

The Influence of Experiential Marketing and Social Media on Customer Loyalty with Repurchase Intention as a Moderating Variable on the Lafiye Hijab Brand (Case Study of Students from the Faculty of Economics and Business, University of Bandar Lampung)

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Article Info

Article history:

Received Feb, 2025

Revised May, 2025

Accepted May, 2025

Keywords:

Brand Trust;

Customer Loyalty;

Experiential Marketing;

Hijab;

Repurchase Intention;

Social Media Marketing

ABSTRACT

This research explores how experiential marketing and social media marketing influence customer loyalty to the Lafiye Hijab brand, with repurchase intention examined as a moderating factor. A quantitative approach was employed utilizing the Structural Equation Modeling (SEM) method, with data collected from 280 randomly selected university students who actively engage in social media. A five-point Likert scale questionnaire served as the primary research instrument, while data analysis was conducted using SmartPLS software to evaluate the relationships between the variables. The results indicate that both experiential and social media marketing have a significant positive impact on customer loyalty. Additionally, repurchase intention strengthens this influence as a moderating variable, while brand trust plays a key mediating role by clarifying the interactions among the variables. These findings offer valuable strategic insights for hijab brands seeking to boost customer loyalty by creating more engaging and meaningful marketing campaigns, like crafting emotionally resonant content. This study makes a distinctive contribution by examining the interplay between experiential marketing, social media marketing, repurchase intention, and customer loyalty in the context of hijab brands in Indonesia, a subject that has received limited attention in previous studies.

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1. INTRODUCTION

Customer loyalty results from marketing efforts that are effectively designed to meet customer needs and expectations. As stated by [1], loyalty is created when

customers consistently choose a particular brand due to the satisfaction they feel. This loyalty can be measured through recommendations, repeat purchases, preferences, and word of mouth. Customer loyalty is formed when they feel satisfied

after their first experience using a item or support, leading them to continue choosing it in the future. Customer loyalty becomes an important element for the sustainability and profitability of a business because loyal purchasers not only make repeat purchases but also provide positive recommendations to others, which indirectly expands the customer base. Maintaining current customers is viewed as more efficient than acquiring new ones, as it can substantially lower marketing expenses. Customer loyalty can be enhanced through two main dimensions, namely social media marketing and experiential marketing. As stated by [2], Social media marketing improves brand image and customer loyalty by encouraging active engagement. Meanwhile, [3] found that positive experiences created through experiential marketing enhance customer satisfaction, which contributes to their loyalty. These two dimensions complement each other in building long-term relationships with customers.

Experiential marketing focuses on creating experiences that meet buyers' emotional needs, like those offered at fashion events. [4] state that this strategy increases satisfaction and encourages repeat purchases, while (Ellitan 2023) emphasizes the emotional attachment it generates. Social media marketing complements this approach by reaching purchasers widely, facilitating access to information, reviews, and community interactions.

Social media marketing (SMM) is a series of activities designed to transform interactions on social media into strategic assets that support hijab brands' marketing goals [5] mention that SMM involves understanding consumer motivations and initiatives to enhance engagement with the brand. Social media is also used to convey the brand's identity, lifestyle, and points, creating a digital ecosystem that strengthens customer loyalty. [6] emphasize that interactions on social media can strengthen brand image and encourage repeat purchases, especially through content that is relevant and aligned with consumer preferences.

Repurchase intention is the tendency of purchasers to repurchase an item or support after a prior experience. As stated by [7], trust, satisfaction, and positive experiences play an important role in shaping this intention. In e-commerce, purchasers who feel satisfied and treated fairly tend to have higher trust, which encourages loyalty and repeat purchases. Investigation shows that satisfaction, service quality, perceived value, and perceptions of fairness both distributive and procedural—significantly impact repurchase intentions. As stated by [8] repeat purchase behavior reflects the level of satisfaction along with loyalty towards a brand. In the realm of e-commerce [9] revealed that e-satisfaction, e-trust, and e-loyalty significantly bearing repurchase intention, with trust being the most important factor. Meanwhile, [10] Furthermore, quality service increases satisfaction and trust, which in turn strengthens repurchase intention and loyalty. This study emphasizes that repurchase intention connects satisfaction, trust, and service quality to long-term loyalty.

