

The Strategic Role of Brand Equity and Customer Experience in Driving Promotional Success

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ABSTRACT

This study aims to analyze the influence of brand image, brand quality, customer experience, and customer value on the success of sales promotions (a study on The Users Of The Originote in Kudus). The study population was consumers in Kudus who had received promotions for The Originote products. The sample consisted of 150 respondents selected using a purposive sampling technique. Instrument testing used validity and reliability tests, while data analysis used multiple linear regression with SPSS version 26. The results showed that brand image, brand quality, customer experience, and customer value each had a positive and significant effect on the sales promotion success. Simultaneously, these four variables also had a positive and significant effect on the success of The Originote sales promotions in Kudus.

INTRODUCTION

The rapid development of the cosmetics industry has changed lifestyles, especially in skin care, so that competition is increasingly tight with many local and imported products on the market which requires companies to continue to innovate (Maharani & Tazliqoh, 2024). The demand for skincare in Indonesia continues to increase along with public awareness, beauty trends, and the influence of social media, with a market value reaching USD 5.7 billion and growing at 8.6% per year, indicating that skincare is increasingly considered an important part of lifestyle (Anggraini et al., 2024). This situation encourages brands to build effective communication through social media, advertising, and relevant content to strengthen emotional connection and consumer loyalty. Furthermore, leveraging influencers is a crucial strategy, with 65% of young consumers motivated to purchase a product after seeing positive reviews on social media. This strategy is key to success for skincare brands in increasing sales and strengthening their market position (Nugroho & Rahmawati, 2023).

One of the most popular skincare products is The Originote. Sales of The Originote on e-commerce platforms have shown a significant increase in transactions compared to other skincare products (Putri, 2023). The Originote is a local brand founded in 2018, but only became widely known in 2022 after implementing an effective marketing strategy and continuing to grow. The Originote consistently delivers quality skincare products at affordable prices, making it one of the leading skincare brands in Indonesia (Puspita Sari & Ambardi, 2023). As a result of very positive sales, the skincare brand The Originote won the 2023 Brand Choice Award given by INFOBRAND.ID in collaboration with TRAS N CO Indonesia as a research institution (Pratama, 2023).

The Originote utilizes TikTok, one of the platforms, as a means of promoting its products. The Originote chose TikTok as a promotional channel because the platform has the power to facilitate interaction between products and followers, while simultaneously creating a strong brand identity. With attractive and effective promotions, such as through social media, creative advertising, or special offers, companies can increase consumer awareness of their products, drive purchase interest, and ultimately, increase sales and strengthen the brand's position in the market (Novita et al., 2023).

A brand's market share reflects the strength of its image in the minds of consumers. The higher the market share achieved by a brand, the more it indicates that the brand has a positive image and is widely recognized by consumers (Widiya et al., 2024). The Originote ranks third in the Top Market Share Moisturizer category according to MarketHac with a market share of 8.38% as of February 2024. This condition still raises questions regarding the effectiveness of the sales promotion strategy implemented, as well as the extent to which factors such as brand image, brand quality, customer experience, and customer value influence the success of The Originote product sales promotions (Wicaksono et al., 2023).

To address the challenges of effective sales promotions, brand quality is The Originote's primary strength. Products are designed to meet the needs of tropical skin, featuring safe ingredients, modern packaging, and competitive pricing. Positive reviews on TikTok and Instagram reinforce consumer perception. Consistent quality builds trust and loyalty, making brand quality crucial to the success of sales promotions amidst competition from major brands (Eltonia et al. 2021).

Customer experience is an important indicator in assessing the success of a product in the market, especially in the beauty and skincare industry (Ariyanto, 2025). However, based on consumer reviews of Originote skincare products published on the Shopee platform, there have been a number of negative experiences that warrant further evaluation and research. This could certainly hinder the success of sales promotions, as other consumers may lose trust before trying the product (Sofiyah 2024).

The urgency of this research lies in the increasingly fierce competition in the beauty industry, which requires companies to not only rely on sales promotions but also understand factors such as brand image, brand quality, customer experience, and customer value. This is supported by previous research showing that these four variables influence consumer decisions and behavior. However, there are still differences in results and limitations in research that simultaneously examines the success of sales promotions, making this research necessary.

