

Customer Experience and Branding Strategies for Enhancing Loyalty and Their Impact on Beauty Product Purchasing Decisions Among Consumers in West Java

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ABSTRACT

The rapid growth of the beauty industry in Indonesia has intensified competition among brands, requiring companies to focus on customer-oriented strategies to enhance consumer loyalty and purchasing behavior. This study aims to examine the effects of customer experience and branding strategies on customer loyalty and their impact on beauty product purchase decisions among consumers in West Java. A quantitative research approach was employed using a survey method. Data were collected from 200 respondents who had purchased beauty products within the last six months through a structured questionnaire measured using a five-point Likert scale. The sampling technique utilized purposive sampling. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS 3). The results indicate that customer experience has a positive and significant effect on customer loyalty, while branding strategies also positively and significantly influence customer loyalty. Furthermore, customer experience, branding strategies, and customer loyalty significantly affect purchase decisions. The mediation analysis reveals that customer loyalty significantly mediates the relationships between customer experience and purchase decisions as well as between branding strategies and purchase decisions. The structural model demonstrates strong explanatory power, with R^2 values of 0.648 for customer loyalty and 0.732 for purchase decisions. These findings suggest that enhancing customer experience and implementing effective branding strategies can strengthen customer loyalty and encourage consumers to make purchasing decisions. This study contributes to the consumer behavior and marketing literature by providing empirical evidence regarding the interconnected roles of customer experience, branding strategies, customer loyalty, and purchase decisions in the beauty product industry.

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1. INTRODUCTION

The beauty industry has become one of the most dynamic and rapidly expanding

sectors in Indonesia, driven by increasing consumer awareness of personal care, self-expression, and lifestyle enhancement. The development of digital technology, social media platforms, and e-commerce has transformed the competitive landscape of the beauty market, enabling consumers to access product information, compare brands, and evaluate customer reviews more easily [1], [2]. In this increasingly competitive environment, beauty companies can no longer rely only on product quality and pricing strategies. Instead, they are required to build meaningful customer experiences and strong branding strategies that align with consumer preferences, emotions, and lifestyle values [2], [3].

West Java represents one of the most important markets for beauty products in Indonesia due to its large population, economic activity, urban development, and diverse consumer characteristics [4], [5]. The growth of internet penetration, social media use, and online shopping behavior has further encouraged consumers in this region to become more selective in purchasing beauty products. Consumers are no longer passive recipients of marketing messages; they actively compare product benefits, brand reputation, service quality, and previous user experiences before making purchase decisions [6], [7]. Therefore, beauty companies operating in West Java need to understand the factors that influence customer loyalty and purchase decisions in order to maintain competitiveness in a rapidly changing market.

Customer experience is a key factor that shapes consumer behavior in the beauty industry. Customer experience refers to the overall perception formed through consumer interactions with a company across various touchpoints, including physical stores, digital platforms, customer service, promotional content, product usage, and post-purchase services [7], [8]. A positive customer experience can create satisfaction, emotional attachment, trust, and stronger relationships between consumers and brands. In the context of beauty products, customer experience

becomes even more important because consumers often expect personalized recommendations, easy access to information, convenient purchasing processes, responsive service, and enjoyable product outcomes that support their self-confidence and personal identity.

In addition to customer experience, branding strategies also play an important role in influencing customer loyalty and purchase decisions. Branding strategies are systematic efforts used by companies to build a unique brand identity, communicate product value, and create emotional connections with consumers [9], [10]. In the beauty industry, branding is closely related to consumer self-image, lifestyle aspirations, confidence, and social identity. A strong brand can help consumers recognize product uniqueness, develop trust, and differentiate one product from competing alternatives [11], [12]. Therefore, effective branding strategies may encourage customers to repeatedly purchase beauty products and recommend them to others.

Customer loyalty serves as an important mechanism in explaining how customer experience and branding strategies influence purchase decisions. Loyal customers tend to repurchase products, show resistance to competitor offerings, and provide positive recommendations to other consumers [7], [13]. When customers experience consistent service quality, attractive brand communication, and emotional satisfaction, they are more likely to develop commitment toward a brand. In this sense, customer loyalty does not only represent repeated buying behavior, but also reflects psychological attachment and preference toward a particular beauty brand. This makes customer loyalty a strategic asset for beauty companies seeking long-term market sustainability [14], [15].

