The Impact of Experiential Marketing, Brand Ambassador, and Product Quality on Scarlett Whitening Customer Loyalty

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ABSTRACT

This study examines the impact of Experiential Marketing, Brand Ambassador, and Product Quality on Customer Loyalty of Scarlett Whitening. A sample of 100 respondents was selected using purposive sampling and questionnaires. This research uses explanatory quantitative research methods. The findings of this study demonstrate that: (1) Experiential Marketing does not have a significant impact on Customer Loyalty for Scarlett Whitening, (2) Brand Ambassador has a significant and positive impact on Customer Loyalty for Scarlett Whitening, (3) Product Quality has a significant and positive impact on Customer Loyalty for Scarlett Whitening.
INTRODUCTION

Indonesia's beauty business is still developing and growing at a rapid pace every year. This is supported by consumer lifestyle changes that pay more attention to appearance. Beauty and body care products can be fulfilled through e-commerce media. The total value of online transactions of the second quarter of 2022 in the category of beauty care products reached more than Rs. 210 billion (Joan, 2022). Body care became the highest-selling product with a market share of 11.32%.

According to the Central Statistical Agency (BPS) data for 2021, the cosmetic industry has grown to 9.61% of the total. The rise in the quantity of businesses operating in Indonesia’s cosmetics sector is also supported by the increased quality of local skincare and cosmetic products (Bisnis, 2023). The rapid growth of the beauty industry prompts entrepreneurs to compete in terms of product quality and consumer satisfaction (Mutia, 2022).

According to a survey conducted by Populix (2022) using 500 female respondents, 54% of respondents chose local cosmetic brands over foreign cosmetics brands. Respondents prefer local cosmetic brands over international ones due to affordable prices (79%), and the quality of local products competing with international ones (63%).

The quality of the products offered by local brands is sufficiently competitive with international brands to create customer loyalty. Customer loyalty is defined as how often consumers make purchases and recommend them to others (Sasongko, 2021). Customer loyalty is the commitment of a customer to a particular brand in which the customer is used to buying a product and often interacts faithfully following the offer of that brand (Rifa’i, 2019). Several elements that impact client loyalty are experiential marketing (Arismunandar et al., 2019; Hendayana & Solichati, 2021), brand ambassadors (Amiroh et al., 2023; Maulida & Kamila, 2021) and product quality (Nafiah & Trihudiyatmanto, 2021; Rahmawati & Sentana, 2021).

Experiential marketing identifies and fulfills consumer needs through profitable communication, adding value to the brand experience through in-person interaction (Smilansky, 2017). Businesses need to be able to create targeted marketing plans in order to provide customers a positive experience and encourage them to buy the items on sale again (Yacub et al., 2022).

An approach using experiential marketing can cultivate sensations and experiences that will keep customers loyal (Yacub et al., 2022). Previous research supports the positive and significant influence of experiential marketing on customer loyalty, indicating that effective application of this strategy can lead to loyal customers (Hendayana & Solichati 2021; Morasa., et al. 2022; dan Arismunandar., et al. 2019). But it was also discovered in other earlier research that experiential marketing had no appreciable impact on customer loyalty (Karuniatama et al., 2020; Nafiah & Trihudiyatmanto, 2021). This means that improved experiential marketing will not increase customer loyalty directly (Yani et al., 2023). The discrepancies in the findings suggest that there are gaps in research that need further research by researchers to test experiential marketing effect on customer loyalty.
In addition to experiential marketing, another factor that can affect customer loyalty is the use of the right brand ambassador. Brand ambassadors are someone who has a passion in terms of persuading customer to make purchases or use a product of a particular brand (Firmansyah, 2019). The brand ambassador serves as a liaison in product promotions, introducing the product or service’s identity to consumers (Probosini et al., 2021). A brand ambassador is a representative who meets customer needs and expectations, fostering a favorable perception of the brand and influence for the company (Kurniawan & Bidari, 2023).

