

THE INFLUENCE OF CONSUMER PREFERENCE GROUPS, CUSTOMER VALUE, AND CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY OF TERAJITA SKINCARE MEJASEM STORE TEGAL REGENCY



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Abstract

The rapid development of the skincare industry causes business competition to be higher, so companies need to preserve client loyalty as a crucial component of the long-term viability of businesses. Numerous aspects, including customer value, consumer preference groups, and customer experience. However, previous research generally only discussed some of these variables separately, so there is still limited research that combines these three variables on *customer loyalty* in *skincare* products. The study used a quantitative approach, utilising purposive sampling and Likert scale questionnaires 1–5 for data collection. The Cochran formula was utilised to calculate the sample size of 100 respondents. The data were analysed using multiple linear regression in SPSS version 29. The results showed that the consumer preference group had a positive and significant influence on customer loyalty, with a coefficient of 0.369, customer value of 0.192, and customer experience of 0.189. Client loyalty was considerably impacted by all three factors at the same time, with a F value of 44.913 and a significance of 0.000. The outcome of the study shows that consumer preference groups, customer value, and customer experience have an important role in increasing customer loyalty at Toko Terajita Skincare Mejasem Tegal Regency.

Keywords: Consumer Preference Group, Customer Value, Customer Experience, Customer Loyalty

INTRODUCTION

Industry Skincare is growing rapidly due to increasing public awareness of skin health (Ayesha & Muchtar, 2025). Rabiah and Stefany (2022) declare *Skincare* has become a modern lifestyle. Islami and Zaini (2025) explained that industrial growth is influenced by changes in people's consumption patterns. Industry developments are supported by digital technology that makes it easier for consumers to obtain product information (Ayesha & Muchtar, 2025). Kotler and Keller (2008) states that consumers become more active in comparing products before buying. Market competition also poses a risk of products without BPOM permits (Mulyani et al., 2023).

Industry competition is driving companies to improve *client loyalty*. *Loyal consumers* suggest items and make repeat purchases. In Sangadji and Sopiah, Morais (2005) defined loyalty as a consumer's dedication to the brand (Jumawar et al., 2021; Rahma & Bambang, 2024). Consumer preference groups influence purchasing decisions through social environments. Engel (2006) in Sangadji and Sopiah (2013) Explains that preference groups influence consumer behavior. Helin & Fadil (2025) Mention the influence *Influencers* and social media is getting stronger.

A comparison of the advantages and disadvantages experienced by customers is known as customer value (Pratama et al., 2023; Rizky et al., 2025). According to Tjiptono (2019), consumer loyalty rises in proportion to the advantages experienced. Customers make purchases based on projected value, according to Kotler and Armstrong (2008). Client loyalty is significantly impacted by the customer experience. Client experience, according to Nick and Paul (2018), emphasises the favourable customer experience. The pre-survey's findings demonstrate that goods and services are still not looking their best. According to Amalia et al. (2025), consumer loyalty is significantly impacted by customer experience.

REVIEW OF LITERATURE

Grand Theory: Consumer Behavior

Consumer behavior is the act of buying and using products to meet needs (Schiffman & Kanuk in Sangadji & Sopiah, 2013).

Customer Loyalty

Customer loyalty is customer commitment through repurchase (Morais in Sangadji & Sopiah, 2013). Loyalty is influenced by product satisfaction and quality. According to Kotler & Keller (2009), this loyalty is shown through three main indicators, namely *repeat purchase*, resistance to negative influences or competitors (*retention*), and willingness to recommend products to others (*referrals*).

Consumer Preference Groups

Consumer preference groups influence purchasing decisions through social interactions (Kotler & Keller, 2009; Sangadji & Sopiah, 2013). This influence can be seen from the use of reference groups such as friends or family as a reference, the existence of social interaction in the form of conversations prior to purchases, and societal standards in the form of a tendency to follow trends or group pressure in decision-making.