[11] state that social media marketing strengthens brand image, acting as a mediator in increasing repurchase intention. A strong brand reputation builds an emotional bond with purchasers through interaction and relevant content. Experiential marketing generates deep emotional experiences, which increase satisfaction, loyalty, and repurchase intention. [12] add that effective brand experiences drive repeat purchases, although service quality does not always have a significant repercussion.

Customer loyalty to hijab products such as Lafiye is strengthened by a number of interconnected factors. The most important underlying factor is product quality. Purchasers are loyal to brands that provide quality materials, appealing designs, and good product durability. As explained by [13], Product quality has a significant repercussion on customer loyalty because purchasers believe they are getting score for the price they pay. In addition, brand image is also an important element in building consumer loyalty. [14] revealed that a strong brand reputation significantly contributes to customer loyalty, reaching up to 58.2%. This

indicates that consumer perceptions of reliability, aesthetics, and the values promoted by the brand can enhance the emotional connection between purchasers and the product. Therefore, Lafiye needs to maintain an image that is consistent and relevant to the needs and expectations of its target market. Additionally, Sharia-based marketing strategies are a crucial component in fostering customer loyalty. [15] noted that an approach that prioritizes Islamic principles can strengthen customer trust and satisfaction. In addition, effective promotions also play a crucial role in attracting and retaining purchasers. As stated by [16], promotional programs such as discounts on bulk purchases or prize draws can increase consumer interest along with loyalty. By integrating superior product quality, a strong brand reputation, Sharia marketing strategies, and attractive promotions, Lafiye has a great opportunity to build and maintain consumer loyalty. This comprehensive approach not only ensures current customer satisfaction but also helps create solid and sustainable long-term relationships, allowing Lafiye to remain the top choice in the competitive hijab market. Although various studies have discussed the roles of social media marketing and experiential marketing in increasing customer loyalty, few have specifically explored the relationship between these two strategies and repurchase intention and loyalty in the context of hijab brands, particularly in Indonesia. Most previous studies focused on other industries or examined each variable separately. For example, the investigation by [4] highlights the effect of experiential marketing on customer loyalty in general, without emphasizing the interaction with repurchase intention.

Furthermore, investigation on consumer loyalty in the segment of students at Bandar Lampung University, which is a strategic target market for the Lafiye hijab brand, is still limited. This creates an opportunity to further explore how experiential marketing and social media marketing can interact to shape repurchase intention and customer loyalty for this brand. Filling this research gap is expected to offer

practical and theoretical contributions to the development of hijab marketing strategies in Indonesia. Including two mediation variables, like repurchase intention and customer satisfaction, aims to elucidate the intricate indirect connections between social media marketing and experiential marketing on customer loyalty. This approach fills research gaps, improves the model's accuracy, offers deeper insights into consumer behavior, and provides practical guidance for developing hijab marketing strategies, especially in cultivating long-term loyalty.

This study aims to explore how positive marketing experiences and interactions via social media can boost consumer trust in the Lafiye hijab brand, thereby promoting repeat purchases and customer loyalty. This study focuses on examining the impact of experiential marketing and social media marketing on fostering loyalty amidst fierce market competition.

The hijab industry in Indonesia is rapidly expanding alongside advancements in digital technology and evolving consumer preferences that emphasize unique and personalized shopping experiences. The utilization of experiential marketing and social media marketing offers a significant opportunity for hijab brands to establish stronger emotional bonds with customers. This strategy doesn't solely concentrate on product promotion but also on crafting meaningful experiences that can boost repurchase intentions. Businesses in the digital era are increasingly adopting these innovative approaches to enhance customer loyalty and promote repeat purchases.