Brand ambassadors significantly impact customer loyalty as they are often used as a reference when making purchases (Amalia & Achmad, 2023). This is corroborated by other studies that found brand ambassadors significantly and favorably impact consumer loyalty, it states that consumers are more loyal to the products given when they have a stronger brand ambassador (Amiroh et al., 2023; Chukwu & Pius, 2021; Maulida & Kamila, 2021). However, other studies show different results there is no discernible impact of the brand ambassador variable on consumer loyalty (Rompas et al., 2023; Syafarina & Aisyah, 2022).

The quality of a company’s products has an impact on customer loyalty, which are designed to meet their needs and preferences (Rohmah et al., 2023). The company prioritizes product quality to enhance competitiveness, ensure customer satisfaction, and foster loyalty to the product (Grace et al., 2021). Product quality significantly impacts customer loyalty by ensuring satisfaction, being acceptable to customers, and surviving market competition (Kristianto & Baktiono, 2020). This is corroborated by other studies that discovered that consumer loyalty is positively and significantly impacted by product quality (Mahanani & Alam, 2022; Nafiah & Trihudiyatmanto, 2021; Rahmawati & Sentana, 2021). Still, some studies have demonstrated that consumer loyalty is not much impacted by the quality of the product (Morasa et al., 2022).

Based on previous exposures related to factors affecting customer loyalty, this research took the object of study that consumers have used or bought local beauty products of the brand Scarlett Whitening. The research identified a gap in previous studies, necessitating further investigation into factors influencing customer loyalty. Customer loyalty has become one of the important factors that companies need to give attention to and maintain as it can help companies compete in the market. Thus, this study’s objective is to research the impact of Experiential Marketing, Brand Ambassadors and Product Quality on Scarlett Whitening Customer Loyalty.

**LITERATURE REVIEW**

**Customer Loyalty**

Customer loyalty covers how much consumers tend to choose and reuse the same company’s product or service repeatedly and then recommend it to others (Baihaqqy, 2023; Wolok, 2023). Customer loyalty is measured through indicators as follows (Baihaqqy, 2023):
a. Loyal customers tend to show resilience to competitors and are not quickly influenced by the attractiveness of further comparable businesses.
b. Making cross-purchase purchases of products and services indicates a want to acquire more than the company offers. Customers who have trusted the company in one aspect tend to trust in the other.
c. Loyal customers will work hard and voluntarily make recommendations about the product or service they use to others.
d. The frequency of re-purchase of the same product or service reflects the level of customer loyalty.

**Experiential Marketing**

A marketing tactic called experiential marketing seeks to evoke positive emotions in consumers through unique product presentations (Febrini et al., 2019). Indicators loaded in experiential marketing are as follows (Kadafi & Novita, 2021; Karuniatama et al., 2020):

a. Sense is the sensory experience that is created through various stimuli like vision, pronunciation, touch, hearing, and smell.
b. The company manipulates internal emotions and feelings to create an affective experience, resulting in customer happiness and pride.
c. Thinking is an experience that influences cognitive processes like customer perception, understanding, reasoning, and evaluation of a product or company.
d. Act is a type of experience that aims to change behavior, lifestyle and interaction with customers.
e. Relate aims to associate customers with the cultural values and social contexts reflected in the product brand.

**Brand Ambassador**

Among the tactics that brand ambassadors use is involves famous artists to increase consumer interest and decision-making in product marketing. Brand Ambassadors are a communication tool for businesses to engage with the community, which helps in increasing sales effectively (Purwati & Cahyanti, 2022). Indicators loaded in brand ambassador are as follows (Lea-Greenwood, 2012; Mistianingrum & Dermawan, 2022):

a. The visibility characteristics of an ambassador indicate to what extent he is known or famous in the general public.
b. Credibility refers to the level of consumer confidence in the expertise, abilities, and background of a brand representative.
c. Attraction is an appearance of an unphysical nature that is attractive and can provide support for a product or advertisement.
d. Power refers to the charismatic attraction that ambassadors possess with the aim of influencing consumers so that they tend to make purchases or use products.
**Product Quality**

The quality of the product is defined as the whole of the attributes and characteristics of the product that appear as a result of its ability to provide satisfaction according to the needs of the consumer (Hamdat et al., 2020). The quality of the product can be measured through several indicators which are as follows (Rahmawati & Sentana, 2021):

- b. Features.
- c. Conformance to specifications.
- d. Durability.
- e. Aesthetics.
- f. Perceived quality.

