



Brand Loyalty as a Catalyst for Growth: Leveraging Innovative Brand Experience to Enhance Market Success for a Small Clothing Brand

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ABSTRACT: This research entitled "Brand Loyalty as a Catalyst for Growth: Leveraging Brand Experience to Enhance Market Success for Small Clothing Brands in Triple Two Reworks" aims to identify strategies that can increase brand loyalty and market growth for small clothing brands. This research focuses on Triple Two Reworks, a local brand that specializes in redesigning used clothing into new fashion products that are aesthetically pleasing and sustainable. This study reveals that brand loyalty plays a critical role in the long-term success of a brand, especially for small clothing brands that often face limited resources and challenges in reaching a wider audience. This research uses a qualitative approach with in-depth analysis of positive Triple Two Reworks brand experiences, as measured through indicators of customer satisfaction and their engagement with the brand. The research results show that superior brand experience can increase customer loyalty and market success. Triple Two Reworks can leverage positive brand experiences through a branding strategy that includes providing a personalized shopping experience, product customization options, and responsive customer support. Additionally, the adoption of sustainable fashion trends and limited-edition collections can attract environmentally conscious and fashionable consumers, thereby expanding market share and increasing competitiveness. This research concludes that by optimizing the brand experience, Triple Two Reworks can build strong customer loyalty and achieve sustainable market growth.

KEYWORDS: Affective brand experience, Behavioral brand experience, Intellectual brand experience, Loyalty, Self-brand connection, Sensory brand experience.

INTRODUCTION

Fashion encompasses not only the styles and designs of clothing chosen to enhance appearance and comfort but also reflects cultural identity and societal changes. It showcases creativity and adapts past trends to modern contexts. In Indonesia, fashion evolves through cultural adaptation, identity, consumption, and diffusion of innovation theories. Global access to social media accelerates trend transfer, influencing local brands like Triple Two Reworks, which redesigns used clothing for sustainability. E-commerce advances facilitate their growth in domestic and international markets. Triple Two Reworks operates by researching market trends, designing, and collaborating with manufacturers. They create samples, promote collections through photo shoots, and sell via platforms like Instagram, TikTok, Tokopedia, and Shopee. This multi-channel strategy increases market coverage and customer engagement [1].

Brand loyalty, crucial for small clothing brands, drives sustainable growth and market success. Loyal customers make repeat purchases and promote the brand, reducing marketing costs. Positive brand experiences, including product quality and personalized customer service, enhance loyalty. Effective communication and a pleasant shopping experience further strengthen customer relationships. Small brands can achieve significant success by focusing on brand experiences, differentiating themselves from larger competitors, and fostering long-term sustainability [2].

Anime, a global cultural phenomenon, inspired Muhammad Al Ghifary to create Triple Two Reworks, a brand specializing in high-quality, limited-edition anime-themed clothing. Triple Two Reworks uses durable textiles, ensuring each garment's longevity and exclusivity. The brand's unique designs are based on popular anime series and characters, with each design produced in limited quantities to maintain exclusivity and value. This strategy fosters excitement and anticipation among customers. Triple Two Reworks stands out in the fast fashion industry by emphasizing quality, exclusivity, and unique designs, cultivating a loyal customer base that appreciates the brand's artistry and attention to detail [3].

Small clothing brands face challenges in building and maintaining market share. Brand loyalty is crucial for growth, driving customer retention and attracting new customers through word-of-mouth. Building brand loyalty requires more than quality



products; a superior and consistent brand experience is essential. This research explores strategies for small clothing brands to leverage brand experience to build loyalty and drive growth, identifying best practices and providing actionable recommendations [4].