2. LITERATURE REVIEW

2.1 *Experiential Marketing*

As stated by [17] Experiential Marketing is a strategy that emphasizes providing direct experiences to customers to change their perceptions and the way they interact with the brand. This approach includes five main components: sense, feel, think, act, and relate, designed to create extraordinary experiences. For

example, sense marketing captures attention through visuals, while feel marketing creates positive emotions that encourage loyalty. As stated by [18] Experiential marketing emphasizes not only the product but also the customer's perception of the brand through memorable experiences. [19] explain that positive experiences increase satisfaction and encourage repeat purchases, making this strategy crucial in building loyalty and long-term beneficial relationships between customers and companies.

2.2 Social Media Marketing

Social media marketing (SMM) has become an important part of modern marketing strategies because it can create closer relationships between brands and customers. [20] states that SMM not only serves as a tool to enhance customer experience but also influences their attitudes and purchase intentions. By presenting engaging, interactive, and relevant content, brands can create positive sensory, emotional, and cognitive experiences. As stated by [21], social media allows businesses to reach customers through various formats, such as text, photos, and videos. Furthermore, [22] shows that the strategic use of platforms like Instagram and TikTok can enhance customer engagement and accelerate the launch of new products to the market. [12] explains that through comment responses and direct messages, businesses can help customers obtain the information they need while also building a loyal community towards the brand. Additionally, social media allows customers to share information about products or brands they like, thereby increasing trust and enhancing emotional connections with them. This strategy not only creates meaningful engagement but also encourages repeat purchases, which ultimately supports sustainable brand growth.

2.3 Repurchase Intention

Repurchase intention is the decision made by buyers to purchase again the goods or services they have

previously used [23]. A positive purchasing experience can significantly impact a buyer's intention to repurchase. When customers are satisfied with the quality of a product, they are more likely to make subsequent purchases. Key elements, such as sales promotions and product quality, are critical in this decision-making process. Customers are more likely to return for high-quality products because they perceive significant value in their purchases. Customer satisfaction becomes one of the main factors determining the intention to repurchase. [24] Stating customers not only have a higher likelihood of repurchasing. But they are also likely to recommend the brand to others.

2.4 Customer Loyalty

Good service is one of the main factors that drive customer loyalty [25] Services that meet or even surpass customer expectations significantly enhance satisfaction levels, making customers more inclined to return for future use of the item or support. Essential elements of service quality, such as loyalty, responsiveness, and empathy, are crucial in crafting a positive customer experience. When customers feel satisfied with the service they receive, they are not only more likely to make repeat purchases but also eager to recommend the brand to others. Ultimately, customer satisfaction is fundamental to fostering loyalty. [25] state that a pleasant purchasing experience not only increases customer satisfaction but can also strengthen their loyalty to the brand. Therefore, companies need to continuously strive to upgrade the quality of their services in order to create satisfying experiences for customers. With this approach, businesses can maintain long-term relationships with customers and enhance their competitiveness in the market.

2.5 Hypothesis Development

a. The relationship between experiential marketing and repurchase intention

Investigation by [26] shows that positive experiences perceived by purchasers can enhance their satisfaction with the brand. This satisfaction plays an important role in driving repurchase intentions. Customers who feel emotionally connected to the brand through memorable experiences are more likely to repurchase the product. This is in line with the investigation findings by [4] which assert that experiential marketing can create a deep sense of satisfaction, especially if the experiences provided are relevant to the consumer's personal points.

H₁: There exists a positive bearing of experiential marketing on repurchase intention.

b. The relationship between social media marketing and repurchase intention

As stated by investigation, personalized and interactive social media content increases customer loyalty to the brand and the desire to buy the product again. For example, [27] found that the consumer-brand relationship is strengthened by social media marketing, which encourages repeat purchases. Companies can generate repeat purchase behavior by providing consistently updated content and attractive new products. The results show how important it is to leverage social media platforms to continuously engage customers, build trust, and foster loyalty, which in turn leads to customers making repeat purchases.