Customer Value

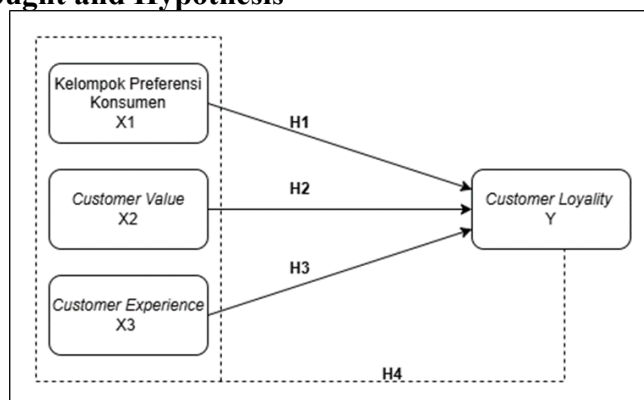
A comparison of the expenses and advantages that customers obtain is known as customer value (Tjiptono, 2015). Product value, service value, people value, and image value

which represents consumer perceptions of the company's reputation, staff capabilities, and product quality are its four primary aspects (Kotler & Keller, 2024).

Customer Experience

The consumer's impression of their interactions with the business is known as the customer experience (Nick & Paul, 2018). This experience includes cognitive, emotional, sensory, social, and behavioral aspects that show how customers assess, feel, and interact with a product or service as a whole (Tunjangsari & Nuryakin, 2025).

Framework of Thought and Hypothesis



RESEARCH METHOD

Primary data, or information gathered straight from the original source without the involvement of middlemen, was employed in this research (Sugiyono, 2022). A questionnaire is used to gather data, and the respondents are given a series of written questions on a Likert scale of 1 to 5. Purposive sampling, a sample determination approach with specific considerations, is used, and respondents are chosen according to the criteria that they are customers who have made purchases at the Terajita Skincare Mejasem Shop, Tegal Regency. The data collected through the questionnaire included the variables of consumer preference group (X1), customer value (X2), customer experience (X3), as well as client loyalty (Y). Since the population size is unknown, the Cochran formula was used to determine the number of samples (Israel, 1992), namely:

$$n = \frac{Z^2 pq}{e^2}$$

Note: p = genuine chance (0.5), Z = confidence level (1.96), n = number of samples
q = e = mistake rate (10%) and incorrect chance (0.5). Based on the calculations obtained:

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,1)^2}$$

$$n = 96,04$$

The results were then rounded to 100 respondents as a research sample, and examined using Using SPSS version, multiple linear regression, validity, reliability, t-test, F-test, and coefficient of determination²⁹ (R²).

RESULTS AND DISCUSSION

1. Classic Assumption Test

Normality Kolmogorov-Smirnov

Statistical analysis using non-parametric Kolmogorov-Smirnov with the following results

Table 1.
Results of the Kolmogorov-Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Red	,0000000
	Std. Deviation	2,44892962
Most Extreme Differences	Absolute	,070
	Positive	,070
	Negative	-,054
Test Statistic		,070
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Primary Data processed 2026

Table 1 indicates that the data is distributed properly because the value of asymp.sig is $0.200 > 0.05$.

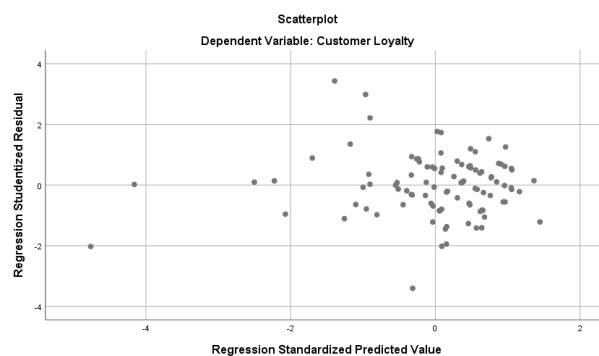


Figure 1.

Heterokedasticity Test Results

According to Figure 1, heteroscedasticity is not present since the scatterplot displays random scatter points rather than a pattern.

