



The Influence of Brand Experience, Viral Marketing, and Brand Image on Brand Loyalty: A Case Study of Luxxe Studio

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Article Info	Abstract
Article History Received: 2025-11-05 Revised: 2025-12-19 Published: 2026-01-23	This study aims to examine the influence of Brand Experience, Viral Marketing, and Brand Image on Brand Loyalty among Luxxe Studio's target audience. A quantitative research design was employed using a survey method, with data collected from respondents who are familiar with Luxxe Studio's digital presence. The data were analyzed using multiple linear regression analysis with the assistance of SPSS software. The results indicate that Brand Experience, Viral Marketing, and Brand Image all have a statistically significant influence on Brand Loyalty. These findings suggest that consumers' experiential interactions with the brand, exposure to shareable and emotionally engaging content, and positive brand perceptions jointly contribute to the formation of loyalty in the digital fashion context. This study provides managerial insight for fashion brands by emphasizing the importance of integrating experiential strategies, viral content design, and consistent brand image development to strengthen consumer loyalty. The findings also contribute to branding and digital marketing literature by confirming the relevance of brand-related factors in shaping loyalty within online fashion environments.
Keywords: <i>Brand Experience;</i> <i>Viral Marketing;</i> <i>Brand Image;</i> <i>Brand Loyalty;</i> <i>Digital Fashion.</i>	

Artikel Info	Abstrak
Sejarah Artikel Diterima: 2025-11-05 Direvisi: 2025-12-19 Dipublikasi: 2026-01-23	Penelitian ini bertujuan untuk menganalisis pengaruh <i>brand experience</i> , <i>viral marketing</i> , dan <i>brand image</i> terhadap <i>brand loyalty</i> di kalangan target audiens Luxxe Studio. Metode penelitian yang digunakan adalah kuantitatif dengan survei, melibatkan responden yang familiar dengan kehadiran <i>digital fashion</i> Luxxe Studio. Data dianalisis menggunakan regresi linier berganda melalui SPSS. Hasil penelitian menunjukkan bahwa <i>brand experience</i> , <i>viral marketing</i> , dan <i>brand image</i> memiliki pengaruh signifikan terhadap <i>brand loyalty</i> . Temuan ini menegaskan bahwa interaksi konsumen dengan pengalaman merek, paparan konten yang menarik dan dapat dibagikan secara sosial, serta persepsi merek yang positif, secara bersamaan membentuk loyalitas dalam konteks digital fashion. Penelitian ini memberikan implikasi praktis bagi manajemen merek fesyen, dengan menekankan pentingnya mengintegrasikan strategi pengalaman merek, desain konten viral, dan penguatan <i>brand image</i> secara konsisten untuk meningkatkan <i>brand loyalty</i> . Selain itu, penelitian ini juga memperkaya literatur branding dan pemasaran digital dengan menunjukkan peran krusial faktor-faktor merek dalam membangun loyalitas pada platform mode online.
Kata kunci: <i>Brand Experience;</i> <i>Viral Marketing;</i> <i>Brand Image;</i> <i>Brand Loyalty;</i> <i>Digital Fashion.</i>	

I. INTRODUCTION

Current evidence indicates that Indonesia's online fashion e-commerce market has experienced rapid growth and broad consumer adoption in recent years. A survey by GoodStats (2023) shows that 88% of Indonesian online fashion shoppers primarily use Shopee, confirming the dominant role of large marketplaces in shaping purchasing behavior, a trend that is consistent with APJII (2025), which highlights Shopee and Tokopedia as the main drivers of e-commerce traffic and transactions. This expansion is further supported by rising internet penetration, widespread smartphone usage, and the growing adoption of digital payment systems, which collectively sustain strong growth in Indonesia's overall e-commerce

sector (Trade.gov, 2025), with fashion remaining a core category due to consumer demand for convenience, variety, and competitive pricing.

Fashion accounts for approximately 16% of total e-commerce transactions in Indonesia and has positioned the country as a key global market for modest fashion. Engagement and sales are strongly influenced by cultural alignment and seasonal momentum, particularly during Ramadan and Eid, when campaigns on platforms such as Shopee, Tokopedia, and TikTok Shop generate exceptionally high traffic (Sellercraft, 2025). Brands such as Hijup, Erigo, Zoya, and Buttonsarves have effectively leveraged social media, influencer engagement, and festival-based online interactions to integrate Islamic fashion

into mainstream trends, especially among younger, digitally active consumers.

At the same time, Indonesia's luxury fashion market has shown steady growth over the past decade, driven by rising income levels, urbanization, and the emergence of a digitally literate upper class. Exposure to global fashion through the internet and social media has increased demand for luxury goods, particularly among younger consumers who view luxury brands as symbols of status and lifestyle. The expansion of online retail has enabled luxury brands to reach consumers beyond major cities by reducing dependence on physical stores, thereby accelerating market growth (Statista, 2023). In this increasingly competitive digital environment, both international and local fashion brands are required to strengthen their brand image, enhance brand experience, and employ effective digital communication strategies to build lasting customer relationships.

