

THE EFFECT OF BRAND EQUITY AND EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY OF BATIK GRIYA DISABLED PRODUCTS IN BANDUNG CITY ON SHOPEE PLATFORM E-COMMERCE

Alnoventio Bahtiar^{1*}, Mezan Al Hoiri²

^{1,2}Universitas Widyatama Bandung

*Correspondence email: alnoventio.bahtiar@widyatama.ac.id

ABSTRACT

This study aims to examine the relationship between brand equity, experiential marketing, and consumer loyalty as it pertains to Batik Griya Difabel products sold on the Shopee platform in Bandung City. Bina Sosial Province in West Java, and more specifically the Griya Harapan Difabel Social Welfare Service Centre, guided handicapped customers to create Batik Griya Difabel Products. Research methods include t-tests, f-tests, multiple linear regression for hypothesis testing, and verification and descriptive analysis. together with the determination coefficient. In this research, non-probability sampling was used for sampling. A total of one hundred participants were used as samples for this research. Information gathered from Batik Griya Difabel product buyers who have made a minimum of two purchases. The research found that Bandung City consumers' level of brand equity and experiential marketing for Batik Griya Difabel products is quite excellent, and that their level of customer loyalty is strong as well. The hypothesis test also found that two variables Experiential Marketing and Brand Equity influence customer loyalty. Brand Equity and Experiential Marketing both impact customer loyalty at the same time, according to the findings of the simultaneous hypothesis test. It also helps Griya Difabel's management with their marketing efforts, particularly in the competitive batik market on the Shopee Platform E-Commerce, by highlighting the specific qualities of disabled-made items.

Keywords: Brand Equity, Experiential Marketing, Customer Loyalty

1. INTRODUCTION

Rapid development regarding technology have significantly reshaped various aspects about everyday life as well as accelerated emergence concerning more digitally connected society. This developments have influenced way individuals communicate, acquire information, alongside conduct economic activities. Within commercial sector, technological progress have gradually shifted transaction patterns from conventional marketplace interactions toward online purchasing and also selling activities (Rachmat et al., 2023). Inside of Indonesia, Shopee have

become dominant e-commerce platform, particular inside of local product category, including batik fabrics. Market data indicate that Shopee controls more than 63% concerning batik market, outperforming major competitors such as TikTok Shop, Lazada, and also Tokopedia. This position are supported by way of continuous promotional campaigns, extensive network about official stores, effective utilization touching on Shopee Live, together with strong commitments to product authenticity as well as after-sales service. This advantages have strengthened consumer confidence, absolute among younger consumers and also women, enabling Shopee to maintain leading position inside of Indonesia increasingly competitive digital marketplace.

Among various batik products available upon Shopee, Batik Griya Difabel stands out because of its distinctive social along with economic value. Products are produced by way of artisans alongside disabilities who participate inside of empowerment as well as skills-development programs organized by way of Regional Technical Implementation Unit as to Social Service Center for Persons with Disabilities (UPTD PPSGHD) under Social Affairs Office regarding West Java Province. Batik Griya Difabel demonstrates that physical limitations do not hinder creativity, innovation, or productive economic participation. Resulting products possess strong artistic quality, visual appeal, together with market potential. Beyond commercial transaction, each purchase also contributes to strengthening economic independence along with social inclusion among persons alongside disabilities. Supported by way of structured empowerment system, brand offers variety touching on motifs inspired by way of nature, floral elements, and also unique color combinations, positioning it as culturally rich and also competitive product within Indonesia creative economy.

Although Batik Griya Difabel have experienced encouraging growth in sales through Shopee, maintaining its position inside of market remain considerable challenge. Batik industry within e-commerce constitute high competitive, alongside well-known brands such as Batik Kasumedangan, Batik Garut, and Batik Cirebon continuing to attract larger share concerning consumers. Their stronger market presence suggest greater success in retaining loyal customers while simultaneous reaching new buyers. Under these conditions, UPTD PPSGHD cannot rely sole upon product quality to compete. It constitute necessary to formulate marketing strategies that not only encourage repeat purchases but also attract potential consumers who have not previous purchased Batik Griya Difabel. Such efforts should address both practical benefits sought by way of consumers as well as emotional plus psychological considerations that often influence purchasing behavior.

