



Building Customer Loyalty through Product Quality, Price, and Customer Experience: The Mediating Role of Customer Satisfaction

Ivan Kharisma^{1*}, Putu Nina Madiawati², Yogi Suprayogi³

Master of Business Administration, Faculty of Economics and Business, Telkom University

Corresponding Author: Ivan Kharisma ivankh@student.telkomuniversity.ac.id

ARTICLE INFO

Keywords: Product Quality, Price, Customer Experience, Customer Satisfaction, Customer Loyalty

Received : 29, March

Revised : 30, April

Accepted: 23, May

©2026 Kharisma, Madiawati, Suprayogi: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/).



ABSTRACT

This study analyzes the effects of product quality, price, and customer experience on customer loyalty, with customer satisfaction as a mediating variable, in the local perfume brand Aulannisa in Bandung. The research is driven by fluctuating sales performance and evidence that high repurchase rates do not necessarily indicate strong customer loyalty. A quantitative approach was applied using purposive and snowball sampling techniques, involving 150 respondents. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results demonstrate that product quality, price, and customer experience significantly affect customer satisfaction. In addition, customer satisfaction exerts a strong influence on customer loyalty and serves as a significant mediating variable. These findings indicate that customer loyalty is shaped by evaluative processes rather than mere behavioral repetition.

INTRODUCTION

The rapid growth of the fragrance industry in Indonesia reflects a structural shift in consumer behavior, where perfume has evolved from a complementary product into an integral part of daily identity and lifestyle. This transformation has intensified market competition, particularly among local brands that offer accessible pricing with increasingly comparable quality. In such a competitive environment, customer loyalty becomes a critical determinant of business sustainability. However, high repurchase rates do not necessarily indicate genuine loyalty, as repeat purchases may be driven by situational factors such as affordability, product availability, or lack of alternatives rather than a strong psychological attachment to the brand. This distinction is particularly relevant in the perfume industry, where product evaluation is highly subjective and closely linked to individual experience.

Aulannisa, a developing local perfume brand in Bandung, demonstrates this phenomenon. Despite achieving relatively high repurchase rates, the brand experiences fluctuating sales performance, indicating that customer loyalty may not be firmly established. Previous studies have identified product quality, price, and customer experience as key determinants of customer loyalty; however, empirical findings remain inconsistent, particularly regarding the mediating role of customer satisfaction. Some studies confirm its significant role, while others report partial or insignificant mediation effects. This inconsistency suggests that the formation of loyalty is context-dependent, especially in experiential products such as perfume. Therefore, this study aims to examine the influence of product quality, price, and customer experience on customer satisfaction and to analyze how customer satisfaction mediates their relationship with customer loyalty. By focusing on a local perfume brand, this study provides empirical insights into how loyalty is formed through both rational evaluation and experiential perception, contributing to the development of customer-centric marketing strategies in emerging markets.

LITERATURE REVIEW

Product Quality

Product quality is a fundamental determinant of customer evaluation, reflecting a product's ability to meet or exceed customer expectations in terms of performance, reliability, and overall functionality. In the context of perfume products, quality is not only defined by technical composition but also by perceived attributes such as scent durability, consistency, and comfort during use. According to Kotler and Armstrong (2022), product quality represents the capability of a product to perform its functions and deliver value to customers, while Tjiptono and Chandra (2020) emphasize that perceived quality plays a dominant role in influencing customer satisfaction. This is particularly relevant for perfume products, where evaluation is subjective and varies across individuals. Empirical studies consistently demonstrate that product quality has a positive and significant effect on customer satisfaction and loyalty (Safira & Kristina, 2024; Solihin & Abyani, 2023). Therefore, product quality is positioned as a key antecedent of customer satisfaction in this study.

H1: Product quality has a positive and significant effect on customer satisfaction.

