



How Hedonic Value Mediated Influence of Brand Experience on Brand Equity

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ABSTRACT

This research aims to assess the impact of brand experience on brand equity, with hedonic value as a mediating factor, among iPhone users in Aceh. The study utilized a sample of 200 iPhone users in Aceh, selected through purposive sampling. Structural Equation Modeling (SEM) was employed as the analytical method to examine the relationships between the variables. The findings indicate that brand experience has a significant impact on both brand equity and hedonic value, while hedonic value also significantly influences brand equity. Additionally, hedonic value was found to partially mediate the relationship between brand experience and brand equity.

INTRODUCTION

In the globalization era, communication and information technology development is increasing. That is because communication and information are necessities for every society to support activities more efficiently and practically. Many tools, including a smartphone, can be used to obtain information and communicate. Smartphones are mobile phones with capabilities and functions resembling computers (Daeng et al., 2017). Organizations that have well-defined and thorough digital strategies are typically more developed and perform better. Digital transformation also influences customer experience, enables improved decision-making using data and analytics, and aligns human resources with digital technology (Halim et al., 2023). One of the pioneers of technological development in communications is the Apple company founded by Steve Jobs. The organization engages in the creation, production, and distribution of electronic devices, software applications, and personal computing systems. Apple offers a range of software products, such as the OSX and iOS operating systems, the iTunes music player, the Safari web browser, alongside hardware offerings.

Based on the 2022 data book, it can be seen that Apple occupies the top position in the global smartphone shipment market share in the fourth quarter of 2021. The high demand for the iPhone is due to its advantages. For example, the system is designed by itself, which can become a value to attract consumers. In other words, the iPhone brand is vital in the eyes of consumers and competitors. According to Widjaja et al. (2007), strong brands tend to add added value to a product so that consumers will continue to use the product continuously. The value contained in a product can be known through brand equity, so companies need to create brand equity in the products they market. Brand equity represents the additional value attributed to products or services, reflecting how a company perceives, feels about, and behaves towards the brand, as well as its impact on aspects such as pricing, market share, and profitability (Kotler & Keller, 2018). Apart from the added value that the iPhone brand has, Apple marketers are also working enthusiastically to overcome everything, and this can be seen in the iPhone product, which can initially use one button, and the iPhone 7, which begins to eliminate the use of earphone cables (Chatterjee, 2018).

Thus, Apple pays attention to the brand experience provided to consumers through all of the company's products. As per Brakus et al. (2009), brand experience refers to the subjective, internal consumer response comprising sensations, feelings, cognitions, and behavioral reactions, elicited by stimuli associated with a brand's identity design, including packaging, communication, and the environment. These responses can influence consumers' purchasing decisions. Apart from that, other aspects influence purchasing decisions, namely hedonic. Scarpi (2012) Hedonic is a condition that is more influenced by pleasure than task completion, so it describes the pleasant experience side of shopping, curiosity, fantasy, escapism (escape from reality), and pleasure. Consumers tend to choose products based on their hedonics, this aims to follow trends and increase social class. A brand has hedonic value when the product can provide pleasure, looks luxurious, and is synonymous with a relatively high price.

Research from Agnesia et al. (2022) shows that consumers will be loyal to a brand if they get Brand Experience regarding the superiority consumers feel from that brand. Positive brand experience will encourage consumers to do the same thing to get a similar experience. The higher the brand experience reviews felt by consumers, the better the perception of brand equity will be. According to Fahllefi (2018), the higher the Hedonic value of a consumer, the greater the possibility of the consumer switching smartphone brands from Android to iPhone. Moreover, lifestyles improve and brand equity gets better in the eyes of consumers, purchases of iPhone products will also increase (Karim, 2022; Halim & Dinaroe, 2019). The aims of this study are to investigate the impact of brand experience on brand equity among iPhone users in Aceh, to explore the effect of brand experience on the hedonic value of iPhone users in Aceh, to analyze the influence of hedonic value on brand equity among iPhone users in Aceh, and to assess hedonic value as a mediating factor between brand experience and brand equity.

