Building Up Brand Loyalty Through Customer Experience of CV Araya Putra

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Abstract

Research aim : *This research aims to explore the influence of customer experience on brand loyalty at CV Araya Putra, a company operating in the horticulture sector. Using a qualitative approach and case study methods, this research seeks to understand how elements of customer experience, such as interactions with services, product quality, and emotional value, can contribute to the formation of customer loyalty.*

Design/Method/Approach : *This research is a qualitative approach with a case study method. Informants were selected based on various criteria (relevance, recommendation, readiness, and reassurance). The research informants in this research were CV Araya Putra customers who had used the product or service. The interview was conducted using an interview guide technique which consists of open questions that discuss various dimensions of customer experience such as product quality, service, emotional connection, and other factors that influence their decision to remain loyal to the brand. By using data validity, triangulation of data sources to ensure the accuracy of the information.*

Research Finding : *The data shown that customer a highly values product quality and responsive customer service, which creates an emotional bond with the brand and the ease of use of the e-commerce platform. The key elements of the customer experience not only product quality, but also quality of staff service, shopping convenience in the store, navigation on the website, and product delivery. The strategy that can be implemented by CV Araya Putra to increase their customer loyalty that combine cognitive (product quality) and emotional (relationship with the brand) satisfaction..*

Theoretical contribution/Originality : *This research provides strategic recommendations for CV Araya Putra, including improving customer service, optimizing customer experience on digital platforms, and developing stronger emotional relationships with customers.*

Practitionel/Policy implication : *This study not only provides insight for companies in increasing brand loyalty, but also contributes to the academic literature regarding the relationship between customer experience and brand loyalty in the field of horticulture.*

Research limitation : *Several obstacles were also found, such as inconsistency in service and lack of use of customer feedback for quality improvement.*

Keywords : *Customer experience, brand loyalty, horticulture sector*

1. Introduction

In the context of increasingly developing marketing, brand loyalty has become one of the main factors that can determine the long-term success of a company [1]. Brand loyalty

refers to the loyalty of customers who repeatedly choose a particular product or service over a competitor's product or service [2]. This loyalty is usually formed after customers have a consistently positive experience with a brand. One of the main ways to build brand loyalty is through optimal customer experience management [3].

CV Araya Putra, which operates in the horticulture industry, faces challenges in building brand loyalty amidst increasingly fierce competition [4]. In many cases, customers not only choose products or services based on price or quality, but also based on the experiences they gain while interacting with a company. Customer experience, which involves sensory, emotional, cognitive and behavioral aspects, is very important in determining a customer's decision to remain loyal to a brand [5].

Even though CV Araya Putra has tried various marketing strategies to attract customer attention, the company still experiences difficulties in maintaining high brand loyalty. Some of the problems faced by companies in building brand loyalty through customer experience include: firstly, limitations of consistent customer experience, inconsistent customer experience in terms of product quality, service or shopping experience, both in physical and online stores, is one of the causes of decreased customer loyalty. Even though CV Araya Putra strives to maintain quality standards, customers often complain about inconsistencies in service, both in terms of speed of response and accuracy of the products received. Secondly, lack of memorable emotional experiences, in an era where many companies focus on product-based experiences, it is critical for companies to create deep emotional connections with customers. However, CV Araya Putra has not fully utilized the emotional aspect in its marketing and service strategies. Customers who only get satisfaction from products without a strong emotional bond with the brand are more susceptible to switching to competitors. Thirdly, digital experience is not optimal yet, most customers now want convenience in shopping, both online and offline. However, CV Araya Putra's e-commerce platform still does not fully meet customer expectations in terms of ease of use and speed of access. This hinders an optimal digital experience, with customers preferring to shop on competing platforms that offer a more seamless and responsive experience. Fourthly, lack of customer involvement in the product creation process, one way to strengthen brand loyalty is to involve customers in the product creation or brand development process. This can increase customers' sense of belonging and engagement with the brand. However, CV Araya Putra has not fully adopted this approach, and most customers feel that they are not given enough opportunities to participate in product development or provide input on the services provided. Fiftly, challenges in building differentiating experiences, with many competitors offering similar products, CV Araya Putra faced the challenge of creating a customer experience that truly differentiated their brand from competitors. This differentiating experience, which includes product quality, service, and relationships built, is critical to attracting new customers and retaining existing ones.