H₂: There exists a positive bearing between social media marketing and repurchase intention.

c. The relationship between experiential marketing and customer loyalty

As stated by investigations, components of experiential marketing, such as sensory and emotional experiences, can enhance the relationship between customers and brands and generate customer loyalty. For example, investigations conducted by [28] found that experiential marketing components such as "feel" and "relate" are very important for enhancing customer loyalty, with "feel" being the most important. Additionally, [29] found that the positive experiences customers have, which repercussion satisfaction, can help maintain customer loyalty. Overall, enjoyable experiences enhance satisfaction and loyalty towards the brand.

H₃: There exists a positive impact of experiential marketing on customer loyalty.

d. The impact of social media marketing on customer loyalty

Social media has become an integral platform for modern interaction, where people create, share, and exchange information and ideas within virtual networks and communities [30]. Recent studies indicate that social media marketing activities, particularly interaction, entertainment, personalization, and electronic word of mouth (e-WOM), play a critical role in upgrading customer loyalty. For example, investigations by [31] demonstrates how interactivity, trending content, and e-WOM on Instagram improve relationship equity, which in turn increases customer loyalty. This investigation also indicates that personalized content that engages the audience can enhance loyalty by adding value and building long-term interactions between the brand and its purchasers..

H₄: There exists a positive impact

between social media marketing and customer loyalty.

e. The Bearing of Repurchase Intention on Customer Loyalty

[32] demonstrate that the desire to repurchase plays a significant role in enhancing customer loyalty, as repeated purchasing behavior strengthens the emotional connection between consumers and a brand. Similarly, [33] highlight that repurchase intention is influenced not only by product satisfaction but also by the overall shopping experience, including convenience, personalized interactions, and emotional engagement. These factors collectively create a seamless and memorable customer journey, fostering trust and affinity toward the brand. In conclusion, repurchase intention positively impacts customer loyalty, with a great shopping experience serving as the critical link between the two. For brands like Lafiye, this underscores the importance of delivering high-quality products while also focusing on creating positive and engaging interactions at every customer touchpoint to drive repurchase intentions and build long-term loyalty.

H₅: Repurchase intention affects customer loyalty.

3. METHODS

In this quantitative study, repurchase intention acts as a moderating variable, exploring how social media and experiential marketing bear on customer loyalty. The decision to utilize a quantitative approach stems from its ability to objectively assess the relationships between variables through statistically analyzed numerical data. This methodology enhances the validity and reliability of the findings, providing deeper insights into the current phenomena under investigation [34] this study employs a causal

(explanatory) design to investigate the relationship between experiential marketing, social media marketing, and consumer loyalty, with repurchase intention acting as a moderating variable. The model's goal is to examine how various marketing elements influence purchasers' decisions to make repeat purchases, as well as how repurchase intention can strengthen or weaken the connections between these factors.

The study focuses on 936 active students from the Faculty of Economics and Business at Bandar Lampung University who engage with social media and interact with hijab brands. To obtain a representative sample, a random sampling technique was employed, selecting participants as per specific criteria, including their interest in hijab products and their use of social media. Ultimately, 280 respondents were chosen, a sample size deemed adequate as stated by the *Slovin formula* to represent the broader student population. While this approach facilitates the identification of relevant participants, it also introduces a potential risk of bias due to the nature of random selection (Sekaran & Bougie 2016).

A questionnaire utilizing a 5-point Likert scale was used to collect information on several key variables, including consumer loyalty, repurchase intention, social media marketing, and experiential marketing. Respondents employed this 5-point scale to indicate their level of agreement with various statements. The questionnaire was distributed using *Google Forms*, ensuring ease of access and efficient data collection. Prior to distribution, the validity and reliability of the questionnaire were rigorously assessed; confirmatory factor analysis was performed to evaluate its validity, and Cronbach's Alpha was used to test for reliability [35]. Data collection was conducted through primary data, obtained directly from respondents via questionnaires.