LITERATURE REVIEW

Brand Equity

Brand equity comprises the tangible and intangible assets and liabilities associated with a brand, including its name and symbol, which enhance or diminish the value that a product or service provides to the company (Priansa, 2017). According to Wiastuti and Kimberlee (2018), brand equity represents the additional value provided by products or services, which is reflected in consumer perceptions, behaviors, and emotions toward the brand, as well as its impact on market share, pricing, and the company's prospects. Another definition means that brand equity can be observed, which is formed from the influence of a brand's image or attitudes toward a particular brand (Gómez et al., 2018). Four indicator items from Brand Equity were adapted from Wiastuti & Kimberlee (2018): Brand Awareness, Brand Associations, Perceived Quality, and Brand Loyalty.

Brand Experience

Alloza, as cited in Ashraf et al. (2018), defines Brand Experience as the perception of consumers when they interact with a specific brand, whether through advertising, personal contact, or the treatment received. This perception is influenced by the consumption or purchase experience and interactions with the brand. Brakus et al. (2009) describe Brand Experience as a subjective internal response of consumers, encompassing sensations, feelings, cognitions, and behavioral reactions, elicited by stimuli associated with the brand's design and identity, such as packaging, communication, and the environment. Brand Experience influences consumer memory and behavior following exposure to information sources available in the media, enhancing consumer knowledge (Hoch & Deighton, 1989). It represents the sum of all product, shopping, service, and usage experiences when consumers engage with a brand (Chattopadhyay & Laborie, 2005), and can either positively or negatively affect consumer satisfaction and loyalty (Brakus et al., 2009). Consumers create brand experiences as they use brands and share brand-related information, promotions, and events

with others (Mathew & Thomas, 2018; Tim et al., 2002). Brakus et al. (2009) identify four indicators of brand experience: Sensory experience, Affective experience, Behavioral experience, and Intellectual experience.

Hedonic Value

Zhang et al. (2011) discovered that hedonic value represents the gratification derived from the shopping environment's stimulation. Hedonic consumption entails consumer behavior linked to the multisensory, imaginative, and emotional facets of experiences driven by various advantages, such as the enjoyment derived from product use (Hirsman & Holbrook, as cited in Fallefi, 2018). Hausman (2000) suggests that hedonic value can be fulfilled through feelings arising from social interactions experienced during shopping. Batra & Ahtola (1991) define hedonic value as the overall consumer assessment based on pleasure fulfillment. Blythe (2005) notes that hedonic value pertains to the pleasure and aesthetic aspects of a product. Hedonics serve as stimuli that influence the quality of the shopping environment in terms of perceived enjoyment, visual appeal, and a sense of escapism (Subagio, 2011) between customers and companies, the company can create trust and commitment with customers in long-term relationships. Solomon (2002:105) says that hedonic value emphasizes subjectivity and experience. Consumers can depend on a product to fulfill their needs for happiness, self-confidence, fantasy, and so on. The three indicators of hedonic value adapted from Santoso (2016) are product design, promotional advertising, and consumption habits.

Brand Equity is the main thing that is needed in a brand. Shamim & Butt (2013) conducted a study on the direct and indirect impact of brand experience on brand equity, revealing that brand equity is directly affected by brand experience. Iglesias (2017) emphasizes that brand experience and emotional response are critical to brand equity. Some researchers suggest that brand equity is positively affected by sensory, affective, intellectual, and behavioral experiences (Sheng & Teo, 2012). Moreira, as cited in Walukow (2021), notes a relationship between brand experience and brand equity in the context of customer service. With good service, you can create a good brand experience for consumers, thereby increasing brand equity. The itself is known as a differentiator or identification of products or services from competitors. With the experience that consumers have had, consumers can automatically provide an assessment of the brand's products. If the experience provided is higher, a positive value will be received, but conversely, if the experience is less good, the value of the brand product will decrease.

H₁: Brand Experience Influences Brand Equity

Hedonic value represents a consumer's holistic assessment rooted in the gratification of pleasure (Batra & Ahtola, 1991). Subagio (2011) suggests that hedonic elements influence the perception of the shopping environment, encompassing enjoyment, visual appeal, and escapism. Hedonic value serves as a motivating factor for consumers to purchase products based on experiential value, social interactions, enjoyment, trends, pleasing others, and entertainment. Additionally, the intrinsic satisfaction of hedonic value in a customer's usage experience arises when the experience gratifies the customer's senses, emotions, and imagination (Chitturi et al., 2007). Customers can identify a brand through the characters in the brand (Lee et al., 2017). Moon and Kim in Eliansyah (2019) share a positive relationship between hedonic value and brand experience; they found that a person's perception of pleasure significantly influences their behavior toward brand users. Moreover, this illustrates that the experience of each brand significantly uses hedonic value attributes. Sheng & Toeo (2012) suggests that hedonic value influences consumer experience. Moreover, Hedonic value also positively affects brand experience (Yu & Chunllin, 2019).