Table 2.
Multicollinearity Test Results

Coefficient								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Models		B	Std. Error	Beta	t	Sig.	Tolerance	VIVID
1	(Constant)	11,985	3,631		3,301	,001		
	Consumer Preferences	,369	,081	,399	4,536	,000	,559	1,789
	Customer Value	,192	,057	,295	3,358	,001	,562	1,779
	Customer Experience	,189	,090	,193	2,106	,038	,515	1,942
a. Dependent Variable: Customer Loyalty								

Source : SPSS 2026 processing data

Table 2 shows that the tolerance values for the variables Consumer Preference Group (X1), Customer Value (X2), and Customer Experience (X3) are 0.559, 0.562, and 0.515, all of which are more than 0.10, while the VIF values are 1.789, 1.779, and 1.942, all of which are less than 10. To prevent multicollinearity, all variables' tolerance values must be more than 0.10 and the VIF value must be less than 10.

Table 3.
Autocorrelation Test Results

Model Summary ^b					
Models	R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
1	,764a	,584	,571	2,486900	2,095
a. Predictors: (Constant), Customer Experience, Customer Value, Consumer Preferences					
b. Dependent Variable: Customer Loyalty					

Source: SPSS 2025 processed data

Based on table 3 above, it can be explained that the *Durbin-Watson* value (DW) is 2.095 with $k = 3$ and $n = 100$. The Durbin-Watson value table yielded $dL = 1.613$ and $dU = 1.736$, resulting in $4 - dU = 4 - 1.736 = 2.264$ and $4 - dL = 4 - 1.613 = 2.387$. The regression equation model does not include autocorrelation if we incorporate the $4 - dU$ equation $< DW < 4 - dL = 2.264 < 2.095 < 2.387$ problems.

2. Multiple Linear Regression Analysis

Table 4.
Multiple Linear Regression Test Results

Coefficient						
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,985	3,631		3,301	,001
	Consumer Preferences	,369	,081	,399	4,536	,000
	Customer Value	,192	,057	,295	3,358	,001
	Customer Experience	,189	,090	,193	2,106	,038
a. Dependent Variable: Customer Loyalty						

Source: SPSS 2026 processed data

It yields the regression equation:

$$Y = 11,985 + 0,369X_1 + 0,192X_2 + 0,189X_3 + e$$

The constant value of 11.985 means that Customer Loyalty stays at 11.985 even if all independent variables—Consumer Preference Group, Customer Value, and Customer Experience—are zero. This suggests that factors other than the three variables examined in this research have also had an impact on consumer loyalty. Group of consumer preferences (x1) The Consumer Preference Group variable has a positive regression coefficient of 0.369, meaning that, under the assumption that all other variables remain constant, every unit increase in the Consumer Preference Group will result in a 0.369 unit increase in Customer Loyalty. The Consumer Preference Group is the most significant factor impacting Customer Loyalty in this research, as shown by the standardised beta coefficient value of 0.399, which is the highest of the three independent variables. Furthermore, a significance value of $0.000 < 0.05$ suggests that the impact of this variable on Customer Loyalty is significant.

Customer Value (X2) Assuming all other variables remain constant, the Customer Value variable's regression coefficient of 0.192 is positive, meaning that customer loyalty will improve by 0.192 units for every unit increase in customer value. A standardised beta coefficient value of 0.295 indicates that customer value has the second-largest impact on customer loyalty, behind the consumer preference group. This characteristic has a considerable influence on customer loyalty, as shown by a significance level of $0.001 < 0.05$. Experience with customers (x3) With a positive regression value of 0.189 for the Customer Experience variable, an increase of one unit in

Customer Experience will result in an increase of 0.189 units in Customer Loyalty. Despite having the lowest standardised beta coefficient value of the three variables 0.193 it nonetheless significantly and favourably affects customer loyalty, with a significance value of $0.038 < 0.05$.

