

# Brand Experience, Brand Equity and Customer Satisfaction in Samsung Smartphone Users: An Islamic Business Ethics Perspective

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## ABSTRACT

Technology is something that we cannot avoid in this life because technological progress will run in accordance with scientific progress. Every innovation is created to provide positive benefits to human life, provide a lot of convenience, as well as a new way of doing human activities. Indonesia is dominated by the Samsung smartphone brand. Based on a survey conducted by the American Customer satisfaction Index (ACSI) in 2023, the Samsung Customer Satisfaction Index experienced instability in several market segments that there were complaints from customers about the quality of Samsung smartphone products. The purpose of this study is to look at the influence of brand experience and brand equity on customer satisfaction of Samsung smartphone users in the perspective of Islamic Business Ethics. The research method uses quantitative explanatory, with a sample of 100 respondents processed using the help of SmartPls 4 software, and the results show Brand experience and Brand equity have a significant positive effect on Customer satisfaction Samsung smartphones, Customer satisfaction on Samsung smartphone products is a natural thing and is allowed in Islam as long as it is not used for things that contain elements of crime, do not harm others and do not cause damage to economic activities (QS. Ash-Shu'ara: 183).

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## 1. INTRODUCTION

The development of technology in this era continues to grow rapidly. In the field of Information Technology smartphone is a very important technology, from the young to the elderly all use smartphones, even toddlers are now able to access smartphones (Al-Muhatarom, 2022). The development of smartphones must have a positive and negative impact, the positive impact of developing smartphones is the increasing sophistication of smartphone facilities, all can be accessed via smartphones ranging from short messages, media, photography, all types of payments can be

made with smartphones. Smartphones are now not only for exchanging messages, even now they can also be used in the world of cinema to record videos, because technology is constantly evolving.

Increased access to the internet and social media accelerates the spread of knowledge and technology, supporting the digital economy, especially in the e-commerce sector. Despite the positive impact, challenges such as the digital divide, dependence on imported technology and uneven digital infrastructure remain obstacles that require effective policies to strengthen digital infrastructure, improve the quality of technology education and support local innovation to maximize the benefits of globalization (Andika et al., 2024).

Technology something we cannot avoid in this life, because technological progress will go according to scientific progress (Sofyan & Hidayat, 2022). The Era of communication began with traditional methods, such as oral and written, using symbols and images to convey messages, with aids such as stone and wood. Later, with the invention of the printing press by Johannes Gutenberg in the 15th century the era of printing appeared, allowing mass reproduction of texts and images, as well as accelerating the dissemination of information and new ideas (Swastiwi, 2024). Furthermore, the era of telecommunications developed at the end of the 19th century with the advent of the Telegraph and the telephone, which allowed direct long-distance communication without geographical restrictions. Further innovations such as radio, television and the internet are increasingly changing the way people interact and access information (Aksenta et al., 2023).

Every innovation is created to provide positive benefits to human life, provide a lot of convenience as well as a new way of doing activities. In the era of globalization, technology has become a value and a sign of progress of a country. A country is said to be developed if it is able to have mastery of high technology or sophisticated (Mukhsin, 2020). People have now enjoyed the benefits of technology that facilitate their activities. As modern technology develops, society is increasingly dependent on smartphones in various aspects (Saputra et al., 2023). With the increasing number of smartphone users in Indonesia, this sector has a major influence on the growth of the national digital economy. In addition, the consumer experience of the brand and the competitiveness of the industry in the long term.

In the context of modern marketing, concepts such as brand experience and brand equity are important foundations in creating customer loyalty and satisfaction (Brakus et al., 2009). The application of these concepts can be observed in the smartphone industry in Indonesia, especially in major brands that compete in creating superior brand experiences and increasing customer satisfaction. In Indonesia, one of the smartphone manufacturers that dominate the market is Samsung Electronics. The South Korean company has long occupied the top positions in the number of smartphone sales. However, the latest data shows that there are serious challenges facing Samsung, especially in the high-end segment. Samsung was chosen as the object of research because of its unique position as a market leader with a strong reputation, but facing serious pressure from competitors and increasingly high consumer expectations.