In current digital business environment, offering high-quality product represent only one component concerning achieving long-term success. Companies must also establish strong market identity capable concerning distinguishing their products from competing alternatives. According to American Marketing Association (AMA), brand serve as identifier that differentiates one product or service from another. Stevi (2022) explains that brand equity reflect overall value attached to brand through various assets together with perceptions that can either strengthen or weaken consumer evaluations. For Batik Griya Difabel, enhancing brand

equity require attention to several important dimensions, including brand awareness, perceived quality, brand associations, plus brand loyalty. Strengthening these dimensions can help consumers recognize brand more easy, develop positive perceptions, as well as build stronger attachment toward product, thereby improving its competitiveness within rapidly evolving e-commerce sector.

Consumer behavior undergone substantial changes in recent years. Purchasing decisions represent no longer based sole upon product functionality or utility; many consumers also seek experiences that represent enjoyable, meaningful, and emotion engaging. Smilansky (2019) argues that experiential marketing enables companies to shape stronger brand perceptions by way of creating memorable interactions alongside consumers. Within Shopee platform, Batik Griya Difabel can utilize this approach through several customer touchpoints. Sense dimension may constitute created through attractive product photography, visual appealing store displays, plus interactive live-streaming sessions. Feel dimension can emerge when consumers represent introduced to inspiring stories concerning artisans alongside disabilities behind products, fostering empathy as well as emotional attachment. Think dimension encourage consumers to appreciate uniqueness, authenticity, together with cultural value embedded in each batik product rather than viewing it as ordinary commercial item. Meanwhile, Act dimension constitute reflected in convenience along with simplicity concerning online shopping, while Relate dimension develop when consumers feel connected to broader social mission that supports empowerment and inclusion for persons alongside disabilities. By way of delivering experiences that combine these elements, Batik Griya Difabel can strengthen customer engagement and build relationships that extend beyond traditional buying as well as selling activities (Smilansky, 2019).

Marketing performance about Batik Griya Difabel are also influenced by way of synergistic role concerning external environmental factors. Government policies along with institutional support have contributed significantly to enhancing product credibility while reinforcing its identity as socially driven brand. Furthermore, Shopee inclusive digital ecosystem provides technological infrastructure that helps overcome physical limitations experienced by way of artisans alongside disabilities, facilitating broader market access together with enabling meaningful interactions alongside consumers through digital platforms. Inside of addition, platform technological capabilities support greater visibility as well as engagement, thereby increasing opportunities for market expansion. Complementing this efforts, Anwar & Sariningsih (2025) highlighted strategic importance regarding developing dedicated online marketing channels to further extend market reach along with improve competitiveness touching on Batik Griya Difabel within digital marketplace. Consequent, integration about supportive public policies, inclusive digital platforms, together with effective online distribution strategies constitutes important foundation for achieving sustainable growth alongside strengthening long-term market position regarding Batik Griya Difabel.

Empirical results obtained from consumers inside of Bandung City indicate that levels about Brand Equity as well as Experiential Marketing are perceived as moderate favorable,

while Customer Loyalty are assessed at favorable level. Hypothesis testing results demonstrate that Brand Equity have positive and also statistic significant effect upon Customer Loyalty. Likewise, Experiential Marketing exhibits positive together with statistic significant influence upon Customer Loyalty. This findings confirm critical role concerning both variables inside of fostering as well as sustaining customer loyalty within digital marketplace. From strategic perspective, strengthening brand equity alongside delivering meaningful customer experiences that appeal to consumers emotional together with psychological dimensions can serve as key drivers about long-term customer retention. For Batik Griya Difabel, this strategies not only contribute to maintaining competitiveness as well as market sustainability upon Shopee platform but also support broader social objective touching on enhancing economic self-reliance, social inclusion, alongside empowerment among artisans alongside disabilities inside of West Java. Consequent, integration regarding strong branding together with experiential marketing initiatives represents sustainable pathway for achieving both commercial success as well as social impact.

