

The Influence of Brand Experience on Brand Loyalty through Perceived Quality and Brand Satisfaction as Mediating Variables (A Study on SOCO by Sociolla in Bandung): A Conceptual Paper

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ABSTRACT

This conceptual paper explores how brand experience affects brand loyalty, with perceived quality and brand satisfaction as mediators. Brand experience, encompassing emotional, sensory, cognitive, and behavioral interactions, shapes consumer perceptions and fosters loyalty. Perceived quality reflects consumer evaluations of value, while brand satisfaction arises when expectations are met or exceeded. Through literature review, this study reveals that brand experience directly and indirectly impacts loyalty via the proposed mediators. The findings highlight the importance of delivering consistent and engaging brand interactions to strengthen loyalty, especially in highly competitive beauty e-commerce sectors. This study offers strategic insights for enhancing customer relationships.

INTRODUCTION

As the concept of branding continues to develop, the connection between consumers and brands has become a central topic of interest. Over the past few years, studies examining brand experience and brand loyalty across various industries have shown significant growth (Huang, 2017; Keni & Winnie, 2020; Zhang, 2019). In the marketing field, brand experience is recognized as a fundamental factor that shapes how individuals perceive and engage with a brand, ultimately impacting their loyalty.

The beauty industry is one of the most dynamic sectors, fueled by digital advancements and a growing focus on personal wellness. Reports from GoodStats reveal that beauty product consumption in Indonesia increased by 7% in 2021 and 5.9% in 2020, with further growth anticipated. Statista notes that Indonesia's beauty and personal care industry generated USD 8.78 billion in 2023 and is forecasted to reach USD 9.17 billion in 2024.

Digital innovation has reshaped consumer preferences, particularly in online shopping habits. According to the Ministry of Communication and Informatics (2023), Indonesia had 215.63 million internet users – a 2.67% rise. E-commerce platforms are now the main channel for beauty purchases, with active users expected to grow from 178.94 million in 2022 to 196.47 million by late 2023.

Online platforms dedicated to beauty products are growing rapidly. Sociolla, a major player in Indonesia, recorded 1.4 million monthly visitors in Q2 2022. Despite this growth, user engagement has declined. Semrush (2023) reported an 82.44% bounce rate, with issues such as incorrect product delivery, shipping delays, and inadequate service cited by customers (Sugiarto & Hanif, 2023).

This trend emphasizes the need for strong brand experiences to build lasting customer loyalty in the increasingly saturated beauty market. Brand experience, as defined by Brakus et al. (2009), includes emotional, sensory, intellectual, and behavioral dimensions. A meaningful brand experience contributes to perceived value and satisfaction, which are essential in establishing loyal relationships.

While numerous studies (Akoglu & Özbek, 2022; Rahmat & Kurniawati, 2022; Rahmadhany & Amalia, 2023) support the notion that brand experience drives loyalty through perceived quality and satisfaction, findings by Sujana et al. (2023) suggest this influence may require mediation to become significant – indicating a notable research gap. Perceived quality plays a vital role in influencing consumers' purchasing behavior and long-term loyalty (Zeithaml, 1998). When a product is perceived to have high quality, it tends to elevate consumer satisfaction, which subsequently leads to repeated purchases (Aaker & Jacobson, 1994). This satisfaction typically emerges when consumer expectations are fulfilled or surpassed (Akoglu & Özbek, 2022).

However, there remains a research gap in comprehensively understanding how brand experience influences brand loyalty through the simultaneous mediation of perceived quality and brand satisfaction, particularly within Indonesia's beauty e-commerce sector. Most previous studies have examined these relationships separately or within different industries. Therefore,

this study is needed to expand the conceptual understanding of this dual mediation mechanism in the local context (SOCO by Sociolla), which is experiencing declining engagement despite growing traffic.

