more purchases in the future, highlighting the need of maintaining high levels of satisfaction to foster loyalty. In a variety of industries, such as services and many more, customer satisfaction is a key predictor of repurchase intentions. According to Suh and Lee (2025), companies should focus on improving the customer experience in order to increase customer satisfaction and encourage repeat business. Ali et al. (2022) researched the

relationship between customer satisfaction and repurchase intention in an online buying environment. They discovered that satisfied consumers were far more likely to make another purchase than unsatisfied ones, which lends credence to the idea that customer satisfaction promotes repeat purchases.

According to Khan et al. (2023), the retail industry found that consumer happiness had a significant impact on love for a brand. Satisfied customers are more likely to show their brand loyalty, strengthening their emotional connection with the company. In their study of the technology industry, Zhang and Kim (2024) discovered that in addition to brand love, customer satisfaction fosters increased loyalty.

Oliver (1999) confirmed the widely held belief that satisfaction comes before loyalty. When customers' expectations are met or exceeded, they have a favourable emotional response to the brand, which encourages loyalty. According to recent research by Kim & Lee (2022) and Zhang et al. (2021), enjoyment affects long-term loyalty and repurchase intentions, especially for high-end corporations like Apple.

In the light of above discussion following hypotheses are presented:

H1 : Customer Satisfaction has a positive influence on repurchase intention.

H2 : Customer Satisfaction has a positive influence on brand love.

H3 : Customer Satisfaction has a positive influence on brand loyalty.

2.6. The Relationship between Brand Love and Repurchase Intention

A brand's love and strong emotional attachment are provided by Carroll and Ahuvia (2006). By fostering attachment, trust, and positive connections, it influences behavioural intentions and raises the possibility that customers will make repeat purchases. Brand love boosts brand trust, which in turn affects repurchase intentions (Liu et al., 2023). This is especially true for high-end, luxury brands like Apple.

The following hypothesis is used to investigate the relationship between brand love and repurchase intention:

H4 : Brand love has a significant and positive influence on repurchase intention.

2.7. The Relationship between Brand Loyalty and Repurchase Intention

Because of their emotional commitment and loyalty to the brand, loyal consumers tend to be less willing to pay and are more likely to purchase high-end products like Apple iPhones., according to Zhao et al. (2022). According to Ebrahim et al. (2020), brand loyalty is a powerful predictor of repeat purchase intentions, and brand consistency is crucial for customer retention in cutthroat markets like consumer electronics. According to Rahman et al. (2021), brand loyalty is essential for encouraging repeat business in developing countries like Indonesia due to the cultural emphasis on enduring connections and brand trust.

The following hypothesis is used to investigate the relationship between brand loyalty and repurchase intention:

H5 : Brand loyalty has a significant and positive influence on repurchase intention.

The research model for the research is given below (Figure 2).

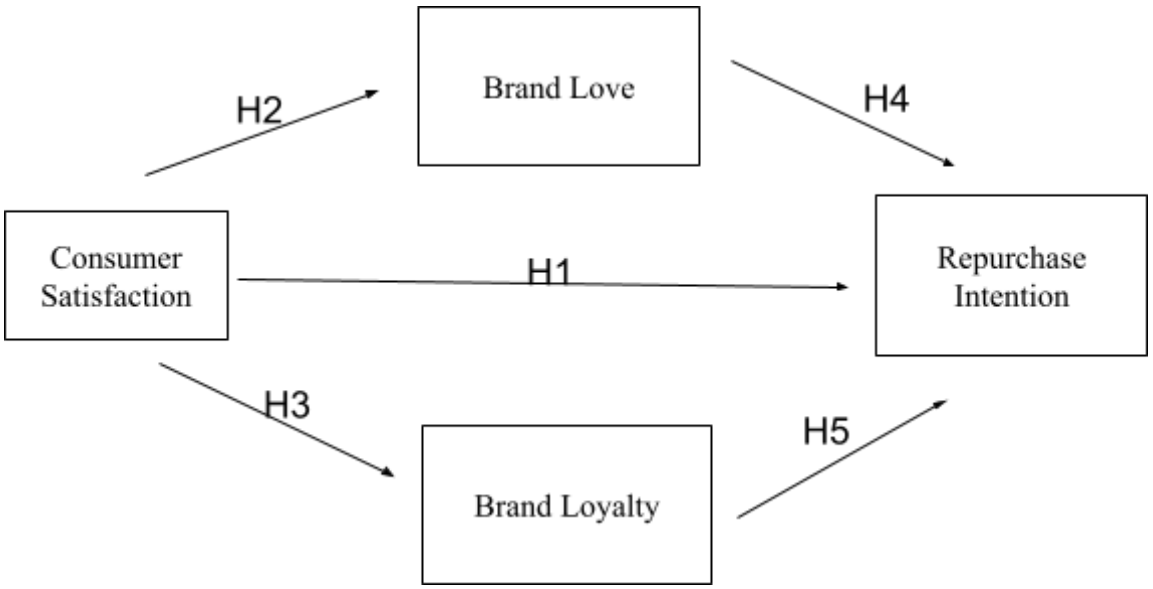


Figure 2. The research model

2.8. Evolution of the Mobile Phone Brand Industry

The mobile phone market experienced significant developments in recent decades. What began as a simple, voice-call-focused mobile phone has since evolved into a global race to create innovative, versatile smartphones. During the 1990s to early 2000s, large brands such as Nokia and Motorola dominated the mobile phone industry. The arrival of

smartphones, notably following the release of the iPhone in 2007, was a watershed moment that changed the global industry (West and Mace, 2010).

Technological developments, shifting consumer preferences, and fierce market competition have all contributed to the mobile phone industry's dynamic evolution. According to Smith et al.'s (2018) research, mobile phone brands' success is significantly influenced by innovation. They looked at well-known and prosperous models from the sector, such as Apple, Samsung, Huawei, and another brand. Their research demonstrates that the value of creativity extends beyond their investigation of flagship products from industry leaders such as Apple, Samsung, and Huawei, demonstrating the continued pursuit for cutting-edge features such as excellent camera systems, capable processors, and bright screens. These businesses are positioned in the forefront of the market thanks to their emphasis on innovation, which not only draws in customers but also strengthens brand loyalty.

The iPhone not only introduced new technology, but it also emphasised the significance of user experience, software integration, and a strong digital ecosystem (Kapoor and Dwivedi, 2020). Apple's turning point sparked an increase of competitiveness, forcing other manufacturers to attempt to catch up. Samsung immediately adapted by capitalizing on Android's versatility, offering a diverse variety of devices at differing price ranges to reach different customer segments (Lee and Kim, 2014).

The two primary areas of study for comprehending the dynamics of mobile phone brands are consumer behavior and brand perception. A study by Chen and Li (2020) looked into the intricate connection between brand loyalty and consumer preferences. Their investigation showed that a number of important elements, including perceived value, brand reputation, and overall user experience, have an impact on consumers' decisions to buy. Understanding the many demands and preferences of consumers has become essential for firms looking to stay relevant and competitive in a market that is constantly changing, especially with the rise of cost-effective alternatives to Chinese giants like Oppo and Xiaomi.

2.9. The Indonesian Market: Rapid Growth and Intense Competition

Indonesia became the largest economy in Southeast Asia and has emerged as one of the world's most dynamic smartphone markets. With a population of more than 270 million and expanding internet access, mobile phones, particularly smartphones, have become indispensable tools for communication, entertainment, work, and commerce. Smartphone penetration in Indonesia exceeded 70% by 2022, and the percentage is still rising (Statista, 2023). In the early 2000s, brands such as Nokia and BlackBerry were quite popular in Indonesia, due to their durability and messaging capabilities. However, as more advanced smartphones entered the market, this dominance weakened. In recent years, Chinese brands like Oppo, Vivo, Xiaomi, and Realme have dominated Indonesia's market. These companies successfully targeted Indonesia's budget-conscious consumers by providing affordable gadgets with appealing features such as high-resolution cameras and significant batteries (Nielsen, 2021). Despite having lower market share because of its expensive pricing, Apple maintains great brand loyalty, particularly among upper-income and urban environments users. Many Indonesians see Apple products as status symbols, associating them with luxury and dignity (Santoso and Dwijayanti, 2020).

