

## THE INFLUENCE OF BRAND EQUITY AND EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY IN SUSTAINABLE GREEN BEAUTY PRODUCTS : A CASE STUDY OF SENSATIA BOTANICALS IN BANDUNG

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### Abstract

*This study aims to analyze the influence of Brand Equity and Experiential Marketing on Customer Loyalty in the context of sustainable green beauty products, using Sensatia Botanicals as a case study in Bandung City. Sensatia Botanicals, an Indonesian local brand rooted in Bali, is committed to environmental sustainability through the use of natural ingredients, eco-friendly packaging, and ethical business practices. The research method used is descriptive verificative with a quantitative approach. A total of 100 respondents—consumers who have used Sensatia Botanicals products more than once—were surveyed through online questionnaires. Data were analyzed using multiple linear regression. Results show that both Brand Equity and Experiential Marketing significantly and positively influence Customer Loyalty, both partially and simultaneously. Among the two, Brand Equity exerts a stronger effect. These findings indicate that building strong Brand Equity and delivering meaningful customer experiences are key strategies for enhancing customer loyalty. Therefore, it is important for companies to focus on strengthening brand value while providing engaging and memorable experiences to consumers.*

**Keywords:** Brand Equity, Experiential Marketing, Customer Loyalty, Green Beauty, Sensatia Botanicals

### Introduction

The skincare industry in Indonesia has experienced significant growth in recent years. Marta (2025) said that this trend is not only caused by increased awareness of beauty, but also by a healthy lifestyle and concern for environmental sustainability. Skincare products have become a staple, especially for millennials and Gen Z, who are making skincare a part of their daily routine. Along with these changing preferences, consumers are increasingly critical in choosing products, especially those made from natural, safe, and ethical ingredients.

This shift in consumer preferences has encouraged the growth of the *sustainable green beauty* segment, namely care products made from natural materials, using environmentally friendly packaging, and produced ethically (Marta, 2025). According to BPOM data cited by Anam (2024), the cosmetics and personal care industry in Indonesia grew by 21.9% in 2023, with an increase in the number of business actors from 913 companies in 2022 to 1,010 in 2023. Meanwhile, globally, Acme Hardesty (n.d.) estimates that the green cosmetics market will reach USD 25.11 billion by 2025 with an annual growth rate of 15%. In Indonesia itself, Euromonitor (2023) projects the value of the skincare market to reach IDR 100 trillion by 2025.

In the midst of this growth, Sensatia Botanicals has become one of the most prominent local brands in the green beauty segment, thanks to its commitment to the use of natural ingredients and sustainable business practices. Established in Bali since 2000, Sensatia has produced more than 300 natural skincare products that are BPOM certified, halal, and follow GMP standards. The company also adopts recycled packaging, packaging return programs, and other environmental activities. Lucretie (2024) reports that Sensatia recorded a 50% increase in turnover in 2023, with 95% of sales coming from the domestic market. However, despite good business growth, Sensatia's customer loyalty is still not optimal.

The results of the pre-survey conducted on 40 respondents showed that customer loyalty towards Sensatia Botanicals is still relatively low, with an average score of 2.48 and the "Poor" category as seen in Table 1 below:

No	Question	SB	B	CB	TB	ETC	Sum	Average	Information
1	I will continue to buy <i>Sensatia Botanicals</i> Skincare for the next few months.	5	10	12	10	3	124	3,1	Pretty Good
2	I don't have an easy time switching to another skincare brand other than <i>Sensatia Botanicals</i> .	4	6	10	7	13	101	2,52	Not Good
3	I buy various types of products from <i>Sensatia Botanicals</i> (body care, face care, hair care, etc.).	3	6	3	10	18	86	2,15	Not Good
4	I would recommend <i>Sensatia Botanicals</i> products to others.	3	6	3	10	18	86	2,15	Not Good
<b>Sum</b>								<b>9,92</b>	
<b>Average</b>								<b>2,48</b>	<b>Not Good</b>

Source : processed by researcher, 2025

According to Fauziah and Irwanto (2020), one of the strategic approaches that is believed to strengthen customer loyalty is through strengthening *brand equity*, which is consumer perception of the value of a brand which includes four main dimensions: *brand awareness*, *perceived quality*, *brand association*, and *brand loyalty*). According to Suyanto & Pramoho (2020), green *brand image* can make a positive contribution to consumer trust and encourage the formation of loyalty to environmentally sustainable products. However, the pre-survey results also show that the perception of brand equity is still classified as "Not Good", with an average score of 2.50, as seen in Table 2.

