



THE ROLE OF BRAND AWARENESS AND CUSTOMER EXPERIENCE IN INCREASING CUSTOMER LOYALTY AT NAILOGY BALI

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ABSTRACT

Customer loyalty greatly influences the success of a business, especially businesses that must follow current trend updates such as Nailart businesses. This study aims to determine the influence of brand awareness and customer experience in increasing customer loyalty at Nailogy Bali. The population in this study were all Nailogy Bali customers totaling 45,533 in 2024. The sample size obtained was 100 customers at Nailogy Bali. The sample size was calculated using the Slovin formula. The sample used in this study was taken using a purposive sampling method. Testing was carried out by testing research instruments, Classical Assumption Tests, with data analysis techniques using Multiple Linear Regression Analysis, Determination Analysis, Partial Test (T Test) and Simultaneous Test (F Test). The findings in this study are that brand awareness has a positive and significant effect on Nailogy Bali customer loyalty with a calculated t value of 5.372 with a significance value of 0.000 ($0.000 < 0.05$) and a regression coefficient that has a positive value of 0.331. Customer experience has a positive and significant effect on customer loyalty of Nailogy Bali with a calculated t value of 10.172 with a significance value of 0.006 ($0.000 < 0.05$) and a regression coefficient of 0.490. Brand awareness and customer experience simultaneously have a positive and significant effect on customer loyalty of Nailogy Bali with a calculated F value of 185.716 with a significance of 0.000. Because the significance value is smaller than 0.05 ($0.000 < 0.05$). The results of this study are expected to be a reference for Nailogy Bali management that to increase customer loyalty, it is necessary to increase brand awareness and customer experience.

Keywords: Brand Awareness, Customer Experience, Customer Loyalty, Nailology Bali

INTRODUCTION

Modern business competition demands that companies focus not only on product quality but also on strategies to maintain customer loyalty. This is increasingly relevant in the beauty services industry, particularly nail art, which is growing rapidly as people become more conscious about their appearance. Nailology Bali, a nail art service provider, faces the challenge of maintaining customer visits, which tend to fluctuate from year to year. This situation highlights the need for more effective marketing strategies, particularly in building strong brand awareness and providing a satisfying customer experience to maintain customer loyalty.

Table 1. Number of Customer Visits to Nailology Bali

No	Month	Year		
		2022	2023	2024
1.	January	3,908	3.134	3,036

2.	February	4,080	4,186	4,647
3.	March	4,285	4,207	4,012
4.	April	4,189	4.103	4,034
5.	May	3,734	2,564	3.105
6.	June	4.135	4,254	3,879
7.	July	3,549	4.156	3,094
8.	August	3,496	4,286	4,093
9.	September	3,042	4,005	4,296
10.	October	3,989	3,734	3,087
11.	November	4,182	4.201	4,064
12.	December	4,289	4.195	4,186
TOTAL		46,878	47,025	45,533

Source: Nailogy Bali (2022–2024)

Table 1.1 shows that Nailogy Bali's customer visits over the past three years have shown significant fluctuations. In 2022, total customer visits reached 46,878, then experienced a slight increase in 2023 to 47,025. However, in 2024, the number of visits decreased to 45,533. On a monthly basis, some months, such as February, September, and December, tended to see year-over-year increases in visits, while others, such as January, May, and July, showed a downward trend.

This data indicates that while Nailogy Bali has generally maintained a relatively stable number of customer visits, there are challenges in maintaining consistent annual growth. This should serve as a focus for management to evaluate marketing strategies, brand awareness, and customer experience enhancements to drive higher customer loyalty and visits in the future. Although Nailogy Bali's brand awareness is well-known, it has not yet been fully successful in driving consistent customer loyalty. The decline in visits over several periods indicates challenges in providing a satisfying customer experience and retaining returning customers. Therefore, increasing brand awareness must be balanced with better customer experience management, such as friendly service, consistent service quality, and innovative nail art products that meet customer needs. In this way, Nailogy Bali can increase customer loyalty, which will ultimately be reflected in a continuous increase and stability of customer visits.