The following is the hypothesis formulation proposed to be tested for truth in research conducted on Brand Loyalty as a Catalyst for Growth: Leveraging Innovative Brand Experience To Enhance Market Success For a Small Clothing Brand:

H1 : Self-brand connection is positively associated with brand loyalty

H2 : Self-brand connection is positively associated with brand experience

H3 : Brand experience mediates the association between self-brand connection and brand loyalty

LITERATURE REVIEW

1. Fashion/Outfits

Fashion is not just about covering the body but also a form of expressing social identity and economic status. Indicates that clothing choices influence self-perception and social interactions, highlighting the role of fashion in identity formation [5]. Fashion fulfills psychological needs such as self-expression and sensory experiences, allowing individuals to convey their personality and emotions [6]. Fashion trends reflect modern lifestyles and indicate social and cultural changes. These trends showcase shifts in values, norms, and aesthetics, demonstrating that fashion evolves with social, political, and economic dynamics. In summary, fashion significantly impacts society beyond its practical function. It influences self-identity and social perception, meets psychological needs, and mirrors social and cultural changes. Fashion communicates individual identity and provides insights into broader societal shifts, reflecting and shaping social and cultural structures [7].

2. Self-Brand Connection

Self-brand connection (SBC) describes the extent to which consumers integrate a brand into their personal identity. Consumers with a strong SBC show higher loyalty and willingness to pay more due to emotional attachment and a sense of belonging [8]. SBC enhances emotional bonds, increasing brand advocacy and repurchase intentions, as consumers align the brand's values with their own [9]. SBC as a meaningful relationship between a brand and a consumer's identity, with indicators including personal connection, identity reflection, and communication of self through the brand. Intellectual Brand Experience (IBE) involves cognitive interactions like critical thinking and learning, which are crucial for building loyalty and engagement. Brands that stimulate intellectual engagement through educational content create strong emotional bonds, positive perceptions, and trust. Integrating IBE in marketing strategies differentiates brands from competitors and fosters long-term consumer relationship [10].

3. Sensory Brand Experience

Sensory brand experience (SBE) involves the overall perception of a brand through sensory stimuli like sight, hearing, touch, smell, and taste. SBE plays a crucial role in creating engaging brand interactions, extending beyond traditional advertising. Brands use sensory elements in their environments, products, and communications to evoke emotional responses and boost consumer engagement [11]. Optimizing SBE involves stimulating sensations, feelings, cognitions, and responses through brand design, identity, marketing communications, and associated environments [12]. This includes not just visual aspects but also sound, touch, taste, and aroma, providing a holistic experience for consumers. For example, specific scents in stores can evoke positive memories, and background music can create a pleasant atmosphere. SBE builds emotional bonds with consumers, enhancing satisfaction and fostering loyalty through positive sensory experiences. This emotional connection makes consumers more likely to return and make repeat purchases, and generates positive word-of-mouth, expanding the brand's reach [13]. SBE is to increase brand equity, affective commitment, and overall customer satisfaction. When these elements work together, they enhance brand competitiveness, customer loyalty, and profitability. In conclusion, SBE involves a brand's comprehensive perception through sensory stimuli, playing a vital role in creating engaging interactions and emotional connections. Positive sensory experiences drive repeat purchases, good word-of-mouth, and increase brand equity, loyalty, and profitability [14].

4. Affective Brand Experience

Affective brand experience is vital in modern marketing, creating emotional connections between brands and consumers, as highlighted. In today's digital era, where consumers have endless information and product choices, brands that evoke strong emotions, such as Apple and Nike, build lasting loyalty through emotional narratives and immersive experiences. Advanced technologies like AI and data analysis enable personalized experiences, enhancing emotional bonds. Quick response and empathy



in handling consumer issues can transform negative experiences into positive ones, further strengthening emotional connections [14]. Direct interactions through brand events or stores create memorable experiences, fostering long-term loyalty and competitive advantage. Affective experience as the emotions and bonds formed between brands and consumers through interactions [9]. Emotions range from immediate reactions to lasting feelings influenced by the brand. In conclusion, affective brand experience involves the emotions elicited from consumer interactions with a brand, whether positive (happiness, satisfaction) or negative (sadness, disappointment). These experiences strengthen emotional connections and contribute to brand loyalty, ensuring consumers continue to choose the brand in the future [13].