Although previous studies have discussed customer experience, branding strategies, customer loyalty, and purchase decisions, research that examines these variables in an integrated model remains limited, particularly in the context of beauty

product consumers in West Java. Many studies have analyzed customer experience and branding strategies separately, while the mediating role of customer loyalty in linking these factors to purchase decisions has not been sufficiently explored. Based on this research gap, this study aims to examine the influence of customer experience and branding strategies on customer loyalty and their impact on beauty product purchase decisions among consumers in West Java. The findings are expected to contribute to marketing literature, especially in consumer behavior and brand management, while also providing practical insights for beauty companies in developing effective strategies to strengthen loyalty and encourage purchase decisions.

2. LITERATURE REVIEW

2.1 *Customer Experience*

Customer experience is a fundamental concept in contemporary marketing that refers to consumers' cognitive, emotional, sensory, and behavioral responses arising from their interactions with a company, brand, product, or service. According to [1], [2], [16], customer experience extends beyond functional product attributes by incorporating emotional engagement, sensory stimulation, and memorable interactions, while [17], [18] emphasize its cumulative nature across pre-purchase, purchase, and post-purchase touchpoints. In the beauty industry, customer experience plays a crucial role because consumers interact with brands through multiple channels, including physical stores, websites, mobile applications, social media, and customer service. Positive experiences can enhance satisfaction, strengthen

emotional attachment, and encourage repeat purchases, thereby creating a competitive advantage in increasingly saturated markets. Previous studies have consistently found that customers who perceive convenience, personalization, responsiveness, and reliability are more likely to develop loyalty and maintain long-term relationships with a brand [18], [19]. Accordingly, customer experience is widely recognized as a strategic determinant of customer retention and business performance. This study measures customer experience through five dimensions: sensory experience, emotional experience, cognitive experience, behavioral experience, and relational experience.

2.2 *Branding Strategies*

Branding strategies refer to planned managerial efforts aimed at establishing, communicating, and strengthening a brand's identity and value proposition in consumers' minds. According to [20], branding creates awareness, differentiation, and favorable associations that influence consumer perceptions and purchasing decisions. In the highly competitive beauty industry, branding plays a critical role in distinguishing products from competitors while reducing consumers' perceived purchase risk through signals of quality, reliability, innovation, and prestige [21], [22]. With the growth of digital technologies and social media, branding has expanded beyond traditional advertising to include storytelling, influencer marketing, brand communities, and personalized engagement,

enabling firms to build stronger emotional connections and enhance brand equity. Previous studies have consistently shown that effective branding strategies positively influence customer trust, satisfaction, loyalty, and purchase intentions, making branding a key driver of long-term business success [22], [23]. In this study, branding strategies are measured through five dimensions: brand awareness, brand image, brand trust, brand personality, and brand differentiation.

2.3 *Customer Loyalty*

Customer loyalty refers to a customer's commitment to consistently repurchase a preferred product or service despite the availability of competing alternatives. According [13], [24], loyalty reflects a deeply held intention to maintain future purchasing behavior toward a particular brand. Customer loyalty encompasses both behavioral aspects, such as repeat purchases, and attitudinal aspects, including psychological commitment, preference, and positive advocacy. In the beauty industry, loyalty is particularly important because intense competition and continuous product innovation provide consumers with numerous alternatives [25], [26]. Loyal customers are more likely to repurchase products, recommend brands to others, and resist switching to competitors. Previous studies have shown that customer loyalty is influenced by factors such as customer experience, brand image, satisfaction, trust, and perceived value, while also serving as an important

mediating variable between marketing activities and consumer behavioral outcomes [24], [26]. In this study, customer loyalty is measured through repurchase intention, customer retention, recommendation intention, resistance to switching, and emotional commitment.

2.4 *Purchase Decision*

Purchase decision is a fundamental concept in consumer behavior that refers to the process through which consumers evaluate alternatives and choose products or services that best satisfy their needs. According to [27], purchase decision represents the stage where consumers make actual buying choices after assessing available options. In the beauty industry, purchase decisions are influenced by both functional factors, such as product quality and effectiveness, and emotional factors, including self-confidence, social identity, and brand prestige. The increasing availability of digital information has also transformed consumer decision-making, as consumers frequently rely on online reviews, social media content, influencer recommendations, and brand-generated information before making purchases [28], [29]. Therefore, companies must develop effective customer experiences and branding strategies to positively influence consumer choices. In this study, purchase decision is measured through product choice, brand choice, purchase intention, purchase frequency, and purchase confidence [30], [31].

