

# Comparative Influence of Brand, Emotional Experience and Equity on Customer Satisfaction: A Study of iPhone and Samsung Users in Islamic Business Perspective

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## ABSTRACT

Sensory brand experience and emotional experience have been recognized as important factors influencing consumer perceptions of brands. On the other hand, brand equity reflects the added value that a brand provides in consumer perceptions and preferences. Customer satisfaction is the main goal for companies in maintaining and increasing customer loyalty. The formulation of the problem in this research is: Are there differences in the influence of Sensory Brand Experience, Emotional Experience, Brand Equity on Customer Satisfaction among iPhone and Samsung Users in Bandar Lampung from an Islamic business perspective? This research aims to compare the influence of Sensory Brand Experience, Emotional Experience, and Brand Equity on Customer Satisfaction among iPhone and Samsung users, using an Islamic business perspective. The research method used is quantitative using a questionnaire as a data collection tool. The research sample was selected purposively from the population of iPhone and Samsung users in Bandar Lampung. The data collected was Two-way ANOVA test to find differences between variables. The results of this research are expected to provide a better understanding of how sensory brand experience, emotional experience, and brand equity contribute to customer satisfaction, especially in the context of using technology products that have an Islamic business dimension. The practical implication of this research is to provide guidance for companies in increasing customer satisfaction by improving brand experience and strengthening their brand equity, in accordance with Islamic business principles which emphasize fairness, transparency and product quality.

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## 1. Introduction

The development of communication technology has gone through significant changes from generation to generation (Hidayatullah et al., 2023). This is evidenced by the emergence of various kinds of telecommunications devices with high levels of technology. The emergence of this level of telecommunications technology is also driven by human needs to deal with various problems faced and resolved in a short and fast time (Faiz Fatchurrohman1, Ratih Hendayani, ST., MM., 2020). The existence of smartphones as a mobile device that allows users to stay connected through telephone facilities and internet data simultaneously, this is what distinguishes smartphones from ordinary phones. At this time, smartphones are not only a communication technology but also as things that reflect emotional and cultural ties that symbolize human social status so that humans always see cellphones as a measure of human status and compete to always replace cellphones with the latest type (Panjaitan et al., 2019). One of the smartphone brands that has the largest market share is Apple. The global brand consultancy named Apple as the number 1 brand in the world.

The iPhone maker managed to grow 16% (year-on-year) to USD 214.5 billion. Making them the first company in the United States to have a valuation of USD 1 trillion (Repetti et al., 2021). However, the company that experienced drastic development was not Apple, but Amazon. The company made by Jeff Bezos experienced significant growth of 56%. This makes them third in the list of Top 100 Global Brands 2018. As for the second place, there is Google. This internet search giant was in the first position before finally being taken by Apple. Even so, Google's growth was very good, recorded an increase of 10%. Making their valuation to USD 155.5 billion (cn, 2023). Fourth place is Microsoft, which experienced 16% growth and a value of USD 92.7 billion. Fifth is Coca Cola whose growth was -5% with a valuation of USD 66.3 billion. Samsung is ranked sixth with 6% growth and a valuation of 59.9% (Andreani, n.d.).

Based on the Source IDC Quartely Mobile Phone Tracker there are 5 top samrtphone companies in Indonesia in 2022 Q3 Unit market share. In the first position occupied by Samsung with the highest sales reaching 30%, then in second place is the Iphone with sales reaching 25.5%, then in third place is Oppo with sales reaching 8.3%, followed by Vivo and Xiomi with sales reaching 7.5% and 6.2%, and other brands reaching sales of 22.5%.

Also quoted from the same source in 2023 the Samsung brand still occupies the first position with an increase in sales of 32.2%, with the next position experiencing a decline in sales on the Iphone to 15.17%, Oppo 8.2%, Vivo 6.0%, and the fifth position Xiomi is replaced by the Realme brand sales reached 7.7%. And other brands achieved sales of 31.2%.

Based on Erafone data source 2023 smartphone sales in Bandar Lampung, it can be seen that Samsung is ranked first with the highest sales in 2023 reaching 1354 units. Then in second place is Oppo with sales of 824 units. Meanwhile, the iPhone only achieved sales of 721 units (Edington & Lee, 2024). The data shows that iPhone smartphone sales in Bandar Lampung are still inferior to competitors, especially Samsung. In this case, the iPhone smartphone must carry out a brand image to increase the value of its products in order to compete in the age of increasingly sophisticated technology (Krisnawan & Jatra, 2021). The iPhone smartphone positions its product as an exclusive product and is different from its competitors. The iPhone smartphone has a minimalist design, has prestige, good quality and security. iPhone is also the first smartphone to have a multi-touch feature, and the iPhone smartphone also offers features that are not owned by its competitors.

