

# Customer experience and brand image on loyalty through customer satisfaction of Erigo consumers

Angelika Firdaus<sup>1</sup>, Titik Rosnani<sup>2</sup>, Erna Listiana<sup>3</sup>, Harry Setiawan<sup>4</sup>, Ana Fitriana<sup>5</sup>

<sup>1,2,3,4,5</sup>Faculty of Economics and Business, Universitas Tanjungpura, Indonesia

## ARTICLE INFO

### Article history:

Received Nov 19, 2023

Revised Nov 22, 2023

Accepted Dec 1, 2023

### Keywords:

Brand Image;

Customer Experience;

Customer Satisfaction;

Loyalty.

## ABSTRACT

The increasing number of competitors emerging in the market compete to create various product variants and increasingly unique marketing strategies to be liked by consumers, especially in the fashion industry. This research will examine the extent of the influence of customer experience and brand image on customer loyalty through customer satisfaction among Erigo consumers in Indonesia. This type of research is quantitative research with the population in this study being the entire population of Indonesia who use Erigo-branded clothing. The sample in this study is Erigo branded-clothing consumers who have purchased Erigo-branded clothing at least two times and are aged over 18 years. The sampling technique used in this study is nonprobability sampling of 234 respondents. In this study, customer experience and brand image are the independent variables. The intervening variable is customer satisfaction, which is connected to the primary independent variable towards the dependent variable, customer loyalty. The results reveal that customer experience and brand image positively impact on customer loyalty though only the former has significant impact. Besides, both customer experience and brand image have positive and significant influence on customer satisfaction while customer satisfaction is positively and significantly correlated with customer loyalty. The existence of customer satisfaction as the mediating variable even strengthen this impact. Overall, the more experience customers get from purchasing Erigo's products and the higher brand image Erigo build, the more satisfied and loyal the customers will be.

*This is an open access article under the CC BY-NC license.*



### Corresponding Author:

Angelika Firdaus,

Faculty of Economics and Business,

Universitas Tanjungpura,

Prof. Dr. Hadari Nawawi Street, Pontianak 78124, Indonesia.

Email: Angellikafirdaus@gmail.com

## 1. Introduction

According to data from CNBC Indonesia in 2019, the fashion industry's growth accounted for roughly 18.01% or IDR 116 Trillion. This indicates an increase in textile production due to high consumer demand. This is further reinforced by the diverse fashion trends and rapidly changing styles over time, causing consumer interest to grow, hence creating an opportunity for business to enter this industry. One of the market leaders of the industry is Erigo, which is a local fashion brand that has flourished across various demographics especially among millennials. Erigo offers various products such as bags, T-shirts and shirts and its products have successfully penetrated into international market. Erigo's success is attributed to its marketing strategy which focuses on innovations and creativity to create and maintain the loyalty of its customers.

According to (Surahman et al., 2020), loyal customers are those who willingly utilize a company's products and services for an extended period of time and also suggest them to those around them. When developing a marketing strategy, it is crucial for a firm to take into account the customer experience (Fauziah et al., 2023). Companies are said to be running well if they not only meet consumer needs, but also actively

generate experiences by adding surprises to customers that can be remembered in the brand or product (Ting et al., 2020). Every Customer will have experience when making a purchase. It is the sensation perceived when using a product and the affective responses derived from the consumer's feelings or emotions whether they like both the services and the offered products. In shorts, it is about not only the service and product quality, but also the impression given when using the product which can create a satisfying experience for customers. If the background is enjoyable and positive, it will enhance customer satisfaction.

According to research by Wahyuningsih (2021), customer experience influences customer satisfaction. Customer satisfaction fosters loyalty as a favorable customer experience nurtures a strong bond between the company and the customer, influencing trust and loyalty. When a customer is firmly committed to consistently purchasing or endorsing a product, be it goods or services, even situational influences or competitor marketing efforts may not sway them to switch to another brand, resulting in repeated purchases of the same brand. The brand image consists of strength, uniqueness, and favorability. A brand image that is perceived positively by consumers is more likely to lead to repeat purchases by consumers (Putri & Roslina, 2023). Therefore, this study is conducted to examine how customer experience and brand image influence customer loyalty through customer satisfaction among Erigo consumers in Indonesia. This research also provides efficient information about influential strategies, especially in marketing.