Consumer preferences and the role of branding has been increasingly crucial in influencing Indonesian mobile phone purchases. Aside from pricing and performance, purchasers are impacted by brand image, peer recommendations, and social media exposure. Young consumers, in particular, are drawn to phones that not only perform well but also contribute to their social identity (Hadiyati, 2017). According to Wijayanti and Setyowati (2019), perceived quality, emotional connection to a brand, and digital presence all play an important part in shaping brand loyalty. Chinese firms have been fast to use influencer marketing and local initiatives to reach out to younger audiences. Apple, while less aggressive in local marketing, benefits from a strong worldwide brand presence that appeals to brand-conscious customers.

The rise of E-Commerce and digital retailing made a significant transition to online shopping in the mobile sector. Platforms such as Tokopedia, Shopee, and Lazada have emerged as key smartphone sales outlets in Indonesia. E-commerce enables consumers to compare prices, read reviews, and access brands that are not available in physical stores. For many smartphone businesses, particularly new entrants, internet visibility has become equally vital as in-store promotion. (Aji and Sutama, 2022).

2.10. Apple Inc

Apple Inc., previously known as Apple Computer, Inc., is a worldwide company that designs, develops, and distributes gadgets, software for computer systems, and personal computers. It also includes a fairly well-known manufacturer of smartphones. Its headquarters are in the Silicon Valley region of Cupertino, California. April 1st, 1976 saw the founding of Apple Inc. As it has developed, Apple has gained popularity for its hardware and software products, which include iMac computers, MacBook laptops, iPods, iPhones, and Apple Watches, as well as the OS X and iOS operating systems, iTunes music players, and web browsers (Evitasari, 2023).

Apple is a premium brand that has received numerous important international accolades. Apple won three prizes at once in 2013, including Computer Brand of the Year, Tablet Brand of the Year, and Smartphone Company of the Year (Saputra, 2013). Apple was named the World's Most Admired Company (Alfansyah, 2014). Manufacturers of chips can verify the integrity of Apple's corporate brand, and its products are offered at authorised Apple retail outlets under tight software constraints. Apple's pricing approach incorporates aspects common to the electronics retail sector. People can buy PCs, tablets, and other mobile phones at any electronics retailer, but not from Apple, which distinguishes itself by offering restricted inventory and emphasising its own physical retail outlets (Gerald 2018).

Apple Inc. a technologically savvy firm noted for its creative products and astute marketing strategy, dominates the worldwide mobile phone market. The major components of Apple's success, from its creative design of products to its marketing strategies, should be examined in this literature.



(Source: Demandsage.com, 2024)

Figure 1. Iphone Users Worldwide

According to data in figure 1 published by Shewale Rohit on Demandsage.com (2024), The iPhone was first released in 2007. There have been 2.32 billion iPhone sales for Apple. And with 151 million iPhones shipped in the first three quarters of 2023, Apple is clearly becoming one of the most popular phones in the world, 15 years after the iPhone initially hit the market. With the release of the iPhone 15 series, Apple will see a rise in its current 28.8% market share for smartphones globally.

Innovation and product design has consistently acknowledged Apple's dedication to innovation and superior product design. Academics such as O'Reilly and Tushman (2016) assert that Apple's distinct organizational ambidexterity strategy enables the business to strike a balance between exploitation and exploration when coming up with novel concepts. One of the secrets to Apple's success is its iterative design approach, as Lashinsky (2012) highlights. It emphasizes simplicity, functionality, and aesthetic appeal. This strategy not only sets Apple apart from its rivals but also cultivates a devoted following of customers.

Apple Inc continues dominating the strategic marketing and branding in the technology industry, the Apple brand must use effective marketing and management techniques. The idea of brand equity was first introduced by Keller and Kotler (2016), who concentrated on Apple's emotional bond with its customers. Apple's distinct approach to product launches, which builds excitement and aspires to a prestigious image, is defined by Gensler et al. (2013), maintaining secrecy during product introductions and event planning can be highly beneficial to business performance in a tight market. Apple's dedication to product design,

intelligent marketing, and innovation is what drives its success. It strikes a balance between exploration and exploitation, highlighting consumer emotional connection and brand equity, making it an ongoing area of scientific interest. The results of Sulistio, Santoso and Wijaya (2021) research found that brand authenticity at Apple affects brand commitment to Apple. This influence is characterized by Apple's product design, which is always simple and minimalist, and Apple's reputation is substantially more prominent than other brands, creating a race of trust in its customers.

Apple became part of the Indonesian market in 2008 and has since consolidated its position, particularly in the high-end smartphone class. Apple Inc.'s experience in Indonesia shows the complicated interplay of global corporate objectives and state industrial policy. Despite entering Indonesia as a premium lifestyle brand, Apple developed a niche among upper-middle-class consumers despite Android's dominance, and it will only hold roughly 2-3% of the overall market share by the end of 2024 (Medina, 2024). However, in October 2024, the Indonesian government put a ban on the sale of iPhone 16, indicating Apple's failure to meet the local content requirement (TKDN) of 40%. Apple has invested around Rp1.48 trillion (~USD 95 million), less than the needed Rp1.7 trillion (Mariskha and Lakshmi, 2024). Apple's initial investment plan of $100 million, focused on accessories supply and a development academy, was dismissed as insufficient.

Following extensive negotiations, Apple significantly increased its commitment to more than USD 300 million, which included a USD 150 million AirTag facility in Batam, a production line for AirPods Max fabrics in Bandung, and a developer academy and research and development center, meeting TKDN expectations (Masna, 2025). As a result, in March 2025, Indonesia's Ministry of Industry issued TKDN certification to 20 Apple products, including the iPhone 16, as well as telecommunications and commerce permits, allowing Apple to relaunch on April 11, 2025. In addition to recovering market access, Apple's local investment represents a strategic shift in its supply chain strategy, reflecting its overall shift away from China and toward greater regional diversification in Southeast Asia. This progression highlights a larger dynamic: Apple has evolved from a premium import brand to a firm that contributes to Indonesia's economic development through manufacturing, human resources, and technical infrastructure (Medina, 2024).

3. RESEARCH METHODOLOGY

The methodologies and procedures used to perform this research are explained in this chapter. This includes the population, data gathering tools, sample strategies, statistical methods, and research design.

3.1. Research Design

This study employs quantitative research methodology to examine data via questionnaires. The study used inferential statistical analysis, such as correlation tests to investigate the relationship between each variable. With the use of SPSS, this statistical approach allows for thorough hypothesis testing and generalisation of findings to a larger population.

Research method data for this study is gathered through a structured questionnaire and a survey-based quantitative methodology. The target sample size in this study was 320 respondents. To calculate the sample size, it will be calculated using G*power. If G*power is: A priori power analysis using G*power (effect size f2 = 0.15, a = 0.05, power = 0.80) indicated a minimum of 273 participantes was required for a model with three predictors. Therefore, the final sample of 320 respondents exceeds this requirement, ensuring sufficient statistical power. To determine the categorization of respondents, researchers used descriptive analysis by looking at the comparison between the empirical mean score, hypothetical standard deviation and maximum and minimum values.

3.2. Population and Sample

Data for this study is gathered via Google Forms and focuses on Indonesian Apple product users. A total of 371 respondents were surveyed using purposive sampling, a technique where participants are chosen based on predetermined standards by the researcher. However, 320 questionnaires were completed and used for the study. The study employs quantitative methods to conserve time and gather data.

3.3. Data Collection Procedures

In order to collect data, this study distributed questionnaires to Indonesian Apple product customers via Google Form. Google Forms is used by the researcher to reduce time and collect a larger sample of responders. Since the data was only implemented for

analysis, appropriate privacy and confidentiality protocols were followed when disseminating the data. The information won't be used for anything other than research purposes.

