

The Influence of Brand Experience, Brand Loyalty, and Brand Love on the Willingness to Pay a Premium Price among Samsung Smartphone Customers in Malang Raya

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Abstract

This study aims to analyze brand experience, brand loyalty, and brand love to the willingness to pay a Premium price. The sampling technique used was purposive sampling with a total sample of 114 samples of Samsung smartphones in Malang. The type of data used in this study was quantitative data and the data sources were primary data. The analysis tool used in this study is multiple regression analysis. The results of this study concluded that Brand Experience, Brand Loyalty, and Brand Love have a positive and significant effect on the willingness to pay Premium prices. Thus increasing Brand Experience, Brand Loyalty, and Brand Love for consumers Samsung Electronics Co. Samsung Electronics Co., Ltd. on Samsung Smartphone products to better understand what is an important component in product development.

Keywords: *Brand Experience, Brand Loyalty, Brand Love, Willingness to Pay Premium Price, and Smartphone Samsung.*

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Brand Experience, Brand Loyalty dan Brand Love terhadap Willingness to Pay Premium Price. Teknik sampel yang digunakan adalah purposive sampling dengan jumlah sampel sebanyak 114 pelanggan Smartphone Samsung di Malang Raya. Jenis data yang digunakan dalam penelitian ini menggunakan data kuantitatif dan sumber datanya adalah data primer. Alat analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda. Hasil penelitian ini menyimpulkan bahwa Brand Experience, Brand Loyalty dan Brand Love berpengaruh positif dan signifikan terhadap Willingness to Pay Premium Price. Perlunya menjaga dan meningkatkan Brand Experience, Brand Loyalty dan Brand Love bagi Samsung Electronic Co., Ltd pada produk Smartphone Samsung agar lebih memperhatikan apa yang menjadi komponen penting dalam pembelian produk.

Kata Kunci: *Pengalaman Merek, Loyalitas Merek, Kecintaan Merek, Kesiediaan Membayar Harga Premium dan Smartphone*

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INTRODUCTION

Samsung is one of the best-selling Smartphone brands in the Indonesian market and has succeeded in dominating the world mobile phone market share, proven by issuing products that are champions in the Smartphone market competition (Werung *et al.* 2020). Samsung has a strong and positive image because the name Samsung has long been known by the public. Samsung offers a wide range of smartphone products and consists of Samsung Galaxy Z, Galaxy Note, Samsung Galaxy Series M, and A. Samsung smartphone is one of the Android smartphones that has an average expensive price compared to other androids. Samsung every year often releases the latest smartphones by following the latest technological developments or trends. Often presenting the latest smartphones makes the latest series more expensive than the previous series. Even when the latest smartphones came out, the price of old smartphones did not go down. Therefore, the price of Samsung smartphones or used smartphones also did not drop drastically.

According to Septiyan (2021), even though the price of Samsung Smartphones is said to be more expensive than other Smartphone brands, Samsung is still in demand by many people. In 2021, Samsung won Top Brand by occupying first position (Arofa *et al.* 2022). Even though Samsung is ranked first based on the Top Brand Index, it is not impossible that Samsung smartphones will not experience a decline in sales. It is proven that Samsung smartphones experienced a significant decline in sales in 2021-2022, namely 4.1% in the first quarter. The following can be seen in table 1 of the Top Brand Index below:

Table 1. Top Brand Index (TBI) Smartphones in 2018-2022

No	Smartphone Brand Name	2018	2019	2020	2021	2022
1	Samsung	48,6	45,8	46,5	37,1	33,0
2	Oppo	11,2	16,6	17,7	19,3	20,6
3	Xiomi	5,5	14,3	10,1	12,4	11,2
4	Iphone	-	-	-	11,0	12,0
5	Vivo	-	4,5	7,9	7,9	9,7

Source: www.topbrand-award.com (2022)

The above shows that Samsung Smartphone customers have still been very high in Indonesia for the last five years. From the acquisition of this data, although Samsung Smartphones had experienced a decline in sales, Samsung Smartphones were still ranked first best brands with a fairly high number than competitors of Smartphone brands in Indonesia. Seen in 2018 Samsung smartphones are in first place with a value of 48.6%. Then in 2019, it decreased by 2.8% with a value of 45.8%, in 2020 Samsung experienced an increase in value to 46.5% which then decreased in 2021 with a value of 37.1%, and in the fifth year of 2022, Samsung smartphones also decreased significantly by 4.1% to 33.0%. The decline occurred due to people's low purchasing power and the high inflation rate at that time. Based on the Goodstats curation presented by the Aptika Research and Development Center and IKP Kominformasi in 2022, it shows that Java Island is still the place where the largest number of Smartphone customers, namely 86.6%. This is because internet access via smartphones for telecommunications is quite good and smartphone devices are affordable on the island of Java.