The inability to create an adequate customer experience will have a negative impact on customer loyalty levels. Customers who do not feel valued or emotionally connected to a brand will more easily switch to another brand that offers a more satisfying experience. This causes a reduction in customer retention rates and has an impact on the company's long-term revenue and profitability. Apart from that, low brand loyalty also affects the company's reputation in the market. In today's digital era, customers are more likely to share their experiences on social media and online forums. Negative experiences can spread quickly and impact the overall brand image. Conversely, positive experiences that create loyalty can be a

highly effective marketing tool, with satisfied customers more likely to recommend the brand to others.

Based on previous research, it is clear that good customer experience is not only related to product quality, but also to how customers experience the overall experience when interacting with a brand [6],[7],[8]. Customer experience that involves emotional, sensory, cognitive, behavioral and relational dimensions can strengthen brand loyalty and create more loyal customers.

By creating a comprehensive and consistent customer experience, CV Araya Putra can increase customer satisfaction, strengthen emotional connections, and ultimately build higher brand loyalty. Therefore, this research aims to dig deeper into how customer experience can be used as a tool to build brand loyalty at CV Araya Putra. Most previous research focuses on quantitative approaches to measure the relationship between customer experience and brand loyalty [9]. However, qualitative approaches that explore customer perspectives in depth, especially in the context of companies such as CV Araya Putra, are still very limited. This research aims to fill this gap by analyzing customer experiences in depth.

1.1. Statement of Problem

Brand loyalty is an important element in business continuity, especially amidst increasingly fierce competition in the fashion and creative industries. CV Araya Putra, a company operating in the local fashion industry, faces challenges in maintaining customer loyalty despite providing quality products and competent customer service. This is influenced by various factors such as increasing customer expectations, diversity of brand choices, and customer experiences that have not been fully managed well. The main problem that is the focus of this research is how customer experience can be an effective tool for building brand loyalty at CV Araya Putra. Based on initial observations, there are several indications of problems that need further investigation, such as lack of understanding of customer needs and expectations, minimal brand differentiation efforts through customer experience, intense competition in the local market means customers have many choices, inconsistencies in customer interactions and service, and lack of utilization of customer feedback.

1.2. Research Objectives

This research aims to explore and analyze the relationship between customer experience and brand loyalty at CV Araya Putra. Specifically, this research has several main objectives as follows: to understand the extent to which customer experience influences customers' decisions to remain loyal to CV Araya Putra, to identify the key elements of the customer experience, both emotional and functional that influence their perception of and loyalty to the brand, to identify the challenges faced by CV Araya Putra in providing optimal customer experience, to design a customer experience-based approach or strategy that can be implemented by CV Araya Putra to increase their customer loyalty, and to provide data-based guidance and qualitative insights for CV Araya Putra in building customer experiences that are more memorable and oriented towards long-term loyalty.

2. Method

The approach used in this research is a qualitative approach with a case study method. This approach focuses on the subjective exploration of human experience, with the aim of

gaining an understanding of how individuals or groups interact with their world. The location of this research is CV Araya Putra whose address is Banjarsari Village, Ngronggot District, Nganjuk Regency, implemented from September to December 2024. Informants were selected based on various criteria (relevance, recommendation, readiness, and reassurance). The research informants in this research were CV Araya Putra customers who had used the product or service (Mr. Anas, 35th, as a loyal user) and (Mrs. Nadia, 28th, as a new user). The case study method is a qualitative research method used to study phenomena in real life contexts, often within limited or specific contexts. Case studies provide an in-depth picture of a particular event, situation, or entity in a particular time and place. In case studies, researchers collect data from various sources (such as interviews, observations, and documentation) to gain a more comprehensive understanding of the phenomenon being studied. Interviews are the main data source that provides direct information from customers regarding their experiences when interacting with CV Araya Putra. This interview was conducted using an interview guide technique which consists of open questions that discuss various dimensions of customer experience such as product quality, service, emotional connection, and other factors that influence their decision to remain loyal to the brand. The research instrument is in-depth interviews with a semi-structured interview guide. By using data validity, triangulation of data sources to ensure the accuracy of the information. In this case, triangulation is carried out using three main data sources, namely in-depth interviews with customers, direct observations in stores and online platforms, as well as documentation in the form of customer reviews and relevant marketing materials.