Following the creation of a Google Form, researcher started disseminating link to the Google Form through e-mails and social media platforms such as Instagram and WhatsApp. In addition, the researcher also asked the participants to participate in the study via private message and asked their friends or family to share the Google Form link and questionnaire with others in order to increase the number of participants.

The survey consists of two main parts that participants must fill out. In order to ascertain the respondents' background and relationship to the survey's issue, the first section requested demographic data. Questions about elements that would aid in testing the study hypotheses were included in the second section. Prior to the survey questions, an explanation of the research topic, aims, and demographic was provided, along with some guidelines regarding the targeted sample. All of the variables in this study are measured by surveys, tests, and statistical analysis. However, since they cannot be measured directly, they can be considered latent variables, which are defined by other observable variables that are responsible for identifying them (Byrne, 2012).

3.4. Demographic Statistics

Statistical demographic questions describe the characteristics of the research survey respondents. Gender, age, marital status, occupation, income level, and Apple goods used by respondents are all revealed by these questions.

Table 1. Demographic Statistics

Demographic Characteristics		**Frequency**	**Percentage (%)**
Gender	Female	144	45.0
	Male	176	55.0
Age	17-21	32	10.0
	22-26	102	31.9
	27-31	101	31.6
	32-36	40	12.5
	37-41	14	4.4
	>41	31	9.7
Marital Status	Married	157	49.1
	Single	163	50.9
Occupation	Housewife	5	1.6
	Private Sector Employee	31	9.7
	Public Sector Employee	202	63.1
	Retirement	3	0.9
	Self-employed	33	10.3
	Student	46	14.4
Income	Rp 1.000.000 - Rp 5.000.000	162	50.6
	Rp 6.000.000 - Rp 10.000.000	109	34.1
	Rp 11.000.000 - Rp 15.000.000	25	7.8
	Rp 16.000.000 - Rp 20.000.000	12	3.8
	> Rp 21.000.000	12	3.8

*Rp=Indonesian Rupiah

For the results of gender demographics, it can be seen that there are 144 female respondents with 45.0%, while for male respondents there are 176 with 55.0%.

For the results of age demographics, it can be seen that ages 17-21 are 32 respondents with 10.0%, ages 22-26 are 102 respondents with 31.9%, ages 27-31 are 101

respondents with a 31.6%, ages 32-36 are 40 respondents with 12.5%, ages 37-41 are 14 respondents with 4.4% and ages >41 are 31 respondents with 9.7%.

For the results of marital status demographics, it can be seen that married status is 157 respondents with 49.1% and single status is 163 respondents with 50.9%.

For the results of occupation demographics, it can be seen that housewife has 5 respondents with 1.6%, private sector employee has 31 respondents with 9.7%, public sector employee has 202 respondents with 63.1%, retirement has 3 respondents with 0.9%, self-employed has 33 respondents with 10.3% and students has 47 respondents with 14.4%.

For the results of income demographics, it can be seen that income of Rp 1.000.000 - Rp 5.000.000 has 162 respondents with 50.6%, income of Rp 6.000.000 - Rp 10.000.000 has 109 respondents with 34.1%, income of Rp 11.000.000 - Rp 15.000.000 has 25 respondents with 7.8%, income of Rp 16.000.000 - Rp 20.000.000 has 12 respondents with 3.8% and income > Rp 21.000.000 has 12 respondents with 3.8%.

3.4. Data Analysis

This research is considered as a quantitative research, hence, a survey that was modified from two papers will be used to collect data for the present study. Measurement scale of Customer Satisfaction, brand love and repurchase intention scales are adapted from Khayat (2021). There are three questions addressed for Customer Satisfaction, ten questions regarding brand love, and five questions regarding repurchase intention. There are six questions on the brand loyalty measurement scale, which was modified from Carroll and Ahuvia (2006). Four scales employed in this study: Customer Satisfaction, brand love, brand loyalty, and repurchase intention scales.

By using Google Form application, the scale is put together into a questionnaire that will be sent to the sample. The researcher will immediately receive the answers from each respondent. The four scales employ the Likert paradigm, a method for gauging the attitudes, beliefs, and perceptions of a person or group on social media. There are five points on the Likert scale: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree. This 5-point likert close-ended questions type was selected as needing minimum writing to make it easier for respondents and less time intensive (Rangkuti, 2007)

The analysis software used for this research is IBM Statistical Package for Social Sciences (SPSS) version 22. Data analysis, which is not involved in hypothesis testing, is

based on the distribution of frequency of the collected data and it is used to analyze the demographic section of the research survey to better understand the target respondents.

SPSS, known as measurement tools, helps in testing "a variety of theoretical models that hypothesise how concepts are explained by sets of variables and how these constructs are quantitatively related" (Schumacker and Lomax, 2010). As explained by Byrne (2012), factor analysis is considered as the first phase of SPSS analysis since it investigates and validates factor loadings and helps in determining the validity of the measurements and the reliability of the data gathered.

Additionally, reliability is also measured by researchers in this study. Reliability shows the extent to which measurement results can be trusted, referring to the consistency of measurement to the extent that the results will be the same even though they are based on different forms on the same instrument or the time of data collection. In this study, reliability is measured using the Cronbach's Alpha formula with SPSS (Statistical Package for Social Sciences) tools. If Cronbach's Alpha is > 0.7 then the instrument is reliable or trustworthy (Hamdi and Bahruddin, 2014).

4. RESULTS & FINDINGS

All data was analyzed with the International Business Machines (IBM) Statistical Package for the Social Sciences (SPSS) version 22 to generate descriptive and inferential statistics, as described below.

4.1 Descriptive Statistics

Table 2. Descriptive Statistics for Customer Satisfaction, Brand Love, Brand Loyalty, and Repurchase Intention (*N*=320)

Descriptives	*M*	*SD*	*Min*	*Max*	Skewness		Kurtosis	
					Statistics	*S.E*	Statistics	*S.E*
Customer Satisfaction	4.10	0.68	2.7	5.0	-0.12	0.14	-1.04	0.27
Brand love	3.02	0.85	1.44	4.61	-0.02	0.14	-1.16	0.27
Brand loyalty	3.33	0.53	2.0	4.7	0.26	0.14	-0.33	0.27
Repurchase Intention	3.71	0.62	2.4	5.0	0.43	0.14	-0.81	0.27

N=Number of participants *M*=Mean *SD*=Standard deviation *S.E*=Standard Error *Min*=Minimum *Max*=Maximum

Since scores on the scale range from 1 to 5, with 5 signifying strong agreement, mean scores approaching 5 suggest that consumers exhibit favorable attitudes towards the utilization of Apple products.

As evidenced in Table 2, consumers demonstrated a notably high level of satisfaction regarding their experience with Apple products with a relatively high mean scores of 4.10 with a standard deviation of 0.68 while minimum and maximum results were 2.7 and 5.0 respectively. Furthermore, they express high intentions to repurchase Apple products with a mean result of 3.71 and with a standard deviation of 0.62 while minimum and maximum results were found to be 2.4 and 5.0 respectively. Consumers also displayed a fondness (brand love) for using Apple products with a mean result of 3.02, standard deviation of 0.85, and with a minimum and maximum result of 1.44 and 4.61 respectively. Additionally, consumers exhibited a commendable positive disposition toward brand loyalty associated with the use of Apple products with a mean result of 3.33, a standard deviation of 0.53, and with a minimum and maximum result of 2.0 and 4.7 respectively.

The skewness of Customer Satisfaction result is -0.12 with a standard error of 0.14, while the kurtosis coefficient is -1.04 and with a standard deviation of 0.27. The skewness of brand love scores is -0.02 with a standard error of 0.14, while the kurtosis coefficient was found to be -1.16 with a standard error of 0.27. The skewness of brand loyalty scores was found to be 0.26 with a standard error of 0.14 while the kurtosis was -0.33 with a standard error of 0.27. The skewness of repurchase intention scores was 0.43 with a standard error of 0.14 while the kurtosis was -0.81 with a standard error of 0.27. Skewness and kurtosis values between -1 and +1 are considered acceptable for the normalcy assumption (Field, 2024). Table 2 shows that the analysis of skewness and kurtosis for every scale fits comfortably within the acceptable range of -1 to +1.