H₂: Brand Experience Influences Hedonic Value

Many consumers tend to buy high-quality branded products. They take pride in buying expensive branded products because they believe they differ from cheaper competitors. They feel more respected if they can buy a product at a high enough price. Moreover, they also buy products that tend to be branded to satisfy their desires and become the center of attention (Indrawati, 2015). Kim & Moon, as cited in Santoso (2015), suggest that hedonic value originates from customer emotions, as the quality of products and services significantly impacts consumer satisfaction and loyalty. Brand equity, according to Aaker (1992), is linked to brand awareness, brand associations, perceived quality, and brand loyalty. In that case, consumers who make purchases with hedonic value are already involved in several of these dimensions. Consumers with hedonic judgment always recognize expensive branded products, positively evaluate the quality of certain company brands, and believe that high quality comes from products that tend to be more expensive. Moreover, consumers will be loyal to specific brands and can support hedonic properties. Moreover, a company can take the opportunity to build brand equity. Based on research conducted by Shahzad et al. (2018), it is proven that hedonic value influences brand equity.

H₃: Hedonic Value Influences Brand Equity

Iglesias (2018) asserts that brand experience is fundamental in establishing brand equity. The hedonic value derived from a consumer's product usage experience is also inherently satisfying when the experience delights the consumer's senses, emotions, and imagination (Chitturi et al., 2007). Shopping experiences can fulfill consumers' curiosity and alleviate the fatigue of daily life (Sundbo, 2009; Norton & Pine, 2009; Shahzad, 2018). Shahzad et al. (2018) have demonstrated through their research that hedonic value is a valid mediating variable influencing the relationship between brand experience and brand equity.

H₄: Hedonic Value mediates Brand Experience on Brand Equity

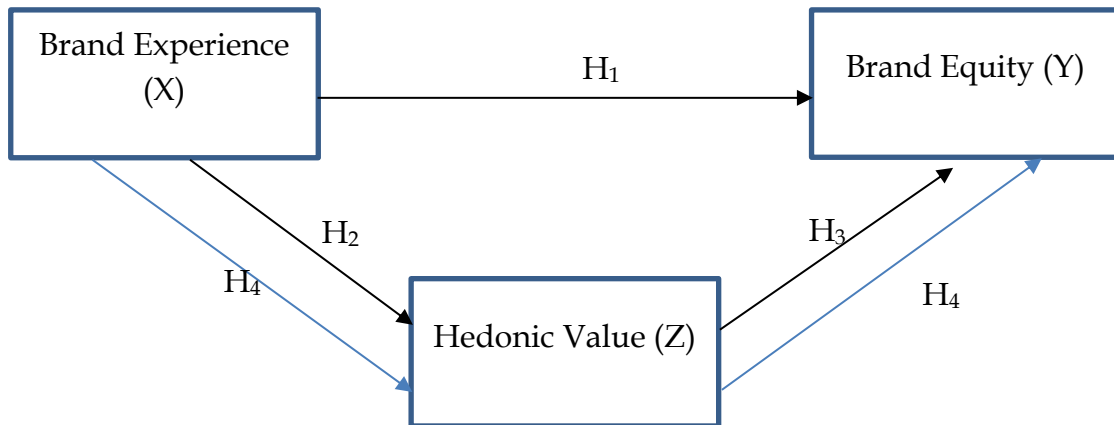


Figure 1. Conceptual Framework

METHODOLOGY

Population and Sample

The population for this research is all iPhone users in Aceh. Purposive sampling was used as a sampling technique in this research. The purposeful sampling technique is limited to certain types of people who are selected to provide the information needed by the researcher; that happens because they are the only ones who have that information or only those who have the criteria determined by the researcher (Sekaran and Bougie, 2016: 54). The characteristics of the respondents that have been determined in this research are that they live in Aceh Province and are generation Z, have purchased Smartphone products from the Apple company (iPhone), and have had experience with Smartphones from the Apple company (iPhone) for more than three years. This research has one independent variable, one mediating variable and one dependent variable. The total number of indicators is 11 indicators, so the sample size calculation is $10 \times 11 = 110$. However, to minimize errors, the sample size used by researchers will be rounded up to 200 respondents. That is supported by Zuhdi, Suharjo, and Sumarno (2016), who argue that if you use the SEM application, the minimum sample size is 200 respondents. So, 200 or more questionnaires were distributed; this is because not all questionnaires can be used.

