

The Influence of Social Media and Experiential Marketing on Customer Loyalty in MSMEs in the Fashion Sector at Sentra Distro Trunojoyo Bandung

Novi Kadarini Rahayu

Management Study Program, Sekolah Tinggi Ilmu Ekonomi (STIE) Ekuitas, Bandung, Indonesia

ABSTRACT

Introduction/Main Objectives: Intense competition across industries makes customer loyalty vital for the survival of businesses, including MSMEs. However, MSMEs often struggle with limited resources. The rapid advancement of information technology, especially social media, presents significant opportunities for these businesses to broaden their reach and engage more closely with customers. In this context, experiential marketing emerges as an effective strategy to create memorable experiences that enhance customer loyalty. **Background Problems:** Many fashion MSMEs in Sentra Distro Trunojoyo Bandung have yet to fully leverage social media, particularly in creating engaging content. Customer loyalty is a valuable asset that not only drives repeat purchases but also promotes the brand. **Novelty:** Previous studies have predominantly focused on large companies or MSMEs in other sectors. This study uniquely focuses on fashion MSMEs, which have distinct market dynamics and customer interactions. It also reveals that while social media has great potential, its suboptimal use can negatively affect customer loyalty. **Research Methods:** The study employs a quantitative descriptive method to analyze the impact of social media and experiential marketing on customer loyalty among fashion MSMEs at Sentra Distro Trunojoyo Bandung. Convenience sampling was used to select a sample of 100 respondents from the research population. Data were collected using a questionnaire and analyzed through descriptive and statistical methods with SPSS 27. **Finding/Results:** List the empirical finding(s) and write a discussion in one or two sentences. **Conclusion:** The study concludes that experiential marketing is crucial for boosting customer loyalty in fashion MSMEs at Sentra Distro Trunojoyo Bandung. Conversely, poorly optimized social media usage can harm customer loyalty, making experiential marketing more effective in fostering loyalty than less targeted social media efforts.

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* Novi Kadarini Rahayu at Management Study Program, Sekolah Tinggi Ilmu Ekonomi (STIE Ekuitas), Bandung, Indonesia.
E-mail address: novi.kadarini@ekuitas.ac.id

1. Introduction

Increased competition in various industries makes customer retention and development very important for business continuity, including for Micro, Small and Medium Enterprises (MSMEs). Increasing customer loyalty is one way that businesses can achieve these goals. Customer loyalty itself is a person's tendency to continue to buy products or use services from the same company on an ongoing basis (Sa'adah et al., 2023). MSMEs rely heavily on customers to stay afloat, just like any other business, but the difference is that losing just a few customers can have a huge impact on their bottom line (Direction, 2022), which is why MSMEs need to focus on strategies that help them keep and increase the number of customers.

In general, MSMEs tend to be limited in terms of finances, customer numbers, marketing knowledge and activities, and have little influence in the market. This makes them vulnerable to pressure from larger companies. However, the advantage of MSMEs is their ability to respond to market changes faster than large companies (Matejun, 2014). (Zontanos & Anderson, 2004) said that small businesses can take advantage of marketing by building close relationships with customers, so that they can make a significant contribution to the growth of the company.

The rapid development of information technology today opens up great opportunities for all business people to develop their businesses (Phokwane & Makhitha, 2023). Social media such as Instagram and TikTok have opened the door for all parties to establish closer interactions and partnerships with suppliers, governments, competitors, banks, dealers, retailers, and potential customers, with a wider and easier reach (Ashley & Tuten, 2015). Today, everyone has the same opportunity to start a business online, there is no need to have a physical business such as a shop or warehouse to store goods, and no need for marketing staff for promotion because all of this can be done alone with the help of devices connected to the internet (Gunasekaran et al., 2008). One very effective and efficient medium for companies to establish relationships with all their stakeholders is internet-based social media (Kaplan & Haenlein, 2010).

Although social media offers great opportunities, not all fashion MSMEs in Sentra Distrik Trunojoyo Bandung utilise this platform to its full potential. Some may face challenges in terms of creating engaging content or effectively managing interactions with customers, as a field survey by (Saidah, 2020) found that 40% of respondents stated difficulties in designing visual content that is attractive and in line with the latest trends. This is one of the reasons for the lack of customer engagement and minimal impact on customer loyalty (Ashley & Tuten, 2015).