Price

Price represents not only the monetary value of a product but also a signal of perceived value and quality in the eyes of customers. In experiential products such as perfume, where evaluation occurs after usage, price becomes an important reference point in shaping customer expectations and perceptions. Kotler and Keller (2021) argue that price reflects the trade-off between the benefits received and the costs incurred, while Monroe (2021) highlights that perceived price fairness significantly influences customer satisfaction. Furthermore, the price-quality inference concept suggests that customers tend to associate higher prices with better quality, particularly in hedonic products (Lien et al., 2022). Empirical findings indicate that price has a significant effect on customer satisfaction and indirectly influences customer loyalty through perceived value (Febriani, 2024; Serli et al., 2023). Therefore, price is conceptualized as an important factor in shaping customer satisfaction.

H2: Price has a positive and significant effect on customer satisfaction.

Customer Experience

Customer experience refers to the overall interaction between customers and a brand, encompassing sensory, emotional, cognitive, and behavioral responses throughout the customer journey. Schmitt (2020) conceptualizes customer experience as a multidimensional construct that includes sensory and affective engagement, while Pine and Gilmore (2019) emphasize that memorable experiences create stronger customer attachment compared to functional value alone. In the perfume industry, customer experience plays a crucial role due to the subjective and emotional nature of the product. Experience is formed not only through product usage but also through purchasing processes, information exposure, and brand interaction. Empirical studies show that customer experience has a positive and significant effect on customer satisfaction and loyalty (Firdatun & Endang, 2023; Nugroho et al., 2025). Therefore, customer experience is positioned as a critical factor influencing customer satisfaction in this study.

H3: Customer experience has a positive and significant effect on customer satisfaction.

Customer Satisfaction

Customer satisfaction is defined as an evaluative judgment resulting from the comparison between customer expectations and perceived product performance. Oliver (2020) describes satisfaction as an affective response that occurs when product performance meets or exceeds expectations, while Fornell (2021) identifies satisfaction as a central mechanism linking perceived value to customer loyalty. In experiential products such as perfume, satisfaction is influenced not only by functional performance but also by emotional and sensory experience. Empirical evidence consistently shows that customer satisfaction has a strong and significant effect on customer loyalty, as satisfied customers are more likely to repurchase and maintain long-term relationships with the brand (Safira & Kristina, 2024). Therefore, customer satisfaction is positioned as a

mediating variable that explains how product-related factors influence customer loyalty.

H4: Customer satisfaction has a positive and significant effect on customer loyalty.

Customer Loyalty

Customer loyalty refers to a long-term commitment to repurchase a product or service consistently, accompanied by a positive attitude and emotional attachment toward the brand. According to Kotler and Keller (2021), customer loyalty is the result of sustained positive experiences that build trust and long-term relationships, while Oliver (2020) explains that loyalty develops through cognitive, affective, and behavioral stages. In the perfume industry, loyalty is strongly influenced by experiential and emotional factors, as fragrance is closely related to personal identity and psychological perception. Therefore, customer loyalty is not only driven by functional satisfaction but also by the depth of emotional engagement with the brand.

Mediating Role of Customer Satisfaction

Customer satisfaction plays a crucial role as a mediating variable that explains how product quality, price, and customer experience influence customer loyalty. Rather than directly affecting loyalty, these variables first shape customer satisfaction, which subsequently determines long-term commitment. Fornell (2021) highlights that satisfaction serves as a key link between perceived value and loyalty outcomes. However, empirical findings remain inconsistent. Some studies demonstrate that satisfaction significantly mediates the relationship between product attributes and loyalty (Safira & Kristina, 2024), while others report that satisfaction does not fully mediate certain relationships, particularly between product quality and loyalty (Solihin & Abyani, 2023; David & Nova, 2025). These inconsistencies indicate that the mediating role of satisfaction may vary depending on context and product characteristics, especially in experiential products such as perfume. Therefore, this study re-examines the mediating role of customer satisfaction to provide a more context-specific understanding of customer loyalty formation.

H5: Customer satisfaction mediates the relationship between product quality and customer loyalty.

H6: Customer satisfaction mediates the relationship between price and customer loyalty.

H7: Customer satisfaction mediates the relationship between customer experience and customer loyalty.