THEORETICAL REVIEW

Marketing

Marketing can be interpreted as a process—both social and commercial—through which individuals or groups fulfill their needs and desires by offering, exchanging, and delivering products that hold value for others (Kotler et al., 2022). The American Marketing Association defines marketing as a combination of actions, organizations, and systems that create, communicate, deliver, and trade offerings valuable to customers and stakeholders. Tjiptono & Anastasia (2020) add that marketing includes the creation, distribution, promotion, and pricing of products to facilitate beneficial exchanges and build relationships with stakeholders in an ever-changing environment. According to Khairunnisa (2022), marketing aims to offer products or services to consumers by highlighting the benefits gained, which can be achieved through various conventional strategies. Meanwhile, Masdaini & Hemayani (2020) state that marketing is a method used to disseminate information about products or services with the goal of generating profit through the application of appropriate strategies. Sunyoto (2019) also asserts that marketing involves exchange activities aimed at meeting customer needs and engaging various parties within the company. Therefore, marketing is a strategic activity that is not only oriented toward meeting consumer needs but also aims to generate profits and strengthen business relationships.

Brand Experience

Brand experience is the perception, attitude, and emotional and cognitive responses of consumers triggered by various brand-related elements, such as design and features used in e-wallet services. This experience is shaped through various interactions conducted by consumers, whether in the purchasing process, transactions, or interactions with electronic devices directly or via mass media (Akoglu & Özbek, 2022). Yasin et al. (2020) define brand experience as a series of experiences felt by customers and how they respond to a brand. This process involves various stages, from information search, purchase decisions, to product usage.

According to Yeoh et al. (2021), brand experience is subjective because it involves sensations, emotions, and cognition that arise from various brand elements, such as design, visual identity, packaging, communication, and the environment associated with the brand. Brand experience includes interactions with products, visual appearances, services provided, and marketing strategies experienced directly by consumers (W. M. Rahmat & Kurniawati, 2022). Brand experience also reflects the process experienced by consumers, from information search to product consumption, influenced by elements such as brand identity, design, packaging, and communication (Khan et al., 2021).

Brand experience also plays a significant role in enhancing customer loyalty. Consumers who have positive experiences with a brand tend to maintain

their loyalty and are more willing to make repeat purchases. Furthermore, they are more likely to recommend the product to others, which can expand the brand's market reach (Rizkianti & Kurniawati, 2021). Brand experience also reflects the emotional bond between customers and a brand, formed through interactions over time. A stronger experience with a brand enables customers to better understand the brand's characteristics, which ultimately impacts their trust in the brand.

Brand Loyalty

Brand loyalty refers to a consumer's strong preference and consistent decision to repurchase a particular brand, even when alternative options are available in the market (Aditya Revaldi, 2022). Haudi et al. (2022) underline that brand loyalty is a critical aspect of a company's marketing efforts, reflecting the degree to which customers continue to favor a brand over time.

Wardhana et al. (2024) and Kotler & Armstrong (2016) state that brand loyalty is formed from positive consumption experiences with a product. These experiences play a role in building trust, satisfaction, and customer preference for a brand, ultimately driving them to make repeat purchases and support the brand.

According to Putri et al. (2021), brand loyalty reflects how well a brand can retain its customers' trust and encourage repeat purchases. Loyalty is an aspect that every brand strives for, as loyal customers will continue to use the brand's products or services in the long term (Saragih et al., 2022).

Perceived Quality

Perceived quality refers to a customer's assessment of the excellence and quality of a product compared to their expectations. This aspect plays a crucial role in determining purchasing decisions and customer loyalty to a brand (Rahmat & Kurniawati, 2022). Welsa et al. (2024) emphasize that perceived quality is directly related to customer satisfaction with a product.

Mensah et al. (2022) explain that perceived quality reflects the customer's perception of a product's quality based on their subjective experience. The quality perceived by customers does not always reflect the actual quality of the product but rather how well the product meets their expectations.

The conceptualization of perceived quality involves an evaluation by consumers that is not only based on the tangible aspects of a product or service, such as features or functionality, but also on intangible elements such as brand reputation and prior experiences (Andayani et al., 2024).

Brand Satisfaction

Brand satisfaction is defined as the level of customer satisfaction with a brand after using the products or services offered. This satisfaction arises when the customer's experience with a brand meets or exceeds their expectations (Khan et al., 2021). According to Kotler & Keller (2022), brand satisfaction is a subjective evaluation of a brand by customers based on their usage experience, involving various aspects such as product quality, services, and interactions with the brand itself.