Multiple prior research provides empirical evidence supporting the existence of a strong and positive correlation between customer experience and customer loyalty (Chen, 2023; Kurhayadi et al., 2022 and Eskiler & Safak, 2022) state that customer experience has a positive and significant effect on customer loyalty. The first hypothesis statement in this research is customer experience has a positive and significant effect on customer loyalty.

According to Agatha & Lotaknio (2022), brand image is the customer's assessment of a product purchased by the customer. Brand image has a positive and significant effect on purchase intention. Moreover, it influenced consumers' purchase decisions. The strength of the brand image also affects the amount of customer trust in the product brand and customer loyalty. An influential brand image enhances consumers' commitment and allegiance to the company. Brand image drives company success and increases brand loyalty, thereby increasing company profitability and reducing the competitiveness of competitors (Mukminin & Latifah, 2020). The second hypothesis statement in this research is brand image has a positive and significant effect on customer loyalty.

Customers can manage their needs through emotional experiences. Therefore, it is imperative for businesses to ensure a favorable customer experience and effectively address consumer emotions, particularly in situations where customers encounter unpleasant emotions (Manthiou et al., 2020). This good experience can be used as a reference for customers to use the same product because this product provides better value-added value than other products. The customer's level of satisfaction directly correlates with their loyalty to the brand. Therefore, a higher level of customer experience leads to a stronger positive impact on customer loyalty (Hamzah et al., 2021). The third hypothesis statement in this research is customer experience has a positive and significant effect on customer satisfaction.

The brand image creates enthusiastic value and reflects a company's image (Mehta, 2020). Furthermore, brand image assessment is done by analyzing elements such as mystery, sensuality, and intimacy, with mystery and sensuality being the factors driving consumers' decision-making. Therefore, organizations should contemplate implementing supplementary measures to enhance their brand identity and image, since doing so has the potential to substantially augment customer happiness and intention to make a purchase (Dash et al., 2021). The fourth hypothesis statement in this research is brand Image has a positive and significant effect on customer satisfaction.

Customer satisfaction refers to the state of contentment experienced by an individual when their requirements or desires are successfully met. Individual experiences a sentiment of satisfaction or dissatisfaction when they compare their perceptions or impressions of a product's outcomes with their initial expectations (Lay et al., 2018). Customer satisfaction is essential to business success because it creates positive consumer emotions. Therefore, it is imperative for a business to prioritize the quality of its products in order to ensure that the advantages derived from using or purchasing the product align with its performance. This is crucial as consumers have high expectations regarding the performance of the products they get, and meeting these expectations is essential for customer satisfaction (Simanjuntak & Purba, 2020). The fifth hypothesis statement in this research is customer satisfaction has a positive and significant effect on customer loyalty.

According to Keni & Sandra (2021), customers who feel satisfied with their experience after shopping at a retail store will be motivated to become loyal. Fostering an ideal degree of customer satisfaction promotes the development of customer loyalty in the thoughts of contented customers. It indicates that customer satisfaction has a favorable and substantial influence on customer loyalty, demonstrating that enhancing customer satisfaction will have an impact on customer loyalty, hence augmenting the likelihood of consumers making recurring purchases or subscriptions. The sixth hypothesis statement in this research is customer experience has a positive and significant effect on customer loyalty through customer satisfaction.

Brand image refers to the perception or evaluation that consumers have of a brand or product, and it is a significant aspect that positively impacts customer loyalty (Simanjuntak & Djumarno, 2023). The brand image enables buyers to identify the product's quality and reduce the likelihood of making a risky purchase. According to Naully & Saryadi (2021), a good brand image can provide good consumer decisions, forming consumer loyalty through recommendations to make repeat purchases because this is what consumers expect. The seventh hypothesis statement in this research is brand image has a positive and significant effect on customer loyalty through customer satisfaction.

Based on the description above, this research intends to test five direct influences, namely the influence of customer experience on customer loyalty, the brand image on customer loyalty, customer experience on customer satisfaction, the brand image on customer satisfaction and customer satisfaction on customer loyalty. Meanwhile, the indirect influence that will be tested in this research includes two hypotheses, namely, the indirect effect of customer experience on customer loyalty through customer satisfaction and the impact of brand image on customer loyalty through customer satisfaction. Research into customer experience, brand image, loyalty, and customer satisfaction is expected to provide significant benefits, including a deeper understanding of customer preferences and views. The findings from this research can become the basis for companies to design more effective strategies for improving customer experience, strengthening brand image, fostering sustainable loyalty, and achieving optimal levels of customer satisfaction. In addition, this research is intended to provide practical guidance for the industry in developing product or service innovations, responding to changing consumer trends and maintaining competitive advantage.