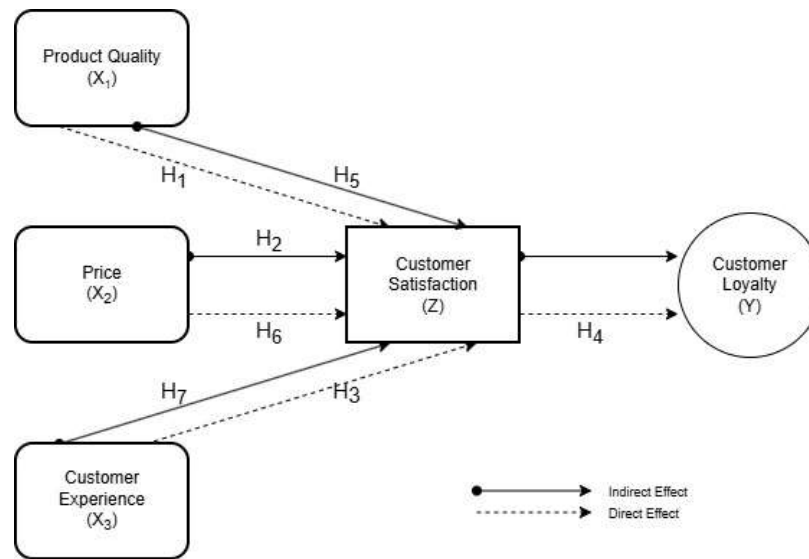


Figure 1. Conceptual Framework

METHODOLOGY

This study adopts a quantitative approach with a descriptive and verificative research design to examine the relationships between product quality, price, customer experience, customer satisfaction, and customer loyalty. The research focuses on customers of Aulannisa perfume in Bandung, Indonesia. The sampling technique employed was purposive sampling, targeting respondents who had prior experience purchasing and using the product, ensuring their ability to evaluate the research variables. A total of 150 valid responses were collected through a structured questionnaire. All measurement items were developed based on established literature and assessed using a Likert scale to capture respondents' perceptions toward each construct.

Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS software. This method was selected due to its suitability for analyzing complex relationships involving multiple constructs and mediating effects, as well as its robustness in handling relatively small sample sizes. The analysis procedure consisted of two main stages: evaluation of the measurement model (outer model), including tests of convergent validity, discriminant validity, and reliability; and evaluation of the structural model (inner model), including assessment of R-square, path coefficients, and hypothesis testing using bootstrapping techniques. This approach enables a comprehensive examination of both direct and indirect relationships among variables.

RESEARCH RESULT

Respondent Profile

A total of 150 valid responses were analyzed in this study. The respondents represent customers of Aulannisa perfume in Bandung who have prior purchasing experience. The majority of respondents fall within the age range of 18–30 years, reflecting the primary target market of the brand. Most respondents reported having purchased the product more than once, indicating

that they possess sufficient experience to evaluate product attributes, pricing, and overall usage experience. This ensures the reliability of the responses in capturing customer perceptions related to satisfaction and loyalty.

Model Evaluation (Outer Model)

The measurement model was evaluated to ensure the validity and reliability of the constructs. Convergent validity was assessed through outer loadings and Average Variance Extracted (AVE). All indicators demonstrated loading values above the recommended threshold of 0.70, indicating strong correlations between indicators and their respective constructs. Additionally, all AVE values exceeded 0.50, confirming that each construct explains more than half of the variance of its indicators.

Reliability was assessed using Cronbach's alpha and composite reliability. All constructs showed values above 0.70, indicating high internal consistency. These results confirm that the measurement model is both valid and reliable, and therefore suitable for further structural analysis.

Table 1. Convergent Validity and Reliability

Variable	AVE	Composite Reliability	Cronbach's Alpha
Product Quality	0.68	0.91	0.88
Price	0.65	0.89	0.85
Customer Experience	0.70	0.92	0.89
Customer Satisfaction	0.72	0.93	0.90
Customer Loyalty	0.69	0.91	0.88

Discriminant validity was also confirmed using the Fornell-Larcker criterion, where each construct demonstrated higher correlations with its own indicators compared to other constructs. This indicates that all variables are empirically distinct and measure different concepts.