5. Behavioral Brand Experience

Behavioral Brand Experience (BBE) refers to how direct interaction with a brand influences consumer behavior. Such interactions, like brand events or product engagement, enhance consumers' emotional and cognitive involvement, creating memorable and valuable experiences [15]. Positive brand experiences increase repurchase intentions and word-of-mouth recommendations, expanding the brand's reach through personal endorsements. A satisfying brand experience strengthens the emotional bond between consumers and the brand, fostering long-term loyalty. Consumers with an emotional connection to a brand are more likely to remain loyal despite competition. BBE is essential for creating positive memories and building strong, lasting relationships with consumers. By providing immersive and memorable experiences, brands can cultivate a loyal customer base that returns for repeat purchases and advocates for the brand. In summary, BBE focuses on direct interactions that enhance emotional and cognitive engagement, increase repurchase intent, and strengthen long-term loyalty, ultimately benefiting the brand [9].

6. Intellectual Brand Experience

Intellectual brand experience (IBE) involves consumer interactions with brands that engage cognitive processes like critical thinking and learning [16]. IBE is crucial in building brand loyalty and increasing consumer engagement [2]. Brands that stimulate intellectual engagement through educational content or inspiring stories create stronger emotional bonds and enhance positive perceptions and trust [17]. Brands offering in-depth, thought-provoking content achieve higher customer retention and loyalty, as such engagement leads to stronger recommendations and long-term relationships [18]. Thus, IBE is key to both immediate success and sustained brand-consumer connections.

7. Brand Loyalty

Brand loyalty reflects the strong emotional and functional connection between consumers and a brand. Customer's tendency to stick with a brand despite cheaper or different offers from competitors, showcasing trust and satisfaction with the brand's quality and consistency [19]. loyal customers consistently choose the same brand and are less swayed by promotions or discounts from competitors, making brand loyalty crucial for repeat purchases and positive word-of-mouth [20].

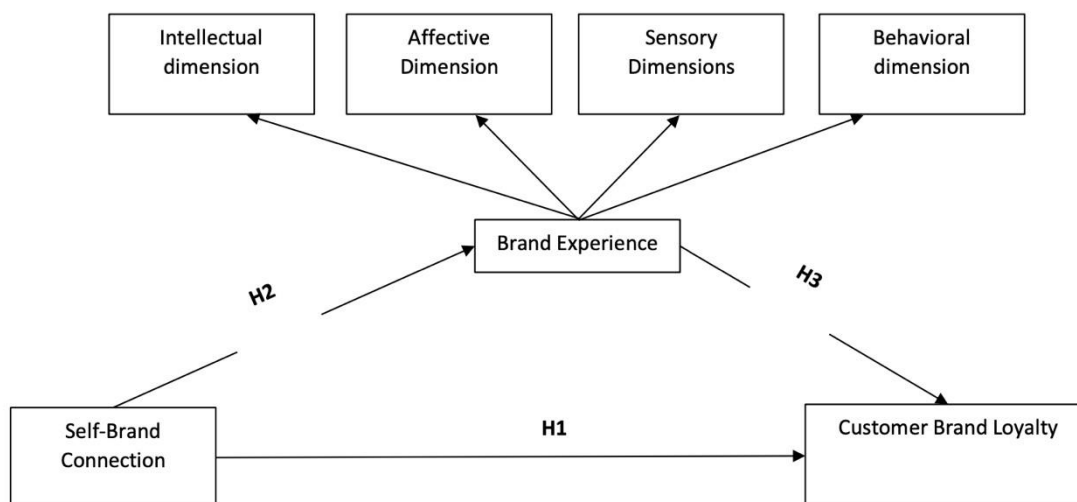


Figure 1. Framework Thinking



METHODOLOGY

This research employs a descriptive quantitative design, focusing on systematic analysis of consumer behavior and brand loyalty for Triple Two Reworks. Using Structural Equation Modeling (SEM) with Partial Least Squares (PLS), the study involves data collection from 386 consumers, selected through purposive sampling. Respondents, aged 18-35, are evaluated based on their brand loyalty, purchasing habits, and engagement with social media and e-commerce. The study uses a Likert scale for questionnaire responses to measure variables such as self-brand connection, sensory brand experience, and loyalty. Data analysis involves descriptive statistics to summarize findings and SEM-PLS to model relationships between variables. The measurement model is assessed for convergent and discriminant validity, composite reliability, and goodness of fit, ensuring accurate and reliable results. Structural model evaluation tests hypotheses based on t-statistics and p-values to confirm or reject assumptions about brand loyalty and market success [21].