Data Collection Technique

To obtain data that is appropriate to the research object. So, this research uses data collection techniques in the form of a questionnaire, which contains several questions and is then distributed to respondents according to the specified sample characteristics. Researchers distributed questionnaires directly and electronically in the form of Google from iPhone users in Aceh Province. In this questionnaire, respondents are asked to state their level of agreement according to the measurement scale used in this research, namely using a Likert scale. According to Cooper & Schindler (2017), the Likert scale is a measurement that has 5 (five) response points from respondents to the object being analyzed, between "strongly agree" to "strongly disagree".

Data Analysis Method

This research uses Structural Equation Modeling (SEM) as an analysis tool. SEM is a statistical analysis technique that can estimate and evaluate models that include linear relationships between latent variables (Adedeji et al., 2016). Sayyida and Alwiya (2018) explained that the reason for using SEM compared to other analytical tools is because SEM has several advantages, such as being able to test causality, validity and reliability interactions in a study at the same time, showing the direct and indirect impacts that exist between the variables studied. , test what the dependent variable is and use several independent variables, able to measure the magnitude of the indicator value influencing the factor variable, and can measure variables that are not measured with indicator variables. This research uses Structural Equation Modeling (SEM) to test the hypothesis. Before testing the hypothesis, a Confirmatory Factor Analysis (CFA) test is first carried out. Confirmatory Factor Analysis Used to confirm the measurement model with the same data.

Operational Variables

The variables that will be used in this research are as follows: (1) Exogenous or Independent Variables consisting of: Brand Experience as the first exogenous variable (X), (2) Mediating Variables: Hedonic Value as an intervening variable (Z), 3. Endogenous or Dependent Variables consist of: Brand Equity as a variable (Y).

RESEARCH RESULT

As explained in Table 1, of the 200 respondents studied based on gender, women dominated with 129 respondents (64.5%) and men with 71 respondents (35.5%). Based on age, the 21-23 years old age range is the largest number of respondents who are iPhone users in Aceh, namely 75 (37.5%), followed by users aged 18-20 years as many as 64 (32.0%), followed by users aged 24-26 years were 39 (19.5%) and the age range >26 years was 22 (11.0%). Based on occupation, students were 131 (65.5%), followed by civil servants with 45 (22.5%), then private employees with 20 (10.0%), and finally others with 4 (2.0%).

Table 1. Respondent Characteristics

| No. | Respondent Characteristics | Frequency | Percentage |
|-----|----------------------------|-----------|------------|
| 1. | Gender : | | |
| | • Male | 71 | 35.5 |
| | • Women | 129 | 64.5 |
| | Total | 200 | 100.0 |
| 2. | Age: | | |
| | • 11-14 years | 22 | 11.0 |
| | • 15-21 years | 39 | 19.5 |
| | • 22-26 years | 75 | 37.5 |
| | • >27 years | 64 | 32.0 |
| | Total | 200 | 100.0 |
| 3. | Occupation: | | |
| | • Student/Students | 131 | 65.5 |

| No. | Respondent Characteristics | Frequency | Percentage |
|-----|---------------------------------|-----------|------------|
| | • Private Employees | 20 | 10.0 |
| | • Civil servants | 45 | 22.5 |
| | • Others | 4 | 2.0 |
| | Total | 200 | 100.0 |
| 4. | Income per month: | | |
| | ▪ <Rp. 3.000.000 | 131 | 65.5 |
| | ▪ Rp. 3.000.000 - Rp. 5.000.000 | 17 | 8.5 |
| | ▪ Rp. 5.000.000 - Rp. 7.000.000 | 29 | 14.5 |
| | ▪ >Rp. 7.000.000 | 23 | 11.5 |
| | Total | 200 | 100.0 |

Source: Primary Data, 2023 (processed)

Income <3 Million Million dominates with the number of respondents, as many as 131 (65.5%), followed by income 5-7 million, as many as 29 (14.5%), then there is income > 7 million, as many as 23 (11.5%), and the last income was 3-5 million as many as 17 (8.5%).

