

THE INFLUENCE OF CUSTOMER EXPERIENCE VALUES ON LOYALTY TO MAKE OVER COSMETIC PRODUCTS IN THE PANTON LABU CITY COMMUNITY, NORTH ACEH REGENCY

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Abstract

This research was conducted on the loyalty of make over brand cosmetic products in the people of Panton Labu City, North Aceh Regency. Based on the researcher's observations, consumers have long-term loyalty to makeover brand cosmetics, so that consumers feel that they need the product, feel suitable for the product, and will continue to use the product for an unlimited time. This kind of loyalty shows that customers should always feel satisfied with the product they use for longer and accept the value of the customer experience. This customer assessment is divided into three parts, namely: functional value, emotional value, and social value. Based on the description and problems above, the researcher is interested in conducting a study entitled "The Effect of Customer Experience Value on the Loyalty of Make Over Brand Cosmetic Products in the Community of Panton Labu City, North Aceh Regency". The type of data used in this study is quantitative data, which is data measured in a numerical scale, which measures one or more variables in the population or sample to be studied, both numerically and statistically. The data source used in this study is primary data, namely data obtained directly from respondents or research locations, the coefficient value of the Consumer Response variable (Y) is 0.676 or 67.6%. This value shows that the contribution of the independent variable X1,X2,X3 can explain the Brand Loyalty (Y) variable by 67.6%. Meanwhile, the other 32.4% was influenced by other variables outside the research conducted. Subsequent research could also expand the scope by including other variables that can affect brand loyalty.

Keywords : *Customer Experience Value, Brand Awareness, Brand Loyalty.*

INTRODUCTION

In the era of globalization and rapid technological advancement, businesses are facing increasingly intense competition. Companies are required to design effective strategies not only to survive but also to remain competitive in dynamic markets. One of the key strategies in this regard is product innovation, which must not only meet consumer needs but also offer added value compared to competitors' offerings. This is particularly relevant in the cosmetics industry, which has shown significant growth in recent years, both at the national and global levels.

The growth of the cosmetics industry in Indonesia has been remarkably positive. As consumer awareness of personal appearance and self-care increases, cosmetics have become an inseparable part of daily life, especially for women. Several factors such as heightened awareness of skincare and beauty, the influence of social media, and the ease of product access through digital platforms have significantly boosted demand for cosmetic products. Moreover, the increasingly modern and dynamic lifestyle of the public has also contributed to the development of this sector.

According to the Indonesian National Agency of Drug and Food Control (BPOM), the number of registered cosmetic products has continued to rise annually. In 2021, a total of 96,611 products were registered, increasing to 98,310 in 2022, and reaching 51,390 products as of June 2023. This upward trend reflects the strong potential and attractiveness of the cosmetic sector for both local and international business players.

In addition to product volume, the economic value of the cosmetics industry is also substantial. The Ministry of Industry of the Republic of Indonesia projected that the economic potential of halal products, including cosmetics, could reach USD 303 billion by 2022. Furthermore, global Muslim consumer spending on halal products was expected to reach USD 2.3 trillion by 2024. These projections highlight the importance of developing cosmetic products that are not only of high quality but also aligned with consumer values, such as safety and halal certification.

Make Over, a local brand under PT Paragon Technology and Innovation, launched in 2010, has successfully established itself as one of the leading players in Indonesia's cosmetics market. With its slogan "beauty without limits," Make Over seeks to empower women to express themselves freely through a diverse range of makeup options. Despite fierce competition from global brands such as Maybelline and L'Oréal, Make Over has managed to maintain its presence as a favored cosmetics brand among consumers, including in regional areas like Pantan Labu City, North Aceh Regency. Based on cosmetic sales data collected from major e-commerce platforms such as Tokopedia, Shopee, and Blibli, it is evident that the competition among brands in this industry is fierce. The table below presents the total sales of several top cosmetic brands in Indonesia for the year 2023:

Table 1.1 Cosmetics Industry Sales in Indonesia (2023)

Nama Brand	Penjualan (Rp. Triliun)
Mybelline	28,55
Hanasui	20,91
Wardah	20,31
Make Over	15,99
Somethinc	14,60
Pinkflash	14,27

Source: CNBC Indonesia, 2023

The data shows that Make Over is able to compete with other leading brands, generating significant revenue of Rp 15.99 trillion and ranking fourth overall. This indicates strong consumer loyalty toward Make Over products, despite the competitive nature of the market. Customer loyalty to a brand can be influenced by various factors, including brand awareness, customer experience, and the perceived value derived from using the product. Customer experience value is typically categorized into three main dimensions: functional value, emotional value, and social value.