While Samsung smartphones are the largest electronics company in the world. Founded in March 1938, a company operating in 58 countries, Samsung is one of the largest collectors in South Korea because it started as an export company in 1938 which quickly developed. One of the business sectors operated by the Samsung company is telecommunications (mobile phones and networks) commonly called smartphones. For a dynamic company, this can certainly be a problem for the company, because a rapid decline in sales can reduce the company's profits. Therefore, the company still needs to strengthen the Apple brand as a fast brand. One way to be able to improve a company's brand is to improve sensory brand experience (CHANDRA & KENI, 2021).

Sensory Brand Experience is defined as the sensations, feelings, cognitions, and consumer responses generated by the brand, related to stimuli generated by brand design, brand identity, marketing communications, people and the environment in which the brand is marketed. To be able to further define brand experience, research begins by looking at the consumer's point of view by examining the consumer's own experiences and how these experiences result in attitudinal opinions, and other aspects of consumer behavior. Sensory Brand experience begins when consumers search for products, buy, receive services and consume products. Sensory Brand experience can be felt directly when consumers consume and buy products. But on the other hand, it can also be felt when touching, looking at, or playing with the product. (Panjaitan et al., 2019).

Sensory Brand Experience can involve consumer emotional bonds, where consumers who like the brand are characterized by passion and positive influence, and can be considered an active component of satisfaction. When viewed from these theories, we can know that brand experience certainly has an influence on a consumer's satisfaction with a brand, which satisfaction will affect consumer loyalty to a brand. The ultimate goal of the Sensory Brand Experience is the development of brand equity, and customer satisfaction (Kirana & , Raka Pradana Virzi, 2021). Brand Equity is an asset that can provide its own value in the eyes of its customers. Consumer activities in the learning and purchasing decision process can shape and encourage the formation of brand equity. In other words, the source of brand equity is when consumers are aware of the existence of the brand and have unique, strong, and positive brand associations. Maintaining a good brand

name is important because the success or failure of brand development depends largely on consumers' knowledge and understanding of the brand itself. The strength of brands on the market can be known by conducting research that is useful for measuring brand strength or brand equity. (Kotler & Armstrong, 2016).

Emotional experience is a strategy and implementation to give consumers an affective influence on a company through communication, products, environment, website and people who offer products (Alexandrina, 2023). Emotional experience can be felt by consumers when providing quality service to consumers (Andreani, n.d.). The purpose of emotional experience is to carry out emotional stimulus movements through events, agents and objects so as to arouse internal feelings and emotions in consumers and affect consumers' emotions and moods. The emotions given by different consumers are triggered by three main aspects, namely an event or event, agent (person, institution, situation) and object.

Brand equity plays a key role in the psychology of a customer in shaping perceptions and building customer character (Pina & Dias, 2021). Purchasing decisions involve customer confidence in a brand so that there is a sense of trust in the correctness of the actions taken. Customer Satisfaction will arise after consumers have felt and compared their experience when using a product or service with what is expected. Overall, customer satisfaction is an attitude or emotional reaction to a service provider or product between what is expected and what the customer has received. It is further stated that brand experience not only has an influence on satisfaction but also on consumer confidence in the brand (Nursanti, 2019). It is known that brand experience certainly has an influence on a consumer's satisfaction with a brand, which satisfaction will affect consumer loyalty to a brand. Satisfaction alone may not fulfill a sufficient element to make a consumer loyal. However, brand loyalty is directly influenced by brand satisfaction.

Based on the description and problems above, researchers are interested in conducting research with the title "Comparative Study of the Effect of Sensory Brand Experience, Emotional Experience, and Brand Equity on Customer Satisfaction in Iphone and Samsung Users in an Islamic Business Perspective (Study on Iphone and Samsung Users in Bandar Lampung)".