Figure 3, 4, 5 and 6 illustrate the visual representation depicting the distribution of scores related to Customer Satisfaction, brand love, brand loyalty and repurchase intention respectively in the form of histograms.

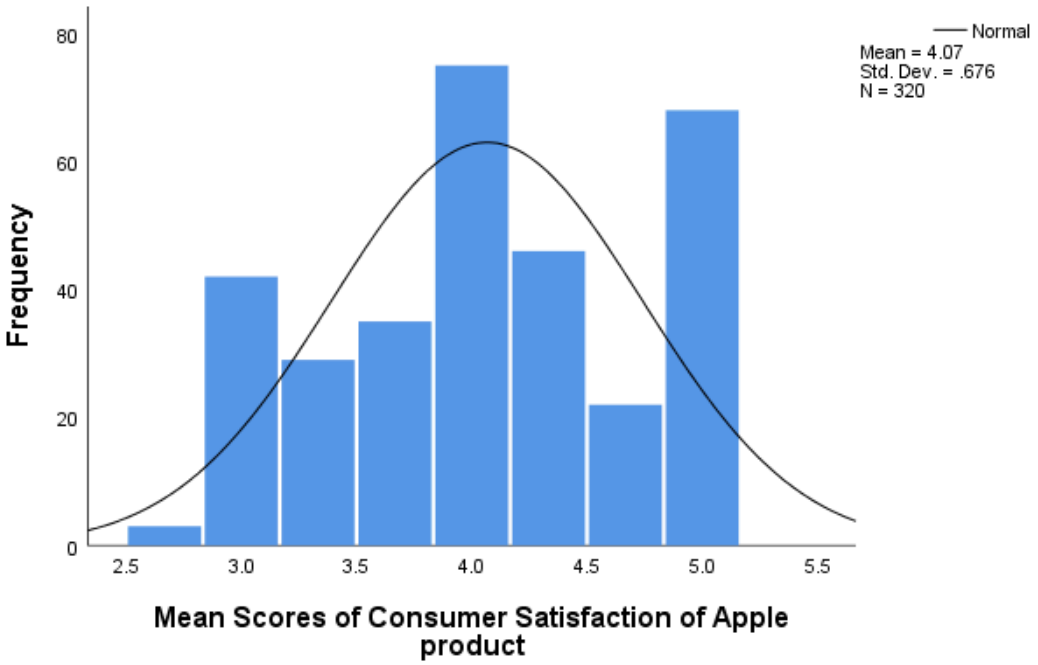


Figure 3. Distribution of Customer Satisfaction scores of Apple products.

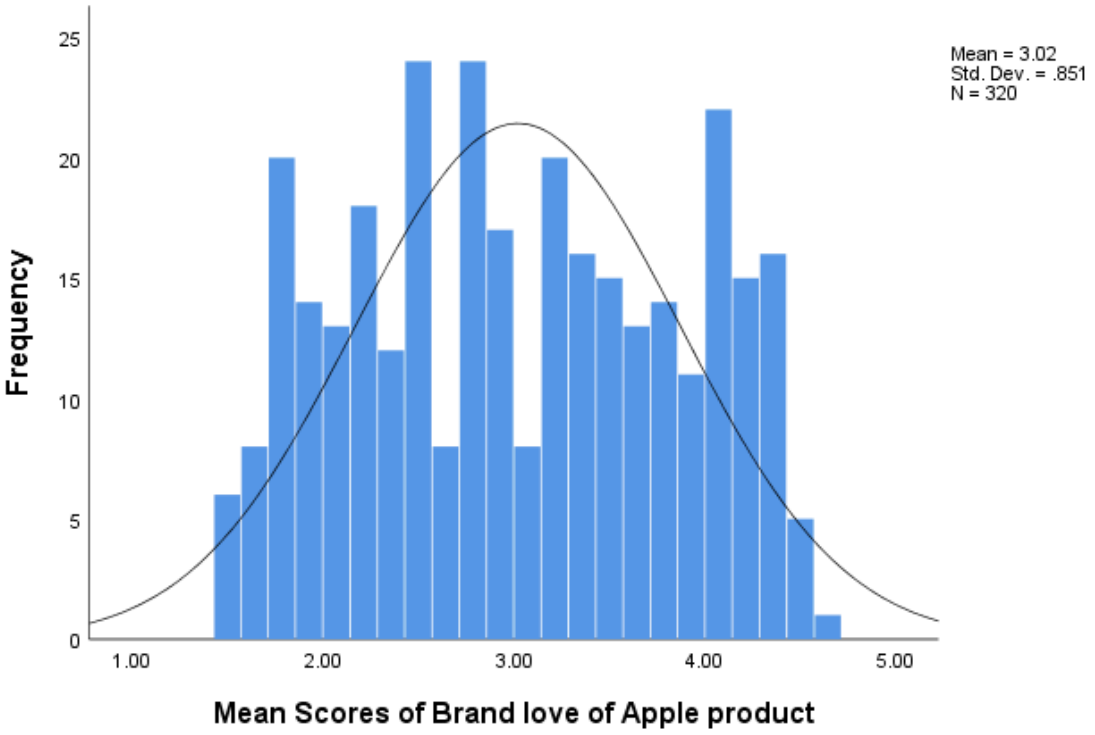


Figure 4. Distribution of Brand Love Scores of Apple Products.

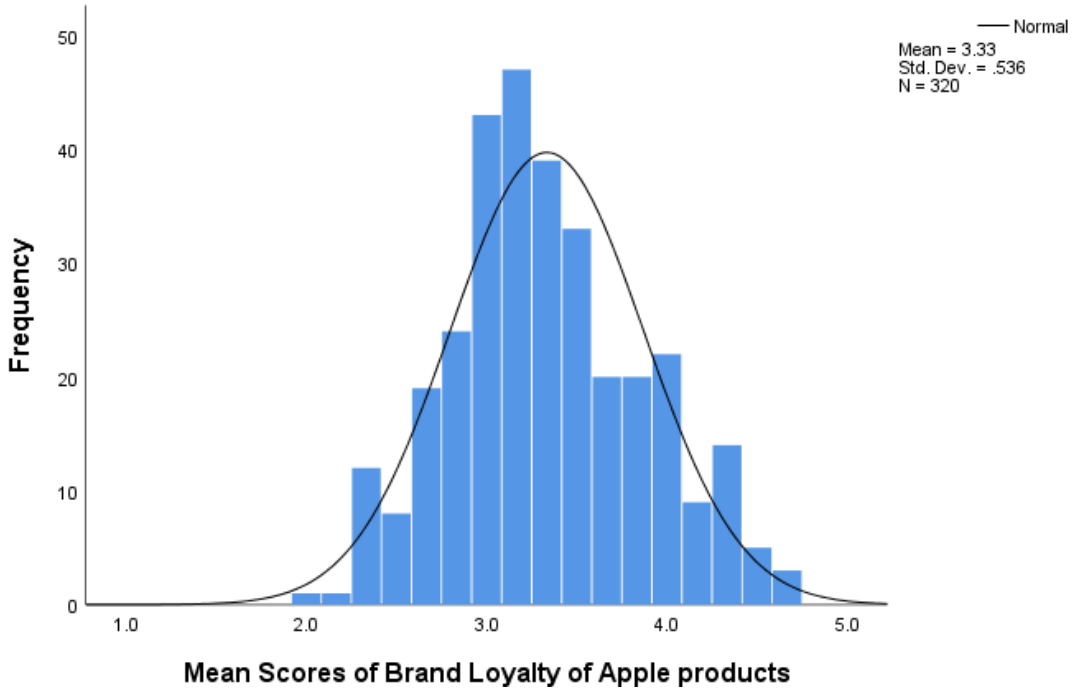


Figure 5. Distribution of Brand Loyalty Scores of Apple Product.