Customer loyalty is one of the most valuable assets for a business. Loyal customers are not only more likely to make repeat purchases, but also act as brand advocates, provide recommendations to others, and contribute to a positive image of the company. In an increasingly competitive market,

maintaining customer loyalty is becoming an increasingly significant challenge, especially since customers have many alternative choices (Reichheld & W. Earl Sasser, 1990).

Bandung is one of the fashion centres in Indonesia with the rapid development of fashion MSMEs. The city is known as a creative and innovative centre, with many MSMEs offering unique fashion products (Putri, 2018). In the face of intense competition, fashion MSMEs in Bandung are increasingly relying on social media as a tool to build and maintain customer loyalty. Sentra Distro Trunojoyo was chosen because this area is a fashion magnet for Bandung's fashion-loving youth, the clothing choices are diverse and varied, and all are local products (Rajul, 2023).

Social media allows MSMEs to interact directly with customers, introduce new products, and deliver brand messages effectively (Wibisono & Susanto, 2022). Research by (Alpiani et al., 2024) shows that strategic use of social media can increase customer engagement, which in turn can strengthen their loyalty to the brand.

Besides social media, experiential marketing also focuses on creating immersive and memorable experiences for customers (Pine & Gilmore, 1998). In the context of fashion, these experiences can be product launch events, fashion workshops, or personalised shopping experiences (Schmitt, 1999). This concept is believed to increase customer engagement and build stronger relationships with brands. Research by (Dick & Basu, 1994) shows that good experiences and positive interactions through social media can increase customer loyalty.

Therefore, it is important to assess how these two factors influence customer loyalty in the fashion sector. Many studies show that experiential marketing has a significant impact on customer loyalty, as suggested by (Alkilani et al., 2012; Gentile et al., 2007; Schmitt, 1999; M.-Y. Wu & Tseng, 2014), that positive experiences created by brands can increase customer perceptions of brand value, strengthen emotional bonds, and ultimately, increase customer loyalty.

In the increasingly competitive environment of the fashion industry, particularly for MSMEs in Bandung's Sentra Distro Trunojoyo, understanding the factors that drive customer loyalty is crucial for survival and growth. With the rapid evolution of digital marketing and the rise of social media as a dominant platform for customer engagement, MSMEs must adapt and innovate to maintain their customer base. However, many MSMEs are struggling to fully leverage these tools due to limited resources, knowledge, and the challenges of creating effective content that resonates with their target audience. At the same time, experiential marketing presents an opportunity for these businesses to create deeper emotional connections with customers through unique and memorable experiences. Given the significant role that customer loyalty plays in the long term success of MSMEs, there is an urgent need to explore how these marketing strategies social media and experiential marketing can be optimized to enhance customer loyalty in this highly competitive market.

From the exposure of these problems, this study aims to determine how the influence of social media and experiential marketing either individually or simultaneously on customer loyalty at Sentra Distro Trunojoyo Bandung. What is the purpose of the study? Why are you conducting the study? The main section of the article should start with an introductory section, which provides more details about the paper's purpose, motivation, research methods and findings. The introduction should be relatively nontechnical, yet clear enough for an informed reader to understand the manuscript's contribution.

2. Literature Review

Social Media

Social media is a communication service that allows people to communicate and share information simultaneously with anyone and everyone around the world. Through social media, users can perform many activities, including posting reviews, sharing photos/videos, blogging, playing social games, and connecting with others. We use social media to maintain relationships with family or friends, find people with similar interests, and share our thoughts and feelings (Carr & Hayes, 2015).

Social media has the following features: Firstly, users can access the service anytime and anywhere. They can also generate information easily without requiring professional expertise. Second, users can check the online status of other users and interact through live chat if needed. Third, users can easily share information and ideas with other users and pass them on. Fourth, users can strengthen their social relationships by participating in various communities. Finally, users can decide whether to maintain relationships with others using various naming systems, such as the number of friends and favourite lists (Kietzmann et al., 2011). Social media can enhance loyalty programmes in various ways (Naseem & Nikhat, 2022).