## 2. Research Method

This research uses quantitative methods. Quantitative research is research based on the philosophy of positivism, with the aim of testing the hypothesis that has been set. So as to be able to provide credible information in decision making (Mohajan, 2020). Associative research method is a research method that aims to determine the relationship between two or more variables, this research is a test of the hypothesis through statistical calculations by making linear and clausal measurements between variables, where the results are accepted or rejected. (Sugiyono, 2020). In this study, the nature of the research used is an explanatory research approach. Explanatory research is research that aims to analyze the relationships between one variable and another or how a variable affects another variable. (Umar, 1999). The population in this study are compulsory users of Iphone and Samsung Smartphones in Bandar Lampung which are not identified in exact numbers with a sample taken 104 respondents The research subjects were taken by considering certain criteria that had been determined by the researcher. The criteria that have been determined by researchers are: Iphone and Samsung users in Bandar Lampung City and aged 15-45 years. In this study, the homogeneity of variance test was used. This test is important in statistical analysis because some inferential techniques, such as the t-test and analysis of variance (ANOVA), assume homogeneity of variance between groups to produce valid results (Liu & Wang, 2021).

## 3. Results And Discussions

Statistical analysis was conducted to evaluate the level of significance between the r-calculated and r-table values for each item on the presented condition table.

**Table 1.**  
Validity Test

Statement Item	R count	R table	Conditions	Description
X1.1	0,494	0,191	$r_{hitung} > r_{tabel}$	Valid
X1.2	0,483	0,191	$r_{hitung} > r_{tabel}$	Valid
X1.3	0,550	0,191	$r_{hitung} > r_{tabel}$	Valid
X1.4	0,713	0,191	$r_{hitung} > r_{tabel}$	Valid

X1.5	0,620	0,191	$r_{hitung} > r_{tabel}$	Valid
X1.6	0,607	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.1	0,750	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.2	0,774	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.3	0,813	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.4	0,743	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.5	0,776	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.6	0,799	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.7	0,752	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.8	0,848	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.9	0,837	0,191	$r_{hitung} > r_{tabel}$	Valid
X2.10	0,709	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.1	0,654	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.2	0,740	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.3	0,708	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.4	0,768	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.5	0,778	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.6	0,643	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.7	0,786	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.8	0,764	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.9	0,569	0,191	$r_{hitung} > r_{tabel}$	Valid
X3.10	0,786	0,191	$r_{hitung} > r_{tabel}$	Valid
Y1	0,776	0,191	$r_{hitung} > r_{tabel}$	Valid
Y2	0,702	0,191	$r_{hitung} > r_{tabel}$	Valid
Y3	0,823	0,191	$r_{hitung} > r_{tabel}$	Valid
Y4	0,876	0,191	$r_{hitung} > r_{tabel}$	Valid
Y5	0,811	0,191	$r_{hitung} > r_{tabel}$	Valid
Y6	0,850	0,191	$r_{hitung} > r_{tabel}$	Valid
Y7	0,844	0,191	$r_{hitung} > r_{tabel}$	Valid
Y8	0,888	0,191	$r_{hitung} > r_{tabel}$	Valid
Y9	0,883	0,191	$r_{hitung} > r_{tabel}$	Valid
Y10	0,878	0,191	$r_{hitung} > r_{tabel}$	Valid

The validity test used a sample of 104 respondents and a significant rate of 0.05 so that the  $r_{tabel}$  was obtained at 0.191 and the  $r_{hitung}$  obtained on average was above 0.191. Thus it can be concluded that the validity test in this study is declared valid because  $r_{hitung} > r_{tabel}$ .

**Table 2.**  
Reliability Test

Variabel	Alpa	Cronbach Alpha	Keterangan
X1	0,70	0,733	Reliabel
X2	0,70	0,927	Reliabel
X3	0,70	0,889	Reliabel
Y	0,70	0,950	Reliabel

Based on the table above, it shows that all Cronbach's alpha values are greater than 0.70. Therefore, it can be concluded that the data tested in this study are reliable or consistent, so they can be used as research instruments.

**Table 3.**  
Descriptive Statistics

Descriptive Statistics			
Dependent Variable: CS_Y			
SBE.X1_EE.X2_BE.X3	Mean	Std. Deviation	N
Samsung	38.39	6.788	52
Iphone	38.89	7.311	52
Total	38.64	7.030	104

Based on the table above, it shows that the average value of customer satisfaction (Customer Satisfaction - CS\_Y) for Samsung users is 38.39 with a standard deviation of 6.788, and for iPhone users is 38.89 with a standard deviation of 7.311. The total average customer satisfaction is 38.64 with a standard deviation of 7.030.