Table 2. Validity Test Results

| No. Questions | Variable | Correlation Coefficient | Critical Value 5% (N=200) | Remarks |
|---------------|----------|-------------------------|---------------------------|---------|
| 1 | BE1 | 0,840 | | |
| 2 | BE2 | 0,798 | | |
| 3 | BE3 | 0,891 | | |
| 4 | BE4 | 0,875 | | |
| 5 | BE5 | 0,848 | | |
| 6 | BE6 | 0,837 | | |
| 7 | BE7 | 0,797 | 0,1388 | Valid |
| 8 | BE8 | 0,831 | | |
| 9 | BE9 | 0,629 | | |
| 10 | BE10 | 0,810 | | |
| 11 | BE11 | 0,718 | | |
| 12 | BE12 | 0,610 | | |
| 13 | BE13 | 0,561 | | |
| 14 | BE1 | 0,873 | | |
| 15 | BE2 | 0,822 | | |
| 16 | BE3 | 0,876 | | |
| 17 | BE4 | 0,837 | 0,1388 | Valid |
| 18 | BE5 | 0,837 | | |
| 19 | BE6 | 0,884 | | |
| 20 | BE7 | 0,850 | | |
| 21 | BE8 | 0,849 | | |
| 22 | HV1 | 0,893 | | |
| 23 | HV2 | 0,900 | 0,1388 | Valid |
| 24 | HV3 | 0,820 | | |
| 25 | HV4 | 0,873 | | |

| No. Questions | Variable | Correlation Coefficient | Critical Value 5% (N=200) | Remarks |
|---------------|----------|-------------------------|---------------------------|---------|
| 26 | HV5 | 0,694 | | |
| 27 | HV6 | 0,833 | | |
| 28 | HV7 | 0,612 | | |

Source: Primary Data (processed), 2023

All questions used in this research were declared valid because they had a correlation coefficient above the critical product-moment correlation value, which was 0.1388, so all questions contained in this questionnaire were declared valid for further in-depth research (Table 2).

Table 3. Reliability Test Results

| No. | Variable | Item Variable | Cronbach Alpha | Remarks |
|-----|------------------|---------------|----------------|----------|
| 1. | Brand Equity | 13 | 0.940 | Reliable |
| 2. | Brand Experience | 8 | 0.946 | Reliable |
| 3. | Hedonic Value | 7 | 0.909 | Reliable |

Source: Primary Data (processed), 2023

The reliability analysis results in Table 3 indicate that the alpha values for each respondent's perception variable are as follows: brand equity (X) obtained an alpha value of 0.940, brand experience (Y) obtained an alpha value of 0.946, and hedonic value (Z) obtained an alpha value of 0.909. Therefore, all items related to the variables used in this study are considered reliable as Cronbach's Alpha value is > 0.60 .

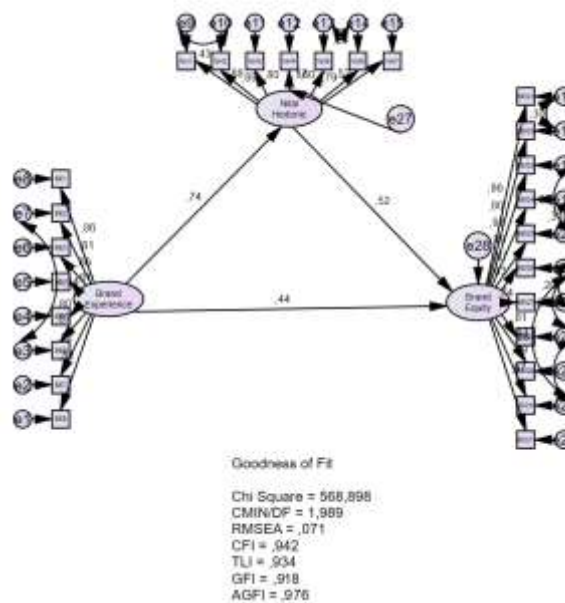


Figure 2. Structural Equation Model Result

Based on Figure 2, there is an influence of each variable, namely brand experience on hedonic value and also an indirect influence on brand equity through hedonic value.