DISCUSSION

In this research, a quantitative approach is used to examine how brand loyalty can drive growth and enhance market success for the small clothing brand Triple Two Reworks. Data is collected through surveys from the target market and analyzed using Partial Least Squares (PLS) methods. The analysis begins with an external loading test to verify that indicators accurately measure the intended constructs. Construct reliability is assessed through Composite Reliability (CR) and Cronbach's Alpha, with values exceeding 0.7 indicating good reliability. Convergent validity is evaluated by Average Variance Extracted (AVE), where values above 0.5 demonstrate strong indicator correlation. Discriminant validity is checked to ensure that indicators do not overlap between different constructs. To address multicollinearity issues, a collinearity test is conducted, and the model's explanatory power is assessed using R-Square analysis. Goodness-of-fit is measured by Standardized Root Mean Square Residual (SRMR). Through hypothesis testing, the research aims to identify significant relationships between variables, providing valuable insights into effective branding strategies for increasing Triple Two Reworks' market penetration.

1. Respondent Profile

Table 1. Respondent Profile Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<17 years	12	3.1	3.1	3.1
	18-23 years old	158	40.9	40.9	44.0
	24-29 years old	206	53.4	53.4	97.4
	30-35 years old	10	2.6	2.6	100.0
	Total	386	100.0	100.0	

The majority of respondents in the study were aged 18-29 years, with 53.4% in the 24-29 year range and 40.9% in the 18-23 year range. The age groups <17 years and 30-35 years comprised only 3.1% and 2.6%, respectively. This indicates that Triple Two Reworks primarily attracts younger customers aged 18-29, suggesting that their marketing strategy and brand experience effectively appeal to this demographic.

Table 2. Respondent Profile Based on "How many years have you been following 222Reworks on social media?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2020	54	14.0	14.0	14.0
	2021	43	11.1	11.1	25.1
	2022	87	22.5	22.5	47.7
	2023	156	40.4	40.4	88.1
	2024	46	11.9	11.9	100.0
	Total	386	100.0	100.0	



Based on the respondent profiles, 156 people (40.4%) began following Triple Two Reworks in 2023, indicating a significant spike likely due to effective marketing campaigns. Prior to 2023, follower growth was steady, with 54 respondents (14%) in 2020, 43 (11.1%) in 2021, and 87 (22.5%) in 2022. The year 2024 also saw notable growth with 46 respondents (11.9%). This data suggests that 2023 was a pivotal year for increasing the brand's social media following.

Table 3. Respondent Profile Based on "Have you ever purchased any product from 222 reworks?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	365	94.6	94.6	94.6
	No	21	5.4	5.4	100.0
	Total	386	100.0	100.0	

Based on the respondent profile, 365 out of 386 respondents (94.6%) have purchased from Triple Two Reworks, demonstrating strong brand loyalty. Only 21 respondents (5.4%) had never bought from the brand, indicating that Triple Two Reworks has successfully reached most of its target market. The high purchase rate presents opportunities for enhancing customer retention and loyalty programs. Additionally, the 5.4% of non-purchasers highlights potential for broader marketing strategies. These insights suggest Triple Two Reworks should focus on improving product quality and customer experience to maintain and boost satisfaction and loyalty.

Table 4. Profile based on "how many products have you purchased at 222 reworks?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	161	41.7	41.7	41.7
	2	121	31.3	31.3	73.0
	3	44	11.3	11.3	84.3
	4	35	9.1	9.1	93.4
	5	25	6.6	6.6	100.0
Total		386	100.0		

Based on Table 4.5, the majority of respondents have purchased one product (161 respondents, 41.7% of 386). Additionally, 121 respondents (31.3%) bought two products, 44 respondents (11.3%) bought three, 35 respondents (9.1%) bought four, and 25 respondents (6.6%) bought five. Overall, 73% of respondents purchased between one and two products, reflecting significant interest and indicating potential for increased customer loyalty. The increasing cumulative percentage suggests stable interest and satisfaction, with opportunities for growth through continued marketing and maintaining product quality.