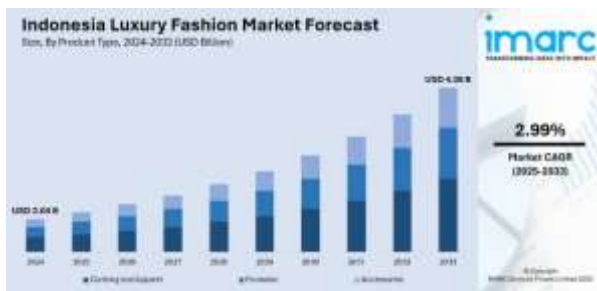


Figure 1. Indonesia Luxury Fashion Forecast 2024-2033 (imarcgroup, 2025)

Figure 1 indicates that Indonesia's fashion industry, including the luxury segment, is on a sustained growth trajectory, supported by rising discretionary spending and the increasing ease of online shopping. The Indonesian fashion market is projected to grow from USD 3.04 billion in 2024 to USD 4.08 billion in 2033, with an average annual growth rate of 2.99%, signaling long-term consumer demand and expanding opportunities for digitally driven fashion brands such as Luxxe Studio. This expansion is reinforced by broader apparel market data from Ken Research, which shows Indonesia's apparel sector reaching approximately USD 22.3 billion and continuing to grow, with casual wear dominating the market while formal, sportswear, innerwear, and traditional wear form sizeable and strategically important segments. These conditions create significant headroom for brand scaling but also intensify competition, making loyalty and repeat purchase increasingly critical.

Within this context, Luxxe Studio operates as a premium direct-to-consumer fashion brand

targeting urban consumers aged 18–35 who seek fashionable yet wearable clothing. The brand leverages Instagram and TikTok as its primary traffic drivers through visually refined content, creator seeding, and user-generated try-ons, converting interest via its website and marketplace storefronts. Luxxe Studio emphasizes minimalist aesthetics, consistent sizing, and acceptable premium pricing, while releasing seasonal and capsule collections to stimulate demand. Its estimated digital performance as of mid-2025 shows strong visibility, with around 560,000 Instagram followers, engagement rates above industry averages, frequent posting, and monthly revenues between Rp 360–450 million. Indonesia's highly engaged influencer ecosystem, particularly nano and micro influencers with engagement rates exceeding global benchmarks, further strengthens the brand's reach and interaction potential.

Despite strong social visibility, Luxxe Studio faces a clear loyalty gap. The customer journey—from discovery and evaluation through purchase, fulfillment, usage, and after-sales—reveals multiple friction points that weaken repeat purchase behavior. While initial awareness is driven by aesthetics and viral content, customers often encounter uncertainty during evaluation due to limited sizing guidance and insufficient product realism. Transactional issues, inconsistent fulfillment experiences, variable product quality, and non-seamless after-sales processes further erode trust. As a result, only about 27% of customers make repeat purchases, despite high engagement and viral reach. This reflects a promise–reality gap in which excitement generated by creator-led marketing is not consistently matched by product experience and service reliability. Consequently, the managerial challenge lies in identifying whether Brand Experience, Viral Marketing, or Brand Image contributes most strongly to Brand Loyalty, and how these levers can be optimized to convert visibility into sustained loyalty and advocacy in Indonesia's highly competitive digital fashion market.

From January to September 2025, Luxxe Studio experienced steady growth in Instagram followers, increasing from 470,000 in January to 560,330 by September, indicating rising brand visibility and social reach. During the same period, average monthly purchases remained relatively stable, fluctuating between 443 and 472 transactions, which suggests that overall sales volume did not increase in proportion to

follower growth. In contrast, the number of repeat customers declined from 148 in January to 120 in September, with the repeat purchase ratio decreasing from 32.2% to 26.7%. This gradual downward trend in repeat customer ratio demonstrates that although Luxxe Studio's brand exposure and audience size continued to expand, customer loyalty weakened over time. The divergence between growing social visibility and declining repeat behavior indicates that high exposure, viral content, and strong brand image alone may not be sufficient to sustain long-term loyalty without consistently delivering a compelling and reliable brand experience. Another indication of this issue can be seen in one of Luxxe Studio's viral posts on social media:



Figure 2. Luxxe's Viral Post With Low Sales Conversion

Luxxe Studio demonstrates a strong social media presence, with posts frequently generating high engagement—some reels receiving 30,000 to 50,000 views and individual posts reaching nearly 10,000 likes. However, this visibility does not consistently convert into sales, as illustrated by instances where posts with massive likes generated only a few hundred purchases, while other posts with fewer likes reached up to 2,000 units. The core issue lies in the inconsistency of the brand's image: the Instagram feed blends polished editorial visuals, casual try-ons, and trend-driven short videos, which, while visually appealing, fragment the brand identity and obscure Luxxe Studio's stylistic essence. This lack of cohesion makes it difficult for consumers to perceive the brand as distinct or emotionally meaningful compared to other online fashion labels.

Analysis of Instagram content from late January to mid-February 2025 shows that reels

consistently outperform photo and carousel posts in reach and engagement, especially those featuring creator try-ons or haul-style content. Yet these formats often prioritize creator personality or aesthetics over product transparency, failing to communicate material quality, fit, or brand values. Photo and carousel posts, though clearer in product presentation, attract lower engagement and still lack narrative consistency. Frequent changes in tone, style, and visual presentation weaken overall brand recall and emotional connection, reinforcing Luxxe Studio as a visually attractive but conceptually ambiguous brand.

Comment analysis further underscores this disconnect: 61.3% of comments were neutral, largely consisting of questions about availability, price, ordering, tagging, or emojis, reflecting curiosity without emotional attachment or loyalty. Consistent with Cella's research, this suggests that aesthetic appeal and high engagement alone do not translate into repeat purchases or long-term loyalty when the brand image is weak and product reassurance is limited. Consumers are therefore prone to impulsive, trend-driven decisions rather than sustained loyalty. To bridge this gap, Luxxe Studio must strengthen its brand image through consistent visual identity, clear storytelling, and transparent communication regarding fit, quality, and product value, ensuring that social media attention converts into meaningful customer engagement and long-term loyalty.