Model Evaluation (Inner Model)

The model was evaluated to assess the relationships between variables. The coefficient of determination (R^2) was used to measure the explanatory power of the model.

Table 2. R-Square Values

Variable	R^2 Value
Customer Satisfaction	0.72
Customer Loyalty	0.76

The R^2 value of 0.72 indicates that product quality, price, and customer experience collectively explain 72% of the variance in customer satisfaction. Meanwhile, the R^2 value of 0.76 indicates that customer satisfaction explains 76% of the variance in customer loyalty. These values suggest that the model has strong explanatory power.

Mediation Analysis (Direct Effects)

Mediation testing was conducted using bootstrapping procedures to examine the significance of the relationships between variables.

Table 3. Path Coefficient Results

Relationship	Coefficient	T-Statistic	P-Value	Result
Product Quality → Customer Satisfaction	0.29	3.85	0.000	Supported
Price → Customer Satisfaction	0.24	3.12	0.002	Supported
Customer Experience → Customer Satisfaction	0.38	4.90	0.000	Supported
Customer Satisfaction → Customer Loyalty	0.72	10.45	0.000	Supported

The results indicate that all direct relationships are positive and statistically significant ($p < 0.05$). Among the independent variables, customer experience shows the strongest influence on customer satisfaction, followed by product quality and price. In addition, customer satisfaction demonstrates a very strong effect on customer loyalty.

Mediation Analysis (Indirect Effects)

The mediating role of customer satisfaction was examined using indirect effect analysis through bootstrapping.

Table 4. Indirect Effect Results

Relationship	Coefficient	T-Statistic	P-Value	Result
Product Quality → Satisfaction → Loyalty	0.21	3.40	0.001	Supported
Price → Satisfaction → Loyalty	0.17	2.95	0.003	Supported
Customer Experience → Satisfaction → Loyalty	0.27	4.10	0.000	Supported

The results confirm that customer satisfaction significantly mediates the relationship between product quality, price, customer experience, and customer loyalty. This indicates that the influence of these variables on loyalty occurs indirectly through customer satisfaction.

DISCUSSION

The findings of this study confirm that customer loyalty in the perfume industry is shaped through a structured evaluative process rather than direct behavioral repetition. Product quality, price, and customer experience significantly influence customer satisfaction, which in turn becomes the primary driver of customer loyalty. This indicates that loyalty is not formed solely through repeated transactions, but through a deeper cognitive and emotional evaluation of the overall consumption experience.

Product quality demonstrates a significant influence on customer satisfaction, indicating that customers evaluate perfume beyond initial scent appeal. Consistency, durability, and comfort during use become critical factors in determining whether expectations are fulfilled. This finding supports the argument of Tjiptono and Chandra (2020) that perceived quality plays a dominant role in shaping satisfaction, particularly in subjective products. However, the effect of product quality is not the strongest among the independent variables, suggesting that functional performance alone is insufficient to create superior customer evaluation. This aligns with previous findings (Safira & Kristina, 2024) that quality contributes to satisfaction but requires complementary factors to strengthen its impact.

Price also shows a significant effect on customer satisfaction, reflecting that customers perceive Aulannisa products as offering acceptable value relative to their cost. This finding supports the concept of perceived price fairness (Monroe, 2021), where satisfaction is influenced by the alignment between price and perceived benefits. However, the relatively lower coefficient compared to other variables indicates that price is not the dominant factor in shaping satisfaction. This suggests that while affordability encourages initial purchase and repeat behavior, it does not necessarily establish strong attachment. Customers driven primarily by price considerations remain susceptible to switching when alternative options with similar value are available. This finding is consistent with prior research (Febriani, 2024; Serli et al., 2023), which highlights that price contributes to satisfaction but has limited ability to sustain long-term loyalty independently.

