

**ANALYSIS OF CONSUMER LOYALTY IMPROVEMENT STRATEGY THROUGH
CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION AS A COMPETITIVE
ADVANTAGE FOR SAFF & CO PERFUME**

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Abstract: *This study analyzes strategies to strengthen the market position of a brand, namely Saff & Co. perfume. The urgency of this research is because the increasingly competitive perfume industry demands a deep understanding of the determinants of customer loyalty. Analysis of customer experience and customer satisfaction is crucial because both not only have a direct impact on loyalty, but also play a role as a strategic asset in creating a sustainable competitive advantage for Saff & Co. Perfume. The purpose of this study is to analyze strategies to increase consumer loyalty by examining the influence of customer experience on customer satisfaction, as well as the role of satisfaction in building loyalty, in order to formulate a competitive advantage. This research method uses a literature study method (qualitative) with content analysis techniques.*

Keywords: *Consumer loyalty; Customer experience; Customer satisfaction; Business strategy; Competitive advantage.*

INTRODUCTION

Understanding the factors that influence an in-depth analysis is crucial, especially in the perfume industry today. Amidst increasingly fierce business competition, companies need to prioritize customer satisfaction. Customer satisfaction is the customer's assessment after experiencing the product or service they've used, which ultimately impacts customer loyalty. Customer loyalty, on the other hand, is influenced not only by satisfaction alone but also by emotional factors and the overall consumer experience (Algifari & Derajat, 2025). Customer satisfaction describes the feeling of contentment that arises when a person's needs or desires are met. Customer experience is the overall impression a customer feels when interacting and conducting transactions between buyers and sellers (Nugroho et al., 2025).

Business strategy Strategic planning encompasses a series of steps designed to achieve company goals. Through this planning, companies strive to achieve a strong position and survive against competitors in the most efficient manner possible (J. Safitri, 2023). One strategy that must be implemented is a competitive strategy. In other words, this strategy can be defined as a process by which a company creates and further develops various types of strategic assets that can create competitive advantages. It serves as a tool to increase productivity and as a tool to neutralize competitive advantages and competitive capabilities (Ramadhan, 2024).

This research is urgent because the increasingly competitive perfume industry demands a deep understanding of the factors that determine customer loyalty. Analyzing consumer satisfaction and customer experience is crucial, given that these two aspects not only directly impact loyalty but are also crucial for achieving competitive advantage. The findings of this study will provide an empirical basis for companies to develop effective business strategies to increase productivity while addressing competitive pressures in the market.

RESEARCHMETHOD

This research is a qualitative descriptive study using a literature review method. This approach was chosen because the research focuses on exploring, reading, and analyzing written sources, including scientific journals, books, research reports, and articles discussing strategies for increasing loyalty through customer experience and satisfaction.

The data analysis technique used was content analysis, a method that focuses on documents and literature relevant to the research topic. The analysis was conducted by reviewing theories and previous research findings, then drawing conclusions regarding the relationship between customer experience, customer satisfaction, and consumer loyalty. The analysis was conducted descriptively, incorporating literature findings into the context of Saff & Co.'s perfume marketing strategy.

RESULTS AND DISCUSSION

Competition in today's business world is growing rapidly. To survive and succeed, companies are required to be creative and innovative, always ready to face dynamic market changes. This drives companies to strive to retain customers from the onslaught of competitors, ultimately increasing competition for market share. (Chadhiq, 2015).

The customer experience and customer value provided by a company can serve as a driving force for building strong relationships with consumers, thus creating loyal customers. Customer experience is closely linked to customer loyalty. A good and positive customer experience will directly influence loyalty. Therefore, if companies want to increase customer loyalty, they must focus on providing a pleasant experience, understanding their desires, and continuously improving the quality of their services and products. With this strategy, companies can build stronger and more sustainable long-term relationships with their customers. (Saepudin, 2023).

Loyalty is an individual's devotion to a particular product (good or service). Customers with a deep commitment to loyalty are not easily swayed by competitors' marketing activities and tend to stick with the products and services they have previously used.

For a company, customer satisfaction is a key factor that must always be considered. Customers who are satisfied with a company's programs and services are more likely to use those services again and even recommend them to others. Companies can win the competition by maximizing superior service quality, thereby successfully creating a sense of satisfaction in customers (Saputro & Laily, 2021).

Competitive advantage becomes crucial when a company enters a competitive market. Success, both short-term and long-term, will be determined by a company's ability to build a strong foundation for sustainable excellence that outperforms its competitors. This excellence can be enhanced through the company's unique resources and capabilities, which are expected to drive management to achieve superior performance in the market, including strong financial performance (Andiyanto & Sufian, 2017).

This approach allows the formulation of an innovative marketing and integrative communication model based on customer experience, which not only identifies causal relationships between variables but also produces an implementable strategic framework for building sustainable competitive advantage for Saff & Co. Perfumes. The role and innovation places customer experience as a key element in creating value, and increase consumer interest. Consumer satisfaction develops into an ongoing process through service that consistently exceeds expectations, thereby building long-term loyalty.

CONCLUSION

The results of this study indicate that customer experience is a fundamental factor in shaping consumers' initial perceptions of Saff & Co. Perfume. Customer experience, which includes product quality,

packaging, service, and digital interactions, has been shown to have a strong emotional and functional impact. When consumers perceive positive value at each stage of the experience, the tendency to feel satisfied increases significantly. This makes customer experience the starting point for forming a deeper relationship between consumers and brands. Furthermore, the study found that customer satisfaction plays a crucial role as a link between the experience consumers gain and the formation of their loyalty. Satisfaction arises not only from the quality of the fragrance and the durability of the perfume, but also from the achievement of expectations, comfort in purchasing, and trust in the quality of the brand. When customers feel their needs are met, this sense of satisfaction strengthens their commitment to Saff & Co. Perfume and increases the likelihood of repeat purchases.

The results of the literature study also show that consumer loyalty is formed when positive experiences and satisfaction occur continuously. Loyal consumers not only repurchase but also actively recommend products to others and demonstrate resilience against competitors' offers. Such loyalty is a crucial asset because it has a long-term impact on brand sustainability, especially in the competitive perfume market. From a strategic perspective, this study proves that customer experience and customer satisfaction can be a sustainable competitive advantage for Saff & Co. Perfume. By managing the customer experience holistically, the brand can create differentiation that is difficult for competitors to imitate. Increasing value at every touchpoint, scent innovation, and responsive service are key factors that can strengthen Saff & Co. Perfume's position in the market. Overall, this study concludes that strategies to increase consumer loyalty must focus on strengthening customer experience and increasing customer satisfaction in an integrated manner. This second aspect has been proven to have an impact not only directly on loyalty but also plays a crucial role in building a relevant competitive advantage for Saff & Co. Perfume. Therefore, efforts to improve customer experience and continuously fulfill expectations are key steps for the brand's future success.

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