Table 5. Respondent Profile Based on "What new product line do you think this exclusive anime brand should release next?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hoodies	159	41.2	41.2	41.2
	T shirts	26	6.7	6.7	47.9
	Knitwear	5	1.3	1.3	49.2
	Sweaters	192	49.7	49.7	99.0
	Work Jacket	4	1.0	1.0	100.0
	Total		386	100.0	100.0

The data analysis indicates strong brand loyalty among respondents, with most having purchased from Triple Two Reworks. Customers prefer new products like hoodies and sweaters, with hoodies being the top choice. In contrast, knitwear and work jackets show lower demand. These insights can guide Triple Two Reworks in focusing their product development on popular, comfortable, and stylish options.



Table 6. What new accessories do you think this exclusive anime brand should release next?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Key chain	41	10.6	10.6	10.6
	Key chain	145	37.6	37.6	48.2
	Bag/tote bag/sling bag	163	42.2	42.2	90.4
	Sock	37	9.6	9.6	100.0
	Total	386	100.0	100.0	

The research shows that Triple Two Reworks appeals strongly to young people aged 15 to 30, with over 90% of respondents having purchased their products. Bags, totetbags, and key chains are the most popular items, reflecting the brand's success in aligning with the preferences and needs of its target market. This indicates strong brand loyalty among its young consumer base.

2. Descriptive Analysis

Table 7. Descriptive Analysis Self Brand Connection

Indicator	Mean
X1.1	3.67
X1.2	3.99
X1.3	3.63
X1.4	3.67
X1.5	3.69

Triple Two Reworks has a fairly strong self-brand connection, with indicators averaging 3.67 and 3.69. The highest score of 3.99 for X1.2 shows strong brand identification among consumers, while a slightly lower score of 3.63 for X1.3 suggests areas for improvement. To enhance brand loyalty, Triple Two Reworks should leverage its existing relationships by emphasizing unique brand elements, increasing emotional engagement through personalized marketing, and addressing weaker connection areas with targeted feedback and engagement initiatives. Consistent brand messaging across all channels will further strengthen brand identity, satisfaction, and overall market success.

Table 8. Descriptive Analysis Brand Experience

Indicator	Mean
Z1	3.78
Z2	3.34
Z3	3.73
Z4	3.60
Z5	3.65
Z6	3.47
Z7	3.42
Z8	3.52
Z9	4.02
Z10	3.57
Z11	3.49
Z12	3.97

Triple Two Reworks shows a positive brand experience, with indicators Z9 (mean value 4.02) and Z12 (mean value 3.97) indicating very strong consumer perceptions. To leverage these positive experiences, TTR can enhance brand loyalty by focusing on exceptional customer engagement, including personalized shopping experiences, unique product customization, and responsive support. Emphasizing high-quality, exclusive clothing and adopting trends like sustainable fashion can attract new customers and align with evolving consumer preferences. Maintaining quality is crucial for branding. Consistent provision of durable, stylish, and ethically sourced products, supported by rigorous quality assurance, can reinforce TTR’s reputation as a trusted leader. This approach not only boosts brand loyalty but also distinguishes TTR from competitors, fostering long-term success and growth.

Table 9. Descriptive Analysis of Customer Brand Loyalty

Indicator	Mean
Y1	3.60
Y2	3.97
Y3	3.51
Y4	3.96
Y5	3.88
Y6	3.66
Y7	4.12

Triple Two Reworks' brand experience, with indicators Z1 to Z12 averaging between 3.34 and 4.02, shows a generally positive consumer perception. Notably, Z9 (mean 4.02) and Z12 (mean 3.97) reflect very strong experiences. Leveraging these positive experiences, TTR can boost brand loyalty and market success by focusing on personalized shopping, unique product customization, and responsive customer support. To enhance brand loyalty and attract new customer segments, TTR should adopt trends like sustainable fashion and limited-edition collections, aligning with contemporary consumer preferences. Consistently delivering high-quality, durable, and ethically sourced products will strengthen TTR's market position and differentiate it from competitors. In summary, by leveraging positive brand experiences and focusing on service and quality, Triple Two Reworks can increase customer loyalty, capitalize on growth opportunities, and solidify its industry leadership.