Based on the comparison of standardized beta coefficient values, the order of influence of independent variables on Customer Loyalty is as follows: consumer preference

group (0.399) > customer value (0.295) > customer experience (0.193). All independent variables have a significance value of less than 0.05, indicating that the three factors significantly and favourably impact customer loyalty.

3. Hypothesis Test

Table 5.
Partial Test Results (t-test)
Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,985	3,631		3,301	,001
	Consumer Preferences	,369	,081	,399	4,536	,000
	Customer Value	,192	,057	,295	3,358	,001
	Customer Experience	,189	,090	,193	2,106	,038

a. Dependent Variabel : Customer Loyalty

Source: SPSS 2026 processed data

The following is the interpretation for each variable based on the partial test (t-test) outcomes:

The consumer preference group (X1) has a calculated t value of 4.536 > t table 1.984 with a significance value of 0.000 < 0.05. This demonstrates that Customer Loyalty is positively and somewhat significantly impacted by the Consumer Preference Group, supporting the first hypothesis (H1) and rejecting H0. Customer value (X2) has a calculated t value of 3.358 > t table 1.984 and a significance value of 0.001 < 0.05. Since it shows that customer value has a significant and favourable influence on customer loyalty, the second hypothesis (H2) is supported and H0 is rejected. Customer experience (X3) has a calculated t value of 2.106 > t table 1.984 and a significant value of 0.038 < 0.05. Because it shows that customer experience has a positive and significant influence on customer loyalty, the third hypothesis (H3) is supported and H0 is rejected.

The total partial test results indicated that Customer Preference Group, Customer Value, and Customer Experience were the three independent variables that significantly and favourably affected Customer Loyalty. This proves that every independent

variable will rise on its own customer loyalty to the Terajita Skincare Mejasem Store, Tegal Regency.

Table 6.
F Test Results
NEW ERA

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	833,317	3	277,772	44,913	,000b
	Residual	593,728	96	6,185		
	Total	1427,046	99			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Experience, Customer Value, Consumer Preferences

Source: SPSS 2026 processed data

The following formula is used to perform significance testing based on the Simultaneous Test (F Test) findings in Table 6 above:

$$F_{hitung} = \frac{JK_{reg}/k}{JK_{res}/(n - k - 1)}$$

By substituting the values from the ANOVA table, it obtains:

$$F_{hitung} = \frac{833,317/3}{593,728/(100 - 3 - 1)} = \frac{277,772}{6,185} = 44,913$$

With $df1 = k = 3$ and $df2 = n - k - 1 = 100 - 3 - 1 = 96$, the threshold of significance $\alpha = 0.05$ is used to calculate the value of the F table, which is 2.70. The variables of Consumer Preference Group, Customer Value, and Customer Experience combined (simultaneously) have a positive and significant influence on Customer Loyalty, with a F value of 44.913 with a significance of $0.000 < 0.05$ and $F_{hitung} > F_{table}$ ($44.913 > 2.70$). H_0 is rejected and H_a is accepted since this shows that the regression model is viable (fit) and that all independent variables can concurrently explain the variance in the dependent variable.

Table 7.
Determination Coefficient Test Results (R2)
Model Summary

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,764a	,584	,571	2,486900

a. Predictors: (Constant), Customer Experience, Customer Value, Consumer Preferences

Source: SPSS 2026 processed data

The variables of Consumer Preferences, Customer Value, and Customer Experience may account for 57.1% of the variance in Customer Loyalty, according to the Adjusted R Square value of 0.571 (57.1%), with additional factors that have not been examined influencing the remaining 42.9%.