The conclusion that can be drawn is that Samsung Smartphone customers are still willing to pay whatever price they have to pay to get them. This shows that apart from their loyalty to Samsung Smartphones, it also shows their love for these products. Loyalty to Samsung Smartphones is reflected in customers returning to the brand. Habits are one of Samsung's customer loyalty factors. This habit is

in the form of quality provided by Samsung Smartphones in the features contained in them (Pelupessy *et.al*, 2022).

Previous information and data presented indicate that Samsung's Smartphones can be said to still dominate in Indonesia and especially in Java. Not only that, from the data it can show that the subscription to Smartphones is still very high in Indonesia and most likely they are willing to pay more prices to get it. Then how is the development of Samsung's Smartphone in Malang Raya. This will be the concentration of researchers to see how much the supply of Samsung Smartphone customers in Malang Raya in paying for the products they love.

Based on the description of the background, the researcher drew the title of the study "The Effect of Brand Experience, Brand Loyalty and Brand Love on the Willingness to Pay Premium Price on Samsung Smartphone Customers in Malang Raya".

LITERATURE REVIEW

A product can be priced at a premium price because it has considerations such as historical value, rare raw materials, and the best quality of the product. Premium price is defined as a price that is pegged higher than competitors, where the company sets the price of its products more expensive than the market price because it has more advantages and gives a good impression on customers.

Willingness To Pay Premium Price is the highest price that buyers agree to pay for the desired amount of goods or services and to see how much buyers value the goods or services (Simamora, 2011). Premium prices can be used as the maximum price difference between preferred brands and disliked brands that can be accepted by customers (Sellers, 2016). Willingness To Pay originated from Price Premium (Gómez *et al*, 2018). High prices are determined by the high usability value of a product, with healthier and higher quality products as well as products considered environmentally friendly (Biswas & Roy, 2016). According to Ul Zia & Sohail (2016) Willingness To Pay Premium Price includes five dimensions, namely: awareness, perceived quality, loyalty, uniqueness, and non-product-related brand associations.

Three factors that can affect Willingness To Pay Premium Prices according to Husaen & Bernarto (2022) are Brand Luxury, Brand Awareness, and Product Quality. Meanwhile, the Willingness To Pay Premium Price indicator according to Efendi & Farida (2021) is willing to spend more money, keep buying even though there are more affordable products, and are willing to pay high prices even though there are similar products. Based on these findings, it reveal that a brand can get a premium price when customers are willing to buy a product at a higher price than the willingness to buy the same product with a different brand. Brand Experience plays an important role in marketing. Experience can be created through good interaction between customers and products or services. Brand Experience is the sensation, feeling, and customer response generated by a brand, related to stimuli generated by brand design, brand identity, marketing communications, people, and the environment the brand is marketed.

Customers tend to shape a particular brand based on perception because they experience the brand in various stimuli such as brand life, logo, color, packaging, and advertising (Hidayat *et.al*, 2022). According to Brakus *et al.* (2015) research looks at the customer's point of view by examining the customer experience itself and how that experience can produce opinions, attitudes, and other aspects of customer behavior. According to Kotler & Keller (2016), Brand Experience is the experience created by a brand to a customer. Customers will form expectations derived from past buying experiences from the advice of friends, associates as well as the promise information of marketers and competitors. Brand Experience can be felt directly when consuming and buying a product. Brand experience can be felt indirectly when customers see advertisements or when marketers communicate products through websites (Nysveen *et.al*, 2013).

According to Sunaryo & Tjandra (2014) there are three factors that can shape Brand Experience, namely first, The Product Experience, The Look and Feel and Experience Communications means that

customers can feel the comfort provided by the company that is not easily obtained by other brand actors. There are indicators that affect Brand Experience according to Brakus et al. (2015), namely first, Sensory is an experience that is felt through the senses. Second, affective is the experience felt by feelings. Third, behavior is an experience that is felt and shown in the form of behavior. Fourth, Intellectual is a brand experience that is felt based on logic and thinking after consuming a product. The experience felt by customers can create an emotional connection and increase satisfaction with the brand.