3. Partial Least Square (PLS-SEM) Analysis Results

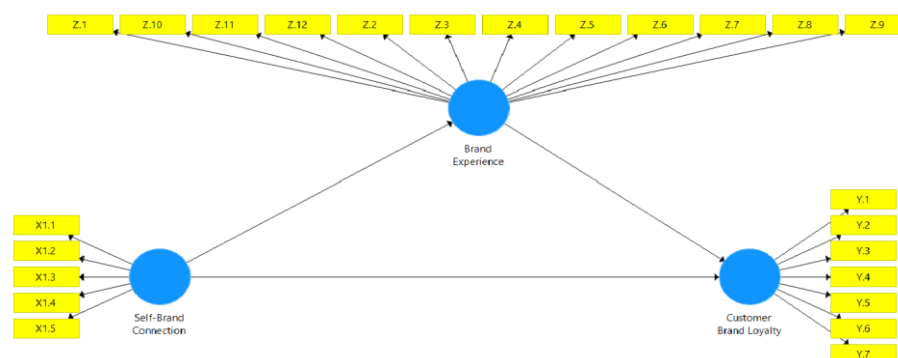


Figure 2. Partial Least Square (PLS-SEM)

A flow diagram visually represents the theoretical model by mapping the cause-and-effect relationships between variables. Each variable is shown as a node, with arrows indicating the direction of influence. This clear, systematic approach helps in understanding the connections and interdependencies within the model. Annotations and labels in the flowchart provide additional context, making it easier for researchers to grasp the relationships and guide further investigations.

4. Indicator Reliability Test (Outer Loading)

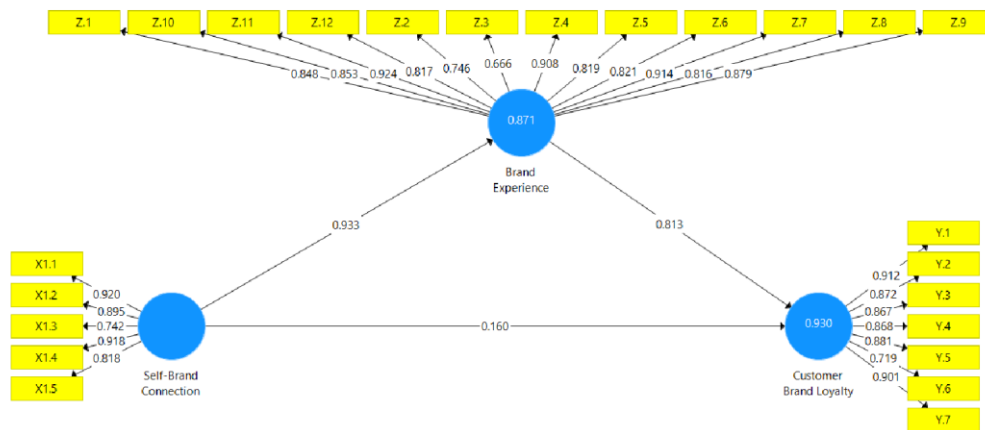


Figure 3. Output Outer Loading (PLS-SEM)

Table 10. Indicator Reliability Test (Outer Loading)

	Brand Experience	Customer Brand Loyalty	Self-Brand Connection
X1.1			0.920
X1.2			0.895
X1.3			0.742
X1.4			0.918
X1.5			0.818
Y.1		0.912	
Y.2		0.872	
Y.3		0.867	
Y.4		0.868	
Y.5		0.881	
Y.6		0.719	
Y.7		0.901	
Z.1	0.848		
Z.2	0.746		
Z.3	0.666		
Z.4	0.908		
Z.5	0.819		
Z.6	0.821		
Z.7	0.914		
Z.8	0.816		
Z.9	0.879		
Z.10	0.853		
Z.11	0.924		
Z.12	0.817		

The outer loading reliability test results reveal that all indicators for the Self-Brand Connection (X) variable exhibit high reliability, with loading values ranging from 0.742 to 0.920, confirming their consistent representation of the variable. Similarly, the indicators for Customer Brand Loyalty (Y) show robust reliability, with loading values between 0.719 and 0.912, effectively capturing

customer loyalty behavior. For the Brand Experience (Z) variable, which serves as a mediator, the indicators also demonstrate strong reliability, with loading values between 0.666 and 0.924, accurately reflecting the brand experience perceived by consumers. These results underscore the validity and reliability of the indicators for all three variables, enhancing the credibility of the analysis regarding their interrelationships.