Based on the theoretical foundations that have been outlined, the thought framework of this study may be explained as follows:

![Figure 1. Research Thinking Framework](image)

**Figure 1. Research Thinking Framework**

Using the previously mentioned conceptual framework, the following study hypothesis is established:

**H1**: Experiential Marketing has a positive and significant impact on the Customer Loyalty of Scarlett Whitening.

**H2**: Brand Ambassador has a positive and significant impact on the Customer Loyalty of Scarlett Whitening.

**H3**: Product Quality has a positive and significant impact on the Customer Loyalty of Scarlett Whitening.

**METHODOLOGY**

This research employs quantitative methods to test hypotheses, employing explanatory research to determine the position and relationship of variables being studied (Sugiyono, 2019). This study focuses on the entire consumer population who purchased and used the beauty product Scarlett Whitening, which is an uncertain, infinite population. This research uses non-probability sampling techniques (Sugiyono, 2019). Purposive sampling is the method of sampling that was employed in the present research (Priadana & Sunarsi, 2021). The Lemeshow formula was utilized to ascertain the sample count this case study (Riyanto & Hatmawan, 2020). Total sample in this study is 100
respondents located on the island of Java. Respondent data is gathered for this study using a questionnaire. The researchers distributed Google Forms online questionnaires to respondents using social media platforms like WhatsApp, Instagram and Twitter. Measurement of items in this questionnaire using a five-level likert scale with alternative answers very disagreeable (score 1) to very agreeable (score 5).

Tests for validity and reliability were performed on the data collection tools utilized in this research. Decision-taking in validity tests is that if r counts ≥ r table and is positive, then the indicator is stated as valid. The reliability test refers to the Cronbach Alpha (α) value where a variable is declared reliable when the Cronbach Alpha(α) values are > 0.7 (Riyanto & Hatmawan, 2020). The classical assumption test was used in this study to determine the existence of residual normality, autocorrelation, multicolinearity, and heterocadastisity in the regression model (Purnomo, 2016). This study included both descriptive and inferential statistical approaches for data analysis. Hypothesis testing is also used in this search to assess the validity of the hypothesis using sample data from the population (Nuryadi et al., 2017).

RESEARCH RESULT
Data Instrument Test
Validity Test

IBM SPSS Statistic 29 was used to assess the questionnaire instrument's validity. Data is specified as valid when r values are counted > table values. Validity test results are shown in Table 1.

<table>
<thead>
<tr>
<th>Statement</th>
<th>r count</th>
<th>r table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.650</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.670</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.720</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.4</td>
<td>0.756</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.5</td>
<td>0.698</td>
<td>0.195</td>
<td>Valid</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statement</th>
<th>r count</th>
<th>r table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X2.1</td>
<td>0.795</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.2</td>
<td>0.683</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.3</td>
<td>0.737</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.4</td>
<td>0.753</td>
<td>0.195</td>
<td>Valid</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statement</th>
<th>r count</th>
<th>r table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X3.1</td>
<td>0.577</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.2</td>
<td>0.669</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.3</td>
<td>0.660</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.4</td>
<td>0.599</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.5</td>
<td>0.729</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>X3.6</td>
<td>0.706</td>
<td>0.195</td>
<td>Valid</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statement</th>
<th>r count</th>
<th>r table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1.1</td>
<td>0.729</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1.2</td>
<td>0.626</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1.3</td>
<td>0.618</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1.4</td>
<td>0.787</td>
<td>0.195</td>
<td>Valid</td>
</tr>
</tbody>
</table>

(Source: processed research data, 2024)
Table 1. indicates that all of the questionnaire’s r count values are higher than the table's r value (0.195). This suggests that the full questionnaire is reliable and appropriate for use in this research.