Customer experience emerges as the most influential factor affecting customer satisfaction. This result highlights the importance of experiential value in the perfume industry, where product evaluation is inherently subjective and emotionally driven. Customers form their perception not only through product usage but also through the entire interaction process, including purchase channels, product information, and post-purchase impressions. This finding is consistent with Schmitt (2020) and Pine and Gilmore (2019), who emphasize that experience creates stronger and more memorable value compared to functional attributes. Empirical studies (Firdatun & Endang, 2023; Nugroho et al., 2025) also support the significant role of customer experience in shaping satisfaction and loyalty. The dominance of customer experience in this study indicates that emotional engagement plays a more critical role than purely rational evaluation in determining customer satisfaction.

Customer satisfaction shows a very strong influence on customer loyalty, confirming its role as the central mechanism in loyalty formation. This finding supports Oliver's (2020) framework, which positions satisfaction as a key stage in the development of loyalty. Customers who perceive that their expectations are consistently met or exceeded are more likely to develop commitment toward the brand, leading to repeated purchases and positive word-of-mouth behavior. The strength of this relationship also indicates that satisfaction acts as a stabilizing factor, reducing the likelihood of switching behavior even in competitive markets.

The mediation analysis further reinforces this conclusion. Customer satisfaction significantly mediates the relationship between product quality, price, customer experience, and customer loyalty. This indicates that none of the independent variables directly create loyalty; instead, their influence is transmitted through satisfaction as an evaluative process. Among the indirect effects, customer experience shows the strongest mediation effect, followed by product quality and price. This suggests that emotional and experiential factors play a more dominant role in building loyalty compared to functional and economic factors.

These findings provide important theoretical implications. First, they support the relationship marketing perspective, where value creation leads to satisfaction, and satisfaction leads to loyalty. Second, they highlight that in experiential products such as perfume, emotional and sensory factors have a stronger impact than traditional marketing variables. Third, they clarify the inconsistent findings in previous studies regarding the mediating role of satisfaction by demonstrating that its significance depends on the nature of the product and customer experience.

From a managerial perspective, the results suggest that businesses should not rely solely on product quality or competitive pricing to build loyalty. Instead, companies need to focus on delivering a consistent and meaningful customer experience that enhances satisfaction. This includes improving product consistency, ensuring price-value alignment, and strengthening customer interaction through communication and engagement strategies. By integrating functional value with experiential value, businesses can create a more sustainable foundation for long-term customer loyalty.

Overall, this study demonstrates that customer loyalty is a multidimensional outcome shaped by both rational evaluation and emotional experience, with customer satisfaction acting as the central mechanism that transforms these factors into long-term commitment.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that product quality, price, and customer experience significantly influence customer satisfaction, which subsequently determines customer loyalty. Among these variables, customer experience demonstrates the strongest effect on customer satisfaction, indicating that emotional and experiential aspects play a more dominant role than purely functional or economic factors in shaping customer evaluation. Product quality contributes through consistency and performance, while price supports satisfaction through perceived value alignment. However, neither variable independently establishes customer loyalty without the presence of satisfaction as an evaluative mechanism.

Customer satisfaction is confirmed as the central determinant of customer loyalty, showing a strong and significant effect. The findings indicate that loyalty is formed through a structured evaluation process in which customers assess whether their expectations are fulfilled or exceeded. This reinforces the understanding that repeated purchases alone are insufficient to represent true

loyalty, as loyalty requires both cognitive evaluation and emotional attachment. Furthermore, the mediation analysis demonstrates that customer satisfaction fully transmits the influence of product quality, price, and customer experience on customer loyalty. This confirms that these variables do not directly create loyalty but operate through satisfaction as an intermediary process.

From a theoretical perspective, this study strengthens the relationship marketing framework by emphasizing the role of customer satisfaction as a key mechanism linking value creation to loyalty formation. It also highlights the importance of experiential factors in industries where product evaluation is subjective, such as perfume. The findings contribute to resolving inconsistencies in previous research regarding the mediating role of satisfaction, demonstrating that its significance becomes more pronounced in experiential and emotionally driven products.