The Influence of Consumer Preferences on Customer Loyalty

With a t-value of 4.536 and sig. $0.000 < 0.05$, the study's findings demonstrated that customer preferences had a favourable and significant impact on customer loyalty. Preference groups are groups that, in theory, affect a person's attitude or behaviour either directly or indirectly, where consumers tend to follow the opinions, suggestions, and habits of the group in their lives so that they can form loyalty in choosing a product (Kotler & Keller, 2009:170). In line with that, Sangadji & Sopiah (2013:337) affirm that consumer preference groups are people or groups of people who significantly influence consumer behavior. These findings show that the influence of the social, family, and reference group environment can increase customer loyalty to the Mejasem Skincare Terajita Store, Tegal Regency. The study's findings support Valentine et al.'s (2025) assertion that product usage experiences shape customer preferences and impact purchase choices. Furthermore, Rabiah & Stefany (2022) discovered that local self-care product preferences have a direct impact on the development of customer loyalty, with customers who have favourable preferences often making repeat purchases. According to Mulyani et al. (2023), reference groups are crucial in forming consumer preferences and brand transfer decisions. This conformity shows that the findings of the Terajita *Skincare* Store are consistent with these studies, where consumers who have a strong preference for a product due to the influence of their social group tend to stick with the same brand and make more purchases.

The Influence of Customer Value on Customer Loyalty

With a t-value of 3.358 and a sig. of $0.001 < 0.05$, the study's findings demonstrated that customer value had a favourable and significant impact on customer loyalty. In theory, customer value is the difference between the advantages that customers get from having access to, owning, and using a product or service and the expenses associated with achieving these advantages (Tjiptono, 2015:118). Additionally, Kotler & Armstrong (2008:8) clarified that consumers develop expectations about the value and pleasure that different market offerings would provide and purchase based on their expectations, so that companies that are able to provide higher value will more easily build customer loyalty. This finding shows that the higher the benefits felt by consumers compared to the sacrifices made, the customer loyalty to the Terajita *Skincare* Store will also rise. The study's findings are consistent with Lubis et al.'s (2024) explanation that customer value may sustain customer loyalty and foster emotional connections. This conclusion is further supported by Rahma & Bambang (2024), who demonstrate that customer value significantly influences customer loyalty, where customers who feel they get the appropriate value will have higher buying interest and tend to be loyal. Rizky et al. (2025) also found that *customer value* contributes significantly to *customer loyalty* through customer satisfaction as a variable that mediates the relationship. This conformity indicates that Toko Terajita *Skincare* customers who feel that they get a value that is worth the product purchased, both in terms of quality, price, and perceived benefits, will tend to remain loyal and not switch to other brands.

The Influence of Customer Experience on Customer Loyalty

With a t-value of 2.106 and a sig. of $0.038 < 0.05$, the findings demonstrated that customer experience had a favourable and significant impact on customer loyalty. In theory, a consumer's subjective assessment of their overall encounter with a brand is their customer experience from the pre-purchase, purchase, to post-purchase stages which includes emotional, social, and functional aspects (Tunjangsari & Nuryakin, 2025:1). Kotler & Keller

(2009:190) also emphasized that experience satisfaction, experiential actions, and product use are factors that shape the overall customer experience, so a positive experience will encourage customers to continue to interact and be loyal to a brand. These findings show that positive experiences during product use and interaction with the store can increase customer loyalty to the Terajita *Skincare* Store. The study's findings support the assertion made by Pratama et al. (2023) that customer loyalty will rise in proportion to the quality of the customer experience. Additionally, Amalia et al. (2025) discovered that customer loyalty is significantly impacted by customer experience *skincare* products, where a positive user experience encourages consumers to continue using the same product. Helin & Fadil (2025) also confirmed that a good *customer experience*, which is reflected in the quality of service and pleasant interactions, directly increases *customer loyalty*. This conformity reinforces the finding that Toko Terajita *Skincare* customers who get a pleasant shopping experience, responsive service, and product results that meet expectations will form an emotional attachment that encourages long-term loyalty.