Previous studies have yielded mixed results. Larasati & Oktafani (2020) and Anjani et al. (2021) stated that brand awareness and customer experience have a positive effect on customer loyalty. Conversely, Anis & Adji (2023) found that brand awareness does not always have a significant effect. These discrepancies highlight a research gap that requires further examination, particularly in the context of the beauty services industry, such as Nailology Bali, which has distinct characteristics compared to other sectors.

Based on this background, the problem formulation in this research is: (1) What is the role of brand awareness in increasing customer loyalty at Nailogy Bali? (2) What is the role of customer experience in increasing customer loyalty at Nailogy Bali? (3) What is the role of brand awareness and customer experience in increasing customer loyalty at Nailogy Bali?

The purpose of this study is to analyze and empirically demonstrate the influence of brand awareness and customer experience on customer loyalty at Nailogy Bali. This research is expected to contribute academically to the marketing literature and

provide practical recommendations for Nailogy Bali's management in developing strategies to strengthen customer loyalty amidst the increasingly competitive beauty industry.

LITERATURE REVIEW

1. *Brand Awareness*

Brand awareness Brand awareness is the ability of consumers to recognize and remember a brand as belonging to a specific product category (Wiastruti & Kimberlee, 2018). In a marketing context, brand awareness is a fundamental initial step before consumers make a purchasing decision (Ardani, 2024). Brand awareness plays a crucial role because it forms the foundation of brand equity, which influences consumer preferences (Arianty & Andira, 2021). In other words, the higher a consumer's level of brand awareness, the more likely they are to choose that brand over competitors.

In the beauty services industry, such as Nailogy Bali, brand awareness plays a role in shaping customers' initial perceptions of service quality. Consumers who are familiar with the Nailogy brand through social media tend to have certain expectations before visiting a salon. This aligns with Larasati & Oktafani's (2020) view that brand awareness can shape share of mind, which forms the basis of customer loyalty. Therefore, brand awareness goes beyond simply recognizing a brand name and building a consistent image in the minds of consumers.

Its relationship with customer loyalty is also very close. Nuzula et al. (2023) emphasized that brand awareness impacts purchasing decisions, which in turn influences customer loyalty. Consumers who are familiar with a brand and trust its reputation are more likely to make repeat purchases. However, other research, such as that by Anis & Adji (2023), shows that brand awareness does not always have a significant impact on customer loyalty, so other factors such as customer experience need to be considered. This discrepancy in results indicates a relevant research gap that needs to be reexamined in the case of Nailology Bali.

Thus, it can be concluded that brand awareness is a crucial variable in building customer loyalty. However, brand awareness cannot stand alone without other supporting factors, particularly a tangible and consistent customer experience. This suggests that brand awareness is the starting point, while customer loyalty is the end result, influenced by a complex interaction between promotions, service quality, and the consumer experience itself.

2. *Customer Experience*

Customer experience is the rational and emotional bond that emerges as a consumer's response to interactions with service providers (Chastelina, 2023). This concept encompasses five main dimensions: sense, feel, think, act, and relate (Arianty & Andira, 2021). Customer experience extends beyond direct service and encompasses how consumers assess the comfort of the atmosphere, the professionalism of the staff, and the quality of the service they receive. According to Agustiono et al. (2022), positive customer experiences will increase satisfaction and encourage repeat use.

In practice, customer experience is a key differentiating factor in competitive beauty services. Nailogy Bali, for example, faced challenges when nail art results did not meet customer expectations, or service was perceived as unfriendly. This directly decreased customer satisfaction and negatively impacted loyalty. Conversely, consistent service and a pleasant atmosphere can strengthen consumers' positive perceptions of the Nailogy brand. This finding aligns with Satria & AR (2021), who emphasized that customer experience determines long-term interactions between consumers and companies.