The collected data underwent analysis using Structural Equation Modeling (SEM) in SmartPLS software. SEM was chosen for its ability to examine the relationships between variables in a complex model [34]. The analysis process unfolded in two distinct

stages. Initially, the validity and reliability of the measurement instruments were established using the measurement model, also known as the outer model. Following this, the relationships among the tested variables were evaluated using the structural model, or inner model.. To further enhance understanding of the direct and indirect effects between the variables, bootstrapping was utilized to assess the significance of these relationships [34].

4. RESULTS AND DISCUSSION

4.1 Results

This study used structural equation modeling (SEM), which is an extension of path analysis. To apply the

SEM technique, the Partial Least Squares method (PLS) was used. SEM examines two types of models: outer models (measurement models) and inner models (structural models). The outer model explains how well the latent variable accounts for the percentage of variance in each indicator (manifest variable) The outer model can be used to identify the most important indicators influencing the latent variable. The inner model is then used to examine the relationship between the independent and dependent latent variables in order to determine their bearing.

1. Analysis of the Measurement Model (Outer Model)

a. Validity Test

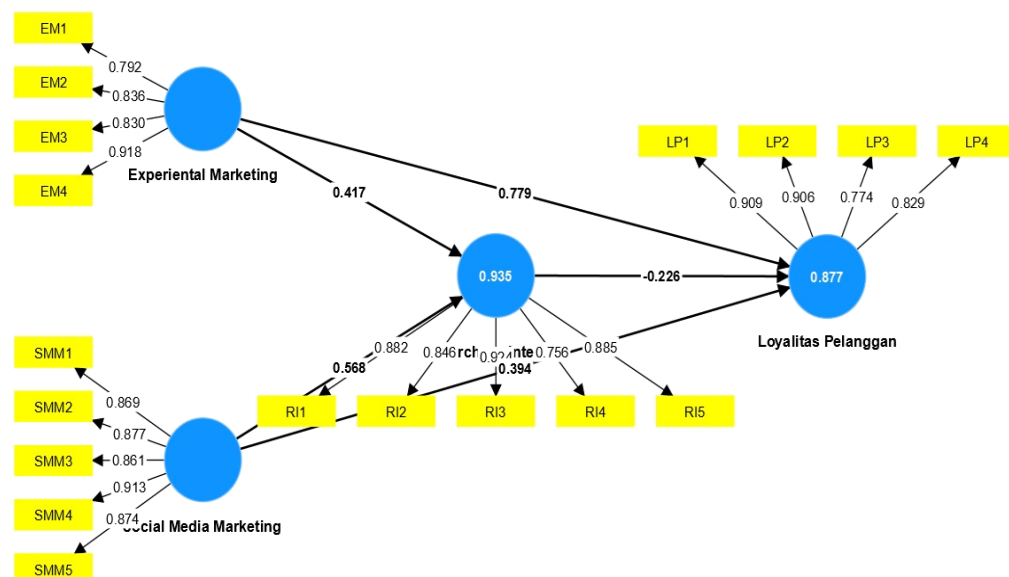


Figure 1. Measurement Model (Inner Model)

Source: SmartPLS 4 Output (2024)

As stated by [36] The idea that a construct's manifest variables should be highly correlated is known as convergent validity. The loading factor score is examined to perform the convergent validity test. If an indicator's correlation score is higher than 0.7, it is regarded as reliable; however, a loading factor score higher than 0.5 is still acceptable [37]

Additionally, the AVE score is categorized as good if it is > 0.5 [37]. As per the test results, all AVE points for each construct in this study show values > 0.5 , therefore, it can be concluded that the convergent validity of this model has been successfully achieved. Below are the results of the convergent validity processing and AVE points in this

study using SmartPLS version 4 software.