5. Convergent Validity Test

Table 11. Convergent Validity Test Results

	Average Variance Extracted (AVE)
Brand Experience	0.701
Customer Brand Loyalty	0.743
Self-Brand Connection	0.743

The convergent validity test results show that all research variables have strong theoretical fit. The Self-Brand Connection (X) and Customer Brand Loyalty (Y) variables both have an Average Variance Extracted (AVE) of 0.743, exceeding the minimum threshold of 0.5, indicating good convergence. The Brand Experience (Z) variable has an AVE of 0.701, slightly below the ideal value but still significant. These results validate the use of these variables for further analysis of their relationships.

6. Hypothesis Test

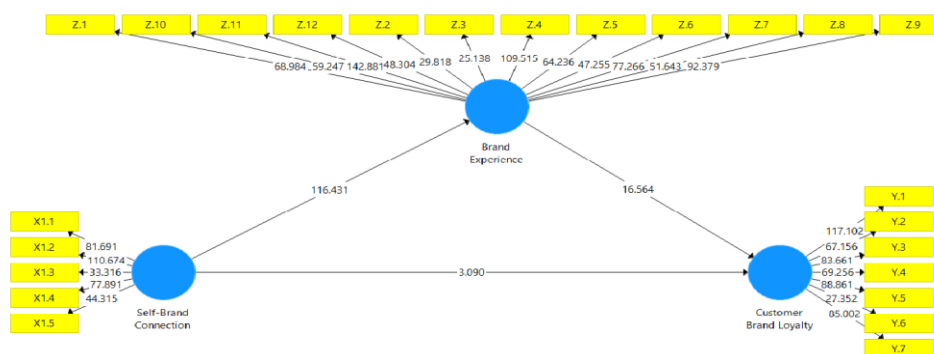


Figure 4. Output Inner Model (PLS-SEM)

Table 12. Hypothesis Testing Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Brand Experience -> Customer Brand Loyalty	0.813	17,436	0,000	Accepted
Self-Brand Connection -> Brand Experience	0.933	109,617	0,000	Accepted
Self-Brand Connection -> Customer Brand Loyalty	0.160	3,272	0,001	Accepted

Hypothesis testing for Triple Two Reworks reveals that Brand Experience strongly influences Customer Brand Loyalty (Original Sample = 0.813, T Statistic = 17.436, P Value = 0.000). This underscores the importance of improving brand experience to enhance loyalty. Personal Brand Connection also plays a significant role, impacting both Brand Experience (Original Sample = 0.933, T Statistic = 109.617, P Value = 0.000) and Customer Brand Loyalty (Original Sample = 0.160, T Statistic = 3.272, P Value = 0.001). To leverage these insights, Triple Two Reworks should focus on enhancing brand experiences and strengthening personal brand connections. This can be achieved through personalized marketing, storytelling, and delivering consistent, high-quality customer



interactions. By prioritizing these strategies, Triple Two Reworks can build stronger customer loyalty and drive long-term success in the competitive clothing market.

7. Business Solutions

To enhance the brand experience and loyalty for Triple Two Reworks, several strategic solutions can be implemented. First, to build a personal connection with customers, the company can create marketing campaigns that highlight personal stories and experiences of customers, encouraging them to share on social media with specific hashtags. Offering customization options for products, such as initials or specific designs, along with a loyalty program providing exclusive customization for frequent customers, will strengthen this personal bond. Next, to craft a profound brand experience, Triple Two Reworks should focus on creating a unique store ambiance with distinctive scents, sounds, and visuals. High-quality, aesthetically pleasing packaging with surprise elements can further enhance the sensory experience. Affective experiences can be reinforced through emotional marketing campaigns and customer appreciation events, both offline and online. Interactive events like fashion shows or live styling sessions, coupled with a loyalty program offering exclusive discounts and early product access, can boost customer engagement. Additionally, providing intellectual experiences through educational content on fashion trends and sustainability, along with collaborations with influencers and industry experts, will engage customers on a deeper level. Finally, to foster loyalty, Triple Two Reworks should establish multiple feedback channels to ensure customers feel heard and valued. Developing an exclusive membership program with tiered benefits, such as special discounts, early access to sales, and members-only events, alongside personalized recommendations based on past purchase behavior, will create a more tailored and satisfying shopping experience, thereby strengthening customer retention.