2. LITERATURE REVIEW

Brand equity refers to value attached to products as well as services as reflected inside of consumers favorable perceptions, feelings, together with behavioral responses toward certain brand compared alongside competing alternatives (Kotler, Keller, & Chernev, 2021). Kim and Kim (2024): Explain that brand equity is the main foundation that influences consumers' long-term perceptions; where a brand that has a high value automatically increases consumers' sense of security regarding the authenticity, usefulness, and quality of the product. Nguyen and Le (2023): Define brand equity as a company's ability to build strong brand value that is reflected through the consistency of brand image, trust, and quality perception in the eyes of customers. This concept emphasizes that brand equity is not just a financial value on paper, but rather the accumulation of consumers' core experiences and satisfaction with product marketing strategies. Creating deep brand awareness so that the brand becomes the main choice (top of mind) when consumers need a particular product category. Reducing purchasing risk where consumers feel safer, simplifying the shopping decision-making process, and providing emotional satisfaction when using a reputable brand.

Experiential marketing are modern marketing approach that focuses upon creating meaningful experiences for consumers through emotional engagement together with direct interaction alongside brand, product, or service. It are practical marketing strategy that emphasizes consumer experiences as means for brands to connect alongside their target audiences. Experiential marketing can establish deep emotional connections between consumers as well as brands, thereby fostering strong along with lasting relationships. According to theory proposed by way of Smilansky (2019), this approach aims to build emotional bonds through five dimensions, which can be adapted to Shopee features. Sense dimension are reflected inside of visual appeal regarding product photos along with videos displayed upon Shopee. Feel dimension emerges through consumers emotional responses to empowerment stories presented inside of product descriptions. Think dimension involves

educating consumers about uniqueness together with cultural significance touching on batik motifs created by way of persons alongside disabilities through Shopee Live. Act along with Relate dimensions are demonstrated through sense about pride as well as social contribution experienced by way of buyers when they leave positive reviews as form concerning support. Experiential marketing transforms branding from rigid together with pure functional concept into more humanistic, inclusive, alongside interactive experience. By way of leveraging digital features, social narratives, as well as direct consumer engagement, brands can foster strong emotional connections that encourage consumers to appreciate not only functionality about product but also values together with meanings it represents.

Customer Loyalty According to (Magatef et al., 2023) loyalty focuses on affection and level of commitment to a product, service, brand, or organization, which reflects the customer's repurchase intention. Therefore, loyalty is a reflection of the emotional, psychological, and subconscious needs of customers to obtain a consistent source of value and satisfaction. Customer loyalty can be identified as repeat purchases, which is then expanded by Glinkskienė, Kvedarait, and Kvedaras in Zahara (2020) that marketing loyalty has long been seen as repeat brand purchases made constantly by customers, having loyal consumers is the ultimate goal of all businesses, but most businesses do not realize that Customer Loyalty is formed through several stages, starting from finding potential consumers to forming customer advocates who bring benefits to the business. Customer Loyalty. The Loyalty in the e-commerce platform is measured by the intensity of repeat purchases, providing recommendations word of mouth, and resistance to competitor promotions from Batik Kasumedangan, Cirebon.

Hypothesis:

- 1: There is a positive and significant influence of Brand Equity on Customer Loyalty. Batik Griya Difabel on the Shopee E-Commerce Platform
- 2: There is a positive and significant influence of Experiential Marketing on Customer Loyalty of Batik Griya Difabel on the Shopee E-Commerce Platform
- 3: There is a simultaneous influence between Brand Equity and Experiential Marketing on Customer Loyalty of Batik Griya Difabel on the Shopee E-Commerce Platform

3. METHODS

The purpose of this research is to analyze the influence of brand equity and experiential marketing on customer loyalty of Batik Griya Difabel Products in Bandung City On Shopee Platform E-Commerce. Where Batik Griya Difabel Products is the result of guidance of disabled clients by Bina Sosial Province of West Java, more precisely the Griya Harapan Difabel Social Welfare Service Center. Research methods include t-tests, f-tests, multiple linear regression for hypothesis testing, and verification and descriptive analysis. both the correlation coefficient and the In this research, non-probability sampling was used for sampling. A total of

one hundred participants were used as samples for this research. Information derived from Batik Griya Difabel Product customer records pertaining to those who have made a minimum of two purchases.