## 2. Research Method

This study employs a quantitative methodology by distributing questionnaires to participants in order to collect the necessary data. This research utilizes the Likert scale as a measurement tool. The Likert scale is a psychometric scale often used in questionnaires and is the most common choice in survey research (Sembel, 2019). Likert scale 1 with the least weight to 5 with the highest weight: (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree). In the Likert scale, each response in the instrument used has a level that ranges from positive to negative (Ambriani, 2020).

The sampling strategy employed in this study is nonprobability sampling, which is a research methodology where individuals from the population are not uniformly provided with the chance to be chosen as samples (Raza et al., 2022). The nonprobability sampling chosen is purposive, a technique where the researcher can determine the particular identity that matches the research objectives (Lenaini & Artikel, 2021). This study's participants were all Indonesian citizens who wore apparel bearing the Erigo brand. The samples utilized in this research were collected from a variety of Indonesian islands, including Bali, Kalimantan, Sulawesi, Sumatra, Papua, and Java. The study included a total of 234 respondents who fulfilled the criteria of being at least 18 years old and having made at least two purchases of Erigo-branded apparel. Structural equation modeling (SEM) was employed as the analysis technique, with the Amos 24 Program being used to assess and evaluate the measurement model being evaluated in this study.

## 3. Results And Discussions

### Respondent Characteristics

This survey's analysis of respondent characteristics is based on demographics, which include the following:

**Table 1.** Characteristics of respondents

Category	Item	Frequency	%
Gender	Male	106	45.3
	Female	128	54.7
	Total	234	100
Respondent Domicile	Kalimantan	71	30.3
	Jawa	35	15.0
	Sulawesi	54	23.1
	Sumatera	30	12.8
	Bali Dan Nusa Tenggara	19	8.1
	Papua	25	10.7
	Total	234	100
	Age	18-23 Years Old	121
24-29 Years Old		58	24.8
30-36 Years Old		32	13.7
37-41 Years Old		13	5.6
Over 41 Years Old		10	4.3
Total		234	100
Education	Elementary Education	5	2.1
	Junior High School / Equivalent	10	4.3
	High School / Vocational/ Equivalent	78	33.3
	D1/D2/D3/D4	24	10.3
	Bachelor (S1)	111	47.4
	Postgraduate (S2/S3)	6	2.6
	Total	234	100
Job	Occupation Student	12	5.1
	Student	90	38.5
	Civil Servant	19	8.1
	Entrepreneur	27	11.5
	Private Employee	64	27.4
	Soe	11	4.7
	Police/TNI	5	2.1
	Others	6	2.6
	Total	234	100
	Income per month (for those already working) less than IDR 2 Million	Less than IDR 2 Million	21
IDR 2 Million to IDR 4 Million		69	29.5
More than IDR 4 Million to IDR 6 Million		32	13.7
More than IDR 6 Million to IDR 8 Million		13	5.6
More than IDR 8 Million To IDR 10 Million		5	2.1
More than IDR 10 Million		8	3.4
Not employed		86	36.8
Total		234	100
Income per month (for those not yet working) less than Rp 1 Million	Less than IDR 1 Million	50	21.4
	IDR 1 Million to IDR 1.5 Million	37	15.8
	More than IDR 1.5 Million to IDR 2 Million	20	8.5
	More than IDR 2 Million to IDR 2.5 Million	5	2.1
	More than IDR 2.5 Million	3	1.3
	Already working	119	50.9
Total	234	100	
In the past 4 months, how many times have you purchased Erigo-branded clothing?	2 times	147	62.8
	3 times	62	26.5
	4 times	21	9.0
	More than 4 times	4	1.7
	Total	234	100

According to the statistics in the table, the majority of respondents are female, comprising 54.7% of the total. Additionally, 64.3% of the respondents fall within the age range of 18 to 23 years. The most dominant domicile comes from the island of Kalimantan, which is 30.3%, in second place is Sulawesi at 23.1%. The most occupational background includes male and female students at 38.5%, with the dominant educational background being bachelor (S1) at 47.4%. Then, it is in the middle-income class for p income. Within 4 months, 147 or 62.8% of respondents had purchased Erigo-branded clothing 2 times, respondents who had purchased Erigo-branded clothing 3 times amounted to 26.5%, purchases 4 times amounted to 9.0%, and finally purchases more than 4 times amounted to 1.7%.

### Measurement Models

The Results of the Fit, Validity, And Reliability Tests are as follows.