LITERATURE REVIEW

Brand Image and Sales Promotion Success

Brand image is a significant factor in the success of sales promotions. A positive brand image plays a crucial role in increasing the success of sales promotions (Malhotra, 2019:537). A brand with a positive image can create a strong association between promotional messages and customer trust, making promotional strategies more effective in attracting attention and driving purchasing decisions. Therefore, building a consistent and positive brand image is key to the success of sales promotions, both in the short and long term.

H₁: Brand Image has a positive influence on the success of sales promotion.

Brand Quality and Sales Promotion Success

Brand quality plays an important role in supporting the effectiveness of sales promotions, because consumer perception of the quality of a brand is the basis for assessing the credibility of promotional messages (Anang Firmansyah, 2019:49). When a brand is perceived as high quality, consumers are more likely to trust it, be attracted to it, and ultimately be motivated to respond to promotions with positive purchasing decisions. The success of a promotion depends heavily on consumer perceptions of the brand's quality. When brand quality is widely recognized, sales promotions become more effective and efficient in driving consumer behavior.

H₂ : Brand quality has a positive Influence on the success of sales promotions.

Customer Experience and Sales Promotion Success

Customer experiences shape long-term perceptions of a brand and will determine how consumers respond to any form of promotional communication Rangkuty (2017:87). Customer experience plays a crucial role in determining the effectiveness of sales promotions. A pleasant customer experience can create a strong emotional attachment to a brand. This attachment makes promotional messages more easily accepted and trusted by consumers, given their previous positive experiences.

H₃: *Customer experience has a positive influence on the success of sales promotions.*

Customer Value and Sales Promotion Success

Customer value is the consumer's perception of the benefits they receive compared to the costs they must incur to obtain a product or service. states that when customer value is high, sales promotions will be more effective because consumers feel they are getting more than they pay for. This suggests that a positive perception of value can strengthen consumers' belief in the relevance and benefits of the promotion, thus encouraging them to respond positively.

H₄: *Customer value has a positive influence on the success of sales promotion.*

Brand Image, Brand Quality, Customer Experience, Customer Value, and Sales Promotion Success

The success of a sales promotion is influenced by a combination of variables such as brand image, brand quality, customer experience, and customer value. A positive brand image can shape consumer perception and trust in a product, while brand quality reflects the product's ability to meet consumer expectations, thereby increasing satisfaction. A good customer experience creates a positive impression and strengthens the emotional connection with the brand, while high customer value provides a perception of benefits greater than the costs incurred. Therefore, the better the brand image, brand quality, customer experience, and perceived customer value, the higher the success of the sales promotion.

H₅ : *Brand Image, Brand Quality, Customer Experience, and Customer Value simultaneously have a positive and significant influence on the Success of Sales Promotion.*

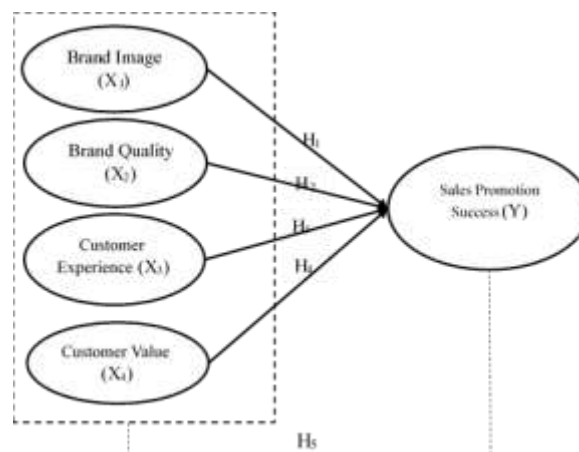


Figure 1. Conceptual Framework

METHODOLOGY

This study used a quantitative approach to analyze the population and sample. Data were collected to test the hypothesis, with the sample drawn randomly so that the results could be generalized to the wider population (Sugiyono, 2022:8). This study used primary data obtained directly through questionnaires and secondary data from literature and previous research journals. Primary data was collected from respondents through distributed questionnaires.

This research design is a correlation study with a path analysis model to test the direct and indirect relationship between independent variables (brand image, brand quality, brand experience, and customer value) with sales promotion as the dependent variable. This study uses SPSS in processing data, SPSS was chosen in this study because it is effective for analyzing 4 X variables and 1 Y variable. SPSS facilitates data processing, allows comprehensive statistical analysis, and provides attractive visualization options and supports hypothesis testing to determine the significance of the relationship between variables.