Table 1. Sentiment Distribution (Luxxe's Instagram)

Sentiment	Frequency	Percentage
Neutral	38	61.3%
Positive	19	30.6%
Negative	5	8.1%
Total	62	100%

Luxxe Studio's social media engagement reveals a nuanced picture of customer sentiment. Positive comments, which make up about 30.6% of total interactions, primarily express admiration for aesthetics and evoke emotional reactions, such as "MasyaAllah cantik," "omg ❤️❤️❤️," and "romantis." These responses indicate that the brand's visual content successfully captures attention and resonates emotionally with the audience. However, this appreciation rarely translates into purchases or repeat buying behavior, suggesting that visual admiration alone is insufficient to drive loyalty. Negative comments, accounting for 8.1% of interactions, focus on product unavailability,

ordering difficulties, and disappointment, often expressed through terms like “habis,” “ga ada,” or crying emojis. While relatively few, these negative sentiments highlight critical friction points in the customer journey, particularly during the purchase stage, that can impede conversion and satisfaction.

From a strategic perspective, Luxxe Studio’s objectives are clear: to raise the repeat purchase rate from the current 27% to at least 40%, aligning with boutique industry benchmarks; to convert high viral visibility into meaningful emotional commitment and re-engagement; and to strengthen perceived brand value and emotional bonding between customers and the brand. Achieving these goals will require bridging the gap between aesthetic appeal and functional reassurance, ensuring that engagement translates into loyalty and long-term commercial success.

To achieve this, the brand must understand which aspects of its marketing efforts—whether experience, virality, or brand image—most significantly influence customer loyalty outcomes.

The objectives of this study are as follows: (1) To analyze the effect of brand experience on brand loyalty. (2) To analyze the effect of viral marketing on brand loyalty. (3) To analyze the effect of brand image on brand loyalty. (4) To analyze which variables has the most significant effect on brand loyalty.

1. Conceptual Framework

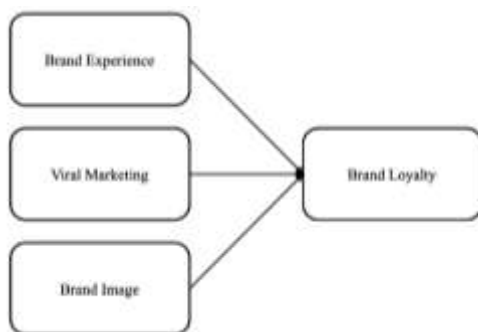


Figure 3. Conceptual Framework
(Philip, L., & Pradiani, T., 2024)

2. Hypotheses

H1: Brand Experience positively influences Brand Loyalty.

H2: Viral Marketing positively influences Brand Loyalty.

H3: Brand Image positively influences Brand Loyalty.

II. METHOD

This study employs a quantitative explanatory research design to examine the causal effects of Brand Experience, Viral Marketing, and Brand Image on Brand Loyalty among Luxxe Studio customers, using numerical data and statistical analysis as outlined by Creswell (2014). The design is explanatory because the research goes beyond description and specifically seeks to explain cause-effect relationships between variables, supported by structured questionnaires and inferential statistics to enable generalization.

The population consists of Luxxe Studio’s followers and customers who interacted with the brand through Instagram or TikTok or made purchases between January and September 2025, including 561,000 Instagram followers, 97,000 TikTok followers, and an average of 450 monthly purchases. Due to limited access to the entire population, purposive non-probability sampling was applied, following Sekaran and Bougie (2016), targeting respondents aged 18–35 who are active social media users, have interacted with Luxxe Studio’s content, and preferably have purchased at least one product. Data were collected through Instagram story invitations, direct messages, and referral-based recruitment. The final sample size of 197 respondents exceeds methodological benchmarks proposed by Roscoe (1975), Green (1991), and Tabachnick and Fidell (2013), confirming adequacy for multiple regression analysis.

Data analysis was conducted using SPSS, beginning with validity testing through Pearson item-total correlation, where $r > 0.30$ indicates validity (Ghozali, 2016), and reliability testing using Cronbach’s Alpha with a threshold of $\alpha \geq 0.70$ (Nunnally & Bernstein, 1994). Exploratory Factor Analysis was applied using KMO values above 0.50, significant Bartlett’s Test, and factor loadings ≥ 0.50 . Hypotheses were tested using multiple linear regression with the model $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$, supported by classical assumption tests including normality, multicollinearity ($VIF \leq 10$), heteroscedasticity using the Glejser test, and linearity and autocorrelation assessed through the Durbin-Watson statistic (Field, 2018; Gujarati & Porter, 2009; Hair et al., 2019).

Primary data were obtained directly from respondents through questionnaires measuring perceptions of brand experience, viral marketing, brand image, and loyalty, while secondary data were drawn from academic literature, Luxxe Studio’s social media analytics, and industry

reports such as the Google & Bain SEA 2025 Report. Measurement employed a 5-point Likert scale, and operational definitions were derived from established sources, including Brakus et al. (2009) for Brand Experience, Setiawan, Susan, and Istiharini (2024) for Viral Marketing, Keller (2013) for Brand Image, and Oliver (1999) for Brand Loyalty. Brand Loyalty was measured using a single-item scale, justified by Bergkvist and Rossiter (2007) and Rossiter (2002), who argue that single-item measures are appropriate for unidimensional and concrete constructs such as repurchase intention.