Based on the above understanding, it can be concluded that Brand Experience is the experience felt by customers after interacting with the brand either directly or indirectly where the experience can produce perceptions, thoughts, and feelings. This means that the better the customer experience with the brand, the more willing to pay more and make repeat purchases.

Brand loyalty is a deep commitment to return to buy or subscribe to products or services continuously in the future. Brand loyalty is valued as a conventional marketing idea that is focused on efforts to build long-term relationships with customers and is important for companies because it is beneficial in many ways. Loyalty shows the interconnectedness that results from the interaction between the customer and the brand.

According to Tjiptono (2014), loyalty is a deeply held commitment to buy or support products or services that are preferred in the future despite the influence of the situation and marketing efforts that have the potential to cause customers to switch. Brand loyalty is a positive attitude toward a brand based on the consistency of customer purchases over a long period of time (Jun & Yi, 2020). The emphasis of this opinion on brand loyalty is seen from positive customer attitudes (Ehsan et.al, 2016). A positive attitude is a responsive attitude towards a brand and seeing a brand as something positive for customers so as to encourage customers to buy continuously and always use the brand (Mabkhot et.al, 2016).

Customers who establish strong relationships over the long term show that customer loyalty to the brand is high. D. A. Aaker (2012) explains that loyalty to a brand indicates behavior that tends to prefer one or more brands among other brands that are available and can be purchased by customers (Kotler et al., 2016). Two factors that can affect brand loyalty according to Pandiangan et.al (2021) yes it is Attitudinal Loyalty and Behavioral Loyalty. Meanwhile, the indicators contained in Brand Loyalty according to Efendi & Farida (2021) are to say positive things about the product or brand to others, recommend the product or brand to others, the product or brand the first choice, and makes repeated purchases.

Based on the above understanding, it can be concluded that loyalty to the brand can be seen from the behavioral tendency to still choose and use a brand even though it is faced with many other brands. Brand Loyalty includes two dimensions, namely attitude and behavior. The attitude dimension is shown by the customer's response to receive and be positive towards the brand. The behavioral dimension is shown from the assessment made by the customer. Brand Love is a form of customer enthusiasm for emotional reactions and interest in certain brand products. Brand love is not just an emotional feeling but is mostly the identity of its users which is formed from the relationship between customers and brands and makes customers find it difficult to have negative feelings.

Brand Love is a long-term relationship between customers and brands (Khandeparkar & Motiani, 2017). The term "love" has many different meanings for each person. Everyone can interpret love with different meanings depending on each person's point of view. "Love" is understood as a combination of emotions and behaviors that play a role in creating a close love relationship (Unal & Aydın, 2013). According to Albert et al. (2018) Brand Love is a very strong emotional bond in customers to have a certain brand. Brand love is not the kind of real love. Love according to Kochar & Sharma (2015) is a complex whole and stems in part from genetically inherited instincts and drives,

likely most role models are learned socially and through observation. There are three components of brand love: intimacy, passion, and commitment.

The first component of intimacy refers to feelings, closeness, connection, and attachment in love relationships. The second component of passion refers to the drive that leads to romance, physical attraction, and related phenomena in romantic relationships. Third, commitment and decision. This committee keeps the relationship lasting and gives in to each other in case of problems (Batra *et al.*, 2012). According to Unal & Aydın (2013), there are two factors that influence Brand love, namely Brand image and Social self. The indicators contained in Brand Love according to Efendi & Farida (2021) are providing their own pleasure in the brand, having an interest in the brand and love for the brand. Based on the explanation above, it can be concluded that brand love is a strong emotional bond to the brand because customers feel satisfied to have the brand. Customers who are attached to a brand will tend to have a strong desire and need to own the brand's products because they love the brand.

Willingness To Pay a Premium Price is formed from several variables, namely Brand Experience, Brand Loyalty, and Brand Love. This shows that customers are willing to spend more money because of brand experience, brand loyalty, and high brand love for the desired product or brand. There are several previous studies that support the Brand Experience variable affecting Willingness to Pay Premium Price. Previous research conducted by Dwivedi *et al.* (2018), Santos & Schlesinger (2021), Khan & Siddiqui (2021), Aulianda (2020) stated that Brand Experience has a major influence on the Willingness To Pay Premium Price, and Brand Experience has a positive and significant effect on Willingness To Pay Premium Price.