Table 1. Convergent Validity

Variable	Indicators	Loading Factor	AVE	Description
Experiential Marketing	EM1	0.792	0.714	Valid
	EM2	0.836		Valid
	EM3	0.830		Valid
	EM4	0.918		Valid
Social Media Marketing	SMM1	0.869	0.773	Valid
	SMM2	0.877		Valid
	SMM3	0.861		Valid
	SMM4	0.913		Valid
	SMM5	0.874		Valid
Repurchase Intension	RI1	0.882	0.740	Valid
	RI2	0.846		Valid
	RI3	0.924		Valid
	RI4	0.756		Valid
	RI5	0.885		Valid
Customer Loyalty	LP1	0.909	0.733	Valid
	LP2	0.906		Valid
	LP3	0.774		Valid
	LP4	0.829		Valid

Source: Smartpls 4 Output (2025)

As per Table 1, it can be seen that all indicators in the model have a loading factor > 0.5 , which can be interpreted as valid. This indicates that each indicator on the experiential marketing variable measured with the indicators is already valid as a construct measurement tool, along with the indicators on the social media marketing variable, repurchase intention, and customer loyalty, which are already valid as measurement tools and have an AVE score > 0.5 , thus can be interpreted as having a good score.

b. Reliability Test

In confirmatory investigation, a construct is considered reliable when its overall reliability score is higher than 0.7. In the context of explanatory investigation, a reliability score between 0.6 and 0.7 is still considered acceptable [37]. A construct is considered reliable if its Cronbach Alpha score exceeds 0.7 [38]. The Composite Reliability and Cronbach's Alpha points were calculated for this study using the SmartPLS version 4 software and are shown below.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Conclusion
Experiential Marketing	0.866	0.872	0.909	Reliable
Social Media Marketing	0.927	0.928	0.945	Reliable
Repurchase Intention	0.911	0.914	0.934	Reliable
Customer Loyalty	0.877	0.878	0.916	Reliable

Source: Smartpls 4 Output (2025)

Table 2 shows that each construct has a Cronbach's alpha score exceeding 0.7, along with a composite reliability. This suggests that every indicator measures their respective constructs consistently and generates trustworthy results.

2. Structural Model Analysis (Inner Model)

a. Coefficient of Determination (R^2)

As stated by [38], the coefficient of determination (R^2) is frequently employed to assess the connection between independent and dependent variables. As stated by [37], an R^2 score of 0.19 is considered poor, 0.33 is considered moderate, and 0.67 is considered high. [38] The R -squared results from this study's processing with the SmartPLS version 4 software are shown below.

Table 3. Coefficient of Determination (R^2)

Variable	R-square (R^2)	Conclusion
Repurchase Intention	0.935	Strong
Customer Loyalty	0.877	Strong

Source: Output SmartPLS 4 (2025)

The repurchase intention variable has a strong R -squared score of 0.935, as demonstrated in Table 3. This implies that 93.5% of the variation in repurchase intention can be explained by social media and experiential marketing, with the remaining 6.5% attributed to other, unstudied factors. The customer loyalty variable, on the other hand, has an R -squared score of 0.877, which indicates that social media marketing, experiential marketing, and repurchase intention together account for 87.7% of the

variability in customer loyalty, with the residual 12.3% being bearingd by external factors not included in this study.

b. Hypothesis Testing

A hypothesis is a temporary assumption. A hypothesis test is considered significant when the T-ratio score exceeds 1.96 (5% significance level) and the P-score is less than 0.05 [37] (Below are the points from the hypothesis test that have been processed in this study using SmartPLS version 4 software.