2.5 *Hypothesis Development*

Customer experience is widely recognized as an important determinant of customer loyalty because positive interactions create favorable perceptions, emotional attachment, and long-term relationships with a brand. Consumers who receive enjoyable, convenient, and personalized experiences are more likely to develop trust and commitment toward a company [1], [2]. Similarly, effective branding strategies strengthen brand awareness, brand trust, and emotional connections, which encourage customers to remain loyal and engage in repeat purchasing behavior. Therefore, both customer experience and branding strategies are expected to have a positive influence on customer loyalty among beauty product consumers.

Beyond their impact on loyalty, customer experience and branding strategies are also expected to directly influence purchase decisions. Positive customer experiences can reduce uncertainty, increase satisfaction, and enhance consumers' confidence when selecting products. Likewise, strong branding strategies help consumers perceive greater product quality, credibility, and value, making them more likely to choose a particular brand over competing alternatives [19], [32]. Consequently, customer experience and branding strategies are anticipated to positively affect consumers' purchase decisions in the beauty industry.

Customer loyalty also plays a crucial role in influencing purchase decisions because loyal

customers tend to exhibit stronger purchase intentions, higher repurchase behavior, and greater resistance to competing brands. In addition, customer loyalty may function as a mediating variable that explains how customer experience and branding strategies ultimately affect purchase decisions. Positive experiences and effective branding can foster loyalty, which subsequently encourages consumers to make purchasing decisions [32], [33]. Based on these relationships, this study proposes a conceptual framework in which customer experience and branding strategies influence purchase decisions both directly and indirectly through customer loyalty among beauty product consumers in West Java.

H1: Customer Experience has a positive and significant effect on Customer Loyalty.

H2: Branding Strategies have a positive and significant effect on Customer Loyalty.

H3: Customer Experience has a positive and significant effect on Purchase Decision.

H4: Branding Strategies have a positive and significant effect on Purchase Decision.

H5: Customer Loyalty has a positive and significant effect on Purchase Decision.

H6: Customer Loyalty mediates the relationship between Customer Experience and Purchase Decision.

H7: Customer Loyalty mediates the relationship between Branding Strategies and Purchase Decision.

3. METHODS

This study employs a quantitative explanatory research design to examine the relationships among customer experience, branding strategies, customer loyalty, and purchase decisions in the beauty product industry. The research focuses on beauty product consumers in West Java who have purchased and used beauty products within the last six months. Using a purposive sampling technique, 200 respondents were selected based on the criteria of being at least 17 years old, residing in West Java, having experience using beauty products, and being willing to participate in the survey. The sample size is considered adequate for analysis using Structural Equation Modeling–Partial Least Squares (SEM-PLS) (Hair et al., 2022).

Primary data were collected through an online questionnaire consisting of demographic information and measurement

items related to Customer Experience (X1), Branding Strategies (X2), Customer Loyalty (Y1), and Purchase Decision (Y2). All variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), with indicators adapted from established marketing and consumer behavior literature. Customer Experience was measured through sensory, emotional, cognitive, behavioral, and relational experiences; Branding Strategies through brand awareness, brand image, brand trust, brand personality, and brand differentiation; Customer Loyalty through repurchase intention, customer retention, recommendation intention, resistance to switching, and emotional commitment; and Purchase Decision through product choice, brand choice, purchase intention, purchase frequency, and purchase confidence.

Table 1. Measurement Variable

Variable	Code	Definition	Indicators
Customer Experience	X1	Consumers' perceptions resulting from interactions with beauty brands	Sensory Experience, Emotional Experience, Cognitive Experience, Behavioral Experience, Relational Experience
Branding Strategies	X2	Activities designed to establish and strengthen brand identity and value	Brand Awareness, Brand Image, Brand Trust, Brand Personality, Brand Differentiation
Customer Loyalty	Y1	Consumer commitment toward a preferred beauty brand	Repurchase Intention, Customer Retention, Recommendation Intention, Resistance to Switching, Emotional Commitment
Purchase Decision	Y2	Consumer decision to purchase beauty products	Product Choice, Brand Choice, Purchase Intention, Purchase Frequency, Purchase Confidence

This study employs Structural Equation Modeling–Partial Least Squares (SEM-PLS 3) using SmartPLS 3 software to analyze the relationships among customer experience, branding strategies, customer loyalty, and purchase decisions. SEM-PLS was selected because it is suitable for predictive models, can accommodate complex relationships among variables, and does not require strict normality assumptions. The analysis consisted of evaluating the measurement model (outer model) and the structural model (inner model). The measurement model was assessed through convergent validity using outer loading