**Table 2.** Value of standardized loading factor, construct reliability (Cr), and average variance extracted (Ave) in overall model fit

Variable	Items	Slf	Cr	Ave			
<i>Customer Experience</i>	Erigo-branded clothing materials are made of materials that are comfortable to use.	0.818	0.969	0.646			
	The variety of designs of Erigo-branded clothes makes me feel more confident.	0.777					
	The color variations of Erigo-branded clothes are comfortable to look at.	0.777					
	I feel interested when I see the design of Erigo-branded clothes.	0.794					
	Wearing Erigo-branded clothing encourages positive emotions in me.	0.831					
	I had a very memorable experience when wearing Erigo-branded clothes.	0.82					
	Wearing Erigo-branded clothes makes me feel in a certain social class.	0.8					
	As long as I wear Erigo-branded clothes, I feel a sense of actualization that is able to reflect the current lifestyle.	0.804					
	I get positive feedback from others when I wear Erigo-branded clothes.	0.811					
	<i>Brand Image</i>	I recognize Erigo-branded clothing as a clothing brand that excels in material quality.			0.834	0.963	0.670
Erigo is known as a clothing brand with trendy designs.		0.799					
Erigo-branded clothing has a distinctive uniqueness that I can easily distinguish from other clothing brands.		0.813					
Erigo-branded clothing is able to present exclusive and authentic clothing designs.		0.812					
Erigo-branded clothing has a good reputation in the community.		0.785					
Every time I want to buy clothes, the Erigo brand sticks in my mind.		0.847					
Erigo is known as the most in-demand brand.		0.838					
I feel happy when I buy and wear Erigo-branded clothes.		0.84					
The Erigo-branded clothes I wear are in line with my expectations and needs.		0.81					
Sometimes, I buy Erigo-branded clothes in larger quantities than previously planned		0.84					
<i>Customer Satisfaction</i>	I am used to giving positive information about Erigo-branded clothing to others.	0.861	0.972	0.751			
	I also recommend Erigo-branded clothing to others.	0.83					
	I buy Erigo-branded clothes quite often.	0.88					
	I still want to buy and use Erigo-branded clothes in the future.	0.843					
	I rarely buy any brand of clothing other than Erigo-branded clothing.	0.859					
	Erigo is my first choice when buying clothes.	0.889					
	For me, wearing Erigo-branded clothes is the best choice.	0.885					
	<i>Loyalty</i>						

Based on the data in Table 2, the Validity and Reliability Test results show that all indicators used in the model meet the validity and reliability standards. These indicators have standardized stress factor (slf) values that exceed 0.50, indicating that all metrics used are valid and reliable in measuring the entire model structure. This can be observed from the average variance extracted (ave) values exceeding 0.50 and the construct reliability (cr) test scores exceeding 0.70. This indicates that all instruments can be considered reliable and consistent tools in measuring the components in the model that has been compiled.

**Table 3.** Goodness of fit index

Indeks	Cut Off Value	Results	Model Evaluation
Chi - Square	Expected to be Low	595.09	Not Fit
Probability	≥ 0.05	0.00	Not Fit
Cmin/Df	≤ 2.00	1.82	Good Fit
Rmse	≤ 0.08	0.06	Good Fit
Gfi	≥ 0.90	0.84	Marginal Fit
Agfi	≥ 0.90	0.81	Marginal Fit
Tli	≥ 0.95	0.95	Good Fit
Cfi	≥ 0.95	0.95	Good Fit

According to the Goodness of Fit (GOF) measurement results in Table 4, it can be concluded that the model meets the requirements of an acceptable fit. If there are 3-4 measures with a good fit or exceeding the cut-off value, then the configuration of the research model can be considered adequate and acceptable.

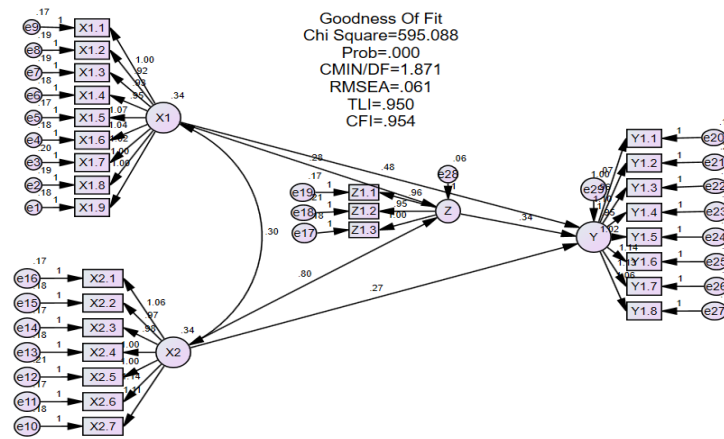


Figure 2. Full model testing

**Hypotheses Testing**

The findings of examining the impact of the correlation between variables in the research framework used in this research may be provided as follows.