4. RESULTS AND DISCUSSION

- Respondent Profile

Table 1. Respondent Profile

No	Gender	Percentage	Percentage
1	Woman	73	73%
2	Man	27	27%
Amount		100	100%

- Respondents Based on Age

Table 2. Based on Age

No	Age	Amount	Percentage
1	17-20 year	32	32%
2	20-25 year	29	29%
3	25-30 year	18	18%
4	> 30 year	25	25%
Amount		100	100%

- Validity Test Results

Table 3. Validity Test Results

Variable		Item	Rcount	Rtable	Significance	Description
<i>Brand Equity (X1)</i>	Brand Awareness	1	0,453	0,196	0,000	Valid
		2	0,503	0,196	0,000	Valid
	Brand Association	3	0,350	0,196	0,000	Valid
		4	0,470	0,196	0,000	Valid
	Perceived Quality	5	0,494	0,196	0,000	Valid
		6	0,427	0,196	0,000	Valid
	Perceived Value	7	0,512	0,196	0,000	Valid
		8	0,548	0,196	0,000	Valid
	Brand Loyalty	9	0,555	0,196	0,000	Valid
		10	0,429	0,196	0,000	Valid
	Sense	1	0,445	0,196	0,000	Valid

Variable		Item	Rcount	Rtable	Significance	Description
	Feel	2	0,628	0,196	0,000	Valid
		3	0,488	0,196	0,000	Valid
		4	0,558	0,196	0,000	Valid
	Think	5	0,434	0,196	0,000	Valid
<i>Experiental Marketing (X2)</i>	Act	6	0,496	0,196	0,000	Valid
		7	0,565	0,196	0,000	Valid
		8	0,517	0,196	0,000	Valid
	Relate	9	0,407	0,196	0,000	Valid
		10	0,549	0,196	0,000	Valid
Customer Loyalty (Y)	High Buying Interest	1	0,574	0,196	0,000	Valid
		2	0,464	0,196	0,000	Valid
	Providing References	3	0,451	0,196	0,000	Valid
		4	0,617	0,196	0,000	Valid
	Price Sensitivity	5	0,615	0,196	0,000	Valid
		6	0,548	0,196	0,000	Valid
	Price Sensitivity	7	0,482	0,196	0,000	Valid
		8	0,610	0,196	0,000	Valid

The instrument elements are deemed acceptable since, as shown in the table above, all calculated r values are greater than the r table value of 0.166 at the 5% level. So, it's safe to say that the study variables were measured using adequate equipment.

- Reliability Test Results

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Criteria	Description
<i>Brand Equity (X1)</i>	0,614	0,60	Reliabel
<i>Experiental Marketing (X1)</i>	0,677		Reliabel
Customer Loyalty (Y)	0,664		Reliabel

Based on Table 4, it can be concluded that all variables are reliable. This is because the Cronbach's Alpha value for each variable is above 0.60.

- Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.682	3.194		4.911	.000
	<i>Brand Equity</i>	.167	.078	.210	2.150	.034
	<i>Experiental Marketing</i>	.177	.076	.229	2.342	.021

- a. Dependent Variable: Customer Loyalty

Based on the table above, the following is the linear regression equation for this study:

$$Y = 15.682 + 0.167 (X1) + 0.177 (X2).$$

In this case, X1 is Brand Equity, X2 is experiential marketing, and Y is customer loyalty. With a significance level of 0.034 ($p < 0.05$), the Brand Equity (X1) regression coefficient of 0.167 indicates a positive relationship, indicating that an increase in Brand Equity will be followed by an increase in Customer Loyalty of 0.167. This indicates that consumer loyalty is significantly influenced by brand equity.

Moreover, with a significance level of 0.021 ($p < 0.05$), the positive association between experiential marketing (X2) and customer loyalty is shown by a regression coefficient of 0.177. This means that customer loyalty will grow by 0.177 for every increase in experiential marketing. This proves that experience marketing has a substantial impact on consumer loyalty as well. Customer Loyalty is boosted significantly by Brand Equity and Experiential Marketing in general.