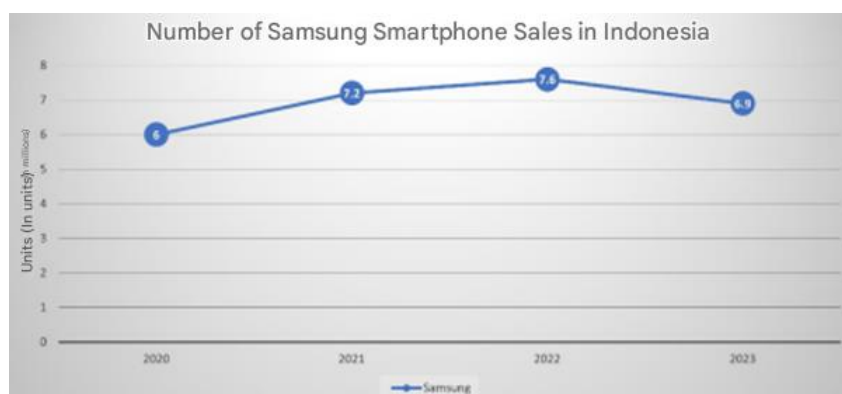


Figure 1 Samsung Smartphone sales in Indonesia

Based on data on market conditions from various smartphone classes presented by IDC, what can be highlighted from these data is the development of the high-end smartphone market which has continued to rise significantly since 2022. In this case, Samsung has not been able to maximize developments in this market because the market has always been dominated by smartphones from Apple. In addition, the smartphone market in 2023 decreased by 400 thousand units to 34.6 million units from 35 million units in 2022. On the other hand, in 2023 Samsung experienced a decline in sales of 700 thousand units, this number exceeded the decline in the smartphone market as a whole. In 2023 it has been explained that only the low-end and mid-range smartphone market is also experiencing a decline, while the high-end market has experienced a rise. In addition, in 2024 the first quarter is the period where the Samsung S24 Series, which is a high-end Samsung smartphone, is released, precisely on January 18, 2024. Despite the release of the latest smartphone, Samsung's sales still experienced relatively small changes in Quarter 1 of 2024. In the first quarter of 2024, the iPhone dominated the market.

Problems on the ground indicate that while Samsung has good product quality, some consumers report unsatisfactory experiences regarding After-Sales Service and the complaint handling process. Based on a survey conducted by the American Customer Satisfaction Index (ACSI) in 2023, Samsung's Customer Satisfaction Index experienced significant fluctuations in several market segments (ACSI, 2023). This shows that there is a gap between consumer expectations and the experience they get (Zarantonello et al., 2020). Brand experience is a crucial factor in shaping consumer perception. According to research the brand experience includes sensory, intellectual, and behavioral aspects arising from brand-related stimuli.

**Table 1 Samsung smartphone product quality review**

No	User	Review
1	Galaxy A10	Rear camera error there is a yellow line flash
2	Galaxy A 50S	Less responsive screen
3	Galaxy A	Hp can not be in the charger
4	Galaxy Note 10+	Can't respond to touch
5	Galaxy A 50S	After a software update HP immediately die completely
6	Galaxy A 71	Striped screen when displaying dark lighting
7	Galaxy A50	System UI crashes and when watching youtube speaker turns off
8	Galaxy A70	Hp heat quickly when in use

Source: Community Samsung members Indonesia

Based on community reviews Samsung members Indonesia that there are complaints from customers about the quality of Samsung smartphone products, ranging from layer less responsive, fast smartphone heat and so forth. This indicates a product quality problem on Samsung smartphones. As the word of Allah SWT in the Quran surat Al-Baqarah verse 188:

وَلَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبُطْلِ وَتُدْخِلُوا بِهَا إِلَى الْحُكَّامِ لِيَأْكُلُوا فَرِيقًا مِّنْ أَمْوَالِ النَّاسِ بِالْإِثْمِ وَأَنْتُمْ تَعْلَمُونَ

*Do not devour the wealth of one another in falsehood, and do not bring it to the judge, so that you may devour the wealth of others in sin, while you know. Qs. Al-Baqarah:188*

This paragraph emphasizes the importance of honesty and the Prohibition of concealing the truth in business practices, including in conveying information about the quality of products to consumers. If the company is honest and conveys information according to reality, then consumers will feel safe and trust the brand. This trust is the main foundation in increasing brand equity. Conversely, if the company is dishonest, consumers will feel disappointed and judge the low value of the brand offered. Therefore, honesty in business is not only a moral obligation in Islam, but also an effective strategy to increase brand equity.

Based on this background, this study aims to examine and analyze the influence of Brand Experience on Customer Satisfaction of Samsung users, the influence of Brand Equity on Customer Satisfaction of Samsung users, the influence of Brand Experience and Brand Equity on customer Satisfaction of Samsung users in the perspective of Islamic Business Ethics.