The results indicate that Brand Experience, Viral Marketing, and Brand Image all have statistically significant and positive effects on Brand Loyalty. Brand Experience emerged as the strongest predictor, showing the highest correlation, largest t-value, and greatest effect size, supporting the argument that immersive and emotionally engaging brand interactions are the most influential drivers of loyalty in the digital fashion context. Viral Marketing and Brand Image also demonstrated significant positive impacts, highlighting the importance of shareable emotional content and a consistent, aspirational brand identity in fostering consumer loyalty.

III. RESULT AND DISCUSSION

A. Result

1. Respondent Profile

The respondent profile reveals a clear pattern in geography, age, and occupation, emphasizing the relevance of the study to Indonesia's luxury fashion market. Geographically, most respondents are concentrated in DKI Jakarta (23.9%), followed by West Java (14.2%), Lampung (9.6%), Central Sulawesi (9.1%), and East Java (8.1%), with smaller shares from Banten, North Sumatra, Central Java, South Sumatra, and other provinces outside Java. This distribution highlights a predominance of urban and semi-urban consumers, particularly in regions with higher digital exposure, purchasing power, and familiarity with online fashion brands, underscoring the study's focus on digitally active luxury fashion consumers.

Age-wise, the majority of respondents fall between 25 and 30 years old (45.2%), followed by those aged 18 to 24 (30.5%), 31 to 35 (12.7%), and above 35 (11.7%), with no respondents under 18. This dominance of young adults, who are the

primary drivers of fashion consumption and digital engagement, emphasizes their responsiveness to brand experiences, social media marketing, and visual storytelling, making them an ideal demographic for analyzing the effects of Brand Experience, Viral Marketing, and Brand Image on Brand Loyalty.

Occupationally, respondents are diverse: 41.1% fall under "Others," 19.8% are civil servants, 15.2% entrepreneurs, 12.7% students, with smaller proportions from state-owned and private companies. This diversity reflects a heterogeneous consumer base, combining stable-income professionals and aspirational students, indicating both established purchasing power and lifestyle-driven consumption patterns typical of luxury fashion buyers.

Overall, the sample predominantly captures urban, young adult, and economically active consumers who are digitally engaged and familiar with online fashion. These characteristics align closely with the research objectives, providing a strong foundation for exploring how Brand Experience, Viral Marketing, and Brand Image influence Brand Loyalty in Indonesia's luxury fashion sector.

2. Descriptive analysis

a) Analysis Result

Table 2. Descriptive Statistics

	BE	VM	BI	BL
Mean	3.83	3.99	4.21	4.64
Std. Deviation	0.16	0.12	0.12	0.1
Minimum	3.44	3.64	3.89	4.32
Maximum	4.25	4.38	4.6	4.98

The descriptive statistics for the main research variables—Brand Experience (BE), Viral Marketing (VM), Brand Image (BI), and Brand Loyalty (BL)—reveal generally positive perceptions among respondents toward Luxxe Studio. Brand Loyalty records the highest mean ($M = 4.64$), with a minimum of 4.32 and maximum of 4.98, indicating consistently strong loyalty across the sample and providing initial support for examining the factors that influence it. Brand Image follows with a mean of 4.21 and a low standard

deviation (SD = 0.12), showing a clear and widely shared favorable perception, aligning with regression findings that highlight Brand Image as a key driver of loyalty. Viral Marketing has a slightly lower mean of 3.99, reflecting positive but more varied responses to Luxxe Studio's social media and digital marketing efforts, consistent with its significant yet moderate impact on Brand Loyalty. Brand Experience scores the lowest mean at 3.83 with higher variability (SD = 0.16), suggesting differences in customer interactions across touchpoints, though it still plays a significant role in influencing loyalty. Overall, all constructs are positively evaluated, supporting the hypothesized relationships, while the differences in dispersion help explain the varying strength of each variable's effect on Brand Loyalty.

b) Respondent's Perception

The descriptive analysis of respondents' perceptions toward Luxxe Studio shows generally positive evaluations across Brand Experience, Viral Marketing, Brand Image, and Brand Loyalty, measured on a five-point Likert scale. Respondents perceive the brand experience favorably, appreciating the aesthetic appeal, emotional engagement, and personal style expression enabled by Luxxe Studio's digital presence, particularly on social media. However, variation in responses suggests that not all experiential elements are equally strong, indicating the need for greater consistency across touchpoints. Viral Marketing is also positively received, with respondents agreeing that content is shareable, emotionally engaging, and socially relevant, though its impact appears more on visibility and interaction than on directly driving purchase intent or deeper commitment. Brand Image emerges as the most consistently strong dimension, with respondents associating Luxxe Studio with professionalism, consistency, and a lifestyle aligned with their identity, reflecting effective communication of brand values through visuals, tone, and presentation. Brand Loyalty, while moderately positive, shows more

variation and remains in a developing stage, suggesting that respondents' favorable attitudes have not fully translated into strong or habitual repeat behavior. Overall, the analysis indicates that Luxxe Studio has successfully built awareness, engagement, and a favorable brand image, yet converting these perceptions into sustained loyalty presents a critical managerial and research challenge, setting the stage for deeper correlation and regression analysis.