Businesses can utilise social media to gather information about customers, discover their interests and preferences, increase word-of-mouth mentions, improve customer satisfaction, and build long-term relationships (Raab et al., 2016). In addition, customer interactions on social media can enable members to maximise the benefits of loyalty programmes and gain more value from the programme experience (H. Wu et al., 2019). For example, what other customers say on social media can influence the customer's perception of the offer provided by the business. In other words, the perceived value of a loyalty programme is influenced through interactions with other customers who transact with the business (Gruen et al., 2006).

(Laroche et al., 2013) showed that customer interaction on social media has a positive impact on customer loyalty. In this study, it was found that active participation in social media such as liking, commenting, and sharing content increased customers' feelings of attachment to the brand, which in turn increased their loyalty. (Hudson et al., 2015) showed that the quality of content shared on social

media increases customer loyalty. Content that is relevant, interesting, and valuable can increase customer engagement, which in turn increases their loyalty to the brand.

(Yang et al., 2022) found that social media marketing activities such as trending, interaction, and word of mouth were found to have a positive and significant impact on customer loyalty. (Tyrväinen et al., 2023; Yum & Yoo, 2023) showed that content on social media has a stronger impact on customer loyalty.

Based on this description, the hypothesis is:

H₁ : Social media has a positive and significant on customer loyalty

Experiential Marketing

Experiential marketing creates special scenarios that allow customers to connect or interact with a brand, thus creating two-way communication (Song et al., 2015). The concept of experiential marketing was first proposed by (Hirschman & Holbrook, 1982). Experiential marketing, as part of a complete consumption experience, is important in understanding customer behaviour (Lemon & Verhoef, 2016). The goal of economic activity should not only focus on results, but should also provide a series of experiences generated by consumption (Quan & Wang, 2004). (Pine & Gilmore, 1998) argue that experiences, as a unique form of economic offering, provide an important competitive advantage and are difficult to replicate. According to (Schmitt, 1999), experiential marketing consists of several main elements, namely:

- a. Senses: Experiences that involve the senses such as sight, hearing, and feeling can create positive associations with brands. Sensory experiences involve customers' five senses such as sight, hearing, touch, taste, and smell. Sensory pleasurable experiences can create strong and positive memories, which in turn can increase customer loyalty (Hultén, 2011).
- b. Feel: Harnessing customer emotions to create a deep connection with the brand. Emotional experiences involve the feelings and emotions that customers feel during interactions with the brand. Positive emotions such as happiness, joy, and satisfaction can increase customer loyalty because they feel they have an emotional bond with the brand (Schmitt et al., 2009).
- c. Think: Encourage customers' intellect through experiences that challenge their minds. Thought-provoking experiences can increase cognitive engagement and customer satisfaction, which in turn increases loyalty (Schmitt, 1999).
- d. Act: Encourage customers to participate in brand-related activities. Active participation in brand activities can increase customer engagement and strengthen their loyalty (Pine & Gilmore, 1998).
- e. Relate: Building social relationships or communities around the brand that strengthen loyalty. Relational experiences involve social interactions between customers and brands, as well as

between customers themselves. These interactions can create a feeling of togetherness and community, which can increase customer loyalty (Gambetti et al., 2012).

After using a product or service, customers will feel satisfaction or dissatisfaction accompanied by expectations before use. The higher the level of marketing experience felt, the higher the customer satisfaction felt (Lee et al., 2010).

(Bramantoko & Maridjo, 2024) showed that experiential marketing has a positive effect on customer loyalty. Research results by (Situngkir & Nuvriasari, 2024) showed that experiential marketing, electronic word of mouth, and brand image were found to have a positive and significant impact on customer loyalty for everwhite beauty products. Likewise, the results of research by (Nurseha & Prayoga, 2023) that experiential marketing in hospitals, based on indicators such as taste, feeling, thinking, acting, and relating, has a significant impact on customer loyalty.