To support these objectives, this study is based on the Marketing Management approach, which is a core theory in Marketing Science developed by (Kotler & Keller, 2016). Marketing management emphasizes the importance of creating customer value and building long-term mutually beneficial relationships. To that end, companies must understand the expectations, preferences, and experiences of consumers in the entire marketing process. One of the main indicators of success in this framework is customer satisfaction.

As an operational basis that explains the psychological process of customer satisfaction formation expectation Disconfirmation Theory (EDT) theory is used as an operational basis. Expectation Disconfirmation Theory states that consumers will compare the consumer's experience after using a product with their initial expectations. When customer experience exceeds expectations, there will be positive disconfirmation that results in satisfaction. Conversely, if it is not appropriate, dissatisfaction will arise (Oliver, 1980). In other words, EDT is a derived theory that explains how variables in Marketing Management lead to the formation or failure in building satisfaction.

The reason why this study needs to be done because there is still a conceptual gap (conceptual gap) from some of the results of previous studies, found that brand experience has a significant effect on customer satisfaction. Research conducted by (Diningsih & Lubis, 2024) aligned with research (Febrinawati & Wibowo, 2023) which states that brand experience has a significant effect on customer satisfaction in beauty clinic service users and fast food restaurant customers. In contrast to research conducted by (Farhani et al., 2023) stating that brand equity and brand image have a positive effect on consumer satisfaction.

Research on the relationship between brand experience, brand equity, and customer satisfaction has been widely conducted in conventional marketing literature. However, there is still a significant research gap, especially when this phenomenon is viewed from the perspective of Islamic Business Ethics. While previous studies have confirmed the positive effect of brand experience and brand equity on customer satisfaction, this conventional approach often ignores the crucial moral and spiritual dimensions of Muslim consumer decision-making. The existing literature has not specifically and exhaustively examined how values such as honesty, transparency, justice, and usefulness (halal and thayyib) emphasized in Islamic teachings moderate or mediate such relationships. In doing so, the study fills that void by exploring how customer satisfaction with Samsung smartphones is influenced not only by experience and brand equity commercially, but also by the conformity of Samsung's business practices to Islamic ethical principles, creating a more holistic and relevant understanding for the growing Muslim consumer market.

The purpose of this study was to analyze and empirically test the effect of brand experience and brand equity on customer satisfaction in Samsung smartphone users in Bandar Lampung. Furthermore, the study also aims to examine this customer satisfaction phenomenon in the perspective of Islamic Business Ethics, to understand the extent to which customer satisfaction practices can be aligned with the ethical values and principles taught in Islam.

## 2. METHODS

This study uses quantitative research methods. Quantitative research methods are methods of collecting and analyzing data based on numbers, which allow researchers to investigate phenomena and relationships between variables with a structured scientific approach. This study uses quantitative explanatory method, which is an approach that aims to identify based on available data. Researchers will present, analyze, and interpret the data collected. This study examines the influence of Brand experience and Brand equity is an independent variable (X), while Customer satisfaction on Samsung smartphone users is a dependent element (Y).

According to (Purwanto, 2009) a population is a set of all individuals that may include people, things, or other measures of the object on which attention is focused. Focus on Samsung smartphone users in the city of Bandar Lampung. According to (Sugiyono, 2017) a sample is a small part of the population that reflects the traits and characteristics of the population as a whole. In sampling, researchers to ensure that the sample is able to represent the population well. The sample collection technique used in this study is probability sampling. According to (Sugiyono, 2017) probability sampling is a sampling technique in which each member of the population has an equal chance of being selected as a sample. The technique used is random sampling, where each member of the population has the same chance to be sampled. Sampling mechanism using Slovin formula with a sample of 100 respondents.

This study uses a quantitative approach by adopting Partial Least Squares-Structural Equation Modeling (PLS-SEM) which is processed through SmartPLS software. The choice of this method is based on its ability to test complex models and process data that is not normally distributed, making it particularly relevant for research involving latent variables such as brand experience, brand equity, and customer satisfaction. The use of SmartPLS is very appropriate because it can analyze the relationship between variables simultaneously, identify direct and indirect influences, and validate research constructs more efficiently, so that the results of the analysis become more accurate and comprehensive.