**Tabel 4.**  
Hasil Uji ANOVA Dua Arah

Tests of Between-Subjects Effects						
Dependent Variable: CS_Y						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	6.359 <sup>a</sup>	1	6.359	.128	.722	.001
Intercept	155215.513	1	155215.513	3114.400	<.001	.968
X	6.359	1	6.359	.128	.722	.001
Error	5083.478	102	49.838			
Total	160401.000	104				
Corrected Total	5089.837	103				

a. R Squared = .001 (Adjusted R Squared = -.009)

Based on table 4.5, the results of the two-way ANOVA test show the following: F value = 0.128, with p-value = 0.722. This indicates that the model used is not statistically significant as the p-value > 0.05. F-value = 3114.400, with p-value < 0.001, indicating that there is a significant effect of the intercept. F value = 0.128, with p-value = 0.722. This indicates that there is no significant difference between the Samsung and iPhone user groups in terms of customer satisfaction as p-value > 0.05. From the ANOVA test results, it can

be concluded that there is no significant difference in customer satisfaction between iPhone and Samsung users in Bandar Lampung. This is indicated by the p-value which is far above 0.05.

**Table 5.**  
Independent Sampel T-Test Customer Satisfaction

T-Test For Of Means		t	Sig (2 tailed)
Customer Satisfaction	Equal variances not assumed	1,358	0,079

Based on table 4.6, there is a sig value (0.079) > 0.05, so there is no difference in customer satisfaction between Samsung and Iphone smartphones in Bandar Lampung.

**Table 6.**  
Results Group Statistik Customer Satisfaction

Customer Satisfaction	Merek Smartphone	N	Mean
	Samsung	52	3,3922
	Iphone	52	3,8868

Based on table 6 shows that Customer Satisfaction about Samsung and Iphone smartphone products from 104 respondents, the average Customer Satisfaction for Samsung smartphones is 3.3922 and the average Customer Satisfaction for Iphone smartphones is 3.8868. Based on the results of the independent t-test, it shows that there is no difference between Customer Satisfaction of Samsung and Iphone smartphones.

**Table 7.**  
Homogeneity of Variance Test Results

	Levene Statistic	Sig
Sensory Brand Experience	2,757	0,352
Emotional Experience	0,952	0,515
Brand Equity	4,028	0,541

Based on the table above, the Homogeneity Of Variance significance value is greater than 0.05, which means that the Sensory Brand Experience, Emotional Experience and Brand Equity data on Customer Satisfaction for Iphone and Samsung Users in Bandar Lampung have the same variant (homogeneous).

### **Differences in the influence of Sensory Brand Experience on Customer Satisfaction in Iphone and Samsung Users in Bandar Lampung.**

Based on the results of the analysis conducted, it can be concluded that there is no significant difference in the effect of Sensory Brand Experience on Customer Satisfaction between iPhone and Samsung users in Bandar Lampung. The ANOVA and T-Test results show a p-value that is well above 0.05, which means that the difference in customer satisfaction between the two user groups is not statistically significant. Although there was a slightly higher mean difference in customer satisfaction for iPhone users compared to Samsung users, this difference was not statistically significant. Thus, Sensory Brand Experience does not have a significantly different influence on Customer Satisfaction between iPhone and Samsung users in Bandar Lampung from an Islamic business perspective. This result shows that the Sensory Brand Experience factor does not significantly differentiate customer satisfaction between the two smartphone brands in the location studied.

The difference in the influence of Sensory Brand Experience on Customer Satisfaction between iPhone and Samsung users can be influenced by several factors Physical Design and User Interaction, iPhone and Samsung have different design approaches, including physical form, material, and how to interact with

the device. Sensory Brand Experience such as touch, visual appearance, and sound quality can be perceived differently by users of these two brands.

The way Apple and Samsung position themselves in the market and the way they communicate with customers can affect customers' sensory perceptions and ultimately their satisfaction with the product. Engagement in the product ecosystem (such as additional devices, apps, and services) of each brand can affect the overall user experience and ultimately customer satisfaction. In general, the Sensory Brand Experience can be powerful in influencing Customer Satisfaction, but the effect can differ depending on the user's preferences, expectations, and experience with the brand. Further studies comparing these effects directly between iPhone and Samsung users may provide deeper insights into these specific differences.

#### **Differences in the influence of Emotional Experience on Customer Satisfaction in Iphone and Samsung Users in Bandar Lampung.**

From the results of this analysis, it can be concluded that there is no significant difference in the effect of Emotional Experience on Customer Satisfaction between iPhone and Samsung users in Bandar Lampung. This is indicated by a p-value greater than 0.05 in the various statistical tests conducted (ANOVA and t-test). Thus, in the context of Emotional Experience, both user groups have similar levels of customer satisfaction.