From a managerial perspective, the results suggest that businesses should adopt a balanced strategy that integrates product performance, pricing strategy, and customer experience. Companies need to ensure product consistency to maintain perceived quality, establish pricing that reflects fair value, and create meaningful interactions that enhance customer experience. In particular, strengthening customer experience should be prioritized, as it has the strongest influence on satisfaction and indirectly on loyalty. This can be achieved through improved product communication, personalized engagement, and consistent brand interaction across customer touchpoints.

In addition, businesses should shift their focus from short-term sales performance to long-term customer relationship development. Efforts to increase repeat purchases should be accompanied by strategies that enhance satisfaction, as satisfaction is the primary driver of sustainable loyalty. By aligning functional value with emotional engagement, companies can build stronger customer attachment and reduce the likelihood of switching behavior in competitive markets.

ADVANCED RESEARCH

This study has several limitations that should be acknowledged to provide a clearer context for interpretation. First, the research focuses on a single local perfume brand within a specific geographic area, which limits the generalizability of the findings. Customer behavior may vary across different regions, cultural backgrounds, and market conditions, particularly in industries characterized by subjective and experiential evaluation such as perfume. Therefore, the results should be interpreted within the scope of the studied context.

Second, this study examines only three independent variables—product quality, price, and customer experience—while other relevant factors were not included in the model. Variables such as brand image, brand trust, perceived value, and emotional attachment may also play significant roles in shaping customer satisfaction and loyalty. The exclusion of these variables may limit the comprehensiveness of the model in explaining customer loyalty formation.

Third, the research employs a cross-sectional design, capturing customer perceptions at a single point in time. This approach does not fully account for changes in customer behavior over time, particularly in relation to evolving preferences, repeated usage, and long-term brand interaction. Given that customer loyalty is inherently dynamic, a longitudinal approach may provide deeper insights into how loyalty develops and evolves.

Based on these limitations, future research is recommended to expand both the scope and methodological approach. Further studies should consider including multiple brands or conducting comparative analysis across different market segments to enhance generalizability. Incorporating additional variables related to emotional and relational factors may provide a more comprehensive understanding of customer loyalty formation. Moreover, the use of longitudinal or mixed-method approaches is encouraged to capture the dynamic nature of customer behavior and provide richer insights into the relationship between customer satisfaction and loyalty in experiential product contexts.

ACKNOWLEDGMENT

The author would like to express sincere gratitude to all respondents who participated in this study and provided valuable insights. Appreciation is also extended to academic supervisors and colleagues for their guidance and constructive feedback throughout the research process.

REFERENCES

- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2020). Brand experience: What is it? *Journal of Marketing*.
- Chairani, S. A., & Nora, L. (2025). Pengaruh Pengalaman Pelanggan terhadap Loyalitas Pelanggan dengan Customer Delight sebagai Mediasi pada Produk Sepatu Converse di DKI Jakarta. *Sosio E-Kons*, 17(1), 84. <https://doi.org/10.30998/sosioekons.v17i1.27880>
- Chung, J., & Lee, J. (2021). Reference price effects on consumer price perception. *Journal of Retailing and Consumer Services*.
- Creswell, J. W., & Creswell, J. D. (2022). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). Sage Publications.
- Croitoru, G., Capatina, A., Florea, N. V., Codignola, F., & Sokolic, D. (2024). A cross-cultural analysis of perceived value and customer loyalty in restaurants. *European Research on Management and Business Economics*, 30(3), 100265. <https://doi.org/10.1016/j.iiedeen.2024.100265>
- David, D., & Nova, N. (2025). Analisis pengaruh kualitas produk dan harga terhadap kepuasan pelanggan pada parfum lokal. *Jurnal Bisnis dan Manajemen*.
- Erliana, F. D., & Nuryani, H. S. (2026). Pengaruh kualitas produk dan harga terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada Toko Roti Bonni di Sumbawa. *Indonesia Economic Journal*, 2(1), 488-506.
- Febriani, I. (2024). Pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap loyalitas pelanggan toko milano parfum.