Functional value refers to the practical benefits of the product, such as quality and durability; emotional value pertains to the positive feelings experienced when using the product; while social value reflects consumers' perception of social acceptance or status associated with using a certain brand. Preliminary observations conducted by the researcher in Pantan Labu City revealed that consumers of Make Over cosmetics tend to demonstrate long-term brand loyalty. Many users stated that the products suit their skin types, deliver satisfying results, and enhance their self-confidence in everyday activities. Some consumers even chose Make Over because the brand is registered with BPOM and certified halal, which increases trust and provides social validation in their usage. This study aims to explore in depth the influence of customer experience value—including functional, emotional, and social aspects—on brand loyalty toward Make Over cosmetics among the people of Pantan Labu City. A comprehensive understanding of the factors driving consumer loyalty is expected to provide valuable insights for marketing strategies, particularly for local brands seeking to compete in a globalized market.

LITERATURE REVIEW

The Relationship Between Functional Value and Brand Loyalty

Functional value refers to the utility derived from the actual performance and features of a product. A product with high functionality is typically characterized by reliability, durability, and quality. According to Yeh et al. (2016), functional value significantly influences brand loyalty, where consumers remain committed to a brand because of its tangible benefits. Similarly, Hans (2020) also supports that

functional value contributes positively to loyalty. However, contrasting evidence from Faris et al. (2019) shows that functional value does not have a significant influence on brand loyalty.

Based on previous studies, the hypothesis is proposed as follows:

H1: Functional value has a significant effect on brand loyalty for Make Over cosmetic products among consumers in Panton Labu City, North Aceh Regency.

The Relationship Between Emotional Value and Brand Loyalty

Consumers are often emotionally attached to brands not only for quality or price but due to the emotional experiences associated with them. Emotional value arises from positive feelings such as joy, excitement, or satisfaction when using a product. According to Faris et al. (2019) and Yeh et al. (2016), emotional value has a significant influence on brand loyalty. In contrast, research by Tama & Untoro (2016) found that emotional value does not significantly affect brand loyalty.

Hence, the hypothesis in this study is:

H2: Emotional value has a significant effect on brand loyalty for Make Over cosmetic products among consumers in Panton Labu City, North Aceh Regency.

The Relationship Between Social Value and Brand Loyalty

A brand that reflects important social values—such as halal certification, prestige, or public image—tends to create stronger bonds with consumers. When consumers perceive that using a brand enhances their social status, their loyalty increases. Yeh et al. (2016), Hans (2020), and Faris et al. (2019) concluded that social value significantly affects brand loyalty.

Thus, the hypothesis is:

H3: Social value has a significant effect on brand loyalty for Make Over cosmetic products among consumers in Panton Labu City, North Aceh Regency.

The Relationship Between Functional, Emotional, and Social Value and Brand Loyalty

Brand loyalty is influenced not only by a single dimension of value but often by a combination of functional, emotional, and social aspects. According to Darmawan Poani et al. (2021), Munawwar & Saefuloh (2019), and Rahmad Ilahi & Islamuddin (2023), the combination of these three values plays a significant role in shaping long-term consumer loyalty.

Based on the synthesis of previous studies, the final hypothesis is:

H4: Functional value, emotional value, and social value simultaneously have a significant effect on brand loyalty for Make Over cosmetic products among consumers in Panton Labu City, North Aceh Regency.

The conceptual framework of this study is constructed to guide the research in analyzing the influence between variables and to visually illustrate the hypothesized relationships.