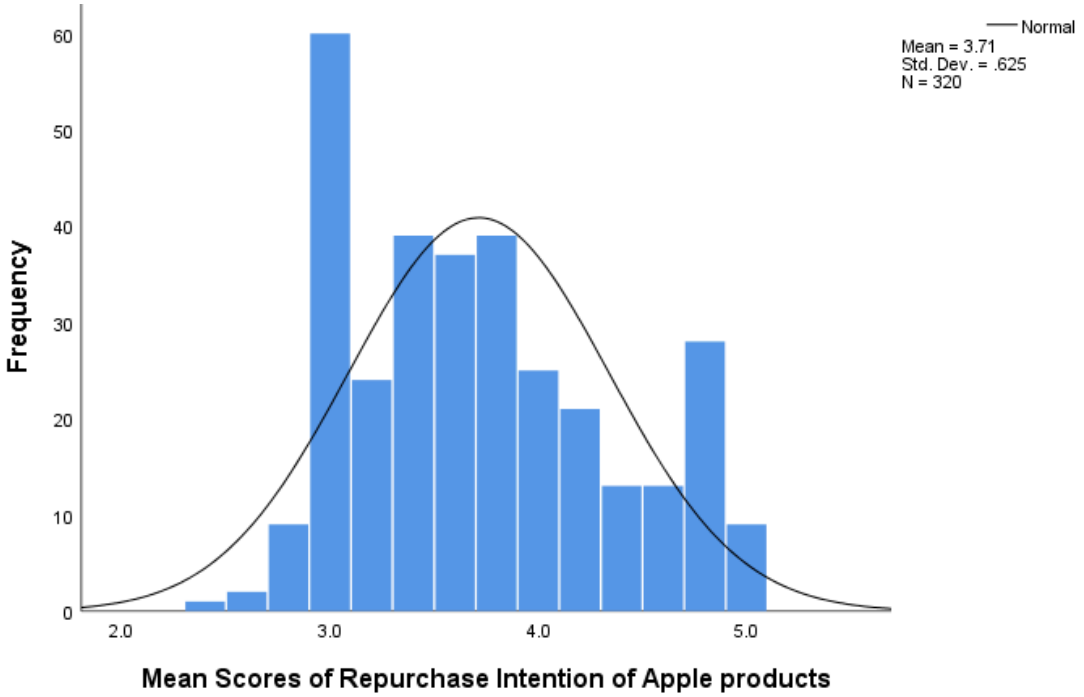


Figure 6. Distribution of Repurchase Intention Scores of Apple products.

4.2. Item Level Descriptives

Table 3. Descriptive Statistics for items pertaining Customer Satisfaction, Repurchase Intention, Brand love, Brand loyalty and Repurchase Intention (Minimum =1, Maximum=5)

Items	Min	Max	*M*	*S.D*
Customer Satisfaction				
The Apple brand would satisfy me	3	5	4.06	0.74
The Apple brand is successful	3	5	4.16	0.75
The Apple brand meets my needs	2	5	3.98	0.82
Brand love				
Apple is a wonderful brand	2	5	4.08	0.75
Apple brand make me feel good	2	5	3.97	0.79
Apple brand is totally awesome	2	5	3.93	0.80
I have neutral feeling about Apple brand	1	4	2.81	0.89
Apple brand makes me very happy	2	5	3.88	0.79
I loved the Apple brand!	2	5	4.02	0.84
I have no particular feeling about Apple brand	1	5	2.54	0.94
Apple brand is a pure delight	2	5	3.79	0.74
I am passionate about Apple brand	1	5	3.64	0.94
I'm very attached to Apple brand	2	5	3.80	0.79
Brand Loyalty				
Apple is the only product brand i would buy	2	5	3.59	0.94
I don't even pay attention to other brands except the Apple brand	2	5	3.62	0.94
If I want to buy an Apple product but the product I want is out of stock, i will delay buying or go to another store	2	5	3.73	0.91
I always look to other brands apart from the Apple brand	1	5	2.68	0.92
I would "live without" the Apple brand rather than buy another brand	2	5	3.66	0.92
I would buy a brand other than the Apple brand if the product i choose is out of stock	1	4	2.72	0.93
Repurchase Intention				
Apple is the only product brand i would buy	2	5	3.59	0.95
I don't even pay attention to other brands except the Apple brand	2	5	3.62	0.94
If I want to buy an Apple product but the product I want is out of stock, i will delay buying or go to another store	2	5	3.73	0.92
I always look to other brands apart from the Apple brand	1	5	2.68	0.93
I would "live without" the Apple brand rather than buy another brand	1	4	2.34	0.92
I would buy a brand other than the Apple brand if the product i choose is out of stock	3	5	4.06	0.74

M=Mean *SD*=Standard Deviation

As depicted in the table above with regards to Customer Satisfaction, at the item level majority of the respondent agreed that Apple brand is successful in terms of its usage ($M = 4.16$ $SD = 0.75$) while the lowest was for the item " Apple brand meets my needs" ($M = 3.98$ $SD = 0.82$). At the item level, the highest mean in the Brand Love scale was for 'Apple is a wonderful brand' ($M = 4.08$ $SD = 0.75$), while the lowest was for 'I have no particular feeling about Apple brand' ($M = 2.54$, $SD = 0.94$). Similarly, in the Brand Loyalty scale, the item 'I always look to other brands apart from Apple' had a comparatively low mean ($M = 2.68$, $SD = 0.92$).

4.3. Reliability Analysis

Table 4. Reliability Analysis of Customer Satisfaction, Brand Love, Brand Loyalty and Repurchase Intention

Name of Scale	**Number of Items**	**Cronbach's Alpha**
Customer Satisfaction	3	0.842
Brand Love	10	0.888
Brand Loyalty	6	0.754
Repurchase Intention	5	0.810

A reliability test explaining the value of Cronbach's Alpha. The result can be seen in Table 4. The reliability test of Customer Satisfaction in the correlation Cronbach's Alpha is 0.842, for brand love in the correlation Cronbach's Alpha is 0.888, brand loyalty in the correlation Cronbach's Alpha is 0.754 and repurchase intention in the correlation Cronbach's Alpha is 0.810. These results indicate that the Customer Satisfaction, brand love, brand loyalty and repurchase intention scale is a reliable scale because the value of the reliability is >0,70.

4.4. KMO (Kaiser-Meyer-Olkin Measurement and Bartlett) Test

The KMO test determines whether the data is acceptable for factor analysis by examining the proportion of variability that is shared among the variables. If the KMO (Kaiser-Meyer-Olkin) Value is higher than 0.5, it shows that there is homogeneity to this analysis. In other, the variables are suitable for factor analysis (Saruhan & Özdemirci, 2005).

Table 5. Kaiser-Meyer Olkin Measurement and Barlett's Test on Customer Satisfaction

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.724
Barlett's Test of Sphericity	Approx. Chi-Square	392.006
	df	3
	Sig.	<.001

The KMO results for Customer Satisfaction can be seen in Table 5. KMO value for the Customer Satisfaction is 0.724 which is greater than 0.5. Additionally, Bartlett's Test of Sphericity provides a chi-square value of 392.006 with three degrees of flexibility and a significance level of 0.001. Therefore, both the high KMO value and the significant result of Bartlett's Test provide strong statistical justification for proceeding with factor analysis, as the data meets the essential assumptions for such multivariate techniques.

Table 6. Kaiser-Meyer Olkin Measurement and Barlett's Test on Brand Love

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.917
Barlett's Test of Sphericity	Approx. Chi-Square	1743.770
	df	45
	Sig.	<.001

The KMO results for brand love can be seen in Table 6. KMO value for the brand love is 0.917 which is greater than 0.5. Additionally , Bartlett's Test of Sphericity provides a chi-square value of 1743.770 with 45 degrees flexibility and a significance level of 0.001. Therefore, both the high KMO value and the significant result of Bartlett's Test provide strong statistical justification for proceeding with factor analysis, as the data meets the essential assumptions for such multivariate techniques.