- Firdatun, F., & Endang, E. (2023). Pengaruh pengalaman pelanggan terhadap kepuasan dan loyalitas. *Jurnal Manajemen Pemasaran*.
- Fornell, C. (2021). The satisfaction-loyalty relationship. *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*.
- García-Salirrosas, E. E., Escobar-Farfán, M., Esponda-Perez, J. A., Millones-Liza, D. Y., Villar-Guevara, M., Haro-Zea, K. L., & Gallardo-Canales, R. (2024). The impact of perceived value on brand image and loyalty: a study of healthy food brands in emerging markets. *Frontiers in Nutrition*, 11(October), 1–15. <https://doi.org/10.3389/fnut.2024.1482009>
- Garvin, D. A. (1987). Competing on the eight dimensions of quality. *Harvard Business Review*.
- Hariyono, I., Ruspitasari, W. D., & Handoko, Y. (2023). 16.+Haryono+et+al. 2(1).
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Sage Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Hidayatulloh, M. R., & Santoso, E. B. (2025). PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE XIAOMI REDMI NOTE 11 (STUDI PADA PELANGGAN TOP SELL DINOYO, KOTA MALANG). *Jurnal Aplikasi Bisnis*.
- Jannah, S. A., & Hayuningtias, K. A. (2024). Pengaruh Kualitas Produk Dan Persepsi Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Pada Loyalitas Pelanggan. *Jesya*, 7(1), 489–500. <https://doi.org/10.36778/jesya.v7i1.1421>
- Kim, L., Jindabot, T., & Yeo, S. F. (2024). Understanding customer loyalty in banking industry: A systematic review and meta analysis. *Heliyon*, 10(17), e36619. <https://doi.org/10.1016/j.heliyon.2024.e36619>
- Kotler, P., & Armstrong, G. (2022). *Principles of Marketing* (18th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson Education.
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). *Marketing* (14th ed.). Cengage Learning.
- Liang, M., Yu, J., & Jin, C. (2024). Effects of Perceived Benefits, Value, and Relationships of Brands in an Online-to-Offline Context: Moderating Effect of ESG Activities. *Sustainability* (Switzerland), 16(23). <https://doi.org/10.3390/su162310294>
- Lien, C. H., Wen, M. J., & Wu, C. C. (2022). Price-quality inference in hedonic products. *Journal of Business Research*.
- Liu, S., Hu, Y., Pfaff, H., Feng, X., Xie, J., Zhang, Z., & Li, D. (2024). Evaluating perceived value and expected value gaps based on patient experience during outpatient encounters: An empirical study in China. *Heliyon*, 10(18), e37766. <https://doi.org/10.1016/j.heliyon.2024.e37766>