3. Results and Discussion

Interview with informant 1 (Mr. Anas, 35th, Loyal User, 5th of December 2024, duration: 15 minutes, in CV Araya Putra store)

Question: What makes you continue to buy products from CV Araya Putra?

Informant 1: "I am always satisfied with the quality of their products. Every time I buy horticultural seeds, I feel that the products are durable and meet my expectations. Apart from that, their customer service is also very responsive. I can interact with them via social media, and they quickly answered my questions. This made me feel appreciated, and it made me more loyal."

Question: What is your experience with CV Araya Putra's after-sales service?

Informant 1: "Their after-sales service is very satisfactory. One time I purchased a product that was not the right size, and they easily replaced it without any problems. I feel that they really care about customer satisfaction."

Data Excerpt:

"Fast and responsive service and consistent product quality are the main factors that encourage me to remain loyal."

Interview with informant 2 (Mrs. Nadia, 28th, New User, 7th of December 2024, duration: 20 minutes, in CV Araya Putra store)

Question: What makes you interested in buying products from CV Araya Putra?

Informant 2: "I first bought from them because I saw a lot of positive reviews on social media. I felt attracted by their unique product designs. When I bought, I also got a discount as a new customer, and that gave me a good impression. "

Question: How was your experience while shopping online on their platform?

Informant 2: "My online shopping experience was a bit mixed. The payment and shipping process was quite smooth, but I felt that navigation on the website could be easier. I also wish they could add more payment options."

Data Excerpt:

"My experience in online shopping was quite good, although there are some things that need improvement regarding ease of navigation on their site."

3.1 Interview Data Analysis

From the interview above, it can be seen that customer a highly values product quality and responsive customer service, which creates an emotional bond with the brand. This shows the importance of customer service and quality products in building brand loyalty. Meanwhile, informant 2 is more focused on the online shopping experience and their first impression of the product, but admits there is room for improvement, especially regarding the ease of use of the e-commerce platform.

3.2 Direct Observation in Online Stores and Platforms

Observations were carried out in physical stores and on the CV Araya Putra e-commerce platform. These observations aim to verify whether what customers express in interviews is reflected in their direct experiences.

Physical Store Observations: Customers seem comfortable with the neat store layout and friendly staff. However, there are several customers who complain about delays in service during peak hours.

Observations on the E-Commerce Platform: CV Araya Putra's e-commerce website looks clean and professional, but the navigation is quite confusing for new customers. Users also complained about slow customer service response times for questions about delivery.

Data Excerpt from Observations: "Store staff were very friendly and helpful, however there were some issues with slow service during peak periods, which reduced the convenience of the shopping experience." (Observations in Physical Stores, 2024)

Quote Data from an E-Commerce Platform: "The checkout process on the website is a bit confusing, and some customers on social media mentioned that product delivery could be faster." (Observations on E-Commerce Platforms, 2024)

3.3 Documentation and Customer Reviews

Documentation obtained from customer reviews on e-commerce platforms and social media shows that many customers are satisfied with product quality but complain about the online shopping experience. This is in accordance with the results of interviews with customer B who stated that navigation was not very easy.

Customer Reviews on Social Media: Many reviews were positive about product quality, but some customers also expressed disappointment about shipping speed and difficulty tracking orders.

Quote Data from Customer Reviews: "I like products from CV Araya Putra, but the online shopping experience could be better. Delivery took longer than expected." (Customer Reviews, 2024)

Triangulation in the context of this research discussion refers to the application of various perspectives and data sources to understand in depth how customer experience can build brand loyalty at CV Araya Putra. By using triangulation, we will explore the

relationship between customer experience and brand loyalty from several complementary points of view, namely through interview data, direct observation and documentation analysis.