Loyalty at large can help companies to achieve success in the long run. Brand loyalty can influence customers to spend more money. This is in agreement with research conducted by Santos & Schlesinger (2021), Pangestu (2018), Putra Buana & Saufi (2021), Malarvizhi *et al.* (2022) shows that Brand Loyalty has a positive and significant effect on Willingness To Pay Premium Price. Brand Love is a combination of emotion and passion for a brand that affects the willingness of customers to spend more money even though other brands offer cheaper prices, customers with high brand love always try to get the brand. Thus, a high love for the brand will encourage customers to pay unreasonable prices. This is reinforced by the results of research by Efendi & Farida (2021), Lumba (2019), Pangestu (2018), Parasmita, *et al.* (2018) which states that Brand Love has a positive and significant effect on Willingness To Pay Premium Price. Therefore, the hypotheses in this study are:

H₁: Brand Experience has a positive and significant effect on Willingness to Pay Premium Price.

H₂: Brand loyalty has a positive and significant effect on Willingness to Pay Premium Price.

H₃: Brand love has a significant effect on willingness to Pay Premium Price.

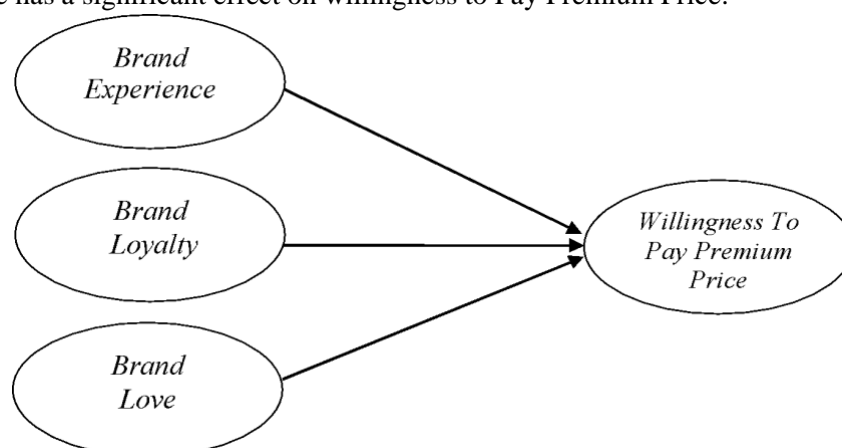


Figure 1. Research Mindset

RESEARCH METHODS

The research was conducted in Malang Raya, East Java. This type of research includes quantitative research. The population of this study is Samsung Smartphone customers in Malang Raya. The sample of this study was 114 Samsung Smartphone customers in Malang Raya. The data source is primary data. Data collection techniques by distributing questionnaires. The data measurement technique uses a Likert scale of 1-5. The test of this research instrument is a test of validity and reliability. While the classical assumption uses tests of normality, multicollinearity and heteroscedasticity. The data analysis technique of this study is multiple linear regression analysis and coefficient of determination (Test R^2). The hypothesis test in this study is a t test processed using the SPSS application.

RESULT

In this study data was obtained through questionnaires, especially Samsung Smartphone customers in Malang Raya. Respondents' data profiles include gender, age, length of use, education and occupation. Here are the respondents' data profiles:

Table 2. Demography Respondent.

Categories	Detailed Categories	Total (114)	Percentage
Gender	Male	64	64%
	Women	50	50%
Age	17-24 Years	28	28%
	25-30 Years	38	38%
	> 30 Years	48	48%
Duration Of Use	1 – 3 Years	55	55%
	4 – 6 Years	38	38%
	> 6 Years	21	21%
Education Level	Vocational High School/ Senior High School	22	22%
	Diploma	13	13%
	Bachelor's Degree	69	69%
	Master's Degree	10	10%
	Job	Student	30
	Privat Employee	29	29%
	Civil Servant	34	34%
	Businessman	21	21%

Source: *Primary data processed (2023)*

The results of the description of the characteristics of the respondents show that the number of male customers in this study was greater with an age range of > 30 years. The largest number of respondents regarding the length of use of Samsung Smartphones was 64 respondents or 64% for 1-3 years. Of the 114 respondents who filled out the questionnaire, it can be seen that 69 respondents had a Bachelor's degree with a percentage of 69%, while 10 respondents had a Master's degree with a percentage of 10%. Furthermore, the largest number of respondents were respondents who worked as civil servants, namely 34 respondents with a percentage of 34%.