Based on this explanation, the hypothesis is:

H₂ : Experiential marketing has a positive and significant on customer loyalty

Customer Loyalty

A consumer is considered loyal if he or she consistently makes purchases or in certain situations, makes purchases more than once within a predetermined period of time (Griffin, 2005). Customer loyalty is also seen as a reliable marker for predicting future sales growth, with consistent purchasing behaviour as one of its characteristics. From these traits, it is clear that loyal customers are an important asset for the company, and their loyalty can be an indicator of the company's future growth (Griffin, 2005). We must understand customers personally, one by one, in order to have a complete picture of their needs, wants, preferences and behaviour (Kotler & Armstrong, 2008).

Customer loyalty can be defined as how strong a person's attitude towards a particular unit, such as a brand, service, store, or supplier, as well as the tendency to make repeat purchases (Dick & Basu, 1994). (Ishaq et al., 2014) reveal that customer loyalty is a process that develops over time, where customer satisfaction affects quality perceptions which then impacts customer loyalty and intention to take certain actions.

Research conducted by (Rauyruen & Miller, 2007) states that loyalty can be maintained by companies by increasing customer satisfaction and designing a good service system. Loyal attitudes can be built and maintained by focusing on relationship development, as well as creating trust, commitment, and quality service systems. Customer loyalty is an important factor that affects the performance and sustainable growth of the company (Heskett et al., 1994). (Wirtz & Lovelock, 2016) defines loyalty as a willingness to maintain a long-term relationship with a company and recommend the company's products or services to others.

In this study, the customer loyalty variable is measured using three indicators adapted from (Zeithaml et al., 1996), namely: 1) Express positive things about the product, 2) Recommending products to others, and 3) The desire to make repeat purchases of products that have been consumed.

3. Method, Data, and Analysis

This research is a quantitative descriptive study, aims to examine the effect of social media and experiential marketing on customer loyalty in MSMEs in the fashion sector at Sentra Distro Trunojoyo Bandung. This research design was chosen to obtain measurable data and can be statistically analysed to answer the research questions that have been formulated. The population in this study were all MSME customers in the fashion sector at Sentra Distro Trunojoyo Bandung. Due to limited time and resources, convenience sampling technique was used to determine the research sample. Convenience sampling was chosen because it allows researchers to obtain data from respondents who are easily accessible and willing to participate (Annas & Asmirawati, 2023). The number of respondents in this study was 100 people.

In the context of statistical analysis, a sample of 100 respondents is often considered adequate for regression analysis and other statistical tests, especially in studies that focus on specific and localised populations. This number provides researchers with sufficient statistical power to detect relevant effects, in accordance with the research objectives of understanding the influence of social media and experiential marketing on customer loyalty. Assuming the average daily visit at Sentra Distro Trunojoyo Bandung is 500 people, and the researcher targets data collection for 10 days, the total population of visitors who could potentially become respondents is around 5,000 people (500 visitors per day \times 10 days). Of these, not all visitors may be actively involved in consumption activities in MSMEs.

Therefore, the selection of 100 respondents during the research period allows the researcher to focus on customers who are actually engaged in consumption activities in fashion MSMEs, which is more relevant to the research objectives. This number of respondents also conforms to the minimum standard for conducting regression analysis, which requires a sample large enough to avoid bias and ensure the validity of the research results (Green, 1991). Thus, this sample of 100 respondents is considered representative and sufficient to provide generalisable insights in the context of this study. The sample was taken / selected because the sample was at the right place and time (Sugiarto, 2014).

The instrument used in this research is a questionnaire which consists of several parts:

- a. Respondent identity: Includes questions regarding gender, age, frequency of purchase and occupation.
- b. Use of social media: The use of social media is measured through the extent to which respondents utilise social media in finding information about fashion products from

MSMEs, the frequency of social media use, which assesses how often respondents use social media to search for MSME fashion products, the perceived effectiveness of social media as a source of information is also assessed. This indicator assesses the extent to which respondents agree that social media provides useful information about MSME fashion products.

- c. Experiential Marketing: Measures respondents' experience with MSME fashion products and services. Questions include the dimensions of Senses, Feel, Think, Act, and Relate.
- d. Customer Loyalty: Measures the level of respondents' loyalty to fashion MSMEs. Questions include frequency of purchase, brand preference, and willingness to recommend to others.