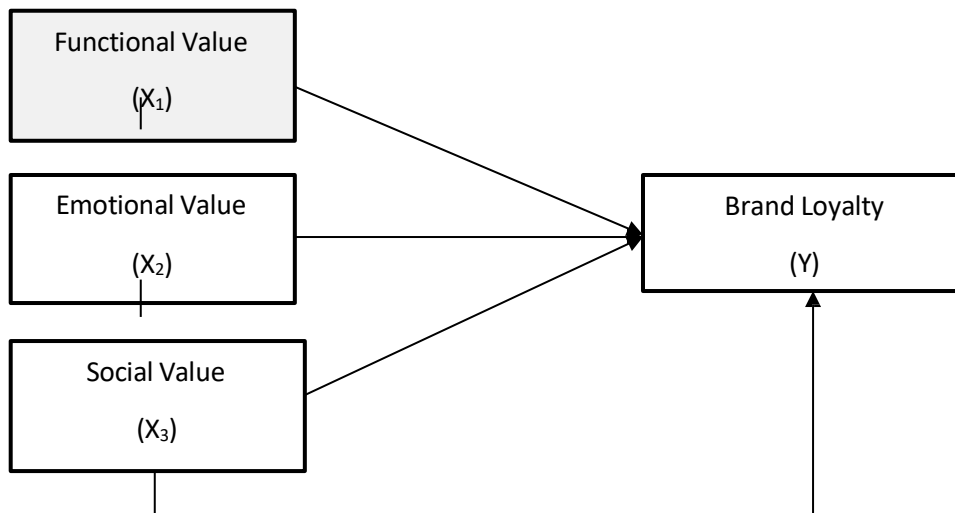


Figure 1 Conceptual Framework of Research

METHOD

This research employs a quantitative approach with an explanatory research design, aiming to explain the causal relationships between variables through statistical analysis. The primary data in this study were collected using a structured questionnaire distributed directly to female MSME actors in Bireuen Regency, Indonesia. The questionnaire was developed by adapting measurement items from several validated previous studies. Specifically, the digital marketing construct was adopted from Muis et al. (2022), marketing innovation from Aksoy (2017), business competitiveness from Muis et al. (2022), and MSME performance from Chege and Wang (2020) as well as Yuliantari and Pramuki (2022).

The sampling technique applied in this research was purposive sampling, which allows the selection of respondents based on specific criteria relevant to the research objectives. The respondents were selected among female MSME owners or managers who have actively engaged in managing their businesses. A total of 144 respondents participated in this study. All participants met the inclusion criteria, namely being female business actors involved in the operations or decision-making processes within their respective MSMEs. To analyze the data and test the proposed hypotheses, the study utilized the Statistical Package for the Social Sciences (SPSS) software version 25. The analysis included descriptive statistics, validity and reliability testing, classical assumption tests, multiple linear regression analysis, and both t-tests and F-tests to determine the significance of the relationships among variables.

RESULTS AND DISCUSSION

Respondent Characteristics

Respondent characteristics refer to the demographic and business-related traits of individuals who participated in this study, such as age, educational background, marital status, type of business, and source of business capital. Understanding these characteristics helps provide a deeper context for interpreting the study's findings. The socio-demographic profile of the respondents is presented in Table 2 below:

Tabel 2 Socio Demographic Profile of Respondents

Variables	Total (N=144)	Percentage
Age:		
20-30 Years	9	6.3
30-39 Years	46	31.9
40-50 Years	69	47.9

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>50 Years	20	13.9
Educational level:		
Junior High School	8	5.6
Senior High School	63	43.8
Diploma	22	15.3
Bachelor	42	29.2
Postgraduate	9	6.3
Marital status:		
Married	135	93.8
Single	9	6.3
Type of business:		
Culinary (Restaurants, cafes, etc.)	44	30.6
Fashion business (Boutique, Tailor, etc.)	44	30.6
Crafts (metal, wood, etc.)	16	11.1
Agricultural/plantation tools	6	4.2
Other services	34	23.6
Venture capital:		
Owner's equity	86	59.7
Venture capital	58	40.3

Source: Research Results (2025)

The data in Table 2 indicates that the majority of respondents (47.9%) were aged between 40 and 50 years, suggesting that most of the participants are in their productive working age. In terms of education, senior high school graduates constituted the largest proportion (43.8%), reflecting a moderate level of educational attainment among the respondents. With regard to marital status, a significant majority of respondents (93.8%) were married, indicating that most female MSME actors surveyed are also engaged in family responsibilities. When looking at business types, the most common sectors were culinary businesses and fashion businesses, each comprising 30.6% of total respondents, followed by other service-related enterprises. In terms of financing, 59.7% of respondents rely on their own capital, while the remaining 40.3% receive funding from partner capital sources, such as bank loans or other financing institutions. These findings suggest that most respondents are financially independent to a certain extent and are actively managing their businesses using self-sourced funds.