### Analysis Of The Outer Model

According to (Ghozali & Latan, 2015) measurement model testing shows how manifest variables or observed variables present latent variables to be measured. According to (Ghozali & Latan, 2015) outer model or measurement of the outside aims to specify the relationship between latent variables with indicators. The analysis phase of the outer model was measured using validity and reliability testing. This analysis is carried out to determine that the measuring instrument used is suitable (valid and reliable) for measurement. Tests conducted on the outer model is:

Validity Test. According to (Ghozali & Latan, 2015) validity test is used to measure the validity or validity of the questionnaire. This validity test needs to be done to find out whether the measuring instrument is really measuring what needs to be measured. According to (Ghozali & Latan, 2015) there are two criteria for assessing the validity of the test in the outer model, namely convergent validity and discriminant validity.

Reliability Test. In the reliability test tool used to measure the reliability of a construct is composite reliability and Cronbach's alpha. Composite reliability value of 0.6-0.7 is considered to have good reliability (Ghozali & Latan, 2015) and Cronbach's expected alpha value is above 0.7.

### Hypothesis Testing

Hypothesis testing is used to explain the direction of the relationship between endogenous variables and exogenous variables (Sugiyono, 2017). Hypothesis testing is done by looking at the value of probability and its T-statistics. For probability values, the p-value with alpha 5% is  $< 0.05$ . The T-table value for alpha 5% is 1.96. So that the acceptance criteria of the hypothesis is when T-statistics  $> t$ -table (Ghozali & Latan, 2015). The significance level used to ascertain the significance level is 5% (0.05).

If  $t \text{ statistic} > t \text{ table}$  then  $H_0$  is rejected and  $H_1$  is accepted.

If  $t \text{ statistic} < t \text{ table}$  then  $H_0$  is accepted and  $H_1$  is rejected.

### Analysis Of The Inner Model

Aims to predict the relationship between latent variables, inner model is a structural model that is used to predict the causal relationship between latent variables (Ghozali & Latan, 2015). The structural Model is estimated using the R-square test.

R-Square ( $R^2$ ) This Model is used in research to determine the effect of an independent variable on the dependent variable. RSquare value of 0.33-0.67 is included in the medium category and if the result is 0.29 - 0.33 is included in the weak Category (Ghozali & Latan, 2015).

### 3. FINDINGS AND DISCUSSION

#### Evaluation Of The Outer Model

Evaluation of the outer model or measurement model is carried out to assess the validity and reliability of the model. The outer model with reflexive indicators was evaluated through convergent and discriminant validity of latent construct-forming indicators and composite reliability as well as cronbach's alpha for indicator blocks. The outer model test results in the form of PLS algorithm diagrams are presented in the following figure:

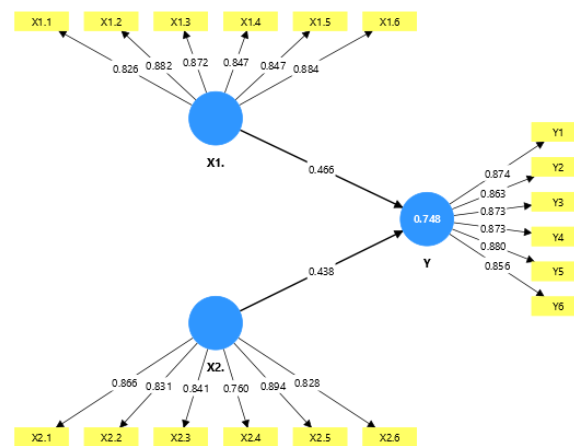


Figure 2 Outer Model View

#### Validity Test

Used to test the validity or not of the questionnaire in order to ensure that the statement items in the form of research questionnaires can be understood by the respondents.

#### Convergent validity

Convergent validity testing is based on the correlation between the indicator score and the score of the latent variable. The indicator is considered valid if it shows all outer loading  $>0.5$ . here are the results of the calculation of convergent validity using the value of loading, obtained the following results:

Table 1 Convergent Validity

Variable	Indicators	Convergent Validity	Description
Brand experience ( $X_1$ )	BE1	0.826	Valid
	BE2	0.882	Valid
	BE3	0.872	Valid
	BE4	0.847	Valid
	BE5	0.847	Valid
	BE6	0.884	Valid
Brand equity ( $X_2$ )	BEQ1	0.866	Valid
	BEQ2	0.831	Valid
	BEQ3	0.841	Valid
	BEQ4	0.760	Valid

	BEQ5	0.894	<b>Valid</b>
	BEQ6	0.828	<b>Valid</b>
<i>Customer satisfaction</i> (Y)	CS1	0.874	<b>Valid</b>
	CS2	0.863	<b>Valid</b>
	CS3	0.873	<b>Valid</b>
	CS4	0.873	<b>Valid</b>
	CS5	0.880	<b>Valid</b>
	CS6	0.856	<b>Valid</b>

Based on Table 2 can be seen that the results of each variable indicator of the study has a value of Outer Loading > 0.7. So it can be concluded that all indicators are declared feasible or valid for research use and can be used for further analysis.