No	Question	SB	B	CB	TB	ETC	Sum	Average	Information
1	I know and recognize the <i>Sensatia Botanicals</i> brand as a local skincare product based on natural ingredients.	5	7	8	7	13	104	2,6	Pretty Good
2	I believe that the quality of <i>Sensatia Botanicals</i> products is equal to or better than other skincare brands.	7	3	6	9	15	98	2,45	Not Good
3	I consider <i>Sensatia Botanicals</i> to be a brand that supports a healthy lifestyle and cares for the environment.	4	8	1	11	16	93	2,32	Not Good
4	I am satisfied with <i>Sensatia Botanicals</i> products and want to continue using them in the future.	9	6	3	5	17	105	2,62	Pretty Good
<b>Sum</b>								<b>10</b>	

<b>Average</b>								<b>2,5</b>	<b>Not Good</b>
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In addition to *brand equity*, *experiential marketing* strategies are also becoming increasingly relevant in today's digital era. Smilansky (2019) explained that *experiential marketing* aims to create emotional engagement between consumers and brands through sensory, affective, cognitive, and relational experience elements. Brands that are able to consistently provide positive and meaningful experiences can form long-term emotional relationships with consumers, ultimately strengthening their loyalty to the product. Sensatia has tried to create a consumer experience through natural store design, product testers, and natural ingredient education. However, the results of the pre-survey show that the implementation of this strategy is still not optimal, with an average score of 2.47.

No	Question	SB	B	CB	TB	ETC	Sum	Average	Information
1	When using Sensatia Botanicals skincare products, I feel a natural scent and pleasant texture.	3	10	2	6	19	92	2,3	Not Good
2	I feel calmer and more confident after using Sensatia Botanicals products.	7	3	6	9	15	98	2,45	Not Good
3	Sensatia Botanicals products make me think more critically about the importance of choosing eco-friendly and natural products.	5	2	6	11	16	89	2,22	Not Good
4	After trying Sensatia Botanicals, I became more concerned about a healthy lifestyle and sustainability.	9	6	3	5	17	105	2,62	Pretty Good
5	I feel connected to the community of natural skincare lovers who also use Sensatia Botanicals products.	9	6	3	6	16	106	2,65	Pretty Good
<b>Sum</b>								<b>14,875</b>	
<b>Average</b>								<b>2,47</b>	<b>Not Good</b>

Source : processed by researcher, 2025

This study aims to analyze the influence of brand equity and experiential marketing on customer loyalty in Sensatia Botanicals skincare products. The results of the research are expected to make a theoretical contribution to the development of sustainable marketing literature, as well as strategic input for companies in increasing customer loyalty in the midst of competitive skincare industry competition.

### Method

This study employs a quantitative approach using an explanatory research design aimed at analyzing the influence of Brand Equity and Experiential Marketing on Customer Loyalty in the context of sustainable green beauty products. The case study focuses on consumers of Sensatia Botanicals in Bandung City. Explanatory research is selected for its purpose of explaining causal relationships between variables in an objective and measurable manner. The research method used is a survey, and data were collected through questionnaires for primary data and literature reviews for secondary data from relevant sources.

The population in this study includes consumers who have purchased and used Sensatia Botanicals products and reside in Bandung. The sample was determined using purposive sampling, a non-probability

sampling technique that selects respondents based on specific criteria aligned with the study's objectives. The criteria included: individuals who have used Sensatia Botanicals products, are at least 17 years old, and live in Bandung. The study involved 100 respondents, with the sample size calculated using Hair et al.'s (2018) formula based on the number of research indicators.

The research instrument used was a structured questionnaire, developed based on indicators from the three main variables: Brand Equity (five dimensions), Experiential Marketing (five dimensions), and Customer Loyalty (four dimensions). Each indicator was measured using a five-point Likert scale ranging from "strongly disagree" to "strongly agree." To ensure data quality, validity tests were conducted using Pearson Product-Moment correlation, while reliability was assessed using Cronbach's Alpha, with a threshold of  $\alpha \geq 0.6$  indicating acceptable reliability.