Table 7. Kaiser-Meyer Olkin Measurement and Barlett's Test on Brand Loyalty

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.780
Barlett's Test of Sphericity	Approx. Chi-Square	432.066
	df	15
	Sig.	<.001

The KMO results for brand loyalty can be seen in Table 7. KMO value for the brand loyalty is 0.780 which is greater than 0.5. Additionally, Bartlett's Test of Sphericity provides a chi-square value of 432.066 with 15 degrees flexibility and a significance level of 0.001. Therefore, both the high KMO value and the significant result of Bartlett's Test

provide strong statistical justification for proceeding with factor analysis, as the data meets the essential assumptions for such multivariate techniques.

Table 8. Kaiser-Meyer Olkin Measurement and Barlett's Test on Repurchase Intention

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.754
Barlett's Test of Sphericity	Approx. Chi-Square	655.975
	df	10
	Sig.	<.001

The KMO results for repurchase intention can be seen in Table 8. KMO value for the repurchase intention is 0.754 which is greater than 0.5. Additionally, Bartlett's Test of Sphericity provides a chi-square value of 655.975 with 10 degrees flexibility and a significance level of 0.001. Therefore, both the high KMO value and the significant result of Bartlett's Test provide strong statistical justification for proceeding with factor analysis, as the data meets the essential assumptions for such multivariate techniques.

4.5. Correlational Analysis

A Pearson correlation study was performed to investigate the relationship among Customer Satisfaction, Brand Love, Brand Loyalty, and Repurchase Intention. The correlation results demonstrate that Customer Satisfaction has a significant positive association with repurchase intention ($r = 0.528$, $p = 0.000$). Customer Satisfaction also has a weak but significant positive association with brand love ($r = 0.127$, $p = 0.023$), indicating a small association. However, there is no significant relationship between customer satisfaction and brand loyalty ($r = -0.036$, $p = 0.519$). Also, there is no significant relationship between brand love and repurchase intention ($r = -0.045$, $p = 0.425$). Interestingly, brand loyalty has a significant negative associaton with repurchase intention ($r = -0.242$, $p = 0.000$).

Table 9. Pearson Correlation for Customer Satisfaction, Brand Love, Brand Loyalty, and Repurchase Intention

Correlations					
		Customer Satisfaction	Brand Love	Brand Loyalty	Repurchase Intention
Customer Satisfaction	Pearson Correlation	1	.127	-.036	.528
	Sig. (2-Tailed)		.023	.519	.000
	N	320	310	320	320
Brand Love	Pearson Correlation	.127	1	.045	-.045
	Sig. (2-Tailed)	.023		.425	.425
	N	320	320	320	320
Brand Loyalty	Pearson Correlation	-.036	.045	1	-.242
	Sig. (2-Tailed)	.519	.425		.000
	N	320	320	320	320
Repurchase Intention	Pearson Correlation	.528	-.045	.-242	1
	Sig. (2-Tailed)	.000	.425	.000	
	N	320	320	320	320

4.6. Testing Hypothesis Using Regression analysis

4.6.1 Influence of Customer Satisfaction on Repurchase Intention

A simple linear regression analysis was used to investigate the impact of Customer Satisfaction on repurchase intention. The regression results demonstrate that Customer Satisfaction has a considerable positive effect on repurchase intention ($\beta = 0.528$, $p = 0.000$). The model explains 27.9% of the variance in repurchase intention ($R^2 = 0.279$), suggesting a significant effect. The ANOVA results are equally significant ($F = 123.222$, $p = 0.000$), demonstrating the model's overall validity. This suggests that as customers get more satisfied, their likelihood of making another purchase improves significantly.

H1 is supported. Customer satisfaction has a positive influence on repurchase Intention.

Table 10. Coefficients of Customer Satisfaction on Repurchase Intention

Model	β	S.E.	t-value	p value
Repurchase Intention	0.528	0.051	11.101	.000
R^2=0.279: F(1,318)= 123.222				

4.6.2 Influence of Customer Satisfaction on Brand Love

A simple linear regression analysis was used to investigate the impact of Customer Satisfaction on Brand Love. The results indicated that regression analysis indicates a weak but significant positive correlation between Customer Satisfaction and brand love (β = 0.127, p = 0.023). The model explains only 1.6% of the variance in attachment to brands (R^2 = 0.016), suggesting a minor effect. Despite its low statistical power, ANOVA (F = 5.216, p = 0.023) confirms the relationship's significance. This implies that satisfaction slightly improves consumers' satisfaction to brand love.

H2 is Supported. Customer satisfaction has a positive influence on brand love.

Table 11. Coefficients of Customer Satisfaction on Brand love

Model	β	S.E.	t-value	p value
Customer Satisfaction	0.127	0.17	2.284	.023
R^2=0.016: F(1,318)= 5.216				

4.6.3 Influence of Customer Satisfaction on Brand Loyalty

A simple linear regression analysis was used to investigate the impact of Customer Satisfaction on brand loyalty. The results indicated that Customer Satisfaction did not substantially predict brand loyalty (β = -0.036, p = 0.519), and the model only partially explained the variation (R^2 = 0.001). The ANOVA results were equally negligible (F =

0.417, p = 0.519), implying that the model lacked predictive ability. These findings show that, in this context, customer satisfaction has no impact on brand loyalty.

H3 is not supported. Customer Satisfaction has no influence on brand loyalty.

Table 12. Coefficients of Customer Satisfaction on Brand loyalty

Model	β	S.E.	t-value	p value
Customer Satisfaction	-0.036	0.044	-0.646	0.519
R^2=0.001: F(1,318)= 0.417				

4.6.4 Influence of Brand Love on Repurchase Intention

A simple linear regression analysis was used to investigate the impact of brand love on repurchase intention. The results indicated that Brand love has no significant effect on repurchase intention (β = -0.045, p = 0.425). The model barely explains 0.2% of the variation (R^2 = 0.002), which is minimal. ANOVA also revealed that the model is statistically insignificant (F = 0.637, p = 0.425). These findings suggest that a brand love may not always turn into a higher likelihood of repurchase.

H4 is not supported. Brand love has no influence on repurchase intention.

Table 13. Coefficients of Brand Love on Repurchase Intention

Model	β	S.E.	t-value	p value
Brand Love	-0.045	0.174	-0.798	0.425
R^2=0.002: F(1,318)= 0.637				

4.6.5 Influence of Brand Loyalty on Repurchase Intention

A simple linear regression analysis was used to investigate the impact of brand love on repurchase intention. The results indicated that Brand loyalty has a significant but negative effect on repurchase intention (β = -0.242, p = 0.000), which contradicts expectations. The model explains 5.9% of the variation (R^2 = 0.059), and the ANOVA is

significant (F = 19.866, p = 0.000). This negative correlation suggests that in this study, more brand loyalty is related with decreased repurchase intention. This unexpected outcome could be impacted by intervening variables or represent brand fatigue, overexposure, or situational consumer behavior.

H5 is not supported. Brand Loyalty has a negative influence on repurchase intention.

Table 14. Coefficients of Brand Loyalty on Repurchase Intention

Model	β	S.E.	t-value	p value
Brand Loyalty	-0.242	0.063	-4.457	0.000
R^2=0.059: F(1,318)= 19.866				

Table 15. Research Findings

Hypothesis	**Findings**
H1. Customer satisfaction has a positive influence on repurchase Intention	**Supported**
H2. Customer satisfaction has a positive influence on brand love	**Supported**
H3. Customer Satisfaction has no influence on brand loyalty	**Not Supported**
H4. Brand love has no influence on repurchase intention.	**Not Supported**
H5. Brand Loyalty has a negative influence on repurchase intention	**Not Supported**

4.9. Discussion and Findings

In this discussion of the findings, the evaluation of the results and the previous studies are given. This study aimed to examine the relationship between Customer Satisfaction, brand love, brand loyalty, and repurchase intention.

The findings of this study is to examine the relationship between customer satisfaction, brand love, brand loyalty, and repurchase intentions among Apple users. This survey has 320 respondents, providing a large data set to analyse. Descriptive statistics,

reliability testing, factor analysis, and regression were used in this study, which yielded numerous significant findings that are consistent with and extend current literature.