### Discriminant Validity

Discriminant validity testing is based on the value of average variance extranced (AVE), the value of AVE must be greater than 0.5 so that it has a good discriminant validity (Ghozali, 2015). The following are the results of calculating discriminant validity using Ave value, obtained the following results:

**Table 3 Average Variance Extrated**

<b>Variable</b>	<b>AVE</b>
<i>Brand experience</i> (X <sub>1</sub> )	0.739
<i>Brand equity</i> (X <sub>2</sub> )	0.702
<i>Customer satisfaction</i> (Y)	0.757

Based on Table 3, it can be seen that the value of average variance extracted (AVE) for brand experience variables (X<sub>1</sub>), Brand equity (X<sub>2</sub>), and Customer satisfaction (Y) > 0.5 so that it can be concluded that each variable has Discriminant Validity.

### Composite Reliability

Is the part used to test the reliability of the indicator value on a variable. A variable can be declared to meet the composite reliability if it has a composite reliability value >0.7. The following is the value of the composite reliability of each variable used in this study:

**Table 2 Composite Reliability**

<b>Variable</b>	<b>Composite Reliability</b>
<i>Brand experience</i> (X <sub>1</sub> )	0.932
<i>Brand equity</i> (X <sub>3</sub> )	0.918
<i>Customer satisfaction</i> (Y)	0.936

Based on Table 4, it can be seen that the value of Composite Reliability for all research variables above 0.7 so that it can be concluded that the variables have good reliability.

**Table 5 Cronbach's Alpha Values**

<b>Variable</b>	<b>Cronbach's Alpha</b>
<i>Brand experience</i> (X <sub>1</sub> )	0.739
<i>Brand equity</i> (X <sub>3</sub> )	0.702
<i>Customer satisfaction</i> (Y)	0.757

Based on Table 5 shows that each variable has a cronbachs alpha value above 0.7. Cronbachs alpha value above 0.7 means that the questionnaire in this study is reliable. That is, the questionnaire has met the reliability test requirements. This research hypothesis testing using Parial Least Square (PLS) analysis with SmartPLS 4 program. Here is the model scheme of the tested PLS program:

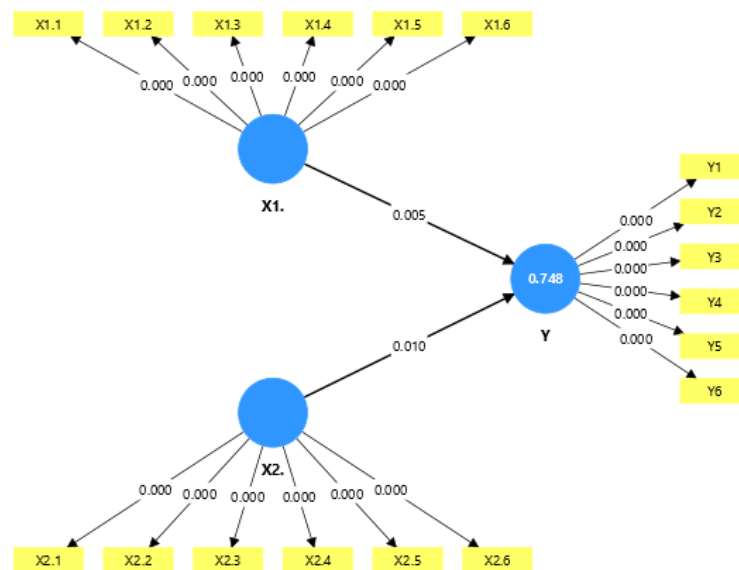


Figure 3 Inner Model View

### Test Path Coefficient

Path coefficient evaluation is used to show how strong the effect or influence of the independent variable to the dependent variable. While the coefficient determination (R-Square) is used to measure how much the endogenous variable is influenced by other variables. If R<sup>2</sup> is 0.67 and above for endogenous latent variables in the structural model indicates the influence of exogenous variables (which affect) to endogenous variables (which are affected) are included in the good category. While if the result is 0.33-0.67 then included in the category of medium and if the result is 0.29-0.33 then included in the category of weak (Ghozali, 2015). To assess the significance of predictive models in testing structural models, can be seen from the T-statistic value between the independent variable to the dependent variable in the Path Coefficient table in the SmartPLS output below:

### T-Test (Partial Test)

Partial Test (t test) serves to show how far the influence of one independent explanatory variable (free) individually in explaining the variation of the dependent variable (bound). T test is used to determine the effect of independent variables, namely Brand experience and Brand equity to the dependent variable, Customer satisfaction partially (one by one).