The population of this study includes consumers of Originote Skincare in Kudus Regency, with an unknown population size. The sampling technique used in this study was purposive sampling. Purposive sampling is a sampling technique that utilizes specific considerations (Sugiyono 2022:85). This study established sample criteria such as: domiciled in Kudus Regency; have received or seen sales promotions for Skincare products through social media, e-commerce, or offline stores; respondents who are 18 years old or older who are deemed to understand the statements given by the researcher. In determining the number of samples used, the researcher used the Roscoe formula, so the minimum sample size required was 150 respondents who had received The Originote Skincare promotions.

The Resource-Based View (RBV) theory serves as the theoretical foundation for this research. This theory emphasizes that competitive advantage can be achieved through the utilization of valuable, rare, difficult to imitate, and non-substitutable internal resources. The RBV theory is appropriate for this research because brand image, brand quality, customer experience, and customer value are intangible resources that are valuable, rare, and difficult to imitate, thus supporting the success of sales promotions.

Sugiyono (2022:93) The data collection method used was a questionnaire with a Likert scale, which consists of five levels of answer choices based on preferences, with the following options: Score 5: Strongly Agree (SA); Score 4: Agree (A); Score 3: Neutral (N); Score 2: Disagree (D); Score 1: Strongly Disagree (SD). In this study, questionnaires were distributed to consumers using The Originote Skincare in Kudus Regency using Google Forms to collect data.

RESEARCH RESULT

Respondents in this study were consumers in Kudus Regency who had received sales promotions for The Originote, with a total of 150 people. The distribution of female respondents was 106 people with a percentage of 70,7%, and male respondents were 44 people with a percentage of 29,3%. Respondents were aged 18–21 years old, numbering 27 people with a percentage of 18%, respondents aged 22–25 years old, numbering 103 people with a percentage of 69%, respondents aged 26–30 years old, numbering 20 people with a percentage of 13%, and there were no respondents over 30 years old. Respondents domiciled in Kota District numbered 36 people (24%), Kaliwungu 23 people (15%), Jati 16 people (11%), Dawe 21 people (14%), Jekulo 17 people (11%), Bae 25 people (17%), and the remaining 12 people (8%) domiciled in other districts in Kudus Regency. The majority of respondents in Kudus Regency came from the self-employed sector, as many as 85 people (57%), followed by students as many as 55 people (37%), and other categories 10 people (6%), while there were no respondents from the lecturer sector. 49 respondents (36.8%) had an income of Rp 2,000,000–Rp 3,000,000, 59 people (35.7%) had an income of Rp 3,000,000–Rp 4,000,000, 33 people (21.6%) had an income of Rp 4,000,000–Rp 5,000,000, and 9 people (5.9%) had an income of more than Rp 5,000,000.

The results of the validity test of the research instrument show that the question items for all variables have a calculated r value $>$ r table (0,1339) as shown in Table 1, so it can be stated that all questions are valid for use as research instruments.

Table 1. Validity Test

| Variable | Indicator | r value | r table | Sig. | Information |
|----------------------------|------------------------------------|-----------|-----------|-------|-------------|
| | Product attributes | 0,577 | 0,1339 | 0,000 | Valid |
| | Brand awareness | 0,589 | 0,1339 | 0,000 | Valid |
| | Brand trust | 0,590 | 0,1339 | 0,000 | Valid |
| Brand Image | Brand reputation | 0,554 | 0,1339 | 0,000 | Valid |
| | Brand uniqueness | 0,522 | 0,1339 | 0,000 | Valid |
| | Visual appeal | 0,61 | 0,1339 | 0,000 | Valid |
| | Consumer benefits | 0,583 | 0,1339 | 0,000 | Valid |
| Brand Quality | Product Attributes | 0,577 | 0,1339 | 0,000 | Valid |
| | Suitability to the Product | 0,646 | 0,1339 | 0,000 | Valid |
| | Product Performance | 0,709 | 0,1339 | 0,000 | Valid |
| | Satisfaction Level | 0,588 | 0,1339 | 0,000 | Valid |
| | Customer Loyalty | 0,501 | 0,1339 | 0,000 | Valid |
| | Safety and Comfort | 0,607 | 0,1339 | 0,000 | Valid |
| | Quality Consistency | 0,557 | 0,1339 | 0,000 | Valid |
| Customer Experience | Experience with service procedures | 0,618 | 0,1339 | 0,000 | Valid |