The study revealed a significant positive correlation between Customer Satisfaction and repurchase intention ($\beta = 0.528$, $p < 0.001$). This is corroborated by a Pearson correlation coefficient of 0.528, showing a moderate to strong linear association. The model summary shows that Customer Satisfaction accounts for 27.9% of the variance in repurchase intention ($R^2 = 0.279$). This finding is consistent with earlier research, which indicates that satisfied customers are more likely to make repeat purchases and have positive behavioral intentions. Cronin et al. (2000) found that Customer Satisfaction has a considerable influence on decision-making processes and future behavioral intentions. Similarly, Hellier et al. (2003) discovered that satisfaction is a strong predictor of recurrent purchase intentions across service and product sectors. The findings indicate a significant and positive association between customer satisfaction and repurchase intention, supporting the theoretical framework proposed in earlier studies (Cronin et al., 2000; Hellier et al., 2003). These findings are consistent with a previous study by Kim et al. (2020), found that better levels of customer satisfaction are strongly related with an increased chance of repurchase behaviour in technology markets. Similarly, Lee and Back (2021) found that Customer Satisfaction is a major determinant of repurchase intentions, supporting the assumption that satisfied consumers are more inclined to return for future purchases. Additionally, recent research has discovered that customer satisfaction remains a significant predictor of repeat purchase behaviour in the technology and retail sectors (Alalwan, 2020; Wang et al., 2023). This implies that Apple satisfied customers are more likely to continue repurchasing Apple products in the future. In the present competitive technological industry, delivering high levels of satisfaction through smooth functioning, user experience, and customer service is a critical strategy for retaining users and encouraging repurchases.

The study found a positive but not significant relationship between Customer Satisfaction and brand love ($\beta = 0.127$, $p = 0.023$). The small effect size ($R^2 = 0.016$) indicates that Customer Satisfaction has a minor impact on brand loyalty. This supports Carroll and Ahuvia (2006) conceptual framework, which contends that Customer Satisfaction is an emotion preceded by brand love, particularly for products that require a high level of commitment or are lifestyle-oriented. Similarly, Batra et al. (2012) observe that, while brand love includes a variety of emotional components, contentment serves as

the underlying experience that leads to stronger affective attachments. Although customer satisfaction significantly predicted brand love, the association was not strong. This suggests that while customer satisfaction contributes to emotional attachment to the brand, its significance is limited. This finding is consistent with previous research studies, according to Aaker et al. (2019), which state that while satisfaction can increase brand love, other factors such as brand identity and emotional resonance can play a more important role in fostering deeper emotional connections with consumers. The findings of this study support Albert and Merunka's (2021) research, which found that satisfaction is necessary but not sufficient for the development of brand love. Emotional attachment often requires additional experiences or symbolic brand elements (Bıçakcıoğlu et al., 2020). This shows that, while satisfaction may elicit a favorable emotional reaction to a brand, other psychological or symbolic variables (for example, personal identification, social influence) may play a larger role in creating brand love. This is consistent with Carroll and Ahuvia (2006) assertion that brand love goes beyond simple gratification to encompass deeper emotional, experiential, and self-expressive components. Thus, while customer satisfaction may appreciate the brand. brand love can only emerge when the brand is consistent with personal identity or objectives. Apple's distinctive design, status symbolism, and ecosystem integration may all lead to brand adoration that goes beyond satisfaction.

The study found no significant association between customer satisfaction and brand loyalty ($\beta = -0.036$, $p = 0.519$). This indicates that contentment alone may not be sufficient to predict loyalty, particularly in a saturated or competitive market like the smartphone business. This finding differs from traditional loyalty models such as Oliver's (1999), but is consistent with more recent perspectives indicating that brand loyalty is influenced by several factors, including emotional involvement, brand trust, and consumer-brand recognition in addition to satisfaction (Chaudhuri and Holbrook, 2001). These findings differ from previous research that has influence of satisfaction and loyalty (Huang et al., 2022), but they are consistent with more recent research indicating that in mature markets, loyalty may be influenced more by usage habits, switching costs, or identity factors than by satisfaction factors alone (Han et al., 2023; Chinomona, 2022).

In contrast to the standard marketing model (Oliver, 1999), customer satisfaction was not found to be a major predictor of brand loyalty in this study. This research demonstrates that loyalty is not always based just on satisfaction. In the case of tech-savvy and brand-conscious customers, loyalty may be more directly linked to habitual behavior,

peer influence, or dedication to the Apple ecosystem. These findings emphasize the distinction between behavioral loyalty (real recurring purchases) and attitudinal loyalty (emotional or cognitive commitment), supporting Chaudhuri and Holbrook (2001) demand for a multidimensional understanding of loyalty. This shows that Apple users may continue to use the brand for functional or ecosystem reasons, rather than feeling emotionally committed.

The study found that the connection between brand love and repurchase intention was not statistically significant ($\beta = -0.045$, $p = 0.425$). This suggests that emotional attachment to a brand may not directly translate into repeat buy behavior in this situation. This contradicts prior research indicating that brand attachment fosters loyalty and behavioral commitment by (Albert and Merunka, 2013). One possible reason is that, while brand love increases advocacy or emotional connection, other variables such as price sensitivity or perceived value may moderate its effect on repurchase behavior. Another unexpected finding was the insignificant correlation between brand love and repurchase intention. While previous study (Albert and Merunka, 2013; Batra et al., 2012) has suggested that brand attachment leads to behavioral intentions such as advocacy and repurchase, the current data suggest different in this situation. The theory is that, while consumers are emotionally tied to the Apple brand, their repurchase behavior is limited by practical considerations such as product pricing, technological needs, and product cycles. In other words, brand love does not always convert into repurchase intention, particularly for high-cost, high-involvement objects like smartphones and computers.

This study demonstrated a negative association between brand loyalty and repurchase intention ($\beta = -0.242$, $p < 0.001$). Recent study has shown that loyalty may reflect emotional attachment rather than real behavioural intentions, particularly in highly competitive or saturated marketplaces (Wang et al., 2023). Although statistically significant, the negative coefficient contradicts theoretical assumptions, indicating the need for more inquiry. Brand loyalty has a strong but negative association with repurchase intention. This is in contrast to most theoretical models, which see loyalty as a primary predictor of repeat purchasing behavior (Oliver, 1999; Chaudhuri and Holbrook, 2001). One possible explanation is that "brand loyalty" in this circumstance may not accurately reflect actual emotional commitment or value. Instead, it could attract commitment loyalty, in which customers stick with a brand for a time but lack motivation to buy due to changing expectations, unhappiness with recent advances, or market alternatives. This

distinction emphasizes the importance of delving deeper into the concepts and measurements of loyalty. Future research could benefit from distinguishing between passive loyalty (using a brand without passion) and active loyalty.

This study's findings add to the current research by providing insight on the complex connection between customer satisfaction, brand love, brand loyalty, and repurchase intentions. The findings emphasise the significance of customer satisfaction as a predictor of repurchase intention, as well as the relevance of brand love attachment and the intricacies of brand loyalty. These findings not only support earlier research, but also provide the foundation for future research into the mechanisms that drive consumer behaviour in the context of brand relationships.

5. CONCLUSION, RECOMMENDATION AND FUTURE RESEARCH

5.1 Conclusion

This study investigates the relationship between customer pleasure, brand love, brand loyalty, and repurchase intention among Indonesian Apple product users. Using a quantitative method with 320 respondents, data was collected via a structured questionnaire and processed with SPSS, including descriptive statistics, reliability tests, and regression analysis, for examining five variable hypotheses. The findings shows that customer satisfaction has a significant effect on repurchase intentions and brand love, implying that satisfied customers are more likely to be emotionally attached to Apple and would like to repurchase it. However, customer satisfaction had no significant effect on brand loyalty, indicating that satisfaction alone may not be sufficient to generate strong loyalty among Apple users in Indonesia. Furthermore, brand love had no significant effect on repurchase intention, although brand loyalty had an unexpectedly negative effect. These findings indicate that, while consumers may enjoy Apple and be emotionally loyal, practical reasons such as price and market accessibility might prevent them from repurchasing.