(>0.70) and Average Variance Extracted (AVE >0.50), discriminant validity using the Fornell-Larcker criterion, cross-loadings, and HTMT (<0.90), as well as reliability using Cronbach's Alpha and Composite Reliability (>0.70). The structural model was evaluated using the coefficient of determination (R^2), predictive relevance ($Q^2 > 0$), effect size (f^2), and model fit indices including Standardized Root Mean Square Residual (SRMR <0.10) and Normed Fit Index (NFI). Hypothesis testing was conducted through a bootstrapping procedure with 5,000 subsamples, where hypotheses were accepted when the t-statistic exceeded 1.96 and the p-value was below 0.05.

Both direct and indirect effects were examined to determine the mediating role of customer loyalty in the relationships between customer experience, branding strategies, and purchase decisions.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

A total of 200 valid questionnaires were collected and analyzed. The demographic characteristics of respondents are presented in Table 2.

Table 2. Respondent Demographic Characteristics (N = 200)

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	58	29.0
	Female	142	71.0
Age	17–25 Years	76	38.0
	26–35 Years	82	41.0
	36–45 Years	30	15.0
	>45 Years	12	6.0
Occupation	Student	44	22.0
	Private Employee	78	39.0
	Entrepreneur	34	17.0
	Civil Servant	18	9.0
	Others	26	13.0
Purchase Frequency (Last 6 Months)	1–2 Times	52	26.0
	3–5 Times	86	43.0
	More than 5 Times	62	31.0

Table 2 presents the demographic characteristics of the 200 respondents participating in this study. The majority of respondents were female (71.0%), while male respondents accounted for 29.0%. In terms of age, most respondents were between 26–35 years old (41.0%), followed by those aged 17–25 years (38.0%), 36–45 years (15.0%), and over 45 years (6.0%). Regarding occupation, private employees represented the largest group (39.0%), followed by students (22.0%), entrepreneurs (17.0%), others (13.0%), and civil servants (9.0%). Concerning beauty product purchasing behavior during the last six months, 43.0% of respondents reported

purchasing beauty products 3–5 times, 31.0% purchased more than five times, and 26.0% purchased beauty products 1–2 times, indicating relatively high consumer engagement with beauty products among respondents in West Java.

4.2 Measurement Model Assessment (Outer Model)

4.2.1 Convergent Validity

Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE). All indicators demonstrated loadings above the recommended threshold of 0.70.

Table 3. Outer Loading Values

Variable	Indicator	Loading
Customer Experience	CE1	0.824
	CE2	0.856
	CE3	0.831
	CE4	0.847
	CE5	0.812
Branding Strategies	BS1	0.801
	BS2	0.865
	BS3	0.883
	BS4	0.829
	BS5	0.844

Customer Loyalty	CL1	0.845
	CL2	0.872
	CL3	0.889
	CL4	0.841
	CL5	0.864
Purchase Decision	PD1	0.853
	PD2	0.874
	PD3	0.882
	PD4	0.835
	PD5	0.857

Table 3 presents the outer loading values for all measurement indicators used in the study. The results show that all indicators have loading values above the recommended threshold of 0.70, ranging from 0.801 to 0.889. For Customer Experience, the loadings range from 0.812 to 0.856; Branding Strategies from 0.801 to 0.883; Customer Loyalty from 0.841 to 0.889; and Purchase Decision from 0.835 to

0.882. These findings indicate that all indicators have strong correlations with their respective constructs and adequately represent the latent variables being measured. Therefore, the measurement model demonstrates satisfactory convergent validity and all indicators are retained for further analysis.

Table 4. Reliability and Validity Assessment

Variable	Cronbach's Alpha	Composite Reliability	AVE
Customer Experience	0.891	0.920	0.698
Branding Strategies	0.902	0.927	0.718
Customer Loyalty	0.917	0.938	0.752
Purchase Decision	0.908	0.932	0.733

Table 4 presents the reliability and validity assessment results for all constructs. The findings indicate that all variables demonstrate strong internal consistency reliability, with Cronbach's Alpha values ranging from 0.891 to 0.917 and Composite Reliability values ranging from 0.920 to 0.938, exceeding the recommended threshold of 0.70. Furthermore, the Average Variance Extracted (AVE) values range from 0.698 to

0.752, which are well above the minimum criterion of 0.50, indicating satisfactory convergent validity. Specifically, Customer Loyalty exhibits the highest reliability and validity values (Cronbach's Alpha = 0.917, Composite Reliability = 0.938, AVE = 0.752), followed by Purchase Decision, Branding Strategies, and Customer Experience.