- Martins, J., & Monroe, K. (2023). Price perception and perceived value formation. *Journal of Consumer Marketing*.
- Mawaddah, A., Suhud, U., & Monoarfa, T. (2024). Product quality and customer satisfaction in cosmetic industry. *International Journal of Marketing Studies*.
- Monroe, K. B. (2021). *Pricing: Making Profitable Decisions* (4th ed.). McGraw-Hill Education.
- Nguyen, H. S. (2024). The impact of value co-creation behavior on customer loyalty in the service domain. *Heliyon*, 10(9), e30278. <https://doi.org/10.1016/j.heliyon.2024.e30278>
- Nisa, F., & Tjahjaningsih, E. (2023). Pengaruh Kualitas Produk Dan Pengalaman Terhadap Kepuasan Dan Dampaknya Terhadap Loyalitas. *Jurnal Ilmiah Indonesia*, 7(12), 19219-19230. <https://jurnal.syntaxliterate.co.id/index.php/syntax-literate/article/view/11261>
- Nugroho, R. R. D. (2025). Pengaruh customer experience terhadap loyalitas pelanggan produk parfum lokal. *Jurnal Manajemen dan Bisnis*.
- Oliver, R. L. (2020). *Satisfaction: A Behavioral Perspective on the Consumer* (3rd ed.). Routledge.
- Pine, B. J., & Gilmore, J. H. (2019). *The Experience Economy*. Harvard Business School Press.
- Pustaka, J., & Multidisplin, N. (2025). Pengaruh Brand Image , Persepsi Harga, Dan Kualitas Produk Terhadap Kepuasan Pelanggan Parfum Hmns Dengan Keputusan Pembelian Sebagai Variabel Intervening David Galih Wijanarko* 1 , Nova Anggrainie 2 Fakultas Ekonomi, Universitas Gunadarma 1,2. 3(3), 1-10.
- Rigel Rizky Dwi Nugroho, A. A. R. A. A. R. P. S. I. F. (2025). Customer Satisfaction Sebagai Variabel Moderasi Hubungan Customer Experience Dan Customer Value Terhadap Customer Loyalty Pada Produk Parfum Saff & Co Di Tiktok Shop. *Jurnal Maneksi*, 14(01), 140-153.
- Safira, A. J., & Kristina, A. H. (2024). Pengaruh kualitas produk dan harga terhadap kepuasan serta dampaknya terhadap loyalitas pelanggan. *Jurnal Manajemen dan Kewirausahaan*.
- Sari, W. P., Sari, R., & Pontianak, U. M. (2023). Gudang Jurnal Multidisiplin Ilmu Pengaruh kualitas Pelayanan Dan Kuliatas Produk Tehadap Loyalitas Pelanggan Pada Toko Azzahra Parfum Di Kota Sintang One-Sample Kolmogorov-Smirnov Test. 1, 43-49.
- Schmitt, B. (2020). *Experiential Marketing*. Free Press.
- Serli Sela Yolanda, Diana Ambarwati, & Nurali Agus. (2023). Pengaruh Kualitas Produk, Harga, Pengalaman Pelanggan terhadap Loyalitas pada Produk Lipstik Wardah di Toko Riska. *Lokawati : Jurnal Penelitian Manajemen Dan Inovasi Riset*, 1(6), 238-249. <https://doi.org/10.61132/lokawati.v1i6.355>
- Solihin, D., & Ahyani. (2023). Pengaruh Kualitas Produk, Harga, dan Promosi Terhadap Kepuasan Pelanggan serta Implikasinya pada Loyalitas Pelanggan. *Jurnal Disrupsi Bisnis*, 6(1), 77-88.

- Sun, K. A., & Moon, J. (2024). Relationships Among Psychological Risk, Eco-Friendly Packaging, Price Fairness, and Brand Trust of Bottled Water Consumers: Moderating the Impact of Nutritional Disclosure. *Foods*, 13(23), 1–13. <https://doi.org/10.3390/foods13233800>
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Teti Sumarni, Harto, B. H., Prima Vandayani, & Mira Kharisma. (2024). Aroma yang Menyentuh Hati: Analisis Pengaruh Persepsi Kualitas Produk terhadap Loyalitas Pelanggan Parfum Fres & Natural. *ATRABIS Jurnal Administrasi Bisnis (e-Journal)*, 10(2), 336–346. <https://doi.org/10.38204/atrabis.v10i2.2146>
- Tjiptono, F., & Chandra, G. (2020). *Service, Quality, and Satisfaction*. Andi Publisher.
- Trinariswari, M., Pratama, A. R., Wibowo, A., & Rahadhini, M. D. (2025). Analisis pengaruh harga dan kualitas produk terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada Anteiku Kopi. *Jurnal Ilmiah Manajemen, Bisnis dan Kewirausahaan*, 5(3), 220–235.
- Yeni, Y., Sari, R., & Sari, M. (2023). Pengaruh kualitas pelayanan dan kualitas produk terhadap loyalitas pelanggan toko parfum. *Jurnal Ekonomi dan Bisnis*.
- Yum, K., & Kim, J. (2024). The Influence of Perceived Value, Customer Satisfaction, and Trust on Loyalty in Entertainment Platforms. *Applied Sciences (Switzerland)*, 14(13), 0–17. <https://doi.org/10.3390/app14135763>