Table 6 Partial T Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand experience (X <sub>1</sub> ) -> Customer satisfaction (Y)	0.466	0.475	0.165	2.825	0.005
Brand equity (X <sub>2</sub> ) -> Customer satisfaction (Y)	0.438	0.427	0.170	2.576	0.010



Based on the test that has been shown in Table 6 above, it can be explained that the value of T-brand experience statistics on Samsung smartphone Customer satisfaction is 2,825. Since the T-statistic value is more than 1.96 and the P-value is less than 0.5, the hypothesis that Brand experience has a significant positive effect on Customer satisfaction is acceptable.

For the results of Brand equity on Samsung smartphone Customer satisfaction of 2,576 because the T-statistic value is more than 1.96 and P-value is less than 0.5, the hypothesis that Brand equity has a significant positive effect on Samsung smartphone Customer satisfaction is acceptable.

### R-Square Test

In assessing the structural model first assess the R-Square for each endogenous and intervening latent variable as the predictive power of the structural model. R-Square values are 0.75, 0.50 and 0.25 can be said to be strong, moderate and weak models. Here is the result of calculating the value of R-Square, obtained the following results:

Table 7 R-Square Test	
Variable	R-Square
Customer satisfaction (Y)	0.743

Based on Table 7 above shows that the variable Customer satisfaction Samsung smartphone has an R-Square value of 0.743 or 74.3%. Since R-Square is more than 50%, the construct of X over Y is moderate. While the remaining 25.7% is explained by other variables not found in the study.

### F Test (Simultaneous)

Aims to determine the effect of the independent variable to the dependent variable whether it affects simultaneously or not (Sugiyono, 2016). The relationship of the influence of the independent variable to the dependent is based on the value of F count > F table and P Value < 0.05 or 5%. If the significance value > 0.05 then the hypothesis is rejected, otherwise if the significance value < 0.05 then the hypothesis is accepted. F count > F table then the independent variables simultaneously affect the dependent variable. In this study obtained F table is 3.089 with a significant level of 0.05. So that the hypothesis acceptance criteria is when the statistical F value > 3.089 and P Value < 0.05. The F test results are as follows:

Table 8 F Test					
Hypothesis	Sum Square	Df	Mean Square	F	P Value
H <sub>3</sub>	1.768.207	2	884.103	138.867	0.000

Based on the data of F test results in the table above, the results can be seen: the results of F-statistics show a value of 138,867 > 3,089 and the value of p value of 0.000 < 0.05. The results prove that Brand experience and Brand equity simultaneously have a significant effect on Samsung smartphone Customer satisfaction.

### Recapitulation Of Hypothesis Test Results

Based on the results of research that has been presented previously, the following hypothesis testing results recapitulation:

**Table 9 Recapitulation Of Hypothesis Test Results**

	Hypothesis	Description
H1	Brand experience has a significant positive effect on customer satisfaction of Samsung smartphones.	Accepted
H2	Brand equity has a significant positive effect on Customer satisfaction of Samsung smartphones.	Accepted
H3	Brand experience and Brand equity have a significant positive effect on Samsung smartphone Customer satisfaction.	Accepted

## Discussion

### The Impact Of Brand Experience On Customer Satisfaction

The results showed that the Brand experience has a significant positive influence on Customer satisfaction Samsung smartphones. This evidence can be seen from the test results listed in Table 6, where the T-statistic value of  $2.825 > 1.96$  and the p-value of  $0.005 < 0.05$ . This means that the relationship that occurs is positively significant or supported. Thus, it can be concluded that the first hypothesis that states the Brand experience has a positive and significant effect on Customer satisfaction of Samsung smartphones is accepted. Thus, the better the brand experience that consumers feel, the higher their level of satisfaction with Samsung products.

In marketing, marketing or marketing is the process of creating value and building long-term relationships between companies and consumers. (Kotler & Killer, 2016), marketing is a social and managerial process aimed at meeting consumer needs through the creation and exchange of products of value. One of the important components of modern marketing is branding, which is the way companies form a positive image and perception of their brand. The influence of brand experience on customer satisfaction can be created through branding strategies. (Kotler & Killer, 2016), explains branding is a series of corporate efforts to build, manage, and maintain consumer perceptions of the brand through consistent communication, product differentiation, as well as creating a strong brand. This strategy not only aims to make the brand easily recognizable through the name, logo, or display, but also designed to create a direct experience for consumers when interacting with the product.