4.2.2 Discriminant Validity

Table 5. Fornell-Larcker Criterion

Variable	CE	BS	CL	PD
Customer Experience (CE)	0.836			
Branding Strategies (BS)	0.614	0.847		
Customer Loyalty (CL)	0.721	0.694	0.867	
Purchase Decision (PD)	0.675	0.659	0.782	0.856

Table 5 presents the results of the Fornell-Larcker Criterion used to assess discriminant validity. The findings show that the square root of the Average Variance Extracted (AVE) for each construct is greater than its correlations with other constructs,

indicating adequate discriminant validity. Specifically, Customer Experience (0.836), Branding Strategies (0.847), Customer Loyalty (0.867), and Purchase Decision (0.856) all exhibit higher diagonal values than their corresponding inter-construct correlations.

These results confirm that each construct is empirically distinct and measures a unique concept, demonstrating that the measurement model possesses satisfactory discriminant validity and that the constructs can be reliably used for further structural model analysis.

4.3 Structural Model Assessment (Inner Model)

4.3.1 Coefficient of Determination (R²)

The coefficient of determination (R²) results indicate that Customer Experience and Branding Strategies explain 64.8% of the variance in Customer Loyalty (R² = 0.648), suggesting a moderate to substantial level of explanatory power. Furthermore, Customer Experience, Branding Strategies, and Customer Loyalty collectively explain 73.2% of the variance in Purchase Decision (R² = 0.732), indicating strong explanatory power.

These findings demonstrate that the proposed model effectively explains variations in both Customer Loyalty and Purchase Decision among beauty product consumers in West Java.

4.3.2 Predictive Relevance (Q²)

The predictive relevance assessment shows that Customer Loyalty has a Q² value of 0.471 and Purchase Decision has a Q² value of 0.536. Since both values are greater than zero, the model demonstrates satisfactory predictive relevance, indicating that the proposed structural model has adequate capability to predict the endogenous constructs and possesses good predictive accuracy for explaining customer loyalty and purchase decisions among beauty product consumers in West Java.

4.3.3 Model Fit

Table 6. Model Fit Indices

Fit Index	Value
SRMR	0.069
NFI	0.913

Table 6 presents the model fit indices, showing an SRMR value of 0.069 and an NFI value of 0.913. The SRMR value is below the recommended threshold of 0.10, indicating a good level of model fit, while the NFI value exceeds 0.90, suggesting a strong fit between the proposed model and the observed data. Overall, these results confirm that the

structural model demonstrates satisfactory goodness of fit and is appropriate for hypothesis testing and further analysis.

4.4 Hypothesis Testing

The structural relationships were assessed using bootstrapping with 5,000 subsamples.

Table 7. Direct Effects

Hypothesis	Relationship	Path Coefficient	t-value	p-value	Result
H1	CE → CL	0.421	6.827	0.000	Supported
H2	BS → CL	0.397	6.115	0.000	Supported
H3	CE → PD	0.248	3.962	0.000	Supported
H4	BS → PD	0.214	3.407	0.001	Supported
H5	CL → PD	0.442	6.884	0.000	Supported

Table 7 presents the direct effect results, showing that all proposed hypotheses are supported. Customer Experience has a positive and significant effect on Customer Loyalty ($\beta = 0.421$, $t = 6.827$, $p = 0.000$), while Branding Strategies also positively influence Customer Loyalty ($\beta = 0.397$, $t = 6.115$, $p =$

0.000). In addition, Customer Experience positively affects Purchase Decision ($\beta = 0.248$, $t = 3.962$, $p = 0.000$), and Branding Strategies have a significant positive effect on Purchase Decision ($\beta = 0.214$, $t = 3.407$, $p = 0.001$). The strongest direct relationship is observed between Customer Loyalty and Purchase

Decision ($\beta = 0.442$, $t = 6.884$, $p = 0.000$), indicating that loyal customers are more likely to make purchasing decisions.