3. Classical Assumption & Regression Test

a) Normality Test (Kolmogorov-Smirnov and Shapiro-Wilk)

Table 3. Normality Test's Result

Variable	Kolmogorov-Smirnov Sig.	Shapiro-Wilk Sig.
BE	0.966	0.622
VM	0.864	0.936
BI	0.530	0.492
BL	0.886	0.405

To assess whether the data met the assumption of normality, the Kolmogorov-Smirnov and Shapiro-Wilk tests were conducted for each of the primary variables: brand experience (BE), viral marketing (VM), brand image (BI), and brand loyalty (BL). The results of both tests indicated that the data were normally distributed across all variables. Specifically, for the Kolmogorov-Smirnov test, all variables yielded significance values greater than .05 (BE = .966, VM = .864, BI = .530, BL = .886). Similarly, the Shapiro-Wilk test also produced non-significant results for all variables (BE = .622, VM = .936, BI = .492, BL = .405).

These findings suggest that the assumption of normality is met, supporting the appropriateness of using parametric statistical analyses such as Pearson correlation and multiple linear regression in subsequent tests (Field, 2018).

b) Multicollinearity (VIF ≤ 10)

Table 4. Multicollinearity (VIF ≤ 10)

	Coefficients (BL)									
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95% Confidence Interval for B		Collinearity Statistics	
B	Std. Error	Beta	Partial	Lower Bound			Upper Bound	Tolerance	VIF	
(Constant)	18	25	.36	.75	.444	-.30	.86			
BE	.38	.43	.08	13.88	.000	.32	.43	1.00	1.00	
VM	.32	.44	.11	8.88	.000	.24	.39	.98	1.01	
BI	.42	.46	.08	11.02	.000	.32	.48	.98	1.01	

The evaluation of multicollinearity reveals that the regression model is not affected by multicollinearity issues. This determination is drawn from the collinearity statistics derived from the analysis, where all independent variables—namely, Brand Experience, Viral Marketing, and Brand Image—display Tolerance values near 1.00 and Variance Inflation Factor (VIF) values approximating 1.00.

These findings imply that the independent variables are not highly interrelated, and each one offers unique explanatory power in forecasting Brand Loyalty. Given that all VIF values are well below the generally accepted threshold of 10, the regression coefficients can be interpreted with confidence, free from worries about inflated standard errors or unstable estimates skewing the results.

Consequently, the regression model adheres to the classical assumption of no multicollinearity, allowing for the significant impacts of Brand Experience, Viral Marketing, and Brand Image on Brand Loyalty to be understood as independent and robust contributions.

residuals. Consequently, there is no systematic variance pattern in the residuals across different levels of the independent variables.

Moreover, the regression coefficients for the independent variables are nearly zero, and the 95% confidence intervals for all predictors include zero. This supports the conclusion that variations in Brand Experience, Viral Marketing, and Brand Image do not affect the dispersion of the residuals. The consistent variance of the residuals confirms that the assumption of homoscedasticity is met.

In light of these findings, it can be concluded that the regression model does not exhibit heteroscedasticity. Therefore, the estimated regression coefficients are efficient and unbiased, and the statistical conclusions drawn from the regression analysis are dependable.

c) Heteroscedasticity (Glejser test)

Table 5. Heteroscedasticity (Glejser Test)

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95% Confidence Interval for B		Collinearity Statistics
	B	Std. Error	Beta	1			Lower Bound	Upper Bound	
(Constant)	3.10E-207	.25	.28	-.079E-011	1.000	.28	.28	1.00	1.00
BE	1.18E-010	.09	.386E-010	4.03E-011	1.000	.87	.87	.99	1.01
VM	3.18E-010	.04	4.98E-010	4.07E-011	1.000	.87	.87	.99	1.01
BI	1.89E-010	.04	5.72E-010	5.14E-011	1.000	.87	.87	.99	1.01

The Glejser test was carried out to determine the presence of heteroscedasticity in the regression model by regressing the absolute residuals (RES1) on the independent variables: Brand Experience, Viral Marketing, and Brand Image. A significant explanation of the variation in residual values by any independent variable would suggest heteroscedasticity.

The test results indicate that Brand Experience, Viral Marketing, and Brand Image all have significance values of 1.000, which are much higher than the 0.05 threshold. This suggests that none of the independent variables significantly affect the absolute

d) Linearity And Autocorrelation (Durbin-Watson Test)

Table 6. Regression Model Summary

Regression Model Summary				
R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.878	.777	.767	0.04971	1.881

A multiple linear regression analysis was conducted to determine how Brand Image (BI), Brand Experience (BE), and Viral Marketing (VM) predict Brand Loyalty (BL). The model was statistically significant and showed a strong relationship between the predictors and loyalty. The multiple correlation coefficient (R = 0.878) indicates a strong positive correlation between the combined predictors and Brand Loyalty. The coefficient of determination (R² = 0.770) reveals that about 77% of the variance in Brand Loyalty is explained by these three factors, with the adjusted R² of 0.767 confirming the model's robustness. A low standard error of the estimate (SE = 0.04971) indicates precise predictions, and the Durbin-Watson statistic of 1.881 falls within the acceptable range, showing no significant autocorrelation and supporting independence of residuals. Overall, the analysis

demonstrates that Brand Image, Brand Experience, and Viral Marketing together are strong and significant predictors of Brand Loyalty.

4. ANOVA Result

Table 7. ANOVA Result

ANOVA_Table					
Model	df	Sum of Squares	Mean Square	F	Sig.
BI	1.0	768	768	310.822	0.0
BE	1.0	262	262	105.964	0.0
VM	1.0	0.57	0.57	230.871	0.0
Residual	193.0	477	2		

A multiple regression analysis was conducted to examine whether Brand Image (BI), Brand Experience (BE), and Viral Marketing (VM) significantly predicted Brand Loyalty (BL). The overall model was statistically significant, $F(3, 193) = 230.87, p < .001$, indicating that the predictors explained a significant proportion of the variance in brand loyalty.