The relationship between customer experience and loyalty is more consistent than brand awareness. Priyandono et al. (2024) stated that a memorable experience will form an emotional bond that is difficult for competitors to replace. In other words, customer experience plays a role not only in shaping purchasing decisions but also in retaining loyal customers. This reinforces the view that customer experience is a crucial mediating variable that bridges consumer expectations and long-term loyalty.

Based on this, customer experience can be considered a key factor that not only creates immediate satisfaction but also fosters long-term relationships with consumers. Nailology Bali needs to leverage customer experience as a core strategy to build differentiation and increase customer loyalty amidst the intense competition in the nail art industry.

3. *Customer Loyalty*

Customer loyalty is defined as a strong commitment to consistently purchase or reuse a particular product or service in the future, despite the influence of competitors' marketing strategies and circumstances (Hurriyati, 2005; Sanaky, 2021). According to Suryajaya & Veronica (2017), customer loyalty can be seen from three main indicators: repeat purchases, word-of-mouth recommendations, and resistance to competitors' offers. Thus, customer loyalty impacts not only short-term revenue but also the long-term sustainability of a company.

In the context of Nailogy Bali, customer loyalty is reflected in consumers who regularly use nail art services, recommend services to others, and continue to choose Nailogy despite the availability of many other beauty salon alternatives. Prisilia, Johnly, & Pio (2021) add that customer loyalty can be classified into several levels, ranging from weak loyalty (loyalty inertia) to premium loyalty, where customers feel proud to use a brand.

The relationship between brand awareness, customer experience, and customer loyalty is very close. Evana & Ahmadi (2025) emphasized that customer loyalty can be built through increasing brand awareness and managing the customer experience effectively. Brand awareness serves to introduce the brand to consumers, while customer experience ensures that consumer expectations are met, encouraging them to make repeat purchases. The differences in previous research findings emphasize that the combination of these two variables needs further investigation to understand its impact on customer loyalty.

Thus, customer loyalty is the end result of a marketing strategy that successfully integrates brand awareness and customer experience. For Nailogy

Bali, increasing customer loyalty will be a key indicator of success in maintaining its position in the competitive beauty industry. Therefore, understanding the relationship between these variables is crucial for formulating an effective strategy to strengthen the company's competitiveness.