Table 4. Hypothesis Test

Relation	T-Statistics	P-Value	Conclusion
Experiental Marketing -> Repurchase Intention	17.558	0.000	Accepted
Social media Marketing -> Repurchase Intention	21.496	0.000	Accepted
Experiental Marketing -> Customer Loyalty	6.393	0.000	Accepted
Social Media Marketing -> Customer Loyalty	2.232	0.026	Accepted
Repurchase Intention -> Customer Loyalty	3.062	0.002	Accepted

Source: Smartpls 4 Output (2025)

This study's hypothesis testing results are as per the analysis results in Table 4:

- 1) Hypothesis 1: "Experiential marketing positively influences repurchase intention." The analysis indicates a T-ratio score of 17.558 with a P-score of 0.000, confirming that H1 is supported.
- 2) Hypothesis 2: "There is a positive influence of social media marketing on repurchase intention." The results reveal a T-ratio score of 21.496 with a P-score of 0.000, indicating that H2 is supported.
- 3) Hypothesis 3: "There is a positive influence of experiential marketing on customer loyalty." The findings show a T-ratio score of 6.393 with a P-score of 0.000, supporting H3.
- 4) Hypothesis 4: "There is a positive influence of social media marketing on customer loyalty." The test results show a T-ratio score of 2.232 with a P-score of 0.026, confirming that H4 is supported.
- 5) Hypothesis 5: "There is a positive influence of repurchase intention on customer loyalty." The analysis reveals a T-ratio score of 3.062 with a P-score of 0.002, indicating that H5 is supported.

4.2 Discussion

a. The Bearing of Experiential Marketing on Purchase Intention

Experiential marketing has a positive influence on repurchase intention, as stated by the first hypothesis. With a T-ratio of 17.558 and a P-score of 0.000, the test

findings are consistent with H1. These results show that both product quality and packaging have a significant impact on customers' inclination to purchase hijabs under the Lafiye brand. This outcome is consistent with the research of [39], which demonstrates that experiential marketing has a favorable effect on repurchase intentions. It shows that using experiential marketing techniques increases the likelihood that Lafiye Hijab brand customers would make additional purchases.

The notable T-ratio of 17.558 and P-score of 0.000 underscore the robust connection between experiential marketing and repurchase intention. These findings validate the highly statistically significant relationship observed, casting minimal doubt on the reliability of the results. In conclusion, the results emphasize the significance of experiential marketing in stimulating repeat purchases. For Lafiye Hijab, tactics like enhancing quality enhancement, attractive packaging, and immersive marketing campaigns can strengthen customer loyalty and boost repurchase rates. These findings reinforce that experiential marketing is a crucial element in establishing a sustainable competitive advantage in the hijab market.

b. The Bearing of Social Media Marketing on Repurchase Intention

The second hypothesis states, "Social media marketing positively influences repurchase intention." The test results, with a T-score of 21.496 and a P-score of 0.000, confirm the acceptance of H2. This implies that purchasers' intentions to repurchase hijab goods are positively influenced by the advertising content of the Lafiye brand. Wijaya et al.'s investigation from 2023 supports this conclusion and shows that social media marketing significantly affects

repurchase intentions. As a result, it has been shown that the Lafiye brand's social media marketing strategy effectively raises customers' intents to make additional purchases.

Furthermore, social media marketing's ability to create a sense of *community* around a brand has been shown to significantly enhance consumer engagement. For Lafiye Hijab, the brand's presence on platforms such as Instagram and Tiktok not only allows for the promotion of their products but also enables real-time interaction with customers, addressing their queries, and building trust. This interactive approach, combined with visually appealing content and consistent branding, enhances the emotional bond between customers and the Lafiye brand.

c. The Bearing of Experiential Marketing on Customer Loyalty

The third hypothesis is that "customer loyalty and experiential marketing have a positive impact." With a T-ratio of 6.393 and a P-score of 0.000, the test findings confirm that H3 is acceptable. This indicates that hijab consumer loyalty is positively repercuSSIONed by the Lafiye brand's quality and visual appeal. This conclusion is supported by the study of [40], which shows that experiential marketing improves client loyalty. Therefore, using experiential marketing strategies that offer engaging encounters is necessary to boost customer loyalty to the Lafiye hijab brand. By engaging customers through sensory, emotional, and intellectual experiences, brands can cultivate stronger loyalty and foster long-term relationships with their audience.