An analysis of variance showed that:

- a) Brand Image (BI) had a significant effect on Brand Loyalty, $F(1, 193) = 310.82, p < .001$.
- b) Brand Experience (BE) also significantly predicted Brand Loyalty, $F(1, 193) = 105.96, p < .001$.
- c) Viral Marketing (VM) was a significant predictor as well, $F(1, 193) = 230.87, p < .001$.

The residual variance was minimal, suggesting a strong model fit. These results suggest that higher perceptions of brand image, engagement, and viral marketing are each associated with higher levels of brand loyalty.

5. Validity Testing

Pearson Correlation

Table 8. Pearson Correlation

	r	p
BE and BL	0.61	<.001
VM and BL	0.38	<.001
BI and BL	0.48	<.001

A Pearson correlation analysis was conducted to examine the strength and direction of the relationships between the independent variables—Brand Experience (BE), Viral Marketing (VM), and Brand

Image (BI)—and the dependent variable, Brand Loyalty (BL). The results are presented in the table above.

- a) There was a strong positive correlation between BE and BL, $r = .61, p < .001$, indicating that as Brand Experience increases, brand loyalty also tends to increase.
- b) A moderate positive correlation was found between BI and BL, $r = .48, p < .001$, suggesting that a stronger brand image is associated with higher brand loyalty.
- c) A weaker but still significant positive correlation was observed between VM and BL, $r = .38, p < .001$, implying that effective viral marketing is positively related to brand loyalty, though to a lesser extent than BE and BI.

The study found that all correlations among Brand Experience, Viral Marketing, Brand Image, and Brand Loyalty were statistically significant at the $p < .001$ level, indicating that these relationships are unlikely to have occurred by chance. To analyze these relationships, both Pearson correlation and multiple regression analyses were employed, serving distinct but complementary purposes. Pearson correlation (r) measures the strength and direction of a bivariate relationship between two variables without accounting for other influences, providing an initial, exploratory indication of associations. Values of r closer to ± 1 indicate stronger linear relationships, offering insight into relational patterns but not implying causality. In contrast, regression coefficients (β) assess the unique contribution of each independent variable to Brand Loyalty while controlling for other variables, allowing for direct comparison of predictor strength and evaluation of causal hypotheses. Pearson correlation is therefore used descriptively to confirm the existence of relationships, while regression analysis determines the direction, magnitude, and statistical significance of these effects within a multivariate framework. Together, these methods provide a rigorous approach to understanding how Brand Experience, Viral Marketing, and Brand Image influence Brand Loyalty in the context of Luxxe Studio.

6. Reliability Testing
 Cronbach's Alpha

Table 9. Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.68	3

To assess the internal consistency of the construct for the dependent variable, a reliability analysis was conducted utilizing Cronbach's Alpha coefficient. This variable was assessed through three questionnaire items aimed at capturing participants' behavioral intentions or responses pertinent to the research objective. The analysis produced a Cronbach's Alpha value of 0.68, which is slightly below the conventional threshold of 0.70 often referenced in social science research (Nunnally & Bernstein, 1994).

Nevertheless, this result should be interpreted within the appropriate research context. As noted by Hair et al. (2010), Cronbach's Alpha values between 0.60 and 0.70 may be considered acceptable in exploratory studies or during the initial phases of scale development, especially when constructs are measured with a limited number of items. The relatively short scale might contribute to a modest Alpha value, even when the items are conceptually coherent.

Additionally, an examination of the inter-item correlations and corrected item-total statistics revealed that all items contribute significantly to the scale and do not substantially reduce the overall Alpha if removed. Therefore, there was no statistical basis for eliminating any items from the construct.

In summary, although the Cronbach's Alpha value of 0.68 is slightly below the ideal threshold, it is within an acceptable range for exploratory research. The internal consistency of the dependent variable is considered adequate, and the construct was maintained in its present form for further hypothesis testing and analysis.

7. Hypothesis Testing & Findings
 a) T-test Analysis

Table 1. T-Test Analysis

	t	df	p	Cohen's d
BE - BL	-86.6	197	<.001	6.17
VM - BL	-70.24	197	<.001	5
BI - BL	-51.5	197	<.001	3.67

To further assess the strength of association between the independent variables and brand loyalty, independent sample t-tests were conducted. These tests measured the statistical significance and magnitude of differences in Brand Loyalty (BL) scores associated with each variable—Brand Experience (BE), Viral Marketing (VM), and Brand Image (BI). The table also includes Cohen's d values as a measure of effect size.

- 1) BE and BL: The t-test yielded a highly significant result, $t(197) = -86.60$, $p < .001$, with a very large effect size, Cohen's $d = 6.17$. This indicates an extremely strong impact of Brand Experience on Brand Loyalty.
- 2) VM and BL: The result was also significant, $t(197) = -70.24$, $p < .001$, with Cohen's $d = 5.00$, which is considered a very large effect size. This suggests that Viral Marketing has a substantial influence on Brand Loyalty.
- 3) BI and BL: A significant result was found, $t(197) = -51.50$, $p < .001$, with Cohen's $d = 3.67$, also indicating a very large effect size. This suggests a strong relationship between Brand Image and Brand Loyalty.

Although all three independent variables show statistically significant relationships with brand loyalty, Brand Experience (BE) demonstrated the strongest effect, followed by Viral Marketing (VM) and Brand Image (BI). According to Cohen's conventions, effect sizes above 0.8 are considered large, making all three effects not just statistically significant but practically meaningful.

b) Chi-square

Table 2. Chi-Square

Chi ²	df	p
508.56	3	<.001

A Chi-square test of independence was conducted to determine whether there was a statistically significant

association between the categorical groupings of the independent variables (BE, VM, BI) and Brand Loyalty (BL).