- F Test Results

**Table 6. F Test Results
ANOVA^a**

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

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), *Experiental Marketing*, *Brand Equity*

Based on Table 6, it is known that the F statistic value of 6.483 is greater than the F Table of 3.090 and the significance value is $0.002 < 0.05$ so it can be said to be significant.

Therefore, it can be concluded that Brand Equity and Experiential Marketing have a simultaneous (together) effect on Customer Loyalty.

- T- Test Results

**Table.7. T- Test Results
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	15.682	3.194		4.911	.000
	<i>Brand Equity</i>	.167	.078	.210	2.150	.034
	<i>Experiential Marketing</i>	.177	.076	.229	2.342	.021

a. Dependent Variable: Customer Loyalty

Based on the t-test results, the following is the interpretation of this study:

- 1) The table above shows that the calculated t value is $2.150 > t$ table 1.984, or a Sig value of $0.034 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted. Therefore, it can be concluded that Brand Equity (X_1) has a significant effect on Customer Loyalty (Y).
- 2) The table above shows that the calculated t value is $2.342 > t$ table 1.984, or a Sig value of $0.021 < 0.05$. Therefore, H_0 is rejected and H_2 is accepted. Therefore, it can be concluded that Experiential Marketing (X_2) has a significant effect on Customer Loyalty (Y).

- Results of the Determination Coefficient Test

**Table. 8. Results of the Determination Coefficient Test
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343 ^a	.118	.100	3.49207

a. Predictors: (Constant), *Experiential Marketing*, *Brand Equity*

b. Dependent Variable: Customer Loyalty

Based on Table 8, the coefficient of determination (R^2) is 0.118. This indicates that Brand Equity and Experiential Marketing influence Customer Loyalty by 11.8%. The remaining 88.2% is influenced by other variables.

5. CONCLUSION AND LIMITATION

When it comes to Batik Griya Difabel products sold on the Shopee e-commerce platform, customer loyalty is positively and significantly impacted by brand equity, which is rated quite strong or excellent. I like the qualities of Batik Griya Difabel Products' products has the highest

average value in the Brand Equity variable. On the other hand, the belief that one should stick with tried-and-true Batik Griya Difabel products is associated with the lowest average value. Brand equity may be a powerful determinant in boosting consumer loyalty, as seen below. Mohammad Feizal Firdaus and Era Agustina Yamini (2023:19) found that brand equity has a favorable impact, which is in line with the findings of this study.

Customer Loyalty for Batik Griya Difabel Products is Influenced by Experiential Marketing in a Positive and Significant Way, with Ratings of Fairly High or Fairly Good. The Experiential Marketing variable has the highest average score when it comes to my pleasant experience using Batik Griya Difabel products on the Shopee e-commerce platform. "Using Batik Griya Difabel Products makes me feel special" is the response with the lowest average score. This study's findings corroborate those of Jimmy Jehosua Wungkana (2022:12) and Wen Jung Chan (2020:26), who found that experiential marketing does, in fact, have a positive and statistically significant impact on buyer loyalty.

The research found that customer loyalty to Batik Griya Difabel products is positively and significantly impacted by both brand equity and experiential marketing. Customer Loyalty of Batik Griya Difabel Products on the Shopee E-Commerce Platform may be greatly enhanced with an improved Brand Equity strategy and an experiential marketing approach. By combining a smart Brand Equity strategy and targeted Experiential Marketing activities, Batik Griya Difabel Products can create an environment where customers are satisfied with the products they use, and Customer Loyalty improves. Brand Equity and Experiential Marketing will foster customer loyalty to a product/brand.