| Variable | Indicator | r value | r table | Sig. | Information |
|--------------------------------------|--|-----------------|---------|--------|-------------|
| | Experience with the shopping environment | 0,652 | 0,1339 | 0,000 | Valid |
| | Interaction experience | 0,652 | 0,1339 | 0,000 | Valid |
| | Feeling experience | 0,502 | 0,1339 | 0,000 | Valid |
| | Product experience | 0,605 | 0,1339 | 0,000 | Valid |
| | Experience with service staff | 0,622 | 0,1339 | 0,000 | Valid |
| | Customer Value | Long-term value | 0,669 | 0,1339 | 0,000 |
| Emotional value | | 0,707 | 0,1339 | 0,000 | Valid |
| Balance between price and quality | | 0,682 | 0,1339 | 0,000 | Valid |
| Product efficiency and practicality | | 0,644 | 0,1339 | 0,000 | Valid |
| Positive emotions toward the product | | 0,551 | 0,1339 | 0,000 | Valid |
| Advantages compared to other brands | | 0,505 | 0,1339 | 0,000 | Valid |
| Sales Promotion Success | Promotion Quantity | 0,653 | 0,1339 | 0,000 | Valid |
| | Target Accuracy or Suitability | 0,630 | 0,1339 | 0,000 | Valid |
| | Promotion Frequency | 0,527 | 0,1339 | 0,000 | Valid |
| | Promotion Media Used | 0,547 | 0,1339 | 0,000 | Valid |
| | Promotion Timing | 0,529 | 0,1339 | 0,000 | Valid |
| | Promotion Quality | 0,610 | 0,1339 | 0,000 | Valid |

Source: Processed SPSS results, 2026

Based on the results of the analysis in Table 2, it can be seen that all variables have a Cronbach alpha value $> 0,60$, which means that the Cronbach alpha value of each variable is higher than 0,60, so that the reliability requirements of the measuring instrument can be met or can be trusted.

Table 2. Reliability Test

| No. | Variable | Cronbach's Alpha | Standard | Information |
|-----|-------------------------|------------------|----------|-------------|
| 1 | Brand Image | 0,658 | 0,60 | Reliable |
| 2 | Brand Quality | 0,640 | 0,60 | Reliable |
| 3 | Customer Experience | 0,654 | 0,60 | Reliable |
| 4 | Customer Value | 0,683 | 0,60 | Reliable |
| 5 | Sales Promotion Success | 0,669 | 0,60 | Reliable |

Source: Processed SPSS results, 2026

Based on the results of the Kolmogorov-Smirnov normality test in Table 3, it is known that the Asymp. Sig (2-tailed) value is 0,200. This shows that the significance value is greater than 0,05 ($0,200 > 0,05$), so it can be concluded that the residual value is normally distributed.

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|---|----------------|-------------------------|
| N | | 150 |
| Normal | Mean | 0 |
| Parameters | Std. Deviation | 2,07323565 |
| a,b | | |
| Most Extreme | Absolute | 0,066 |
| Differences | Positive | 0,041 |
| | Negative | -0,066 |
| Test Statistic | | 0,066 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c,d} |
| a. Test distribusi is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

Source: Processed SPSS results, 2026

Based on the multicollinearity test in Table 4, all variables have a tolerance value of $>0,10$ and VIF <10 , so it can be concluded that there is no multicollinearity between the independent variables and the data is suitable for use in the regression model.

Table 4. Multicollinearity Test

| Variable | Coefficients ^a | | Information |
|---------------------|---------------------------|-------|-------------------------------|
| | Collinearity Statistics | | |
| | Tolerance | VIF | |
| Brand Image | 0,350 | 2,855 | There is no multicollinearity |
| Brand Quality | 0,328 | 3,053 | There is no multicollinearity |
| Customer Experience | 0,399 | 2,509 | There is no multicollinearity |
| Customer Value | 0,272 | 3,681 | There is no multicollinearity |

Source: Processed SPSS results, 2026

Based on the results of the heteroscedasticity test using the Glejser test in Table 5, it can be seen that the significance value for each variable is more than 0,05. This indicates that there is no heteroscedasticity in the regression model in this study and the independent variables can be stated as not experiencing heteroscedasticity.