Table 3. Test Results of Validity and Reliability test

Variables	Indicator	R- Calculate	Cronbach Alpha
Brand Experience	X1.1	0,656	0.728
	X1.2	0,790	
	X1.3	0,709	
	X1.4	0,631	
	X1.5	0,748	

Brand Loyalty	X2.1	0,698	0.873
	X2.2	0,748	
	X2.3	0,778	
	X2.4	0,586	
Brand Love	X3.1	0,739	0.865
	X3.2	0,831	
	X3.3	0,778	
	X3.4	0,666	
	X3.5	0,816	
	X3.6	0,814	
Willingness To Pay Premium Price	Y1.1	0,814	0.824
	Y1.2	0,779	
	Y1.3	0,806	

Source: *Primary data processed (2023)*

The results of the calculation of validity show that the variable indicators of Brand Experience, Brand Loyalty, Brand Love and the variable Willingness to Pay Premium Price can be said to be valid because the R-value is greater than the R-value of the table. Thus each variable statement in this study is valid. The valid meaning is that the instrument has been tested for accuracy and is suitable for use as a research instrument. While the reliability test results show that the variable indicators Brand Experience, Brand Loyalty, Brand Love and Willingness to Pay Premium Price can be said to be reliable because all question items from each variable have Cronbach Alpha value results above 0.60. Thus the data obtained is reliable. Reliable are all instruments in this study, although tested many times will give the same results.

Table 4. Test Results Coefficient of determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.798	.637	.627	1.325

Source: *Primary data processed (2023)*

The R Square value (Coefficient of Determination) of 0.637 means that the variables Brand Experience, Brand Loyalty and Brand Love affect the Willingness to Pay Premium Price by 63.7% while the remaining 36.3% is influenced by other variables that are not affected in this study.

Table 5. Test Results t

Variable	T-Calculate	T-Table	Description
Brand Experience (X1)	6,511	0.1658	Significant
Brand Loyalty (X2)	7,261	0.1658	Significant
Brand Love (x3)	9,867	0.1658	Significant

Source: *Primary data processed (2023)*

Brand Experience (X1) has a positive and significant effect on the Willingness to Pay Premium Price (Y), which is a calculated t value of 6.511 > of t table 0.1658. Brand Loyalty (X2) has a positive and significant effect on the Willingness to Pay Premium Price (Y), namely the calculated t value of 7,261 > from t table 0.1658. Brand Love (X3) has a positive and significant effect on the Willingness to Pay Premium Price (Y), which is a calculated t value of 9.867 > from t table 0.1658.

DISCUSSION

Based on the results of hypothesis testing, it shows that the Brand Experience variable has a positive and significant effect on the Willingness to Pay Premium Price for Samsung Smartphone customers in Malang Raya. This means that the better the Brand Experience, the better the customer's

Willingness to Pay Premium Price on Samsung Smartphones. Brand Experience in this study was measured based on 4 indicators, namely sensory, affective, behavioral and intellectual experiences. From the results of the scale range shows that there is the highest value located in the affective experience indicator with strong bond criteria and behavioral experience with criteria accompanying activities such as watching, using maps, etc. So it can be concluded that customers have a strong bond in every activity using a Smartphone Samsung like watching, using maps, etc.

The lowest average value lies in the indicator of intellectual experience with interesting criteria. Although in this study the intellectual experience indicator scored the lowest, it did not affect the Willingness to Pay Premium Price in Samsung Smartphone customers. This suggests that a good brand experience impacts a willingness to pay a premium price where if customers personally gain experience with a brand, they are likely to pay a premium price for that brand in the future. This argument suggests that a good brand experience will increase the likelihood of paying a higher price. In addition, the impressive experience and variety of uniqueness possessed by Samsung Smartphones will build a harmonious brand relationship so that the matter of high price is no longer an issue. Thus the hypothesis stating that Brand Experience has a positive and significant effect on the Willingness To Pay Premium Price on Samsung Smartphones is accepted and can answer the first formulation of the problem.