Research Instrument Evaluation Test

After collecting the data, an evaluation was conducted to test the validity and reliability of the research instrument. As presented in Table 3, the data are deemed valid and reliable, since the r-count values exceed the r-table value (0.163). Furthermore, Cronbach's alpha coefficients for all variables were greater than **0.60**, which meets the threshold for acceptable internal consistency as proposed by Ghazali (2014). Therefore, it can be concluded that all questionnaire items used in this study are valid and reliable.

Table 3 Results of Data Validity and Reliability Tests

Questionnaire Variables and Items	r-count	r-table	Cronbach's alpha coefficient (≥ 0.60)
Digital Marketing:			
1. Internet-based communication media	0,547	0.163	0,771
2. Efficiency in accessing information about products	0,814		
3. More popular product content	0,731		
4. Fast delivery of customer ordered products	0,732		
5. More updated product information	0,774		

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Questionnaire Variables and Items	r-count	r-table	Cronbach's alpha coefficient (≥ 0.60)
Marketing Innovation:			
1. Innovating in marketing programs	0,664		
2. Building and improving customer relationships	0,757		
3. Sales techniques are always being revised	0,758	0.163	0,745
4. Developing new business models	0,662		
5. Product designs are continuously updated according to customer needs	0,710		
Business competitiveness:			
1. Positive added value	0,765		
2. Unique or rare resources	0,566	0.163	0,637
3. Products that are difficult to imitate	0,727		
4. Sufficient resources	0,563		
5. Ability to compete	0,579		
MSME Performance:			
1. Sales growth	0,438		
2. Capital growth	0,633		
3. Additional workforce every year	0,651	0.163	0,711
4. Market growth and marketing	0,798		
5. Growth in operating profit/profit	0,698		
6. The company's image is getting better	0,650		

Source: Research Results (2025)

Classical Assumption Testing

To ensure the suitability of the regression model, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests.

1. Normality Test

The One-Sample Kolmogorov–Smirnov test was applied to assess data normality.

2. Multicollinearity Test

Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values. If Tolerance > 0.10 and VIF < 10.00, then no multicollinearity is present.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistic	
	Tolerance	VIF
Digital Marketing	0,527	1,896
Marketing Innovation	0,713	1,403
Business competitiveness	0,571	1,752

Source: Research Results (2025)

The results indicate that all independent variables have Tolerance values above 0.10 and VIF values below 10, confirming that the model is free from multicollinearity issues.

3. Heteroscedasticity Test

Heteroscedasticity was tested using the Glejser method via SPSS. According to Ghozali (2018), if the Sig. value > 0.05, the regression model is free from heteroscedasticity symptoms.

Table 5 Heteroscedasticity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
<u>1</u> (Constant)	,218	,105		3,085	,439

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Rata2_X1	-,071	,034	-,238	-2,105	,067
Rata2_X2	,071	,032	,216	2,216	,058
Rata2_X3	-,011	,038	-,032	-,294	,769

a. Dependent Variable: ABS_REST

Source: Research Results (2025)

Since all significance values are greater than 0.05, it can be concluded that the regression model in this study does not exhibit heteroscedasticity.

Multiple Regression Analysis Results

The multiple linear regression analysis in this study aims to examine whether the independent variables digital marketing, marketing innovation, and business competitiveness have a significant influence on the dependent variable, namely the performance of MSMEs. The analysis results using SPSS Version 25 are presented in Table 6 below:

Table 6 Results of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,932	,184		5,055	,000
Digital Marketing	,373	,060	,474	6,265	,000
Marketing Innovation	,176	,056	,204	3,127	,002
Business Competitiveness	,193	,067	,211	2,903	,004

a. Dependent Variable: MSME Performance

Source: Research Results (2025)