Before conducting regression analysis, classical assumption tests were performed to ensure the data met the requirements for parametric statistical analysis. These included the normality test (using the Kolmogorov-Smirnov method) to verify the data distribution, the multicollinearity test (by examining Tolerance and Variance Inflation Factor values) to detect correlations among independent variables, and the heteroscedasticity test to check for unequal variance in regression residuals.

Hypothesis testing was carried out using inferential statistics. A t-test was employed to evaluate the partial effects of each independent variable (Brand Equity and Experiential Marketing) on Customer Loyalty. Meanwhile, an F-test was conducted to assess the simultaneous effect of the independent variables on the dependent variable. Additionally, the coefficient of determination ( $R^2$ ) was calculated to measure the extent to which the independent variables explain variations in the dependent variable. All statistical analyses were processed using SPSS.

## Results and Discussion

This study involved a total of 100 respondents, consisting of 9 males and 91 females. The majority of respondents were within the age range of 17–25 years, totaling 61 individuals, followed by 18 respondents aged 25–30 years, and the remaining 21 respondents were over the age of 30. Most of the participants were customers who had purchased Sensatia Botanicals products more than four times, totaling 39 individuals, indicating a high level of experience and engagement with the brand.

The results of the instrument validity test, conducted using SPSS, showed that all statement items under the variables of Brand Equity (X1), Experiential Marketing (X2), and Customer Loyalty (Y) were deemed valid, as the calculated r-value exceeded the r-table value (0.166). Therefore, the questionnaire is considered valid and appropriate for use in this research.

Table 1  
Reliability test

Variabel	Cronbach Alpha	Kriteria	Keterangan
<i>Brand Equity (X1)</i>	0,614	0,60	Reliabel
<i>Experiential Marketing (X1)</i>	0,677		Reliabel
<i>Loyalitas Pelanggan (Y)</i>	0,664		Reliabel

Based on Table 1, it can be observed that all variables in this study are considered reliable, as they have Cronbach's Alpha values above 0.60, namely Brand Equity (0.614), Experiential Marketing (0.677), and Customer Loyalty (0.664). Therefore, the instruments used in this study have met the reliability requirements.

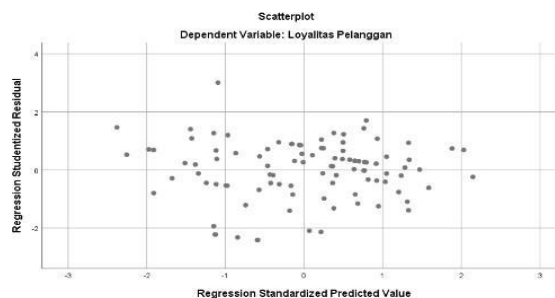
For the normality test using the Kolmogorov-Smirnov method, the significance value obtained was 0.105, which is greater than 0.05. This indicates that the data are normally distributed.

Tabel 2  
Multiple analysis test Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	sig	Collinearity Statistics	
		B	Std error	beta			Toleranc	VIF
1	(Constant)	15.682	3.194		4.911	.000		
	<i>Brand Equity</i>	.167	.078	.210	2.150	.034	.951	1.051
	<i>Experiential Marketing</i>	.177	.076	.229	2.342	.021	.951	1.051

Furthermore, based on the results of the multicollinearity test presented in Table 2, the Tolerance value was found to be 0.951 (greater than 0.1), and the Variance Inflation Factor (VIF) value was 1.051 (less than 10) for both independent variables, namely Brand Equity ( $X_1$ ) and Experiential Marketing ( $X_2$ ). These results indicate that there is no indication of multicollinearity in the regression model used in this study.

Tabel 3  
Heteroscedasticity Test



Based on the results of the heteroscedasticity test presented in Table 3, the residual plot shows a random distribution of points above and below the zero axis. Therefore, it can be concluded that the regression model used does not exhibit any indication of heteroscedasticity.

In the multiple linear regression analysis, the resulting regression equation is as follows:  $Y = 15.682 + 0.167X_1 + 0.177X_2$ . From this equation, it can be seen that Brand Equity ( $X_1$ ) and Experiential Marketing ( $X_2$ ) have a positive influence on Customer Loyalty ( $Y$ ).