The result of this research was reinforced by the Research of Dwivedi *et al.* (2018), Santos & Schlesinger (2021), Khan & Siddiqui (2021), and Aulianda (2020), which states that brand experience has a major influence on Willingness To Pay Premium Price and brand experience has a positive and significant effect on Willingness To Pay Premium Price.

Based on the results of hypothesis testing, it show that the Brand Loyalty variable has a positive and significant effect on the Willingness to Pay Premium Price on Samsung Smartphone customers in Malang Raya. This means that the better the Brand Loyalty, the better the customer's Willingness to Pay Premium Prices on Samsung Smartphones.

Brand Loyalty in this study is measured based on 4 indicators, namely saying positive things about the product or brand to others, recommending products or brands to others, products or brands being the first choice, and making repeat purchases. The results of the scale range show that there is the highest value located in the indicator of positive reviews. So it can be concluded that customers give positive reviews on the use of Samsung Smartphone products to others. The lowest average value is located in the main choice indicator. The results of the analysis show that high customer loyalty makes customers give positive reviews on the use of Samsung Smartphones to others and will be the first choice of customers in making Samsung Smartphone purchases. So that this can be said to be a form of loyalty to a brand and become an important factor that can influence customers to pay higher prices.

This shows that the greater the level of Brand Loyalty to Samsung Smartphones, the greater the influence of Willingness to Pay Premium Prices. Thus the hypothesis that states Brand Loyalty has a positive and significant effect on the Willingness to Pay Premium Prices on Samsung Smartphones is accepted and can answer the second formulation of the problem. The results of this study are reinforced by the Research of Santos & Schlesinger (2021), Pangestu (2018), Putra Buana & Saufi (2021), Malarvizhi *et al.* (2022), which states that loyalty has a positive and significant effect on customers' willingness to pay at premium prices.

Based on the results of hypothesis testing, shows that the Brand Love variable has a positive and significant effect on the Willingness to Pay Premium Prices for Samsung Smartphone customers in Malang Raya. This means that the better the Brand Love, the better the customer's Willingness to Pay Premium Prices on Samsung Smartphones. Brand Love in this study was measured based on 3

indicators, namely providing pleasure to the brand, having an interest in the brand, and love for the brand. Based on the results of the scale range, it shows that there is the highest value located in the indicator of love for the brand with criteria according to expectations. This shows that the products issued by Samsung Smartphones are in line with customer expectations. The lowest score is found on the indicator that Samsung Smartphone customers always like products released by Samsung Smartphones with the criteria of being a favorite. This shows that the products issued by Samsung Smartphones are favored by customers.

This shows that the brand's love for Samsung Smartphones makes customers always want to find out more and be proud to use them. So the love for a brand will make customers feel confident and willing to spend more money to get a Samsung smartphone. The results of the discussion above can be concluded that the greater the level of love for the brand, the stronger it causes the willingness to pay premium prices is also stronger. So the hypothesis that states Brand Love has a positive and significant effect on the Willingness to Pay Premium Prices of Samsung Smartphone customers is accepted and can answer the third problem formulation. The results of this study were reinforced by the research of Efendi & Farida (2021), Lumba (2019), Pangestu (2018), Parasmita, et al. (2018) which states that Brand Love has a positive and significant effect on Willingness To Pay Premium Price.

CONCLUSION

Brand Experience is able to strongly drive an increase in Willingness to Pay Premium Prices for Samsung Smartphone customers in Malang Raya. This is because Brand Experience gets a high response supported by indicators of affective experience, sensory experience, behavioral experience, and intellectual experience. Brand Loyalty is able to strongly encourage an increase in Willingness to Pay Premium Prices for Samsung Smartphone customers in Malang Raya. This result is because Brand Loyalty gets a high response supported by indicators of saying positive things about the product or brand to others, recommending products or brands to others, products or brands being the first choice, and making repeat purchases. Brand Love is able to strongly drive an increase in Willingness to Pay Premium Prices for Samsung Smartphone customers in Malang Raya. This is because Brand Love gets a high response supported by indicators of giving pleasure to the brand, having an interest in the brand, and love for the brand.

SUGGESTION

Based on the results of the study, researchers suggest that Samsung Electronics Co., Ltd can maintain and improve Brand Experience, Brand Loyalty, and Brand Love. Further researchers are expected to be able to use other variables that are outside this study such as Brand Image, Brand trust and Brand Commitment that can affect the Willingness to Pay Premium Price and can improve the results of existing research so that research related to this discussion can be better than before.

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