Reliability Test

Cronbach Alpha questionnaire findings for reliability tests. The results are presented in Table 2.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach Alpha</th>
<th>Critical Value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiential Marketing</td>
<td>0.736</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Brand Ambassador</td>
<td>0.729</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Product Quality</td>
<td>0.735</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Customer Loyalty</td>
<td>0.727</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

(Source: processed research data, 2024)

Table 2. shows that the whole variable has a Cronbach Alpha value > 0.70. This suggests that the questionnaire as a whole is trustworthy and deserving of use in studies.

Classical Assumption Test

Normality Test

The normalcy test's outcomes of the data can be seen on the asymp sig values in the Kolmogorov-Smirnov results table found in Table 3.

<table>
<thead>
<tr>
<th>N</th>
<th>Unstandardized Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Normal Parameters: Mean = .000000, Std. Deviation = 1.98586968

Most Extreme Differences:
- Absolute = .078
- Positive = .059
- Negative = -0.078

Asymp. Sig. (2-tailed): .141

Table 3. suggests the Kolmogorov-Smirnov table's asymptotic significance value at 0.141 > 0.05, indicating that the study data is normally distributed.

(Source: processed research data, 2024)
Multicolinearity Test

VIF values < 10 and tolerance values > 0.10 indicate multicolinearity-free data. The outcomes of the multicolinearity test are presented in Table 4.

Table 4. Multicolinearity Test Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized Coefficients</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.955</td>
<td>1.217</td>
<td>1.640</td>
<td>.104</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X1</td>
<td>.055</td>
<td>.033</td>
<td>.096</td>
<td>1.675</td>
<td>.097</td>
<td>.988</td>
</tr>
<tr>
<td>X2</td>
<td>.222</td>
<td>.031</td>
<td>.409</td>
<td>7.055</td>
<td>&lt;.001</td>
<td>.971</td>
</tr>
<tr>
<td>X3</td>
<td>.342</td>
<td>.030</td>
<td>.668</td>
<td>11.569</td>
<td>&lt;.001</td>
<td>.976</td>
</tr>
</tbody>
</table>

(Source: processed research data, 2024)

Table 4. shows VIF values of all independent variables < 10 (X1: 1.012; X2: 1.030; X3: 1.025) and tolerance values > 0.10 (X1: 0.988; X2: 0.971; X3: 0.976). It shows no occurrence of multicolinearity in the research.

Heteroscedastisity Test

Heteroscedastisity tested with the Glacier Test (SPSS). The findings are displayed in Table 5.

Table 5. Heteroscedastisity Test Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized Coefficients</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.676</td>
<td>2.324</td>
<td>.721</td>
<td>.472</td>
</tr>
<tr>
<td>X1</td>
<td>.078</td>
<td>.063</td>
<td>.124</td>
<td>1.234</td>
</tr>
<tr>
<td>X2</td>
<td>.025</td>
<td>.060</td>
<td>.042</td>
<td>.416</td>
</tr>
<tr>
<td>X3</td>
<td>-.084</td>
<td>.057</td>
<td>-.150</td>
<td>-1.484</td>
</tr>
</tbody>
</table>

(Source: processed research data, 2024)

Table 5. shows sig values > 0.05. This indicates the absence of heterocadasthesis or variance of residues of a constant nature.