Brand satisfaction is also described as the result of a customer's experience with the performance of a brand, where customers feel satisfied if they receive benefits that align with their expectations (Bailey & Milligan, 2022). Additionally, satisfaction with a brand can have a long-term impact on customer preference and loyalty to that brand (R. Rahmat & Marso, 2020).

According to Widodo & Surya (2023), brand satisfaction is not only dependent on the functional aspects of the product but also encompasses the emotional experience that customers feel when using the product or interacting with the brand. Factors such as product design, brand image, and the marketing communication performed by the company also influence the level of customer satisfaction with a brand.

Conceptual Framework Development ***Brand Experience to Brand Loyalty***

Research conducted by Akoglu & Özbek (2022) on sports consumers shows that brand experience has a direct impact on brand loyalty. The more positive the experience consumers have with a brand, the more likely they are to remain loyal to it. A similar result was found by Mostafa & Kasamani (2021) in their study of smartphone users, revealing that brand experience directly affects brand loyalty.

Wahyuddin (2022) shares a similar view, emphasizing that brand experience has a significant influence on brand loyalty, particularly in encouraging repeat purchase behavior. The enhancement of consumer experiences with a brand contributes to increased loyalty, while a decline in brand experience can lead to decreased loyalty (W. M. Rahmat & Kurniawati, 2022). This aligns with research by Rahmat & Marso (2020), which found that brand experience positively and significantly affects brand loyalty among smartphone users in the Tarakan area. Additionally, research by Gulton & Hasibuan (2021) also revealed that brand experience has a positive and significant impact on brand loyalty, particularly among Apple smartphone users.

H1: Brand experience has a positive influence on brand loyalty.

Brand Experience to Perceived Quality

Brand experience encompasses the sensations, feelings, and interactions consumers experience when engaging with a brand. This experience plays a crucial role in the consumer learning process, where the more intensely a product is used, the more information is integrated into their knowledge. Ultimately, this can enhance their perceived quality of the product (Farrellio & Djakasaputra, 2025).

A positive brand experience not only fosters emotional attachment but also influences how consumers evaluate the quality of a product. When consumers have a pleasant experience with a brand, they tend to rate the product's quality higher, even beyond the objective evaluation of the product itself (Akoglu & Özbek, 2022). Therefore, a strong brand experience directly affects the perceived quality in consumers' minds. The assumption is that the more positive and consistent the consumer experience with a brand, the higher their perception of the brand's quality.

This relationship is supported by several research findings. Febrianti et al. (2025) show that brand experience has a positive and significant effect on perceived quality. Similarly, Rahmat & Kurniawati (2022) also indicate a significant positive relationship between brand experience and perceived quality. Another study by Nathasayana (2023) emphasizes that brand experience positively affects brand loyalty directly, which also reflects a strong perceived quality of the brand.

H2: Brand experience has a positive influence on perceived quality.

Brand Experience to Brand Satisfaction

The findings of this study suggest that brand satisfaction functions as a crucial intermediary in the connection between brand experience and brand loyalty. Satisfaction emerges when consumers feel that a brand has effectively fulfilled or exceeded their expectations during various points of interaction – whether through the quality of the product, service delivery, or customer engagement.

Positive interactions with a brand tend to generate a sense of satisfaction, which can foster long-term consumer preference. When individuals have enjoyable and rewarding brand encounters, they are more likely to develop favorable attitudes and stronger emotional bonds with the brand. This emotional fulfillment, in turn, encourages them to remain loyal and make repeat purchases.

In this context, brand experience contributes significantly to satisfaction by enhancing the emotional and cognitive impressions that consumers form (Khasanah et al., 2021). Previous studies, such as that by Akoglu & Özbek (2022), reinforce the idea that brand satisfaction acts as a key mediator linking brand experience with loyalty, showing that meaningful experiences directly impact consumer contentment and future commitment.

H3: Brand experience has a positive influence on brand satisfaction.

Perceived Quality to Brand Loyalty

Perceived quality is closely related to consumer brand commitment and plays a crucial role in how consumers perceive the trustworthiness and reliability of a product or service, influencing customer satisfaction, consumer satisfaction, and purchase intentions. Perceived quality also determines brand loyalty. The essence of brand loyalty begins during the initial stages of purchasing a product, often occurring when consumers experience the product's quality (Andik & Rachma, 2022).