Influence of Digital Marketing on MSME Performance

The regression results show that digital marketing has a significant positive influence on the performance of women-owned MSMEs in Bireuen Regency, with a coefficient of 0.373 (37.3%). The t-value of 6.265 exceeds the critical t-table value of 1.98, and the significance level (p-value) of 0.000 is well below the threshold of 0.05. Therefore, Hypothesis 1 (H1) is accepted. This finding confirms that digital marketing efforts—such as internet-based communication, accessible product information, engaging product content, fast delivery, and frequently updated promotions—significantly enhance business performance. This is consistent with the studies by Muis et al. (2022) and Suryanto (2021), who found that digital marketing improves MSME competitiveness and enables effective communication with customers. Similar conclusions were drawn in international contexts, such as Kimathi et al. (2023) in Kenya and Mehralian & Khazaei (2022) in Tehran during the COVID-19 pandemic. Other supporting studies include those by Ajede et al. (2025), Asikin et al. (2024), Fiona et al. (2024), Munizu et al. (2024), and Tatik & Setiawan (2025), which highlight the importance of leveraging digital tools and social media to strengthen MSME marketing performance.

Influence of Marketing Innovation on MSME Performance

The regression analysis also indicates that marketing innovation has a significant positive effect on MSME performance, with a coefficient of 0.176 (17.6%). The t-value of 3.127 exceeds the critical value of 1.98, and the p-value of 0.002 is below 0.05, confirming the acceptance of Hypothesis 2 (H2). This suggests that MSMEs in Bireuen Regency can enhance their performance by implementing innovative marketing strategies, such as revising sales techniques, developing new business models, updating product designs, and improving customer relationships. These findings are in line with the

studies of Khurana et al. (2019), Achi et al. (2022), Taleb et al. (2023), Wahyono & Hutahayan (2021), and Aksoy (2017), all of which affirm that marketing innovation positively impacts business performance. Similar evidence from Carrasco-Carvajal et al. (2023) in Chile strengthens the case for innovation-driven strategies in MSMEs.

Influence of Business Competitiveness on MSME Performance

Lastly, the results show that business competitiveness significantly affects MSME performance, with a coefficient of 0.193 (19.3%). The t-value of 2.903 surpasses the critical value of 1.98, and the p-value of 0.004 is below the alpha level of 0.05. Therefore, Hypothesis 3 (H3) is accepted. This indicates that enhancing competitiveness—such as increasing product value, utilizing unique resources, ensuring product differentiation, maintaining sufficient operational resources, and improving competitive ability—is essential for better MSME performance. These findings are consistent with prior research by Rokhman et al. (2023), Kotler & Armstrong (2018), and Adomako et al. (2023), who emphasize that sustainable performance requires strong competitive strategies. Additionally, Hariyono & Narsa (2024) and Hurdawaty & Tukiran (2024) reinforce the idea that competitiveness is vital for MSME sustainability and global market positioning.

CONCLUSION

Based on the results of data analysis, this study yields several conclusions that provide valuable insights for the sustainability and development of MSME performance, particularly those managed by women in Juang District and Kuta Blang District, Bireuen Regency. First, the findings of this research confirm the first hypothesis, which states that digital marketing has a significant effect on the performance of MSMEs in Bireuen Regency. The digital marketing variable emerged as a highly influential and dominant factor, demonstrating its critical role in enhancing MSME performance. These findings are in line with previous studies, reinforcing the notion that digital marketing capabilities are essential for MSME competitiveness in the digital economy. Second, this study also validates the second hypothesis, which asserts that marketing innovation significantly affects the performance of MSMEs in the region. Marketing innovation was identified as a key driving force that enables MSMEs to respond effectively to market changes and consumer demands.

The consistency of these results with prior research emphasizes the strategic importance of continuous innovation in marketing practices to sustain business growth. Third, the study confirms the third hypothesis, indicating that business competitiveness significantly influences MSME performance in Bireuen Regency. Business competitiveness, including factors such as product differentiation, pricing strategies, and service quality, plays a vital role in ensuring long-term business success. This result aligns with various empirical studies that highlight the necessity of maintaining strong competitive capabilities in dynamic business environments. In summary, all three independent variables—digital marketing, marketing innovation, and business competitiveness—have a significant and positive effect on MSME performance. These findings not only support the theoretical framework of the study but also offer practical implications for MSME development, particularly those led by women entrepreneurs in the region.

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