For the Lafiye hijab brand, utilizing experiential marketing strategies that provide engaging and immersive experiences is crucial for establishing lasting customer loyalty.

For example, organizing events or campaigns that enable customers to interact with the brand in meaningful ways, such as exclusive product launches, behind-the-scenes experiences, or personalized interaction can deepen their emotional connection with the brand. Moreover, visually appealing product presentations, coupled with high-quality materials, can enhance the overall brand experience and strengthen customers' loyalty. In conclusion, the findings emphasize the crucial role of experiential marketing in enhancing customer loyalty. For Lafiye Hijab, implementing strategies that concentrate on crafting memorable and engaging customer experiences can act as a potent tool to establish long-term relationships with customers, guaranteeing sustained brand loyalty and a competitive edge in the market.

d. The Bearing of Social Media Marketing on Customer Loyalty

The fourth hypothesis posits that "there exists a positive bearing between social media marketing and customer loyalty." The test findings, which show a T-ratio score of 2.232 and a P-score of 0.026, support the adoption of H4. These results indicate that the Lafiye brand's social media marketing efforts play a significant role in enhancing consumer loyalty. This implies that well-crafted promotional content, consistently shared on social media platforms, enhances customers' emotional bond with the brand, ultimately increasing their loyalty. The capability of social media marketing to cultivate relationships via compelling content, interactive communication, and timely updates allows customers to feel more connected to the brand. When customers regularly interact with the brand on social media through informative posts, special

promotions, or engaging multimedia content, they develop a deeper sense of trust and commitment. Consequently, customers are more likely to remain loyal to the brand and make repeat purchases. This outcome aligns with the findings of [41], who emphasized that social media marketing positively impacts customer loyalty. The study highlights that when brands use social media to provide valuable and relevant information, it becomes easier for consumers to engage with the brand. By simplifying access to information about the brand's products, services, and promotions, consumers are more likely to feel satisfied and valued, fostering long-term loyalty.

e. The Bearing of Repurchase Intention on Customer Loyalty

The fifth hypothesis is that "customer loyalty and repurchase intention have a positive bearing." With a T-ratio of 3.062 and a P-score of 0.002, strongly support the acceptance of Hypothesis H5. These results indicate that customer satisfaction with the quality of Lafiye brand products significantly influences customer loyalty. This demonstrates the crucial role of repurchase intention as a key driver in building and sustaining long-term loyalty among Lafiye's customers. The study by [42] aligns with these findings, confirming that repurchase intention positively impacts customer loyalty. When customers experience satisfaction with product quality and service, their desire to repurchase

increases. This strong intent to repurchase not only reinforces their relationship with the brand but also solidifies their loyalty over time. Satisfied customers are more likely to repeatedly choose Lafiye's hijab products and recommend the brand to their friends and family, thereby enhancing the brand's reputation and expanding its customer base.

5. CONCLUSION

Social media and experiential marketing have a significant impact on repurchase intention and customer loyalty, while other factors not included in this study also contribute to the outcomes. Social media and experiential marketing significantly and positively influence repurchase intention and customer loyalty for Lafiye brand hijabs. Repurchase intention has been proven to significantly impact customer loyalty.

Considering the positive effects of social media and experiential marketing on customer loyalty and repurchase intentions, it is recommended for the Lafiye brand to continue upgrading the products and quality of services offered. This effort can be complemented with regular evaluations to understand the needs and preferences of hijab customers more deeply. Future studies are encouraged to include additional variables beyond those examined in this study. Future investigation could further explore other factors that influence repurchase intention and customer loyalty, such as psychological and social aspects. A more thorough examination of these factors aims to provide a deeper understanding and broader perspectives on consumer behavior.

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