Tabel 4. Standardized Regression Weight Structural Equational Model

| Relation | | Estimate | S.E. | C.R. | P |
|--------------------|------------------|----------|-------|--------|-------|
| Brand_Equity <--- | Brand_Experience | 0.437 | 0.095 | 6.452 | 0.000 |
| Hedonic Value <--- | Brand_Experience | 0.738 | 0.078 | 10.633 | 0.000 |
| Brand_Equity <--- | Hedonic Value | 0.518 | 0.068 | 7.507 | 0.000 |

Source: Primary Data (processed), 2023

DISCUSSION

The Influence of Brand Experience on Brand Equity

The influence of Brand Experience on Brand Equity obtained a CR value of 6.452 with a significance level of 0.000. Thus it can be concluded that Brand Experience influences Brand Equity. Thus, Ha1 is accepted and Ho1 is rejected, which means that brand experience influences brand equity among iPhone users in Aceh. Based on research conducted by Shahzad et al., (2018) it is proven that brand experience influences brand equity.

The Influence of Brand Experience on Hedonic Value

The influence of Brand Experience on Hedonic Value obtained a CR value of 10.633 with a significance level of 0.000. Thus, it can be concluded that Brand Experience affects increasing Hedonic Value. The magnitude of the influence of Brand Experience on Hedonic Value is 0.738 or 73.8%. This indicates that a better Brand Experience will have a positive and real influence on increasing Hedonic Value. Thus, Ha1 is accepted and Ho1 is rejected, which means that brand experience influences the hedonic value of iPhone users in Aceh. Based on research conducted by Shahzad et al., (2018) it is proven that brand experience influences hedonic value.

The Influence of Hedonic Value on Brand Equity

The influence of Hedonic Value on Brand Equity obtained a CR value of 7.057 with a significance level of 0.000. Thus it can be concluded that Hedonic Value influences Brand Equity. Thus, Ha1 is accepted and Ho1 is rejected, which means that hedonic value influences brand equity among iPhone users in Aceh. Based on research conducted by Shahzad et al., (2018) it is proven that Hedonic value affects brand equity.

The Influence of Brand Experience on Brand Equity through Hedonic Value

From the results of the Sobel test, a result of 5.933 was obtained (Table 5), which was significant at $\alpha = 0.000$ (Figure 3). Thus, Hedonic Value acts as a variable mediating between Brand Experience and Brand Equity. Therefore, because Hedonic Value has a significant effect and acts as a mediating variable, Brand Experience has a significant effect on Brand Equity, making the role of

Hedonic Value in mediating the relationship between Brand Experience and Brand Equity partially mediating.

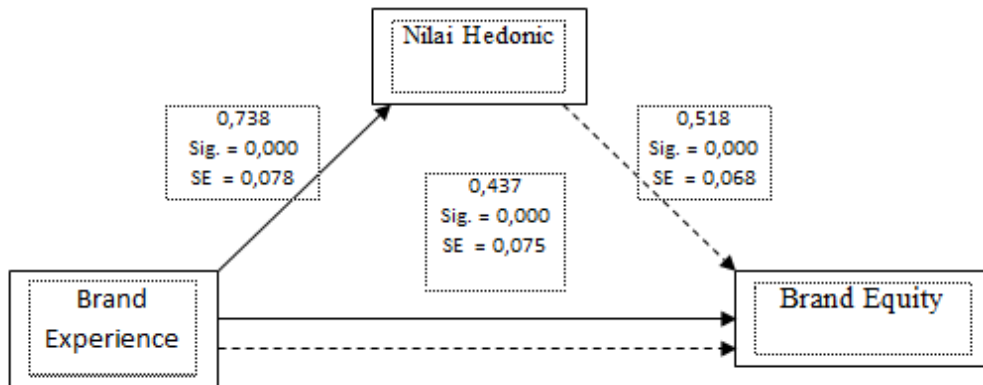


Figure 3. Testing the Effect of Mediating Brand Experience on Brand Equity through Hedonic Value

Partial mediation means that the relationship between Brand Experience and Brand Equity is not fully mediated by Hedonic Value. Thus, Ha1 is accepted and Ho1 is rejected, which means: Hedonic Value mediates the relationship between brand experience and brand equity among iPhone users in Aceh. Based on the study conducted by Shahzad et al. (2018), it is proven that Hedonic Value is justified as a mediating variable that influences brand experience on brand equity.