The coefficient value for Brand Equity is 0.167, indicating that a one-unit increase in Brand Equity leads to an increase of 0.167 units in Customer Loyalty, with a significance value of  $0.034 < 0.05$ . Similarly, the coefficient for Experiential Marketing is 0.177, meaning that a one-unit increase in Experiential Marketing increases Customer Loyalty by 0.177 units, with a significance value of  $0.021 < 0.05$ .

Thus, it can be concluded that both independent variables have a significant partial effect on Customer Loyalty.

Tabel 4  
F Test

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	158.126	2	79.063	6.483	.002b
	Residual	1182.874	97	12.195		
	Total	1341.000	99			

In the simultaneous test (F-test), the F value was found to be 6.483 with a significance level of 0.002, which is less than 0.05. This indicates that Brand Equity and Experiential Marketing have a significant simultaneous

effect on Customer Loyalty. Therefore, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted.

Tabel 5  
T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std error	beta		
1	(Constant)	15.682	3.194	4.911	.000
	<i>Brand Equity</i>	.167	.078	2.150	.034
	<i>Experiential Marketing</i>	.177	.076	2.342	.021

The t-value for Brand Equity (X1) is 2.150, which is greater than the critical value of 1.984, with a significance level of 0.034 ( $< 0.05$ ). Therefore,  $H_0$  is rejected and  $H_1$  is accepted, indicating that Brand Equity significantly influences Customer Loyalty (Y).

Similarly, the t-value for Experiential Marketing (X2) is 2.342, also exceeding the critical value of 1.984, with a significance level of 0.021 ( $< 0.05$ ). Thus,  $H_0$  is rejected and  $H_2$  is accepted, confirming that Experiential Marketing significantly affects Customer Loyalty (Y).

Tabel 6  
Determination Coefficient Model Summary Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343 <sup>a</sup>	.118	.100	3.49207

Based on Table 4, the results of the coefficient of determination ( $R^2$ ) test show an  $R^2$  value of 0.118, indicating that **11.8% of the variation in Customer Loyalty is explained by the Brand Equity and Experiential Marketing variables**, while the remaining 88.2% is attributed to other variables not included in this model.

#### The Influence of Brand Equity on Customer Loyalty

The analysis revealed that brand equity has a positive and significant influence on customer loyalty. Consumers appreciated the product attributes and quality offered by Sensatia Botanicals, although full loyalty has yet to be achieved, as indicated by an average score of 3.30 (moderately good category). This implies that while many consumers recognize the brand, emotional attachment and repeat purchasing behavior can still be strengthened. Key dimensions such as brand awareness, perceived quality, and brand association need further reinforcement to foster long-term customer loyalty.

#### The Influence of Experiential Marketing on Customer Loyalty

Experiential marketing also shows a positive and significant impact on customer loyalty. With an average score of 3.39, customers reported a fairly positive sensory and emotional experience while using Sensatia Botanicals products. However, this experience has not yet created a strong sense of exclusivity or special connection. Therefore, experiential aspects such as personal interaction, appealing packaging, natural scents, and customer education should be further optimized to build deeper emotional bonds between the brand and its customers.

#### Simultaneous Influence of Brand Equity and Experiential Marketing

Simultaneously, brand equity and experiential marketing significantly influence customer loyalty. The F-test results show that both variables together explain 11.8% of the variance in customer loyalty, with the rest influenced by other factors. The regression equation obtained is:  $Y = 15.682 + 0.167 (\text{Brand Equity}) + 0.177 (\text{Experiential Marketing})$ . This finding confirms that improvements in either or both of these factors can lead to an increase in customer loyalty toward Sensatia Botanicals.



## Conclusion

This study concludes that both Brand Equity and Experiential Marketing have a positive and significant effect on customer loyalty toward Sensatia Botanicals. Although the brand is well-known, customer loyalty remains moderate, indicating room for improvement. Together, the two variables explain 11.8% of the variance in loyalty, suggesting that enhancing brand value and customer experience can contribute to stronger consumer attachment and repeat purchases.

## Suggestions

Enhance Brand Equity by improving brand visibility, product quality perception, and sustainability-driven messaging. Improve Experiential Marketing through richer sensory experiences, engaging storytelling, and stronger community interaction. Encourage Loyalty via rewards, personalized experiences, and consistent communication of brand values. Future research should consider additional variables like trust and satisfaction to better understand loyalty drivers.

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