The questionnaire uses a 5-point Likert scale, with answer options ranging from "strongly disagree" to "strongly agree". The data was collected through a survey using a questionnaire distributed directly to respondents who were easily accessible in several MSME fashion stores in Sentra Distro Trunojoyo Bandung. Data collection was carried out for one month starting from May-June 2024. The data analysis techniques used include descriptive and statistical analysis with the help of SPSS 27. Tests include validity, reliability, multiple linear regression tests, F tests. The regression equation model is:

$$\text{Customer Loyalty} = \beta_0 + \beta_1(\text{Social Media}) + \beta_2(\text{Experiential Marketing}) + \varepsilon \quad (1)$$

4. Result and Discussion

Descriptive Analysis

Table 1 Respondents Profile

Variable	Frequency	Percentage
Gender		
Male	26	26%
Female	74	74%
Age		
18-25 years	43	43%
26-35 years	47	47%
36-45 years	10	10%
Job		
Private Employee	37	37%
Student	18	18%
Housewife	20	20%
Self-employed	25	25%
Purchase Frequency		
Once a week	46	46%
Once every 2-3 Weeks	44	44%
Once a month	10	10%
Source of Information		

Social Media	76	76%
Friends/Family	17	17%
Media	7	7%

Notes : Based on Questionnaires Distributed in May-June 2024 at Sentra Distro Trunojoyo Bandung

Source : Data Processed (2024)

The majority of respondents in this study were women, with a fairly dominant percentage of 74%. This shows that women are more involved or interested in the MSME fashion sector at Sentra Distro Trunojoyo Bandung. The most respondents are in the age range of 26-35 years with a percentage of 47%, followed by the age group 18-25 years with a percentage of 43%. This age group shows that the main consumers of MSME fashion at Sentra Distro Trunojoyo Bandung are young adults and teenagers. The most common occupation of respondents is private employees with a percentage of 37%, followed by self-employed at 25% and housewives at 20%.

Students came in last with 18%. This data shows that private employees are the most dominant group in terms of loyalty to fashion MSMEs at Sentra Distro Trunojoyo Bandung. Most respondents make purchases with a frequency of once a week (46%) and once every 2-3 weeks (44%). Only 10% make purchases once a month. This shows that consumers of fashion MSMEs at Sentra Distro Trunojoyo Bandung tend to make frequent purchases. The majority of respondents get information about MSME fashion products through social media, with a percentage of 76%. This confirms the important role of social media in influencing customer loyalty in the MSME fashion sector. Information from friends/family is also quite significant with a percentage of 17%, while traditional media only accounts for 7%.

It can be concluded that women, especially in the age range of 18-35 years old, who work as private employees or self-employed, and often shop once a week, are the main group that supports loyalty to fashion MSMEs in Sentra Distro Trunojoyo Bandung. Social media plays a very important role as the main source of information for consumers. This data provides useful insights for fashion MSMEs in designing marketing strategies and maintaining the loyalty of their customers.

From descriptive analysis, customers' use of social media to get information about fashion products at Sentra Distro Trunojoyo is generally quite high, with most respondents frequently using social media for this purpose. The strongest indicators are following fashion brands' social media accounts to get the latest updates and social media helping to find products that suit their needs. However, the indicator of interaction with content (like, comment, share) showed the lowest value, with many respondents choosing neutral or disagree. Strengths: The majority of respondents utilise social media as their main source of information and feel that social media is effective in helping them find fashion products that suit their needs. This suggests that social media is successfully functioning as a communication and marketing tool for fashion brands in Sentra Distro Trunojoyo. Weaknesses: Active user engagement in the form of interactions such as likes, comments, and shares is still low. This could be due to several factors, such as less interesting or relevant content, or lack of incentives for customers to interact. This suggests that there is room to improve the content strategy to make it more engaging and encourage higher interaction.