Table 5. Sobel Test Brand Experience Test Results Against Brand Equity Through Hedonic Value

| | Input: | | Test statistic: | Std. Error: | p-value: |
|----------------|--------|---------------|-----------------|-------------|----------|
| a | 0.738 | Sobel test: | 5.93354299 | 0.06442761 | 0 |
| b | 0.518 | Aroian test: | 5.91353763 | 0.06464557 | 0 |
| s _a | 0.078 | Goodman test: | 5.95375276 | 0.06420891 | 0 |
| s _b | 0.068 | Reset all | Calculate | | |

CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion of the research results presented in the previous section, the following conclusions can be drawn:

1. Brand Experience influences Brand Equity among iPhone users in Aceh. Brand experience among iPhone users in Aceh has a substantial impact on brand equity. Positive quality of every interaction with the brand, from product design to customer service, to overall user experience, can strengthen brand value perception. When users feel consistent satisfaction and added value, this positively contributes to consumer loyalty, brand image, and quality perception. Adequate brand experience builds a strong foundation for brand equity by creating emotional bonds, trust, and positive recognition among iPhone users in Aceh, thereby enhancing the brand's competitiveness in the market.

2. Brand Experience influences Hedonic Value among iPhone users in Aceh. iPhone brand experience in Aceh directly influences user hedonic value through several key factors. Elegant physical design, responsive user interface, and excellent customer service have the potential to enhance user's subjective satisfaction. Effective marketing, a solid user community, and innovative products that provide unique experiences also contribute to hedonic value. Perceived fair pricing and positive brand image can also strengthen the emotional bond between users and the brand, while brand adaptation to local culture and sustainability efforts create deeper connections. Overall, this holistic interaction between iPhone brand experience and hedonic value creates a positive experience that strengthens user loyalty in the Aceh market.
3. Hedonic Value influences Brand Equity among iPhone users in Aceh. Hedonic value, or the emotional satisfaction derived from using a product or brand, can have a positive impact on brand equity among iPhone users in Aceh. When users experience joy, pleasure, or emotional satisfaction associated with using the iPhone, it can create a strong emotional bond with the brand. This positive experience can strengthen the overall brand image and increase brand value perception among consumers. Users who perceive hedonic value tend to be more loyal to the brand and are more likely to share their positive experiences with others, contributing to positive word-of-mouth and strengthening brand equity in the community. Therefore, the hedonic value derived from using the iPhone in Aceh can be a key factor in building and enhancing the overall attractiveness and value of the brand.
4. Hedonic Value partially mediates the influence of Brand Experience on Brand Equity among iPhone users in Aceh. In the context of iPhone users in Aceh, hedonic value plays a significant role as a partial mediator in connecting the influence of brand experience to brand equity. Positive brand experience, including elements such as product design, customer service, and satisfying user interactions, can create hedonic value perceived by consumers. When users experience emotional satisfaction and high aesthetics from using the iPhone, it positively influences their perception of the brand overall. The hedonic value derived from brand experience creates a strong emotional bond with the brand, increases consumer loyalty, and contributes to the enhancement of brand equity. Thus, hedonic satisfaction becomes one of the key pathways through which brand experience builds and strengthens the brand value of the iPhone in Aceh, reinforcing its competitive position in the market.

Based on the conclusions outlined above, the following recommendations can be made:

1. To strengthen Apple's presence in Aceh, it is recommended that the company gain a deeper understanding of local values and culture, and adapt marketing strategies by designing campaigns that align with local consumer preferences. Providing training and education about Apple products, actively listening to user feedback, and introducing reward programs for loyal users can strengthen customer loyalty.
2. To enhance the brand's presence in Aceh, Apple can implement strategies that accommodate local cultural values by detailing brand experiences that reflect the cultural uniqueness and consumer preferences in the region. By understanding and adapting to Aceh's consumer psychology, the company can enhance customer interactions with Apple products.

ADVANCED RESEARCH

For further research, it is recommended to delve into specific aspects to deepen understanding of the influence of brand experience on brand equity with the mediation of hedonic value among iPhone users in Aceh. Firstly, research can explore variability in hedonic value perceptions among different user segments based on demographic characteristics, such as age, education, or level of technology usage. Secondly, further investigation can be conducted on how contextual factors, such as usage situations and everyday experiences, can influence the interaction between brand experience, hedonic value, utilitarian value, and brand equity. Additionally, research can deepen understanding of how the dynamics of time change affect the relationships between these variables. Investigating the impact of specific marketing initiatives or product changes from Apple in Aceh and analyzing their responses can provide more specific and contextual insights. Finally, future research may consider a mixed-method approach that combines quantitative and qualitative approaches to provide understanding.

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