Table 4. Hypothesis testing

Hypothesis	Path	B	S.E.	C.R.	P	Conclusion
H1	Ce → Cl	0.477	0.106	4.49	0.000	Positive, Significant
H2	Bi → Cl	0.268	0.158	1.694	0.091	Positive, Insignificant
H3	Ce → Cs	0.284	0.115	2.465	0.014	Positive, Significant
H4	Bi → Cs	0.802	0.123	6.511	0.000	Positive, Significant
H5	Cs → Cl	0.345	0.142	2.421	0.015	Positive, Significant

In this study, seven hypotheses have been tested through SEM analysis with a significance level of 5%, resulting in a Critical Ratio (Cr) of 1.96. The hypothesis is accepted if the t-value is obtained > 1.96 and the probability is below the value of 0.05. In contrast, the hypothesis is rejected if the t-value received < 1.96 and the probability is above the value of 0.05. Based on Table 5, the first hypothesis t-score value for the effect of customer experience on customer loyalty is 4.49, more significant than the t-table value (1.96). Likewise, the p-value is smaller than 0.05 ( $\alpha = 0.05$ ). These results are related to the first hypothesis, where customer experience positively and significantly affects customer loyalty. For the second hypothesis, the t-score value for the impact of brand image on customer loyalty is 1.694, and the p-value is 0.091, greater than 0.05 ( $\alpha = 0.05$ ). This shows that brand image has a positive but insignificant effect on customer loyalty. For the third hypothesis, the t-score value for the impact of customer experience on customer satisfaction is 2.465, and the p-value is 0.014, more diminutive than 0.05 ( $\alpha = 0.05$ ).

This shows that customer experience positively and significantly affects customer satisfaction. For the fourth hypothesis, the t-score value for the impact of brand image on customer satisfaction is 6.511, and the p-value marked with three stars is smaller than 0.05 ( $\alpha = 0.05$ ). This shows that brand image positively and significantly affects customer satisfaction. For the fifth hypothesis, the t-score value for the effect of customer satisfaction on customer loyalty is 2.421, and the p-value is 0.015, more diminutive than 0.05 ( $\alpha = 0.05$ ), indicating that customer satisfaction has a positive and significant effect on customer loyalty.

Table 5. Sobel test-significance of mediation

Hypothesis	Path	Sobel Test		Conclusion
		T-Stat	P Value	
H6	Ce → Cs → Cl	1.73	0.083	Insignificant
H7	Bi → Cs → Cl	2.28	0.023	Significant

The indirect impact of the mediating variable, job satisfaction, is demonstrated in Table 5, as indicated by the Sobel Test outcomes. The Sobel Test findings in Table 5 indicate that the statistical value of the Sobel test for the sixth hypothesis, which examines the relationship between customer experience and customer loyalty through customer satisfaction, is 1.73 and zero, with a p-value less than 0.05 ( $\alpha = 0.05$ ). These findings suggest that customer pleasure does not serve as a mediating factor in the relationship

between customer experience and customer loyalty. In the seventh hypothesis, the Sobel Test yielded a statistical value of 2.28, which is more statistically significant than 1.96. Additionally, the p-value of 0.283 is smaller than the significance level of 0.05 ( $\alpha = 0.05$ ). Hence, the brand's image has a direct and substantial impact on customer loyalty by means of customer satisfaction.

Hypothesis 1 (H1) states that customer experience positively and significantly affects customer loyalty. The hypothesis test results show a t-score value of 4.49 with a p-value smaller than 0.05 ( $\alpha = 0.05$ ). This means that customer experience positively and significantly affects customer loyalty. The results of this study are supported by previous research, which shows a positive correlation between customer experience and customer loyalty (Chen, 2023). This shows that customer loyalty can increase due to a positive customer experience.

Hypothesis 2 (H2) states that brand image has a positive and insignificant effect on customer loyalty. The hypothesis test results show a t-score value of 1.694, and the p-value is 0.091, greater than 0.05 ( $\alpha = 0.05$ ). The results of this study are supported by previous research, which shows a positive correlation between customer experience and customer loyalty but does not have a significant effect (Mukminin & Latifah, 2020). This indicates that consumers view brand image not as much as other significant variables.