Table 5. Heteroscedasticity Test

| Model | Coefficients ^a | | | | t | Sig. |
|---------------------|-----------------------------|------------|---------------------------|--|--------|-------|
| | Unstandardized Coefficients | | Standardized Coefficients | | | |
| | B | Std. Error | Beta | | | |
| 1 (Constant) | 2,966 | 0,703 | | | 4,219 | 0,000 |
| Brand Image | 0,033 | 0,038 | 0,119 | | 0,877 | 0,382 |
| Brand Quality | 0,043 | 0,047 | 0,127 | | 0,902 | 0,368 |
| Customer Experience | - | 0,043 | -0,240 | | -1,879 | 0,062 |
| Customer Value | - | 0,049 | -0,188 | | -1,215 | 0,226 |

a. Dependent Variable: ABS_RES

Source: Processed SPSS results, 2026

Based on table 4.6, the regression equation obtained is as follows:

$$Y = 1,511 + 0,188 X_1 + 0,334 X_2 + 0,356 X_3 + 0,211 X_4$$

From the multiple linear regression equation, the constant value of 1,511 indicates that without the influence of independent variables, the success of a sales promotion has a value of 1,511. The regression coefficients indicate that brand image (0,188), brand quality (0,356), customer experience (0,295), and customer value (0,211) have a positive effect on sales promotion success. This means that any increase in each of these variables will increase sales promotion success, assuming the other variables remain constant.

The equation above also explains the direction of the relationship between the variables Brand Image (X_1), Brand Quality (X_2), Customer Experience (X_3), and Customer Value (X_4) on Sales Promotion Success (Y) is positive. A positive regression coefficient indicates a unidirectional effect, whereby an increase in the variables Brand Image (X_1), Brand Quality (X_2), Customer Experience (X_3), and Customer Value (X_4) will be followed by an increase in Sales Promotion Success (Y).

Table 6. Multiple Linear Regression Analysis

| | | Coefficients ^a | | | | |
|----------|---------------------|-----------------------------|-------|---------------------------|-------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| 1 | (Constant) | 1,511 | 1,095 | | 1,379 | 0,170 |
| | Brand Image | 0,188 | 0,059 | 0,200 | 3,191 | 0,002 |
| | Brand Quality | 0,334 | 0,074 | 0,293 | 4,527 | 0,000 |
| | Customer Experience | 0,356 | 0,067 | 0,311 | 5,295 | 0,000 |
| | Customer Value | 0,211 | 0,076 | 0,197 | 2,771 | 0,006 |

a. Dependent Variable: Sales Promotion Success

Source: Processed SPSS results, 2026

Based on the results of the partial influence significance test (t-test) in Table 7, it can be seen that H1, H2, H3, and H4 are accepted because the significant probability figure is <0.05 and if the t value $>$ t table (1.665) with a significance level of 5%. This shows that brand image, brand quality, customer experience, and customer value each have a positive and significant effect on the success of sales promotions.

Table 7. Partial Effect

| Variable | Prob Sig | | | | Results | Information |
|----------------------------|----------|---------|------|-------|---------------------------------|-------------|
| | t table | t value | 5% | Sig | | |
| Brand Image | 1,665 | 3,191 | 0,05 | 0,002 | Positive and significant impact | H1 Accepted |
| Brand Quality | 1,665 | 4,527 | 0,05 | 0,000 | Positive and significant impact | H2 Accepted |
| Customer Experience | 1,665 | 5,295 | 0,05 | 0,000 | Positive and significant impact | H3 Accepted |
| Customer Value | 1,665 | 2,771 | 0,05 | 0,006 | Positive and significant impact | H4 Accepted |

Source: Processed SPSS results, 2026

Based on Table 8, the calculated F value of 145.939 is greater than the F table of 2.43 ($145.939 > 2,43$) and the significance of 0,000 is smaller than 0,05 ($0,000 < 0,05$). This shows that Brand Image, Brand Quality, Customer Experience, Customer Value simultaneously or together have a significant effect on the Success of Sales Promotion, thus the fifth hypothesis (H5) is declared accepted.

Table 8. Simultaneous Effect

| Variable | F _{value} | F _{table} | Sig. | Results | Information |
|--|--------------------|--------------------|-------|---------------------------------|-------------------------|
| Brand Image, Brand Quality, Customer Experience, Customer Value | 145.939 | 2,43 | 0,000 | Positive and significant impact | H ₅ Accepted |

Source: Processed SPSS results, 2026

Based on the analysis results in Table 9, the coefficient of determination (Adjusted R Square) was 0,796. This indicates that the contribution of the variables Brand Image (X₁), Brand Quality (X₂), Customer Experience (X₃), and Customer Value (X₄) to the Success of Sales Promotion (Y) was 79,6%. Meanwhile, the remaining 21.4% was influenced by other factors not covered in this study.