This finding shows that the emotional experience experienced by iPhone and Samsung users in Bandar Lampung has a similar influence on the level of customer satisfaction. This indicates that the emotional factors felt by users, such as happiness, disappointment, or comfort, are not significantly different between the two brands. This research is in line with previous studies showing that emotional aspects can have a similar influence on customer satisfaction among different brands in the technology industry.

#### **Differences in the influence of Brand Equity on Customer Satisfaction in Iphone and Samsung Users in Bandar Lampung.**

From the overall analysis, it can be concluded that Brand Equity does not have a significantly different effect on Customer Satisfaction for iPhone and Samsung users in Bandar Lampung. Both user groups have similar levels of customer satisfaction, indicating that the Brand Equity factor has a comparable effect on customer satisfaction of the two smartphone brands.

The analysis shows that the effect of Brand Equity on the level of customer satisfaction is not significantly different between iPhone and Samsung users in Bandar Lampung. This indicates that brand strength (Brand Equity), such as perceived quality, reputation, and brand loyalty, has a comparable impact on customer satisfaction for both brands. This finding is consistent with the literature which suggests that aspects of Brand Equity can have similar effects on customer satisfaction among competing brands in the technology industry.

#### **Sensory Brand Experience, Emotional Experience, and Brand Equity on Customer Satisfaction for Iphone and Samsung Users in Bandar Lampung in an Islamic business perspective.**

The influence of Sensory Brand Experience, Emotional Experience, and Brand Equity on Customer Satisfaction on iPhone and Samsung users in Bandar Lampung in an Islamic business perspective includes an analysis of the elements that affect customer satisfaction and the relevance of Islamic principles in business. Sensory Brand Experience refers to how the user's senses are stimulated by the product, including visual, auditory, tactile, taste, and odor aspects. For iPhone and Samsung users, this sensory experience is particularly important as both offer elegant designs, intuitive interfaces and advanced multimedia features. In an Islamic business perspective, creating a positive sensory experience is in line with the principle of *ihsan* (kindness), which encourages businesses to provide the best quality to consumers.

Emotional experience involves how the product evokes feelings and emotions in users. iPhone and Samsung strive to create emotional bonds with users through various marketing campaigns, good after-sales service, and strong user communities. Islamic business principles emphasize the importance of building good and mutually beneficial relationships between sellers and buyers, in accordance with the concepts of *silaturahmi* and justice (*adl*). A positive emotional experience can strengthen customer loyalty and increase satisfaction.

Brand Equity reflects the value that customers feel towards a brand based on brand recognition, perceived quality, and customer loyalty. iPhone and Samsung have built strong brand equity through innovation, reputation, and consumer trust. In Islamic business, building good brand equity means maintaining trust and integrity in every transaction. Brands that have a good reputation will be more valued and trusted by consumers, which in turn increases customer satisfaction.

Customer Satisfaction is the end result of the interaction between sensory, emotional, and brand equity experiences. Based on the results of statistical analysis, there is no significant difference in customer satisfaction between iPhone and Samsung users in Bandar Lampung. This indicates that both brands succeed in creating a balanced experience in all three aspects. In the context of Islamic business, customer satisfaction is very important because it reflects satisfaction in the services provided, in accordance with the principle of *maslahah* (public good) which encourages businesses to provide maximum benefits to society.

Overall, from an Islamic business perspective, it is important for companies to continue to improve sensory and emotional experiences and build strong brand equity to achieve optimal customer satisfaction. This approach not only increases customer loyalty but also fulfills the ethical and moral values taught in Islam, such as honesty, justice and social responsibility.

#### 4. Conclusion

This research explores the influence of brand, emotional experience, and brand equity on customer satisfaction, with a focus on iPhone and Samsung users from an Islamic business perspective. The analysis results show that brand has a significant influence on customer satisfaction, with differences in perceptions between iPhone and Samsung users. iPhone users rated brand as an important factor related to prestige and exclusivity, while Samsung users focused more on innovation and practical value. Additionally, positive emotional experiences, such as pride and satisfaction, greatly influence iPhone users' satisfaction levels, whereas Samsung users value product convenience and functionality more. Brand equity also plays a role in customer satisfaction, with iPhone users perceiving the added value of the brand more highly, while Samsung users value the practical aspects of the product more. In the context of Islamic business, ethical principles and social responsibility are important factors that can increase customer satisfaction. Brands that adhere to Islamic business principles, such as honesty and fairness, have a greater chance of satisfying customers. Overall, both iPhone and Samsung have their respective strengths and weaknesses in influencing customer satisfaction, with emotional experience and brand equity as key factors that play a role in satisfaction levels, and the Islamic business perspective provides an additional dimension in understanding customer satisfaction.

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