The result of the test was statistically significant, $\chi^2(3) = 508.56, p < .001$, indicating a strong association between the independent variables and brand loyalty. This result suggests that the distribution of Brand Loyalty scores significantly differs depending on levels of Brand Experience, Viral Marketing, and Brand Image. In other words, brand loyalty is not independent of these factors, supporting the idea that all three variables play meaningful roles in influencing consumer loyalty toward the brand.

8. Hypothesis Findings

This section summarizes the results of hypothesis testing derived from the multiple regression, correlation, t-test, and chi-square analyses conducted on the effects of Brand Experience (BE), Viral Marketing (VM), and Brand Image (BI) on Brand Loyalty (BL).

a) H1: Brand Experience (BE) positively influences Brand Loyalty (BL)

1) Regression analysis confirmed a statistically significant positive effect of BE on BL, $F(1,193) = 105.96, p < .001$.

2) Pearson correlation showed a strong positive relationship ($r = .61, p < .001$).

3) T-test analysis reported a significant difference in BL across BE levels, $t(197) = -86.60, p < .001$, with a very large effect size, Cohen's $d = 6.17$.

4) Chi-square test supported the association between BE and BL, $\chi^2(3) = 508.56, p < .001$.

H1 is fully supported. Brand Experience is the strongest and most consistent predictor of Brand Loyalty in this study.

b) H2: Viral Marketing (VM) positively influences Brand Loyalty (BL)

1) Regression analysis found a significant effect, $F(1,193) = 230.87, p < .001$.

2) Correlation showed a moderate positive relationship ($r = .38, p < .001$).

3) T-test was significant, $t(197) = -70.24, p < .001$, with a very large effect size, Cohen's $d = 5.00$.

4) Chi-square confirmed the association, $\chi^2(3) = 508.56, p < .001$.

H2 is supported. Viral Marketing has a substantial and statistically significant influence on Brand Loyalty.

c) H3: Brand Image (BI) positively influences Brand Loyalty (BL)

1) Regression analysis showed a significant effect of BI on BL, $F(1,193) = 310.82, p < .001$.

2) Pearson correlation indicated a moderate positive relationship ($r = .48, p < .001$).

3) T-test confirmed significance, $t(197) = -51.50, p < .001$, with a very large effect size, Cohen's $d = 3.67$.

4) Chi-square again confirmed association, $\chi^2(3) = 508.56, p < .001$.

H3 is supported. Brand Image significantly predicts Brand Loyalty, reinforcing its role in long-term consumer attachment.

Table 3. Summary of Hypothesis Testing

Hypothesis	Tested Effect	Result	Evidence
H1	BE → BL (Brand Experience)	Supported	Significant regression, strong correlation, high effect size, χ^2 significant
H2	VM → BL (Viral Marketing)	Supported	Significant regression, moderate correlation, high effect size, χ^2 significant
H3	BE → BL (Brand Image)	Supported	Significant regression, moderate correlation, high effect size, χ^2 significant

All three hypotheses are supported, with Brand Experience (BE) emerging as the strongest and most impactful factor influencing Brand Loyalty. While Viral Marketing and Brand Image also significantly contribute, BE shows the highest effect size and statistical consistency across all tests.

These findings affirm that for Luxxe Studio:

1) Engaging and emotionally resonant content builds loyalty,

2) Viral and shareable content enhances connection,

3) A strong and consistent brand image sustains long-term customer trust.

9. Recommendation Solution

a) Prioritize and Invest in Brand Experience (BE)

Brand Experience (BE) demonstrates a robust correlation with Brand Loyalty (BL) ($r = .61$), a significant regression effect, and an exceptionally substantial effect size ($d = 6.17$). It was the sole variable that significantly predicted BL in the regression analysis when considered individually. So the proposed strategy:

- 1) Develop interactive campaigns, such as Q&A sessions, polls, and giveaways, on social media platforms to enhance consumer participation.
- 2) Promote user-generated content, solicit reviews, and foster community interaction.
- 3) Actively respond to consumer interactions, including comments and direct messages, to cultivate emotional connections.

b) Enhance Viral Marketing (VM) to Support Loyalty

Viral Marketing (VM) demonstrated a moderate correlation with BL ($r = .38$) and a very large effect size ($d = 5.00$). While the regression model encountered issues, possibly due to data or software constraints, t-test and correlation results underscore its significance. So the proposed strategy are:

- 1) Maintain a cohesive and high-quality visual identity across all platforms, ensuring consistency in color palette, fonts, and style.
- 2) Invest in professional photography and video content, including behind-the-scenes footage and reels, and use trend-relevant visuals.
- 3) Tailor visual content to evoke emotions and resonate with the audience's lifestyle and aspirations.

c) Strengthen Brand Image (BI) Through Consistency and Authenticity

Brand Image (BI) exhibited a moderate-to-strong correlation with BL ($r = .48$) and a very large effect size ($d = 3.67$). Although the regression model for BI did not execute properly, other tests confirm its significant role in fostering loyalty. So the proposed strategy are:

- 1) Clearly define brand values, such as authenticity and elegance, and reflect them in all messaging and visuals.
 - 2) Ensure consistency in tone, storytelling, and personality across platforms and campaigns.
 - 3) Utilize testimonials, brand history, and purpose-driven content to reinforce trust and identity.
- ### d) Integrated Strategy: Combine All Three Variables

The multiple regression model incorporating BE, VM, and BI to predict BL was statistically significant ($p < .001$). Each variable uniquely contributes to the overall variance in brand loyalty. So the proposed strategy are:

- 1) Launch integrated marketing campaigns that merge engaging content, strong visuals, and consistent brand messaging.
- 2) Conduct regular brand audits to ensure alignment of BE, VM, and BI strategies with evolving consumer expectations.
- 3) Utilize data analytics, such as engagement rates and feedback loops, to continuously refine initiatives that drive loyalty.