Experiential marketing at Sentra Distro Trunojoyo shows quite positive results, with respondents stating that they enjoy the shopping atmosphere, feel emotionally connected to the brands, and value different shopping experiences. The most outstanding indicators are pleasant experience (senses) and emotional connection (feel) with fashion brands. On the other hand, the indicators of participation in events and motivation to change fashion (act) had the lowest scores. Strengths: Sentra Distro Trunojoyo succeeds in creating a pleasant shopping experience and building a strong emotional connection with customers.

This shows that aspects such as store atmosphere and emotional interaction are the main strengths of experiential marketing here. Customers feel recognised and valued, which is an important

element in building long-term loyalty. Weaknesses: Customer participation in events and the influence of experiential marketing on fashion change is still low. This could be due to a lack of interesting or relevant events, or perhaps the events are not well promoted. This suggests that there is a need to design more engaging and relevant events that can better motivate customer behaviour change.

Customer loyalty to fashion brands at Sentra Distro Trunojoyo is at a fairly good level. Respondents showed a tendency to make repeat purchases and recommend products to others. The strongest indicators are willingness to recommend products to friends and family and frequency of repeat purchases. However, the willingness to keep buying at Sentra Distro Trunojoyo even though there are many other options shows the lowest value, with many respondents feeling neutral or disagreeing. Strength: Customers tend to be loyal to brands in Sentra Distro Trunojoyo, especially in terms of repeat purchases and recommending products to others.

This suggests that the brands here have managed to create a fairly strong relationship with their customers, which is important for business continuity. Weaknesses: While loyalty is good, there is a concern that many customers are neutral or unsure whether they will remain loyal if faced with a large choice of other brands. This may indicate that although there is loyalty, the intense competition and many choices in the market make this loyalty not entirely solid. Sentra Distro Trunojoyo needs to strengthen their unique value and competitive advantage to ensure that customers keep choosing them despite other alternatives.

Statistical Analysis

Table 2 R Square

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.956 ^a	.914	.912	1.12656	.914	512.897	2	97	.000

a. Predictors: (Constant), EM_Total, SM_Total

b. Dependent Variable: LP_Total

Source : Data Processed (2024)

The R^2 value of 0.914 indicates that 91.4% of the variation in customer loyalty can be explained by the independent variables (Experiential Marketing and Social Media). This indicates that the model has a very high predictive power. The Adjusted R^2 of 0.912 indicates that the model used is very good and considers the number of independent variables in the model. The high Adjusted R^2 indicates that the model is not overfitting.

Table 3 ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1301.883	2	650.941	512.897	.000 ^b
	Residual	123.107	97	1.269		
	Total	1424.990	99			

a. Dependent Variable: LP_Total

b. Predictors: (Constant), EM_Total, SM_Total

Source : Data Processed (2024)

The very high and significant F value (p-value <0.05) indicates that the regression model used as a whole is significant. This means that at least one of the independent variables significantly affects customer loyalty. Since the F-statistic value is very high and the p-value is very small, we can conclude that the regression model used is significantly better at predicting the dependent variable than a model that only uses the average of the dependent variable. In other words, the independent variables included in the regression model make a significant contribution towards explaining the variability in the dependent variable.

In practical terms, this means that the independent variables used in the regression model have a strong relationship with the dependent variable, and the model can be trusted to provide better predictions than simply using averages.

Table 4 Multiple Linear Regression Testing

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4.192	.399	10.514	.000
	SM_Total	-.430	.129	-.580	.001
	EM_Total	.551	.063	1.522	.000

a. Dependent Variable: LP_Total

Source : Data Processed (2024)

The multiple linear regression equation formed from the test results is:

$$\text{Customer Loyalty} = 4.192 - 0.430\text{SM} + 0.551\text{EM} + \epsilon \quad (1)$$

This value indicates that when Experiential Marketing and Social Media are zero, the value of customer loyalty is 4.192. This is the baseline value of customer loyalty without the influence of both independent variables. The significant negative coefficient (p-value < 0.05) indicates that increased use of social media correlates with decreased customer loyalty. This may be because social media provides more options and compares different products, thus reducing loyalty to one particular brand. Indicators in social media variables (such as frequency of use, content type, and interaction) may need to be revisited to understand which aspects lead to decreased loyalty.