The Influence of Consumer Preferences, Customer Value, and Customer Experience on Customer Loyalty

The F test yielded a F value of 44.913 with a significance level of $0.000 < 0.05$. Theoretically, customer loyalty is when customers commit to a brand, store, or supplier because they have a positive attitude, and this can be seen from their habit of constantly rebuying (Morais, 2005 in Sangadji & Sopia, 2013:104). Kotler & Keller (2009:136-148) further explain that perceived value, customer happiness, and quality have an impact on customer loyalty of products and services simultaneously, so an approach that combines multiple factors at once will be more effective in building sustainable loyalty. This finding proves that consumer preferences, *At the Terajita Skincare Mejasem Store in Tegal Regency, client loyalty is significantly impacted by both customer value and customer experience. This outcome is consistent with Lubis et al.'s (2024) claim that customer loyalty is influenced by both customer value and customer experience. This conclusion is further supported by Jumawar et al. (2021), who demonstrate that customer loyalty is influenced by both customer experience and customer value at the same time*, which indicates that the two variables complement each other in shaping customer loyalty. Ayesha & Muchtar (2025) also emphasized that the combination of *customer experience* and *perceived value* together makes a significant contribution to creating *customer loyalty* in the digital era. This conformity shows that Toko Terajita *Skincare*'s customer loyalty is not only formed by one factor, but is the result of a mix of these three factors in a cohesive way, where customer preferences influence how products are chosen, customer value enhances the impression of advantages, and customer experience fosters an emotional connection that motivates consumers to remain loyal.

CONCLUSION

Based on the results of multiple linear regression analysis, this study concludes that consumer preference groups, customer value, and customer experience each have a positive and significant influence on customer loyalty at Toko Terajita Skincare Mejasem, Tegal Regency, both partially and simultaneously. Partially, the consumer preference group has the strongest influence on customer loyalty ($t = 4.536$; sig. $0.000 < 0.05$; standardized beta

0.399), followed by customer value ($t = 3.358$; sig. $0.001 < 0.05$; standardized beta 0.295), and customer experience ($t = 2.106$; sig. $0.038 < 0.05$; standardized beta 0.193). This order indicates that social influence from family, friends, and reference groups plays the most decisive role in shaping customer loyalty, ahead of the perceived value and experience customers gain from the product itself. Simultaneously, the F-test results ($F = 44.913 > F$ table 2.70; sig. $0.000 < 0.05$) confirm that the three independent variables together significantly affect customer loyalty, and the regression model is statistically fit for explaining the phenomenon under study. The Adjusted R Square value of 0.571 further shows that 57.1% of the variation in customer loyalty can be explained by consumer preference groups, customer value, and customer experience combined, while the remaining 42.9% is influenced by other factors not examined in this research, such as brand trust, customer satisfaction, or price perception.

These findings carry both theoretical and practical implications. Theoretically, the results reinforce the relevance of consumer behavior theory in explaining customer loyalty in the *skincare* industry, particularly by demonstrating that social/reference-group influence, perceived value, and experiential factors operate as complementary not competing predictors of loyalty. Practically, the dominance of the consumer preference group suggests that Toko Terajita Skincare should prioritize strategies that strengthen social proof and community-based marketing, such as customer testimonials, *influencer* collaboration, and word-of-mouth programs, since consumers tend to follow the opinions and habits of their social environment when choosing *skincare* products. At the same time, the store should not neglect customer value and customer experience: competitive pricing relative to perceived benefits, consistent product quality, and responsive, pleasant service interactions remain necessary to sustain the emotional attachment that keeps customers from switching to competing brands.

This study has several limitations that should be acknowledged. The research was conducted at only one *skincare* outlet with a sample of 100 respondents determined through the Cochran formula, so the findings cannot be generalized to the *skincare* industry as a whole or to other store locations. In addition, only three independent variables were tested, leaving 42.9% of the variance in customer loyalty unexplained by this model. For future research, it is recommended to (1) expand the sample size and research location to improve generalizability, (2) include additional variables such as brand trust, price perception, or customer satisfaction—either as independent or mediating variables to capture a more complete picture of what drives customer loyalty, and (3) consider a comparative study across multiple *skincare* stores to test whether the influence pattern found in this study (preference group > customer value > customer experience) holds consistently across different business contexts.

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