Thus, there is a positive relationship between perceived quality and brand loyalty, where the higher consumers' perception of the product's quality, the greater their tendency to remain loyal to the brand. Perceived quality acts as a key factor that shapes consumers' long-term loyalty to the brand.

Previous studies have shown a positive relationship between perceived quality and brand loyalty or brand preference, suggesting that perceived quality is an essential prerequisite for brand loyalty (Nuzula Agustin et al., 2023).

Several earlier researchers have shown that perceived quality has a positive and significant impact on brand trust (Akoglu & Özbek, 2022; Ardyansyah et al., 2022). This study is also supported by Hadinata (2020), whose

hypothesis found that perceived quality has a significant effect on brand trust among Yamaha Mio motorcycle owners. This hypothesis is supported by the research conducted by Fajariah et al. (2016), which indicated that perceived quality has a positive and significant effect on brand loyalty.

H4: Perceived quality has a positive influence on brand loyalty.

Brand Satisfaction to Brand Loyalty

Brand satisfaction plays a pivotal role in shaping and maintaining customer loyalty. It reflects the sense of fulfillment consumers experience when a product or service lives up to or surpasses their expectations. When individuals are pleased with their overall interaction with a brand—including product performance, service delivery, and emotional resonance—they are more inclined to repurchase and remain committed to that brand.

This satisfaction encourages not only repeated buying behavior but also positive recommendations to others, contributing to long-term loyalty. According to Kotler & Keller (2022), brand satisfaction stems from a consumer's evaluation of their usage experience, encompassing tangible product attributes and intangible brand interactions.

Furthermore, satisfaction helps cultivate emotional connections that increase customers' resistance to switching, even in competitive markets (Chaudhuri & Holbrook, 2001; Oliver, 1999). Research by Yasin et al. (2020) affirms that higher satisfaction levels tend to result in stronger brand loyalty, especially when customer expectations are high. In sum, satisfied consumers serve as valuable assets for a brand, ensuring sustained engagement and organic promotion through word-of-mouth.

H5: Brand satisfaction has a positive influence on brand loyalty.

Perceived Quality mediates the relationship between brand experience and brand loyalty

Brand experience encompasses all forms of interaction that consumers have with a brand, whether in visual, emotional, social, or cognitive aspects (Tjokrosaputro, 2020). On the other hand, brand loyalty refers to the level of consumer commitment to a brand, reflected by their tendency to continue purchasing products from that brand, even when alternative options are available. This loyalty is formed through emotional and cognitive factors that create a long-term relationship between the consumer and the brand (Siti Nur Rahmadhany & Lia Amalia, 2023). Meanwhile, perceived quality is the subjective perception of consumers regarding the quality of a product or brand, based on personal experiences and information they gather. The key factors influencing perceived quality include durability, performance, design, and reliability. When consumers positively evaluate the quality of a brand, it can strengthen their commitment and loyalty to that brand, making them more likely to make repeat purchases despite the availability of alternatives.

Thus, positive experiences with a brand have the potential to increase brand loyalty by enhancing consumers' perceptions of quality (R. Rahmat & Marso, 2020). These findings align with previous research conducted by Gultom

& Hasibuan (Akoglu & Özbek, 2022; Gultom & Hasibuan, 2021), which indicates that perceived quality plays a mediating role in the relationship between brand experience and brand loyalty.

H6: Perceived quality mediates the relationship between brand experience and brand loyalty

Brand satisfaction mediates the relationship between brand experience and brand loyalty

This study indicates that brand satisfaction plays a role as a mediator in the relationship between brand experience and brand loyalty. Brand satisfaction refers to the positive feeling experienced by consumers after using a product or service, which occurs when the product or service meets or even exceeds their expectations. When consumers have pleasant and satisfying interactions with a brand – whether through its products, services, or other aspects – they are more likely to feel satisfied with the brand. This high level of satisfaction then becomes a key factor driving them to continue choosing and remaining loyal to that brand in the future.