Hypothesis 3 (H3) which states that customer experience has a positive and significant effect on customer satisfaction. The results of hypothesis testing show that the t-score value for the impact of customer experience on customer satisfaction is 2.465, and the p-value is 0.014, more diminutive than 0.05 ( $\alpha = 0.05$ ). The results of this study are supported by previous research, which shows a positive correlation between customer experience and customer satisfaction (Hamzah et al., 2021) which states that customers who are satisfied with the experience provided can make loyal consumers.

Hypothesis 4 (H4) which states that brand image has a positive and significant effect on customer satisfaction. The hypothesis results show that the t-score value for the impact of brand image on customer satisfaction is 6.511, and the p-value marked with a three-star symbol is smaller than 0.05 ( $\alpha = 0.05$ ). This shows that brand image has a positive and significant effect on customer satisfaction is accepted. The results of this study received support (Dash et al., 2021) which states that brand image has a positive and significant effect on customer satisfaction.

Hypothesis 5 (H5) states that customer satisfaction positively and significantly affects customer loyalty. The hypothesis results show that the t-value for the effect of customer satisfaction on customer loyalty is 2.421, and the p-value is 0.015, more diminutive than 0.05 ( $\alpha = 0.05$ ), indicating that customer satisfaction has a positive and significant effect on customer loyalty. The results of this study received support from (Simanjuntak & Purba, 2020) who state that customer satisfaction has a positive and significant effect on customer loyalty.

Hypothesis 6 (H6) states that the effect of customer experience on customer loyalty through customer satisfaction is 1.73, and the value and p-value are smaller than 0.05 ( $\alpha = 0.05$ ). These results indicate the positive and insignificant indirect effects of customer experience on customer loyalty through customer satisfaction. This shows that Erigo-branded clothing customer satisfaction has a negligible impact, or in other words, the contribution to the role of customer experience to customer loyalty through customer satisfaction is seen by consumers as not as big as other significant variables.

Hypothesis 7 (H7) states that brand image has a positive and significant effect on customer loyalty through customer satisfaction, where the Sobel Test statistical value of 2.28 is greater than 1.96, and the p-value of 0.283 is smaller than 0.05 ( $\alpha = 0.05$ ). This shows a significant indirect effect of brand image on customer loyalty through customer satisfaction. The results of this study received support from (Simanjuntak & Djumarno, 2023). This shows that the customer satisfaction variable can mediate the relationship between brand image and customer loyalty. The association is positive, which means that if the brand image of Erigo-branded clothing is improving, the level of customer satisfaction will also increase, which will positively impact customer loyalty. When the brand image of Erigo-branded clothing is more optimistic, the level of customer satisfaction increases, and with this increase in happiness, customer loyalty will be formed.

#### 4. Conclusion

The study's findings offer empirical proof of the correlation between customer experience, brand image, customer loyalty, and customer satisfaction. Specifically, the study demonstrates that customer experience

has a positive and substantial impact on customer loyalty (Kurhayadi et al., 2022). The brand image has a positive yet insignificant influence on customer loyalty. This insignificant outcome demonstrates that consumers make purchases based on the product itself rather than the brand, in order to satisfy their requirements or aspirations. This is evidenced by the questionnaire data, which reveals that 81% of respondents continue to utilize alternative brands. The study conducted by Udayana et al. (2022) demonstrates that customer experience has a direct and substantial impact on customer satisfaction. Customer satisfaction is considerably and positively influenced by brand image (Setyorini et al., 2023). Customer satisfaction has a strong and positive impact on customer loyalty, as demonstrated by (Khan et al., 2023). Subsequently, the indirect influence of brand image exerts a favorable and substantial effect on customer loyalty by means of customer satisfaction.