Inferential Analysis

Multiple Linear Regression Analysis

Multiple linear regression analysis is used in this study to examine the impact of Experiential Marketing (X1), Brand Ambassador (X2), and Product Quality (X3) on Customer Loyalty (Y). The analysis was done with SPSS 29. Table 6. presents the findings.
Table 6. Multiple Linear Regression Analysis Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.995</td>
<td>1.217</td>
<td>1.640</td>
</tr>
<tr>
<td></td>
<td>X1</td>
<td>.055</td>
<td>.033</td>
<td>.096</td>
</tr>
<tr>
<td></td>
<td>X2</td>
<td>.222</td>
<td>.031</td>
<td>.409</td>
</tr>
<tr>
<td></td>
<td>X3</td>
<td>.342</td>
<td>.030</td>
<td>.668</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y

(Source: processed research data, 2024)

The multiple linear regression equation is shown as follows:

\[ Y = \alpha 1.995 + 0.055 X_1 + 0.222 X_2 + 0.342 X_3 + e \]

The meaning of the constant value and the value of the standardized regression coefficient in the multiple linear regression equation is explained as follows:

1. The constant value (\( \beta \)) of 1.995 indicates that when all independent variables (Experiential Marketing (X1), Brand Ambassador (X2), and Product Quality (X3)) are equal to 0, then the constant variable customer loyalty (Y) score is 1.995.

2. The experiential marketing variable regression coefficient (X1) of 0.096 indicates that when increased by one unit then the evaluation of the experiential marketing variable will increase the customer loyalty variable evaluation score by 0.096.

3. The brand ambassador variable regression coefficient (X2) of 0.409 indicates that when increased by one unit then the brand ambassador's variable rating score will increase the customer loyalty variable score by 0.409.

4. The product quality variable regression coefficient (X3) of 0.668 indicates that when increased by one unit then the product quality variant rating score will increase the customer loyalty variable rating score by 0.668.

Determination Coefficient Analysis (\( R^2 \))

Determination coefficient analysis (\( R^2 \)) is performed to determine the percentage of change in independent variables that include experiential marketing (X1), brand ambassador (X2), and product quality (X3) to customer loyalty (Y). The results analysis is shown in Table 7.
Table 7. Determination Coefficient Analysis Result

<table>
<thead>
<tr>
<th>Model Summary</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>R</td>
<td>R Square</td>
<td>Adjusted R Square</td>
</tr>
<tr>
<td>1</td>
<td>.829a</td>
<td>.687</td>
<td>.678</td>
</tr>
<tr>
<td>a. Predictors: (Constant), Experiential Marketing, Brand Ambassador, Kualitas Produk</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Dependent Variable: Y</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: processed research data, 2024)

Table 7 shows the adjusted value of $R^2$ square is 0.678. It shows that the influence variables of experiential marketing, brand ambassadors, and product quality contributed 67.8% to customer loyalty. However, additional factors that have not been examined in this study have an impact on the remainder.

**T-Test**

This study uses the t test to test the partial influence of independent variables on dependent variables. The t test results are shown in the table 8.

Table 8. T-Test Result

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>Unstandardized Coefficients</td>
<td>Standardized Coefficients</td>
<td>t</td>
</tr>
<tr>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.995</td>
<td>1.217</td>
<td>1.640</td>
</tr>
<tr>
<td>X1</td>
<td>.055</td>
<td>.033</td>
<td>.096</td>
</tr>
<tr>
<td>X2</td>
<td>.222</td>
<td>.031</td>
<td>.409</td>
</tr>
<tr>
<td>X3</td>
<td>.342</td>
<td>.030</td>
<td>.668</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y

(Source: processed research data, 2024)

The following conclusions can be drawn from Table 8. T-test results:

1. Testing Hypothesis 1: The Impact of Experiential Marketing on Customer Loyalty
   Based on the results of the t test, a t count value of 1.675 < 1.984 and a significance value of 0.097 > 0.05 was obtained. Thus, it can be concluded that Ho1 was accepted and Ha1 rejected, meaning that experiential marketing had no significant influence on the loyalty of Scarlett Whitening customers.

2. Testing Hypothesis 2: The Impact of Brand Ambassadors on Customer Loyalty
   Based on the results of the t test, a t count value of 7.055 > 1.984 and a significance value of <.001 < 0.05 was obtained. Thus, it can be concluded that Ho2 was rejected and Ha2 accepted, meaning the brand ambassador had a positive and significant influence on the loyalty of Scarlett Whitening customers.
3. Testing Hypothesis 3: The Effect of Product Quality on Customer Loyalty

Based on the results of the t test, a t count value of $11,569 > 1,984$ and a significance value of $<,001 < 0,05$ was obtained. Thus, it can be concluded that $H_03$ was rejected and $H_a3$ accepted, meaning the quality of the product had a positive and significant influence on the loyalty of Scarlett Whitening customers.