8. Implementation and Justification

To effectively implement and justify Triple Two Reworks' branding strategy, it's crucial to understand the target market's desires, leverage competitive advantages, and devise suitable branding approaches. First, Triple Two Reworks should conduct market research to identify customer needs such as high-quality products, competitive pricing, customization options, and a seamless shopping experience. By emphasizing superior craftsmanship and creating memorable brand experiences at every touchpoint, the brand can build strong customer relationships and drive loyalty. Effective branding strategies may include leveraging unique brand stories to forge emotional connections, ensuring a consistent brand experience across both online and offline channels, and adopting a tiered pricing strategy to cater to different budgets. Enhancing the brand experience involves sensory elements like high-quality imagery and appealing store designs, emotional connections through customer testimonials and loyalty programs, and behavioral engagement with interactive events and user-friendly digital platforms. Loyalty programs and reward schemes are essential for fostering long-term customer relationships, offering incentives such as points and discounts, and demonstrating a commitment to customer feedback for continuous improvement.

CONCLUSION

This research reveals that Self-Brand Connection has a significant positive influence on Customer Brand Loyalty, as evidenced by a t-statistics value of 3.272 and a p-value of 0.001. Brand Experience is proven to be an important mediator in this relationship, strengthening the influence of Self-Brand Connection on Customer Brand Loyalty with a high t-statistics value of 10.9617 and a very low p-value of 0.000. The results of the F square test show a significant relationship between the variables tested, where Brand Experience significantly influences Self-Brand Connection with an F value of 12.27, and Self-Brand Connection significantly influences Customer Brand Loyalty with an F value of 6.733 and a p-value 0.048. The majority of research respondents were young people aged 18-29, and there was a significant spike in the number of new followers in 2023, indicating the success of the marketing campaign. Additionally, 94.6% of respondents have purchased products from 222 Reworks, indicating a high level of loyalty. In conclusion, brand experience plays an important role in building a strong emotional connection with the brand, which ultimately increases customer loyalty. Therefore, it is recommended that companies continue to improve product quality and customer experience to maintain and increase consumer loyalty.

RECOMMENDATION

Based on research results that show the importance of Self-Brand Connection and Brand Experience in building Customer Brand Loyalty, 222 Reworks is advised to improve the quality of Brand Experience by improving customer interactions, providing responsive service, and creating a pleasant shopping experience. Improving customer interactions can be done through



comprehensive staff training to provide friendly and efficient service, as well as ensuring quick responses to questions and complaints via various communication channels such as social media, email and telephone. To create an emotional connection with customers, marketing strategies that use storytelling and campaigns that are relevant to customers' daily lives are very effective. Implementing attractive loyalty programs, such as special discounts, exclusive offers, reward points, and referral programs can increase customer loyalty. In addition, maintaining product quality standards by conducting strict quality control and collecting customer feedback regularly is essential to meeting or exceeding customer expectations. Improving communication and interaction through various channels as well as targeting marketing efforts at the 18-29 year age group which makes up the majority of the customer base will provide more effective results. The use of technology such as AI to personalize customer experience and regular analysis of the effectiveness of implemented strategies will help in maintaining and increasing customer loyalty. With these steps, 222 Reworks can build stronger and more sustainable relationships with their customers, increasing overall satisfaction and loyalty.

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Cite this Article: Muhammad Al Ghifary, Dina Dellyana (2024). Brand Loyalty as a Catalyst for Growth: Leveraging Innovative Brand Experience to Enhance Market Success for a Small Clothing Brand. International Journal of Current Science Research and Review, 7(9), 6941-6952, DOI: <https://doi.org/10.47191/ijcsrr/V7-i9-13>