Table 9. Coefficient of Determination

| Model Summary ^b | | | | |
|----------------------------|-------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | 0,895 | 0,801 | 0,796 | 2,10164 |

a. Predictors: (Constant), Brand Image, Brand Quality, Customer Experience, Customer Value

b. Dependent Variable: Sales Promotion Success

Source: Processed SPSS results, 2026

DISCUSSION

Based on the test results, brand image has a positive and significant effect on the success of sales promotions, meaning the stronger the brand image, the more effective the promotion. The highest indicator is found in product attributes, indicating that product quality, reliability, and excellence are the main factors in shaping brand image. In addition, awareness, trust, reputation, uniqueness, visual appeal, and consumer benefits also contribute to strengthening brand image. A strong brand image makes it easier for consumers to recognize, trust, and be attracted to the product, so that sales promotions can run more effectively and produce optimal results.

Brand quality has a positive and significant impact on the success of The Originote sales promotion in Kudus Regency, indicating that the higher the brand quality, the more effective the promotion. Brand quality indicators include conformity to expectations, product performance, satisfaction, loyalty, safety and comfort, and quality consistency. Consumers consider consistent product quality, good performance, and ease of use to be the main factors that strengthen brand quality. Furthermore, consumer satisfaction and loyalty contribute to the success of the promotion. Strong brand quality increases consumer trust, facilitates the acceptance of promotional messages, and encourages purchasing decisions, thus making the promotion more effective.

Customer experience has a positive and significant impact on the success of The Originote's sales promotion in Kudus Regency. The highest indicator is experience with the shopping environment, which includes atmosphere, comfort, cleanliness, and the layout of the sales area as the main factors shaping a positive experience. A pleasant shopping environment makes consumers feel comfortable and more receptive to promotions. A neat layout, good lighting, and a supportive atmosphere also strengthen the brand image. This positive experience not only increases satisfaction but also encourages consumers to respond to promotions and make purchases.

Customer value has a positive and significant impact on the success of The Originote sales promotions in Kudus Regency, indicating that the higher the perceived value, the more effective the promotion. The highest indicator is emotional value, which reflects satisfaction, comfort, and pride when using the product, thus forming an emotional bond with the brand. This makes consumers more responsive to promotions because the product is perceived to provide benefits beyond mere functionality. This emotional attachment not only encourages repeat purchases but also strengthens consumer loyalty and positive recommendations.

Brand image, brand quality, customer experience, and customer value simultaneously had a positive and significant impact on the success of The Originote sales promotion in Kudus Regency. This indicates that these four variables synergize in increasing promotional effectiveness. Brand image shapes positive perceptions, brand quality increases trust, customer experience creates impressions and engagement, and customer value provides perceived benefits to consumers. This combination makes promotional messages more easily accepted and encourages purchasing decisions, thus enabling optimal sales promotions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and the results of the hypothesis testing of the Influence of Brand Image, Brand Quality, Customer Experience, Customer Value on the Success of Sales Promotion (a study on The Users Of The Originote in Kudus) it can be concluded that Brand Image has a positive and significant effect on the Success of Sales Promotion. The Higher The Originote Brand Image, the greater the Success of The Originote Sales Promotion in Kudus. Brand Quality has a positive and significant effect on the

Success of Sales Promotion. The Higher The Originote Brand Quality, the greater the Success of The Originote Sales Promotion in Kudus. Customer Experience has a positive and significant effect on the Success of Sales Promotion. The Higher The Originote Customer Experience, the greater the Success of The Originote Sales Promotion in Kudus. Customer Value has a positive and significant effect on the Success of Sales Promotion. The Higher The Originote Customer Value, the greater the Success of The Originote Sales Promotion in Kudus. Brand Image, Brand Quality, Customer Experience, Customer Value have a positive and significant effect on the Success of Sales Promotion. The Higher The Originote Brand Image, Brand Quality, Customer Experience, and Customer Value have a positive and significant effect on the Success of Sales Promotion. The Higher The Originote Brand Image, Brand Quality, Customer Experience, and Customer Value have an increase in the Success of The Originote Sales Promotion in Kudus.

ADVANCED RESEARCH

Based on the results of the coefficient of determination of the variables Brand Image, Brand Quality, Customer Experience, Customer Value, which have an influence of 79.6% on the Success of Sales Promotion, the remaining 21.4% is the influence of variables other than other variables, it is hoped that further research will add variables such as price perception, consumer satisfaction, consumer dissatisfaction.

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