**DISCUSSION**

**The Impact of Experiential Marketing on Customer Loyalty**

Based on the results of the hypothesis test one can conclude that experiential marketing has no significant influence on the customer loyalty of Scarlett Whitening. In this study, experiential marketing did not affect the loyalty of Scarlett Whitening customers because customers did not experience a different experience, either when buying Scarlett whitening products or buying other products. Scarlett Whitening customers pay more attention to other factors such as brand ambassadors and the quality of the products offered as a sign of their loyalty to the brand.

This research validates previous results by Karuniatama et al., (2020) dan Nafiah & Trihudiyatmanto (2021) that stated that experiential marketing has no influence on customer loyalty.

**The Impact of Brand Ambassadors on Customer Loyalty**

Based on the test of the second hypothesis, it can be concluded that the brand ambassador has a positive and significant influence on the customer loyalty of Scarlett Whitening. This research validates previous results, the better the brand Ambassador used by Scarlett whitening in promoting its product, the more it will increase the customer's loyalty, and vice versa. It shows that brand ambassador is a factor that affects customer loyalty. Based on the results of descriptive analysis, on average respondents rated the brand ambassador used by Scarlett Whitening as having good popularity. The results of this study show that brand ambassadors that have high popularity, good credibility, and more attractive than another brand embassadors can increase customer loyalty. It was done by Scarlett Whitening to increase sales effectively by involving famous South Korean artists like Song Jong Ki and EXO who were able to influence respondents positively.

This study supports previous studies by Amiroh et al., (2023), Chukwu & Pius (2021) dan Maulida & Kamila (2021) which stated that brand ambassadors have a positive and significant influence on customer loyalty.

**The Impact of Product Quality on Customer Loyalty**

Based on the trial of hypothesis three, it can be concluded that the quality of the product has a positive and significant influence on the loyalty of Scarlett Whitening customers. The results of this study show that the better quality of products offered will increase customer loyalty to Scarlett whitening, and vice versa. Based on the results of the descriptive analysis, on average, respondents assessed the quality of the skincare product Scarlett Whitening has characteristics that
match the needs of customers. The results of the research showed that long-lasting service life, attractive packaging design, and overall product quality were able to influence respondents positively in making purchases and using skincare products, thereby increasing customer loyalty to Scarlett whitening.

This study supports previous studies conducted by Mahanani & Alam (2022), Nafiah & Trihudiyatmanto (2021) dan Rahmawati & Sentana (2021), which stated that product quality had a positive and significant influence on customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS
Considering the results and explanations offered, the research can be used to reach the following conclusions:

1. Experiential marketing has no significant influence on the customer loyalty of Scarlett Whitening. This implies that customer loyalty to Scarlett Whitening skincare products is unaffected by experience marketing.
2. Brand ambassadors have a positive and significant impact on the loyalty of Scarlett Whitening customers. This shows that the better a brand ambassador is chosen, the more it will increase the customer loyalty.
3. Product quality has a positive and significant impact on the customer loyalty of Scarlett Whitening. This implies that the higher quality of goods provided, the eating will further increase the customers' loyalty.

ADVANCED RESEARCH
The following are the study’s shortcomings and suggestions for further research:

1. Respondents are still limited to Scarlett Whitening’s skincare users who are based in the Java region, so they cannot represent consumer behaviour generally on a national scale. It is anticipated that these restrictions will serve as a guide for other researchers who wish to sample more areas.
2. Only a few external elements are considered to be the ones that affect customer loyalty in this study, caused by the marketer's stimulus, namely experiential marketing, brand ambassador and product quality. For further research may consider other factors that come from internal consumers such as purchasing motivation and confidence or consumer confidence.

REFERENCES