These findings also demonstrate that the indirect influence of customer experience on customer loyalty, mediated by customer satisfaction, has a beneficial effect. However, from the perspective of customers, customer satisfaction does not hold much importance in mediating, suggesting that other elements have a greater impact on customer loyalty than only the satisfaction derived from their experience. Customer loyalty is often influenced by various factors such as price, product or service quality, brand, and marketing. Customer satisfaction may not serve as the primary mediator in the connection if customers exhibit brand or company loyalty due to these characteristics. Hence, this study's findings illustrate the intricate nature of the connection between customer experience, customer satisfaction, and customer loyalty. They underscore the importance of taking into account other aspects that could impact customer behavior within a wider and more specific framework. Customer satisfaction is crucial for corporate success as it generates strong consumer emotions. Hence, it is imperative for a business to prioritize the quality of its products to ensure that the benefits derived from using them align with the product's performance. This is crucial as consumers have high expectations regarding the product they receive (Simanjuntak & Purba, 2020). In addition, in order to enhance a favorable brand reputation, Erigo must demonstrate a superior understanding of customer requirements compared to competitors and develop distinctive tactics based on the products that set it apart from other apparel brands.

Therefore, this research on customer experience, customer satisfaction, brand image, and loyalty can significantly contribute to understanding and managing relationships between companies and customers. By combining knowledge gained from research, companies can design more innovative and focused strategies to improve customer experience, customer satisfaction, brand image, and loyalty. This deep understanding becomes the foundation for companies to adapt to market changes, respond to customer needs, and build solid and sustainable relationships.

## References

- Agatha, R., & Lotaknio, N. (2022). *Pengaruh Brand Image, Brand Identification Dan Experiential Marketing Terhadap Customer Loyalty Di Kedai Kopi Jokopi Surabaya Pontjo Bambang Mahargiono Sekolah Tinggi Ilmu Ekonomi Indonesia (Stiesia) Surabaya*.
- Aulia Wahyuningsih Program Studi Strata, M., & Ekonomi Dan Bisnis, F. (2021). *Pengaruh Pengalaman Konsumen Terhadap Loyalitas Mahasiswa Universitas Tadulako Menggunakan Kosmetik Bedak Marcks* (Vol. 7, Issue 1).
- Bagus Nyoman Udayana, I., Dwi Cahya, A., & Ayu Kristiani, F. (2022). Pengaruh Customer Experience Dan Service Quality Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada The Praja Coffee & Resto). In *Scientific Journal Of Reflection: Economic, Accounting, Management And Business* (Vol. 5, Issue 1).
- Chen, K.-S. (2023). Customer Loyalty Of Direct Sales Members Of Beauty Care Products In The Post-Epidemic Period-The Mediating Effects Of Consumer Experience And Customer Satisfaction. *Journal Of Business And Social Science Review Issue*, 4(1), 1–15. <https://doi.org/10.48150/Jbssr.V4no1.2023.A1>
- Claudia Yosephine Simanjuntak, D., & Yanti Purba, P. (2020). Understanding Customer Satisfaction And Loyalty: An Empirical Study Of Mobile Instant Messages In China. In *International Journal Of Information Management* (Vol. 7, Issue 2). <http://jurnal.unmer.ac.id/index.php/ibm>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-To-Millennials: Marketing 4.0, Customer Satisfaction And Purchase Intention. *Journal Of Business Research*, 122, 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Eskiler, E., & Safak, F. (2022). Effect Of Customer Experience Quality On Loyalty In Fitness Services. *Physical Culture And Sport, Studies And Research*, 94(1), 21–34. <https://doi.org/10.2478/Pcssr-2022-0003>
- Fauziah, F., Febrilia, I., & Agustin Pratama Sari, D. (2023). Pengaruh Customer Experience Dan Customer Trust Terhadap Customer Loyalty Melalui Customer Satisfaction Sebagai Variabel Intervening: Studi Pada Pengguna E-Commerce Di Jabodetabek. *Jimps: Jurnal Ilmiah Mahasiswa Pendidikan Sejarah*, 8(3), 3039–3051. <https://doi.org/10.24815/Jimps>