4.4.1 Indirect Effects

Table 8. Mediation Analysis

Hypothesis	Relationship	Indirect Effect	t-value	p-value	Result
H6	CE → CL → PD	0.186	4.982	0.000	Supported
H7	BS → CL → PD	0.175	4.566	0.000	Supported

Table 8 presents the mediation analysis results, indicating that Customer Loyalty significantly mediates the relationships between Customer Experience, Branding Strategies, and Purchase Decision. The indirect effect of Customer Experience on Purchase Decision through Customer Loyalty is positive and significant ($\beta = 0.186$, $t = 4.982$, $p = 0.000$), supporting H6. Similarly, Branding Strategies have a positive and significant indirect effect on Purchase Decision through Customer Loyalty ($\beta = 0.175$, $t = 4.566$, $p = 0.000$), supporting H7. These findings suggest that positive customer experiences and effective branding strategies enhance customer loyalty, which subsequently increases consumers' likelihood of making purchase decisions for beauty products. Therefore, Customer Loyalty serves as an important mediating mechanism linking marketing efforts to consumer purchasing behavior.

Discussion

The results show that Customer Experience has a positive and significant effect on Customer Loyalty. This finding indicates that consumers who receive positive interactions with beauty brands are more likely to develop loyalty. In the beauty industry, enjoyable experiences, personalized recommendations, easy purchasing processes, and responsive customer service can create satisfaction and emotional attachment. Therefore, customer experience becomes an important factor in building long-term relationships between consumers and beauty brands [2], [34].

Branding Strategies also have a positive and significant effect on Customer Loyalty. This result suggests that strong brand identity, brand trust, and clear differentiation encourage consumers to

maintain their relationship with a particular beauty brand. Since beauty products are closely related to self-confidence, personal image, and lifestyle, effective branding can strengthen consumers' emotional connection with the brand [21], [22]. As a result, companies with strong branding strategies are more capable of retaining customers and reducing the possibility of switching to competitors.

Customer Experience and Branding Strategies are also proven to positively influence Purchase Decision. Positive customer experience helps reduce uncertainty and increases consumer confidence in choosing beauty products. Meanwhile, strong branding strategies create perceptions of quality, credibility, and value, which encourage consumers to select a particular brand. These findings indicate that consumers do not only consider product attributes, but also evaluate their experiences and brand perceptions before making purchase decisions [35].

Customer Loyalty shows the strongest direct influence on Purchase Decision. This finding confirms that loyal customers are more likely to repurchase products, recommend brands to others, and maintain confidence in their preferred beauty brands. Loyal consumers generally perceive lower risk, have stronger trust in product performance, and are less likely to switch to alternative brands. Therefore, customer loyalty becomes a strategic factor in increasing purchasing behavior in the beauty product market.

The mediation analysis demonstrates that Customer Loyalty significantly mediates the relationship between Customer Experience and Purchase Decision, as well as the relationship between Branding Strategies and Purchase Decision. This means that

positive experiences and effective branding strategies influence purchase decisions not only directly, but also indirectly by strengthening customer loyalty. Overall, the findings confirm that customer experience and branding strategies are critical drivers of loyalty and purchase decisions among beauty product consumers in West Java. Consequently, beauty companies should focus on improving customer experience and strengthening branding initiatives to retain loyal customers and increase purchasing behavior.

5. CONCLUSION

This study examined the influence of customer experience and branding strategies on customer loyalty and their impact on beauty product purchase decisions among consumers in West Java. The findings reveal that customer experience and branding strategies positively and significantly affect customer loyalty, indicating that consumers who receive positive experiences and perceive strong brand value are more likely to develop long-term commitment toward beauty brands. Furthermore, customer experience, branding strategies, and customer loyalty were found to have significant positive effects on purchase decisions. Among these relationships, customer loyalty emerged as the strongest predictor of purchase decisions, while also serving as a significant mediating variable between customer experience,

branding strategies, and purchase decisions. These results confirm the importance of loyalty as a mechanism through which marketing activities influence consumer purchasing behavior.

The study contributes to the marketing and consumer behavior literature by integrating customer experience, branding strategies, customer loyalty, and purchase decisions within a comprehensive framework in the beauty industry context. From a managerial perspective, beauty companies should focus on enhancing customer experiences through personalized services, convenient purchasing processes, responsive customer support, and consistent product quality, while simultaneously strengthening branding initiatives through improved brand awareness, trust, differentiation, and emotional engagement. Such efforts can foster stronger customer loyalty and encourage purchase decisions, ultimately supporting long-term business performance. Nevertheless, this study is limited to beauty product consumers in West Java and adopts a cross-sectional design. Future research is encouraged to expand the geographical scope, employ longitudinal approaches, and incorporate additional variables such as customer satisfaction, perceived value, electronic word-of-mouth, brand love, and social media engagement to provide a more comprehensive understanding of consumer behavior in the beauty industry.

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