The results of this study are not in line with research proposed by (Hudson et al., 2015; Laroche et al., 2013), which states that active participation in social media such as liking, commenting and sharing content increases customers' feelings of attachment to the brand, which in turn increases their loyalty. It could be that in this study, customers have not found relevant, interesting, and valuable content to be able to increase their engagement, which will ultimately increase their loyalty to the

brand. The results of this study are in line with research by (Siregar et al., 2023) that social media can have a negative impact on customer loyalty if not managed effectively. Negative reactions from customers on social media can quickly spread and damage brand reputation.

The highly significant positive coefficient on experiential marketing (p -value < 0.05) indicates that an increase in experiential marketing correlates with an increase in customer loyalty. This confirms the importance of providing positive experiences to customers. Experiential marketing dimensions such as Senses, Feel, Think, Act, and Relate all contribute positively to customer loyalty. Optimising each of these dimensions can increase overall customer loyalty. This is in line with research conducted by (Alkilani et al., 2012; Gentile et al., 2007; Schmitt, 1999; M.-Y. Wu & Tseng, 2014), that positive experiences created by brands can increase customer perceptions of brand value, strengthen emotional bonds, and ultimately, increase customer loyalty.

From the test results, it can be concluded that experiential marketing has a significant positive effect on customer loyalty, while social media has a significant negative effect. To increase customer loyalty, MSMEs in the fashion sector at Sentra Distro Trunojoyo Bandung need to focus more on experiential marketing strategies by improving pleasant and meaningful experiences for customers. In addition, social media strategies need to be reviewed to ensure more effective content and interaction in building customer loyalty.

5. Conclusion and Suggestion

From the test results, it can be concluded that experiential marketing has a significant positive effect on customer loyalty, while social media has a significant negative effect. To increase customer loyalty, MSMEs in the fashion sector at Sentra Distro Trunojoyo Bandung need to focus more on experiential marketing strategies by improving pleasant and meaningful experiences for customers. In addition, social media strategies need to be reviewed to ensure more effective content and interaction in building customer loyalty. Empirically, this study provides important insights into the profiles of key consumers of MSME fashion in Bandung's Sentra Distro Trunojoyo, including demographics, purchase frequency, and key information sources. Theoretically, this study enriches the literature on the influence of experiential marketing and social media on customer loyalty, with results showing that experiential marketing has a significant positive influence, while social media has a significant negative influence.

Future researchers may wish to utilise the variables of customer satisfaction, brand trust and perceived value, as these are important dimensions that can complement the understanding of what drives customer loyalty and may provide a more comprehensive view when combined with experiential marketing and social media influence.

These findings can help fashion MSMEs in Sentra Distro Trunojoyo Bandung in designing more effective marketing strategies, which in turn can increase sales and customer loyalty. Partially, understanding the importance of experiential marketing can help MSMEs to focus on creating positive customer experiences, which can strengthen emotional bonds and increase loyalty. This study found that social media, while important as a source of information, has a negative influence on customer loyalty. This may be due to the many options and product comparisons offered through social media, which may reduce loyalty to one particular brand. MSMEs should design more interactive and personalized shopping experiences. This could include special in-store events, more friendly customer service, or unique and memorable shopping experiences that stand out. MSMEs need to conduct a content audit on their social media platforms and evaluate their interaction strategies with customers. Focusing on storytelling, customer testimonials, and content that builds emotional connections could help mitigate the negative impact identified in the study.

This is a new finding that contradicts previous research which states that active participation in social media increases customer attachment and loyalty. Simultaneously, the independent variables used in the regression model have a strong relationship with the dependent variable. However, this study has some limitations that may affect the validity of the results. First, this study used convenience sampling, which means that only customers who were easy to find were used as respondents. This could cause bias in the representation of the population as a whole. Second, the number of respondents used is relatively small, which may reduce the generalizability of the findings of this study. For future research, it is recommended to use a larger sample size to increase the validity and generalizability of the findings. Overall, although this study has limitations, the results still provide valuable insights for fashion MSMEs in the Trunojoyo Bandung Distro Center. Taking into account these limitations, this research can serve as a basis for further studies that are more comprehensive and representative.

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