- Hamzah, M. L., Purwati, A. A., Jamal, A., Sutoyo, & Rizki, M. (2021). An Analysis Of Customer Satisfaction And Loyalty Of Online Transportation System In Pekanbaru, Indonesia. *Top Conference Series: Earth And Environmental Science*, 704(1). <https://doi.org/10.1088/1755-1315/704/1/012029>
- Keni, K., & Sandra, K. K. (2021). Prediksi Customer Experience Dan Service Quality Terhadap Customer Loyalty: Customer Satisfaction Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 191. <https://doi.org/10.24912/Jmieb.V5i1.11196>
- Khan, N., Patras, W., & Saeed, A. (2023). Impact Of Service Quality, Customer Engagement & Customer Satisfaction On Customer Loyalty With The Moderating Role Of Religiosity. *Journal Of Social Research Development*, 4(01), 100–107. <https://doi.org/10.53664/Jsrd/04-01-2023-08-100-107>
- Kurhayadi, \*Kurhayadi, Rosadi, B., Yusuf, M., Saepudin, A., & Asmala, T. (2022). The Effect Of Company Reputation And Customer Experience On Customer Loyal Behavior Citylink Indonesia. *Riwayat: Educational Journal Of History And Humanities*, 5(2), 416–420. <https://doi.org/10.24815/Jr.V5i2.28848>
- Lay, N. Y., Listiana, E., & Heriyadi, H. (2018). Analisis Pengaruh Service Quality, Personal Selling Dan Complain Handling Melalui Satisfaction Serta Trust Terhadap Customer Retention (Survei Nasabah Tabungan Bank Harda Internasional Cabang Pontianak). *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 7(2), 132. <https://doi.org/10.26418/Jebik.V7i2.25694>
- Lenaini, I., & Artikel, R. (2021). *Teknik Pengambilan Sampel Purposive Dan Snowball Sampling Info Artikel Abstrak*. 6(1), 33–39. <https://doi.org/10.31764/Historis.Vxiy.4075>
- Manthiou, A., Hickman, E., & Klaus, P. (2020). Beyond Good And Bad: Challenging The Suggested Role Of Emotions In Customer Experience (Cx) Research. *Journal Of Retailing And Consumer Services*, 57. <https://doi.org/10.1016/J.Jretconser.2020.102218>
- Mehta, A. M. (2020). *How Brand Image And Perceived Service Quality Affect Customer Loyalty Through Customer Satisfaction*. <https://www.researchgate.net/publication/340105373>
- Mukminin, M. A., & Latifah, F. N. (2020). Pengaruh Citra Merek Dan Kepercayaan Terhadap Loyalitas Nasabah Bank Syariah Di Sidoarjo (The Influence Of Brand Image And Trust On Sharia Bank Customer Loyalty In Sidoarjo). *Perisai : Islamic Banking And Finance Journal*, 4(1), 54. <https://doi.org/10.21070/Perisai.V4i1.525>
- Naully, C., & Saryadi, &. (2021). Pengaruh Brand Image Dan Kualitas Produk Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen J.Co Donuts & Coffee Java Supermall Kota Semarang. In *Jurnal Administrasi Bisnis: Vol. X* (Issue 2).
- Putri, K. A., & Roslina, R. (2023). The Influence Of Brand Image And Brand Experience On Cosmetic Makeover Brand Loyalty In Bandar Lampung. *Journal Economy And Currency Study (Jecs)*, 5(1), 1–15. <https://doi.org/10.51178/Jecs.V5i1.1305>
- Raza, H., Furqan, M., & Ilham, R. N. (2022). The Effect Of Accounting Study Club And Online-Based Mentoring On Student Academic Achievement With Motivation As An Intervening Variable: An Analysis Of Accounting Student Behavior During The Covid-19 Pandemic. In *Journal Of Positive School Psychology* (Vol. 2022, Issue 8). <http://journalppw.com>
- Setyorini, D., Tirtayasa, S., & Khair, H. (2023). The Effect Of Brand Image And Customer Relationship On Customer Loyalty Mediated By Customer Satisfaction At Primary School Al-Ulum Under A Creative Commons Attribution-Noncommercial 4.0 International License (Cc By-Nc 4.0). *Jurnal Ekonomi*, 12(01), 2023. <http://ejournal.seaninstitute.or.id/index.php/ekonomi>
- Simanjuntak, N. R. B., & Djumarno, D. (2023). The Influence Of Brand Image, Service Quality And Price On Consumer Satisfaction (Study On Consumers Of Kopi Kenangan, Tebet). *International Journal Of Social Service And Research*, 3(2), 491–507. <https://doi.org/10.46799/Ijssr.V3i2.272>
- Surahman, I. G. N., Yasa, P. N. S., & Wahyuni, N. M. (2020). The Effect Of Service Quality On Customer Loyalty Mediated By Customer Satisfaction In Tourism Villages In Badung Regency. *Jurnal Ekonomi & Bisnis Jagaditha*, 7(1), 46–52. <https://doi.org/10.22225/Jj.7.1.1626.46-52>
- Ting, D. H., Abbasi, A. Z., & Ahmed, S. (2020). Examining The Mediating Role Of Social Interactivity Between Customer Engagement And Brand Loyalty. *Asia Pacific Journal Of Marketing And Logistics*, 33(5), 1139–1158. <https://doi.org/10.1108/Apjml-10-2019-0576>