Thus, positive brand experience plays an important role in strengthening brand loyalty through the mediating role of brand satisfaction, which fosters a deeper emotional attachment and enhances consumer loyalty to the brand (Khasanah et al., 2021). These findings are consistent with previous research by Akoglu & Özbek (2022), which shows that brand satisfaction significantly mediates the relationship between brand experience and brand loyalty.

H7: Brand satisfaction mediates the relationship between brand experience and brand loyalty

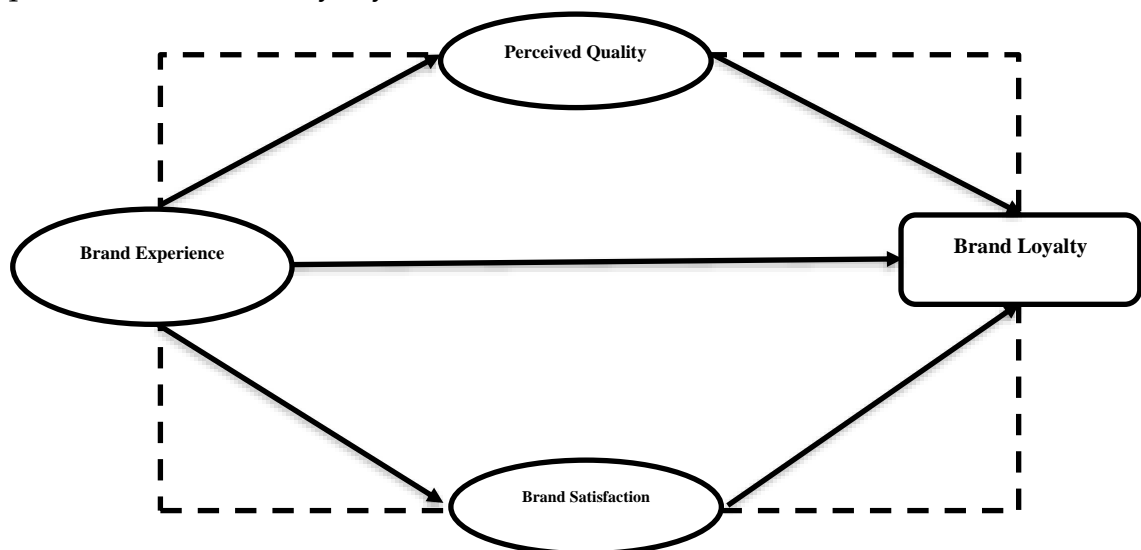


Figure 1. Conceptual Framework

METHODOLOGY

In this study, the author uses a quantitative approach with a survey method to obtain measurable data through prepared instruments, such as questionnaires, structured interviews, and tests. This approach aims to explain phenomena and test hypotheses that have been formulated previously using statistical analysis. Sampling is conducted randomly or based on specific criteria, and the data

obtained is analyzed to determine the relationships between variables. Based on the sample size calculation, a minimum sample of 384.16 was rounded up to 385 respondents to account for potential inconsistencies in the data and allow for the inclusion of more questionnaire items.

This study utilized a quantitative approach, where data was collected through questionnaires distributed via Google Forms. The responses were measured using a Likert scale ranging from 1 to 5. To analyze the data, the study applied Partial Least Squares (PLS), a Structural Equation Modeling (SEM) method. PLS was used to assess the predictive relationships between constructs and determine whether these constructs influence each other.

RESULTS

Based on the synthesis of prior studies and relevant theoretical frameworks, it is evident that brand experience plays a crucial role in shaping consumer behavior, particularly in fostering brand loyalty. The literature indicates that brand experience—through sensory, affective, behavioral, and intellectual dimensions—directly influences how consumers perceive and emotionally connect with a brand (Brakus et al., 2009; Akoglu & Özbek, 2022). This connection serves as the foundation for long-term loyalty, especially in industries with high emotional involvement such as beauty and personal care (Mostafa & Kasamani, 2021; Wahyuddin, 2022).

Furthermore, several studies support the mediating role of perceived quality and brand satisfaction in strengthening the relationship between brand experience and brand loyalty. Positive brand experiences tend to enhance consumers' perception of product quality, which in turn increases their commitment and repeat purchase behavior (Febrianti et al., 2025; Rahmat & Kurniawati, 2022). Similarly, a satisfying experience with a brand reinforces emotional attachment, making consumers more likely to remain loyal (Khasanah et al., 2021; Akoglu & Özbek, 2022).