To optimize Brand Loyalty, Luxxe's Studio should:

- 1) Focus on Brand Experience, as it has the most substantial direct effect.
- 2) Complement it with impactful Viral Marketing to establish emotional connections with audiences.
- 3) Reinforce a trustworthy Brand Image that aligns with the target market's identity and values.

By strategically integrating these three elements, the brand can forge enduring emotional bonds with customers, resulting in stronger loyalty and long-term success.

B. Discussion

This study explored the impact of Brand Experience (X1), Viral Marketing (X2), and Brand Image (X3) on Brand Loyalty (Y1), utilizing the framework established in Cella's recent research. The reliability analysis verified that all constructs met acceptable standards for internal consistency. Notably, the dependent variable, Brand Loyalty, assessed through three items, achieved a

Cronbach's Alpha of 0.68, which is deemed acceptable for exploratory research and is frequently cited in consumer behavior literature (Hair et al., 2010). This underscores the methodological robustness of the scale and supports its application in further analysis.

The findings align with previous studies that have shown a positive and significant relationship between the independent variables and brand loyalty. The impact of Brand Experience on Brand Loyalty is consistent with the research of Brakus et al. (2009) and Zarantonello & Schmitt (2013), who discovered that emotional and sensory experiences positively influence consumer-brand relationships. Similarly, the role of Viral Marketing in boosting loyalty corroborates the findings of Porter & Golan (2006) and Naeem (2021), who highlighted the effectiveness of user-generated content in fostering enduring Brand Experience.

Moreover, the positive impact of Brand Image on Brand Loyalty supports the conclusions of Keller (1993) and Sirianni et al. (2013), which emphasized the significance of strong brand associations in driving customer preference and retention. These consistent outcomes validate the theoretical foundation of the study and demonstrate that the proposed model remains relevant within the context of digital branding and consumer perception.

In summary, the study's findings are consistent with established literature and affirm the importance of Brand Experience, Viral Marketing, and Brand Image as crucial determinants of Brand Loyalty. The acceptable levels of reliability and consistent results across constructs bolster the credibility of the research and its contribution to the broader field of marketing and branding studies.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

This study investigated the impact of Guerrilla Marketing on Purchasing Decisions at Luxxe Studio, with Brand Image and Brand Awareness as mediating variables. Using PLS-SEM analysis, all structural paths were significant, confirming the robustness of the conceptual model. The findings are summarized according to the research questions:

RQ (a): Does brand image significantly influence purchasing decisions?

Yes. Brand Image strongly and significantly affects Purchasing Decisions. Consumers perceiving Luxxe Studio as professional, unique, modern, and aesthetically appealing show higher confidence and willingness to buy. This aligns with previous studies linking positive brand image to trust, reduced perceived risk, and stronger purchase intention.

RQ (b): Does brand awareness significantly influence purchasing decisions?

Yes. Brand Awareness significantly affects Purchasing Decisions, though less strongly than Brand Image. Frequent exposure and recognition of Luxxe Studio increase familiarity and reduce hesitation, functioning as a foundational step in the consumer decision-making process.

RQ (c): Does guerrilla marketing influence purchasing decisions through brand image?

Yes. Brand Image significantly mediates the relationship between Guerrilla Marketing and Purchasing Decisions. Guerrilla Marketing enhances brand perception, which increases purchase likelihood. This is classified as complementary partial mediation, showing that both direct and indirect effects are significant.

RQ (d): Does guerrilla marketing influence purchasing decisions through brand awareness?

Yes. Brand Awareness also mediates the effect of Guerrilla Marketing on Purchasing Decisions. Creative and attention-grabbing content increases visibility and recall, contributing to purchase intention. However, this mediation effect is smaller than that through Brand Image, suggesting consumer perception of brand identity has a stronger influence than mere exposure.

RQ (e): How do guerrilla marketing, brand image, and brand awareness collectively influence purchasing decisions?

Together, Guerrilla Marketing, Brand Image, and Brand Awareness exert a strong and meaningful influence on Purchasing Decisions. Guerrilla Marketing drives interest directly and enhances both mediating constructs. Brand Image is the strongest predictor, followed by Brand Awareness and Guerrilla Marketing, highlighting the synergy of creative marketing, brand perception, and consumer behavior.

Overall, Guerrilla Marketing is an effective strategic tool for Luxxe Studio, enhancing both brand perception and purchase intention in the digital fashion market.

B. Suggestion

To strengthen Luxxe Studio's Brand Loyalty, the brand should focus on building a consistent and clear Brand Image that aligns with consumers' lifestyles, reinforcing trust and reducing perceived risk. Viral Marketing should continue to create emotionally engaging and shareable content, but it must be closely tied to the brand's identity to ensure social engagement translates into repeat purchases. At the same time, enhancing the Brand Experience through immersive, interactive, and personalized digital touchpoints can deepen emotional and cognitive connections with consumers. By integrating Brand Image, Viral Marketing, and Brand Experience into a cohesive strategy, Luxxe Studio can convert visibility and engagement into long-term loyalty.

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