As a global brand from South Korea, Samsung's product branding has long been known and trusted by the people of Indonesia. As a robust, sophisticated, and durable product this branding is shaped through a consistent branding strategy, whether through advertising, promotion, or user experience. Samsung is actively highlighting the advantages of its products, such as long battery life, resilient smartphone capabilities, as well as waterproof features tailored to user needs.

When consumers use Samsung smartphones and really feel the benefits of these features such as not needing to charge frequently, not worrying if the smartphone falls, or staying safe even if exposed to water. Consumers will feel comfortable and satisfied. This experience creates a positive impression of the brand because consumers feel that the products used are in accordance with the branding conveyed. Confidence in product quality becomes a tangible form of a satisfying brand experience, which has a direct impact on customer satisfaction.

The results of this study in accordance with research conducted by (Gunawan, 2021) titled "The Influence of Brand Image and Brand Experience on Customer Satisfaction and Customer Loyalty in the Mobile Legends Bang Bang E-sports Game in Surabaya. The result is that brand experience has a significant positive effect on customer satisfaction.

### Impact Of Brand Equity On Customer Satisfaction

The results showed that Brand equity has a significant positive effect on Customer satisfaction Samsung smartphones. This evidence can be seen from the test results listed in Table 6, where the T-statistic value is  $2.576 > 1.96$  and the P-value is  $0.010 < 0.05$ . This means that the relationship that occurs is positively significant or supported. Thus, it can be concluded that the first hypothesis that states

Brand equity has a positive and significant effect on Customer satisfaction of Samsung smartphones is accepted.

This finding can be explained more deeply through marketing management approaches, especially in branding strategies. In marketing theory according to Kotler and Keller (2016), branding strategy aims to build strong brand equity and create a positive brand image in consumer perception. Brands that have a good reputation, are easily recognized, and trusted by the public will more easily meet consumer expectations and create satisfaction. Samsung as a brand through several aspects such as: Samsung is known to provide extensive and affordable authorized service center services. Many consumers choose Samsung because it updates its operating system regularly, and its former sales value is still high. Samsung products such as the Galaxy A series have an affordable price, but still provide good quality, such as clear layers and cameras with sharp and detailed results.

It is these advantages that form high expectations from consumers for the quality and user experience of Samsung products. In this context, expectation Disconfirmation Theory (EDT) developed by (Oliver, 1980) becomes very relevant. This theory explains that customer satisfaction is formed from the comparison between expectations (expectations) and reality. When the brand equity owned by Samsung succeeds in meeting or even exceeding consumer expectations, positive disconfirmation occurs which leads to customer satisfaction.

The results of this study in accordance with research conducted by (Novianti & Rachmawati, 2020) The title of the study "the effect of Brand equity on customer satisfaction of Samsung Smartphone users in Indonesia", obtained by the results of brand loyalty, perceived quality, brand awareness, brand association, and customer satisfaction on the dimensions of brand equity (brand loyalty, perceived quality, brand awareness, and brand association) has a positive and significant effect on customer satisfaction.

### **Impact of Brand Experience and Brand Equity on Customer Satisfaction**

The results showed that Brand experience and Brand equity have a significant positive effect on Customer satisfaction Samsung smartphones. This evidence can be seen from the test results listed in Table 8, where the F-statistic value of  $138,867 > 3,089$  and the p-value of  $0,000 < 0.05$ . This means that the relationship that occurs is positively significant or supported. Thus, it can be concluded that the fourth hypothesis stating that Brand experience and Brand equity have a positive and significant effect on Customer satisfaction of Samsung smartphones is accepted.

Brand experience plays an important role in shaping customer perception and satisfaction with a product. On Samsung smartphone users, positive experiences such as device quality, innovative features, and ease of use can create a deep and lasting impression. In the field of Marketing Management. (Kotler & Keller, 2016), the brand experience is part of the strategy of creating customer value through real interaction with the brand. This Brand experience then becomes part of the branding process that shapes consumer expectations. These expectations will be compared with the actual experience of using the product as described in expectation Disconfirmation Theory. If the actual experience exceeds expectations, then there will be positive disconfirmation that encourages the creation of satisfaction.