6. REFERENCES

- Abdullah K., et al. 2021. Quantitative Research Methods. Muhammad Zaini Publishing Foundation.
- Ayesh, L., Abu-Ghazaleh, T., & Al-Zyoud, M. F. 2021. The Influence of Brand Equity on Customer Loyalty in the Starbucks Chain in Jordan. *International Journal of Business and Social Science*, 12(2), 59-69.
- Anwar & Sariningsih (2025) Journal Article (Management/Social) Article Title: Strategy for Developing Special Online Channels to Optimize Marketing of Disabled Products Based on Local Wisdom.
- Firdaus, M. F., & Yamini, E. A. 2023. The Effect of Brand Equity and Brand Trust on Customer Loyalty of Eiger Brand Sandals. *Ulil Albab: Multidisciplinary Scientific Journal*, 2(3), 1154-1160.
- Glinkskienė, R., Kvedaraitė, N., & Kvedaras, R. dalam Zahara (2020) *Marketing and Consumer Behavior Dynamics* (Disitasi dalam Zahara, 2020 mengenai tahapan *Customer Advocacy*).
- Gong, X., Cheung, C. M., Zhang, K. Z., Chen, C., & Lee, M. K. 2020. Cross-side network effects, Brand Equity, and consumer loyalty: Evidence from the mobile payment market. *International Journal of Electronic Commerce*, 24(3), 279-304.

- Harjadi, D., & Arraniri, I. 2021. Experiential Marketing & Product Quality in Millennial Customer Satisfaction. Insania.
- Jimmy Jehosua Wungkana, Maryam Mangantar, Joy Elly Tulung 2022. Pengaruh Experiential Marketing Dan Emotional Marketing Terhadap Loyalitas Pelanggan Pada 71 Coffeeshop Manado.
- Kim, S. Y., & Kim, J. H. (2024) *Long-term Consumer Perception and Brand Valuation in Digital Ecosystems*. Jurnal Internasional Riset Konsumen.
- Kotler, P., Keller, K. L., & Chernev, A. (2021) Buku: *Marketing Management (16th Global Edition)*. Penerbit: Pearson Education.
- Magatef, S. G., et al. (2023) *The Role of Customer Affection and Commitment in Driving Sustainable Repurchase Intentions*.
- Mohammad Feizal Firdaus and Era Agustina Yamini 2023 The Influence of Brand Equity and Brand Trust on Customer Loyalty of Eiger Brand Sandals, <https://al-haramjournal.id/index.php/JIM/article/v>.
- Nguyen, T. H., & Le, Q. H. (2023) *The Impact of Brand Equity Dimensions on Consumer Purchase Intentions in E-commerce Platforms*. Jurnal Manajemen Pemasaran Kontemporer.
- Oktiani, A., & Khadafi, R. 2018. The Influence of Brand Awareness, Brand Image, and Word of Mouth on Brand Trust and Brand Loyalty Formation among C'bezt Friedchiken Customers in Genteng District, Banyuwangi. Journal of Economic, Business, and Accounting (COSTING), 1(2), 269-282.
- Rachmat et al. (2023) Digital transformation and how e-commerce platforms are changing the landscape of conventional shopping behavior to online through experiential marketing instruments and its impact on loyalty. Journal Publisher: CV. Alim's Publishing Jakarta
- Smilansky, S. (2019) Buku: *Experiential Marketing: A Practical Guide to Interactive Brand Experiences (2nd Edition)*. Penerbit: Kogan Page.
- Sugiyono. 2019. Quantitative, Qualitative, and R&D Research Methods. Alfabeta.
- Stevi (2022) Analysis of the Influence of Brand Equity on Consumer Purchasing Decisions and Loyalty on Digital Platforms. Journal of Marketing Management and Consumer Behavior (or similar journals in case studies of cosmetic brand equity/modern shopping trends).
- Wungkana, J. J., Mangantar, M., & Tulung, J. E. 2022. The Influence of Experiential Marketing and Emotional Marketing on Customer Loyalty in 71 Coffeeshops in Manado. Emba Journal: Journal of Economics, Management, Business, and Accounting Research, 10(3), 624-633.
- Yuningsih, E., Gemina, D., & Silaningsih, E. 2021. Experiential Marketing Analysis of Tourism Service User Satisfaction and Loyalty. Madani Multidisciplinary Journal, 1(3), 319-340.
- Wen Jung Chan 2020 Experiential Marketing partially has a positive and significant effect on Customer Loyalty, also in line with research. <https://doi.org/10.59024/jis.v1i1.403>.