3.4 Customer Interviews (Primary Source)

Interviews with customers provide direct insight into their experiences in interacting with CV Araya Putra, both physically in stores and digitally on e-commerce platforms. Based on this interview, we can explore the dimensions of customer experience, such as product quality, customer service, and the emotional aspects they feel when shopping. These interviews are the main source that reflects customer feelings and their perception of the brand.

Cognitive and Emotional Aspects: Based on interviews, customers who are satisfied with product quality and feel appreciated by customer service show increased brand loyalty. Positive emotional experiences, such as feeling valued or having a bond with the brand, encourage them to remain loyal. Customer Involvement: Customers who are involved in the product design process or given exclusive offers are more likely to build a stronger relationship with the brand.

3.5 Direct Observations in Stores and E-Commerce Platforms (Secondary Source)

Direct observation of customer interactions with staff in physical stores as well as customer experiences in using the CV Araya Putra e-commerce platform provides more objective and concrete data regarding how customer experiences occur in practice. This includes the quality of staff service, convenience of shopping in the store, navigation on the website, and product delivery.

Sensorial and Behavioral Experience: From observations, if customers feel comfortable with the store layout, friendly service, and ease of online shopping, they are more likely to make repeat purchases. Sensory aspects, such as attractive product visualizations, and behavioral aspects, such as positive interactions with staff or platforms, also influence purchasing decisions and loyalty.

Consistency of Experience: Field observations allow researchers to verify whether customer experiences expressed through interviews are also reflected in reality. If there is a discrepancy, this could indicate a gap in customer experience management that needs to be corrected.

3.6 Documentation and Customer Reviews (Tertiary Source)

Analysis of documentation, such as company annual reports, marketing materials, and customer reviews on online platforms (e.g., social media, review sites, and marketplaces) can provide a broader perspective on how CV Araya Putra positions itself in the market and how other customers perceive the brand [10].

Brand Image and Relational Experience: Customer reviews found on online platforms will provide an overview of the public's perception of the brand, which can be linked to how customer experiences in the field relate to the brand image built by CV Araya Putra. If a company promotes itself as a brand that prioritizes service and quality, but customers feel otherwise, this could indicate a mismatch in the perceived experience with what the company promises.

Influence of Loyalty Programs: Based on documentation of loyalty programs or promotions carried out by companies, such as discounts for loyal customers or limited edition products, we can examine how these elements influence customer loyalty, according to what was revealed in interviews and observations [7].

By integrating the results of interviews, observations and documentation, we can get a more complete picture of how customer experience plays a role in building brand loyalty. For example, if interviews indicate that customers are very satisfied with product quality and customer service, but observations reveal discrepancies in service standards in the field, this could indicate a problem in service consistency that needs to be corrected. Likewise, findings in customer reviews highlight certain aspects such as poor delivery speed or lower than expected product quality [3].

Consistency vs Discrepancy: When data from interviews, observations, and documentation support each other, then the conclusion regarding the positive impact of customer experience on brand loyalty is stronger and more reliable. On the other hand, if discrepancies are found, this indicates that there are areas that need improvement in managing customer experience at CV Araya Putra.

The Importance of Synergy Between Customer Experience Dimensions: Customer experience that is not only related to products, but also to emotional interactions [11], service quality, and shopping convenience, is the key to building sustainable brand loyalty. Integration of the three data sources will highlight these synergies.

4. Conclusion

The data shown that customer a highly values product quality and responsive customer service, which creates an emotional bond with the brand and the ease of use of the e-commerce platform. The key elements of the customer experience not only product quality, but also quality of staff service, shopping convenience in the store, navigation on the website, and product delivery. The strategy that can be implemented by CV Araya Putra to increase their customer loyalty that combine cognitive (product quality) and emotional (relationship with the brand) satisfaction.

The data sources shows that to build brand loyalty at CV Araya Putra, the company must ensure that the customer experience is consistent, emotional and adequate at all points of interaction. Experiences that combine cognitive (product quality) and emotional (relationship with the brand) satisfaction will create stronger loyalty. Additionally, companies need to ensure that the experience promised through marketing programs and brand image is reflected in every customer interaction in the field.

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