The conceptual model proposed in this paper outlines seven propositions. Brand experience is hypothesized to have a direct and positive impact on brand loyalty (H1), perceived quality (H2), and brand satisfaction (H3). In addition, perceived quality (H4) and brand satisfaction (H5) are expected to positively affect brand loyalty. Finally, the model assumes that both perceived quality (H6) and brand satisfaction (H7) mediate the effect of brand experience on brand loyalty. These propositions are built upon a comprehensive review of existing literature, which consistently highlights the interconnectedness of experience, perception, satisfaction, and loyalty in brand-consumer relationships.

In conclusion, the results of this conceptual analysis emphasize the strategic importance of delivering positive brand experiences as a pathway to achieving customer loyalty, particularly when supported by perceived value and consumer satisfaction..

DISCUSSION

This conceptual paper emphasizes the importance of brand experience as a strategic factor in enhancing brand loyalty. The reviewed literature consistently supports the notion that positive brand experiences—encompassing sensory, emotional, behavioral, and intellectual interactions—foster strong consumer-brand relationships (Brakus et al., 2009; Khan et al., 2021). When consumers perceive a brand as emotionally engaging and intellectually stimulating, they tend to form deeper psychological connections, which eventually strengthen their loyalty (Mostafa & Kasamani, 2021; Wahyuddin, 2022).

Moreover, the discussion highlights the critical mediating roles of perceived quality and brand satisfaction. Positive brand experiences contribute to consumers' perception of product excellence, which enhances trust and commitment toward the brand (Rahmat & Kurniawati, 2022). Likewise, brand satisfaction emerges when the brand experience aligns with or exceeds customer expectations, reinforcing emotional attachment and driving repeat purchasing behavior (Khasanah et al., 2021; Akoglu & Özbek, 2022).

In highly competitive sectors such as beauty e-commerce, particularly platforms like SOCO by Sociolla, ensuring a consistently high-quality brand experience becomes essential. The theoretical findings suggest that efforts to improve interactive and affective dimensions of customer experience—such as packaging, product information, service responsiveness, and brand storytelling—can significantly impact perceived value and satisfaction. As a result, this paper contributes to a deeper understanding of how brand management strategies should prioritize customer experience to foster long-term brand loyalty..

CONCLUSIONS AND RECOMMENDATIONS

This paper concludes that brand experience is a fundamental determinant of brand loyalty, both directly and indirectly, through perceived quality and brand satisfaction. Consumers who encounter consistent, positive, and engaging brand interactions are more likely to view the brand as high-quality and to develop satisfaction that reinforces loyalty. The conceptual framework developed in this study highlights how sensory and emotional stimuli, along with cognitive evaluations of quality and satisfaction, interact to shape brand-consumer relationships.

For practitioners, this suggests the importance of designing brand touchpoints that provide rich and meaningful experiences. Companies, especially in the beauty e-commerce industry, should invest in improving customer service, personalized communication, aesthetic consistency, and emotional engagement strategies. These factors not only shape how consumers perceive the brand but also how loyal they remain over time.

Furthermore, companies are encouraged to actively evaluate customer touchpoints to ensure a consistent brand experience across various platforms, both online and offline. The implementation of technologies such as artificial intelligence for customer experience personalization, as well as analytics to measure perceived quality and satisfaction in real-time, can strengthen brand loyalty strategies. Lastly, collaboration with relevant influencers and community-

based content strategies can enhance customers' emotional engagement with the brand, ultimately fostering long-term loyalty.

FURTHER STUDY

As a conceptual study, this paper is limited by its reliance on theoretical synthesis and secondary sources without empirical testing. Future research should empirically validate the proposed model using quantitative or qualitative methods across various demographics and industries. Additionally, longitudinal studies could explore how brand experience evolves over time and its sustained impact on loyalty. Investigating potential moderating variables such as brand personality, digital engagement, or consumer lifestyle may also enrich understanding of the brand experience–loyalty link.

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