The results of this study in accordance with research conducted by (Pamungkas, 2022) "The influence of Brand Experience, Brand Satisfaction, and Brand Trust On Brand Loyalty in Xiaomi Smartphone users in Yogyakarta" obtained by the results of all variables affect the loyalty of Xiaomi smartphones in Yogyakarta.

### **Islamic business ethics perspective on Brand Experience, Brand Equity and Customer Satisfaction**

In the Islamic business perspective, all economic activities, including in terms of consumption and use of products such as Samsung smartphones, must be based on the values of Justice (al - ' adl), honesty (shidq), transparency (amanah), and benefit (maslahah) for individuals and communities (Habibah, 2015). The concept of brand experience, which includes the user experience of product quality, ease of

Use, and technological innovation, can be viewed as a form of courtesy in service, which is to provide the best to customers in a professional and responsible manner. In Islam, providing a pleasant and satisfying experience to consumers is part of the recommended business ethics. Allah swt said in Qs. Al-Baqarah:188.

وَلَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبُطْلِ وَتُدْخُلُوا بِهَا إِلَى أَهْكَامٍ لِيَأْكُلُوا فَرِيقًا مِّنْ أَمْوَالِ النَّاسِ بِالْإِثْمِ وَأَنْتُمْ تَعْلَمُونَ

*Do not devour the wealth of any of you unjustly and do not bring it to the judges so that you may devour the wealth of others unjustly, while you know.*

Meanwhile, a sense of satisfaction, pride, and comfort in using the product reflects aspects of *maslahah*. When a product provides psychological and emotional benefits, it is considered positive as long as it does not conflict with Sharia values. Good Brand equity, in the form of a trusted brand reputation, consistent product quality, and customer loyalty, shows the principle of *istiqamah* (consistency) and trust in running a business. This is in line with Islamic values that encourage businesses to build long-term mutually beneficial relationships with their consumers. Thus, the better the brand experience and brand equity in the perception of Muslim consumers, the higher the level of customer satisfaction with the product, as exemplified by ethical and responsible business practices in Islam. The Prophet (peace and blessings of Allaah be upon him) said, "Make It Easy and do not make it difficult. Bukhari and Muslim). This is in line with the word of Allah in Surah Ash-Shu'ara verse 183:

وَلَا تَبْخَسُوا النَّاسَ أَشْيَاءَهُمْ وَلَا تَعْنُوا فِي الْأَرْضِ مُفْسِدِينَ

*And do not harm people in their rights, and do not spread corruption in the land. Qs. Ash-Shu'ara: 183.*

#### 4. CONCLUSION

Based on the results of the study, it can be concluded that brand experience and brand equity have a crucial role in creating customer satisfaction for Samsung smartphone users. In particular, it was found that both brand experience and brand equity, both partially and simultaneously, have a positive and significant influence on customer satisfaction. That is, the better the perceived experience and the stronger the Samsung brand equity in the eyes of consumers, the higher their satisfaction level. In addition, satisfaction with Samsung smartphone products is in line with Islamic principles, as long as the use of products does not involve elements of crime, does not harm other parties, and does not interfere with economic activities.

Based on the results of research and conclusions that have been presented, the researcher submitted the following suggestions: based on the results of research and conclusions that have been presented, the researcher submitted the following suggestions. Based on the results of the study, smartphone products, especially Samsung, are advised to maintain product quality in order to remain in accordance with the branding that has been displayed. Consistent Branding will form a positive brand experience in the minds of consumers. A good brand experience will strengthen brand equity, because consumers assess that the brand has a reputation and credibility that can be trusted. If brand equity increases, then customer satisfaction will also increase because consumer expectations are met. The interrelationship between these three aspects reflects honest and responsible business ethics, as advocated in the teachings of the Islamic religion. Given the limited scope of this study which is only focused on the people of Bandar Lampung, it is advisable for subsequent researchers to develop studies on the influence of brand experience and brand equity on customer satisfaction smartphone in the perspective of Islamic business with a wider coverage area, involving a larger sample size, and more diverse analysis methods. This will provide more varied, in-depth and comprehensive research results, and can enrich the literature on Muslim consumer behavior in choosing and using technology products that are in accordance with Sharia principles.

The results of this study provide a significant theoretical contribution by strengthening the framework that connects brand experience and brand equity with customer satisfaction, especially in the context of the smartphone market in Indonesia. In practical terms, these findings are of great benefit to Samsung's Management in Bandar Lampung, providing a deep insight into the factors driving customer satisfaction. Thus, companies can design more focused marketing strategies to improve the brand experience and strengthen brand equity, which will ultimately increase consumer satisfaction and loyalty.

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