This study contributes to the consumer behavior literature by demonstrating that brand love for premium brands does not always translate to loyalty or repeat purchases in emerging economies like Indonesia. In practice, this study shows that Apple marketers should focus on boosting customer satisfaction through service quality and user experience, while also considering accessible pricing and marketing methods to convert emotional attachment into actual purchasing behavior. This study has substantial limitations. This study focuses only on Apple customers in Indonesia, excluding generalisation to other brands or countries. The data used is cross-sectional, meaning it cannot accurately represent long-term behavioral changes. Furthermore, this study was conducted using self-reported questionnaires, which may have resulted in response bias. Future studies should include employing longitudinal methodologies to track changes in loyalty and repurchase behavior over time. In order to further understand this relationship, moderator variables such as economic level, cultural identification, and product weary should be considered. In addition, comparing Apple to other smartphone brands may reveal further information on competing consumer behavior.

In conclusion, the study provided insight into the complex relationship between customer satisfaction, brand love, brand loyalty, and repurchase intention among Indonesian Apple consumers. Although customer satisfaction motivates emotional attachment and repurchase intentions, brand love and brand loyalty alone are insufficient to secure repurchase in a market where economic variables substantially affect consumer choices. The findings are intended to help future academics, marketers, and researchers better understand and strategize about customer behavior in emerging markets.

5.2 Recommendation and Future Research

Based on the findings of this study, various recommendations can be made for the Apple brand and other brands competing in today's market. First, Apple must prioritise customer satisfaction by constantly enhancing product quality and service. This can be accomplished through regular feedback channels that allow customers to share their thoughts and experiences so that the company can make relevant changes to its services. Second, Apple should invest in marketing methods that focus on personal engagement and brand storytelling. Apple can strengthen brand loyalty and establish a deeper emotional connection with its audience by crafting a narrative that reflects consumer values and goals. In addition, Apple should explore expanding its product options to appeal to a broader variety of consumers, particularly in price-sensitive countries such as Indonesia. This can be accomplished by offering more economical versions or financing options that make Apple products available to a larger audience. Furthermore, using social media and influencer marketing can boost brand awareness and appeal, particularly among younger customers who are more dependent on peer recommendations and online feedback. By implementing these techniques, Apple can boost Customer Satisfaction, build brand loyalty, and eventually drive repurchase intentions.

Despite the useful insights garnered from this study, certain limitations must be addressed. First, this survey was conducted primarily among Apple customers in Indonesia, which may limit the findings' applicability to other markets or consumer segments. Indonesia's particular cultural and economic setting may have a different impact on consumer behaviour than other countries. Second, depending on self-reported data exposes possibilities to potential bias, as individuals may supply socially desirable responses rather than their true feelings or behaviours. This may have an impact on the accuracy of the findings and conclusions drawn. Moreover, this study did not consider other external factors that could influence the relationship between the variables, such as

competing acts from other brands, economic situations, or changes in consumer preferences over time. These aspects could provide a more sophisticated picture of customer behaviour and should be explored in future study. At last because this study is cross-sectional rather than longitudinal, it is limited in its capacity to draw causal inferences regarding the link between the variables.

This study demonstrates the need for additional research in order to better comprehend the relationship between Customer Satisfaction, brand love, brand loyalty, and repurchase intention. Comparative studies conducted in various cultural contexts might provide significant insights for large corporations such as Apple. Longitudinal studies may observe changes in customer views and behaviours over time, whereas digital and social media interaction can influence brand love and loyalty. Furthermore, evaluating the effectiveness of promotional methods in promoting brand loyalty and generating repurchase intentions might help to optimise marketing efforts.

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APPENDIXES

Appendix 1. Questionnaire

Good morning/afternoon/evening

My name is Rifatunnisa Rahmagita Sigit, a master student of the Faculty of Business Administration at Ankara Yildirim Beyazit University who is currently conducting research to complete my thesis. Therefore, I ask for your willingness to fill out this questionnaire so that I can obtain the data needed in this study.

I ask for your willingness to participate in this study by filling in the statements in this questionnaire. All the answers you give are correct and there are no wrong answers. However, the best answer is the answer that best suits you, that is, what you really feel and think. All the answers you give will not be published, I keep it confidential and only used for the benefit of this research.

I sincerely hope for your help and cooperation to fill out all parts of this questionnaire. For your willingness and participation in this study, thank you.

Sincerely,

Rifatunnisa Rahmagita Sigit

The relationship between Customer Satisfaction, brand love, brand loyalty, and repurchase intention

Section 1

1. Gender
2. Age
3. Marital Status
4. Occupation
5. Income per a month
6. Are you an Apple brand consumer?
7. What Apple products do you use? (iPhone, iPad, Macbook etc)

Section 2

Choose the statement that best describes you and checklist or click to number to fill them in.

Examine each statement attentively and completely. There are multiple options for each statement's solution, including:

1. SDA = Strongly Disagree
2. DA = Disagree
3. N = Neutral
4. A = Agree
5. SA = Strongly Agree

Customer Satisfaction

This scale uses a scale from Carroll and Ahuvia (2006)

No	Question	1	2	3	4	5
1.	The Apple brand would satisfy me					
2.	The Apple brand is successful					
3.	The Apple brand meets my needs					

Section 3

Brand Love

This scale uses a scale from Khayat (2021)

No	Question	1	2	3	4	5
1.	Apple is a wonderful brand					
2.	Apple brand make me feel good					
3.	Apple brand is totally awesome					
4. (-)	I have neutral feeling about Apple brand					
5.	Apple brand makes me very happy					
6.	I loved the Apple brand!					
7. (-)	I have no particular feeling about Apple brand					
8.	Apple brand is a pure delight					
9.	I am passionate about Apple brand					
10.	I’m very attached to Apple brand					

Section 4

Brand Loyalty

This scale uses a scale from Khayat (2021)

No	Question	1	2	3	4	5
1.	Apple is the only product brand i would buy					
2.	I don't even pay attention to other brands except the Apple brand					
3.	If I want to buy an Apple product but the product I want is out of stock, i will delay buying or go to another store					
4. (-)	I always look to other brands apart from the Apple brand					
5.	I would "live without" the Apple brand rather than buy another brand					
6. (-)	I would buy a brand other than the Apple brand if the product i choose is out of stock					

Section 5

Repurchase Intention

This scale uses a scale from Khayat (2021)

No	Question	1	2	3	4	5
1.	If I could, I would like to continue using the Apple brand to purchase its products					

2.	There is a strong likelihood that I will continue purchasing Apple brand in the future					
3.	I will again consider buying the Apple brand in the next few years					
4. (-)	I would like to change to new brand apart from Apple brand for next buying					
5. (-)	I will not consider buying the Apple brand in the next few years					

Appendix 2. Research Project Approval Document

ANKARA YILDIRIM BEYAZIT UNIVERSITY (AYBU)
SOCIAL AND HUMANITIES SCIENCES ETHICS COMMITTEE
RESEARCH PROJECT APPROVAL DOCUMENT

Ankara Yıldırım Beyazıt University İşletme Fakültesi Faculty/Institute İşletme Bölümü Department Academic/Student RIFATUNNISA RAHMAGITA SIGIT Research titled "The Relationship between Consumer Satisfaction, Brand Love, Brand Loyalty and Repurchase Intention" was reviewed

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☒ Ethically APPROPRIATE.
☐ Requires IMPROVEMENT in terms of ethics.
☐ Decision of REJECTION in terms of ethics.

SOCIAL AND HUMANITIES SCIENCES ETHICS COMMITTEE DECISION	
Application date	10.12.2024
Research Code (Year-Research Serial Number)	2024-583
Ethics Committee decision meeting date and decision number	19.12.2024 – 10/583

COMMITTEE CHAIRPERSON, VICE CHAIRPERSON, AND MEMBERS:

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