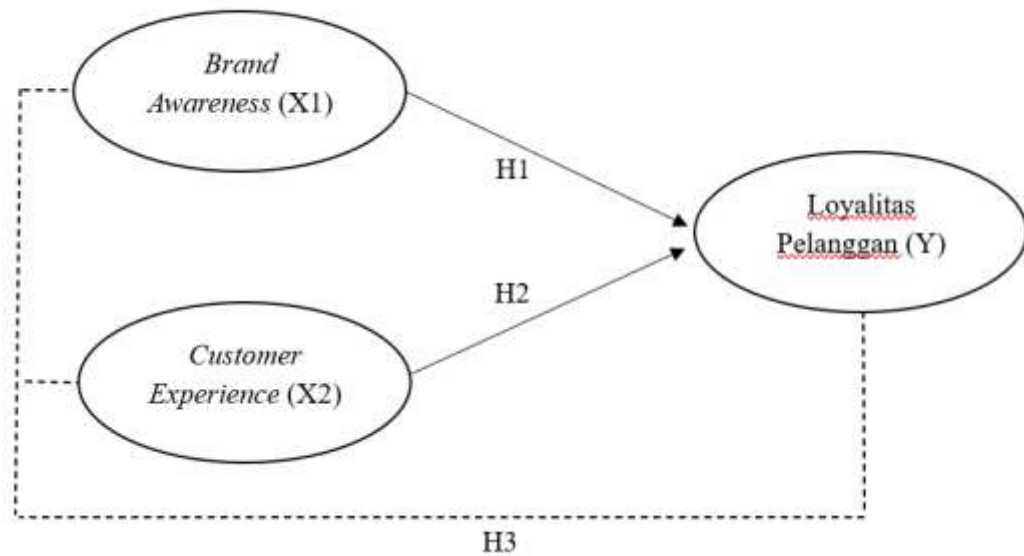
Relevant research

A review of previous research is crucial for strengthening the theoretical foundation and demonstrating the current research position. Research conducted by Larasati & Oktafani (2020) found that customer experience and brand awareness significantly influence Gojek customer loyalty in Bandung. This study confirms that both variables contribute to creating long-term relationships between consumers and the company. These results suggest that a satisfying customer experience strengthens brand image, thus encouraging customer loyalty.

Furthermore, research by Anjani et al. (2021) on Sate Cak Ahmad customers showed consistent results, namely that brand awareness and customer experience simultaneously had a significant influence on customer loyalty. This reinforces the view that strong brand awareness will create positive perceptions in consumers' minds, while a pleasant customer experience will increase emotional attachment. Thus, these two variables complement each other in building customer loyalty.

However, not all studies have found consistent results. Anis & Adji (2023) found that brand awareness had no significant effect on customer loyalty. This finding suggests that even if consumers are familiar with a brand, this doesn't necessarily motivate them to remain loyal. Other factors, such as service quality and customer experience, play a more dominant role. This discrepancy in findings highlights the need for further research in different contexts, particularly in the beauty industry.

The various studies above show that brand awareness and customer experience have a significant influence on loyalty, although the level of significance varies across research contexts. These differences in results provide an opportunity for this study to further examine the relationship between these variables in the nail art service industry in Bali, a sector with unique characteristics and high levels of competition.



Picture 1. Conceptual Framework of Research

Information :

————— : Partial Influence

----- : Simultaneous Influence

Based on the description of previous theories and research, the research hypothesis is formulated as follows:

H1: Brand awareness has a positive and significant effect on customer loyalty

H2: Customer experience has a positive and significant influence on customer loyalty.

H3: Brand awareness and customer experience simultaneously have a positive and significant effect on customer loyalty.

RESEARCH METHODS

This research uses a quantitative approach with a survey method. This approach was chosen based on the research objective of empirically testing the influence of independent variables on the dependent variable. The survey method was chosen because it allows researchers to obtain data directly from a large number of respondents, allowing the results to be generalized to the research context.

The research subjects were Nailology Bali customers, with respondents having used nail art services at least once. The sample size was determined using a purposive sampling technique, selecting respondents who align with the research objectives. The sample size for this study was 100 customers, which is considered sufficient to represent the population and provide an overview of the influence of brand awareness and customer experience on customer loyalty.

Data collection was conducted by distributing questionnaires to respondents. The questionnaire instrument was constructed using a Likert scale, with several statements representing indicators for each research variable. Questionnaires were distributed directly to Nailology Bali customers, both at their business locations and through online media, so that the collected data could reflect actual customer perceptions.

The obtained data was then analyzed using multiple linear regression analysis to determine the partial and simultaneous effects of brand awareness and customer experience on customer loyalty. Validity, reliability, and classical assumption tests were also conducted to ensure data quality. The results of this analysis were interpreted to answer the research problem and test the established research hypotheses.

RESULTS AND DISCUSSION

1. Descriptive Analysis

Respondent characteristics observed in this study include: age, gender, and education. A description of the respondent characteristics is presented as follows: Description of respondent characteristics based on age is presented in the following table:

Table 4.1 Respondent Characteristics Based on Age

Age (years)	Frequency	Percentage (%)
18 – 30	97	97.0
> 30 – 40	3	3.0
> 40- 50	0	0
> 50 – 60	0	0
> 60	0	0
Amount	100	100.0

Source: Data processing results, 2025

The table shows the age distribution of respondents based on the frequency and percentage of a total of 100 respondents. The majority of respondents were aged 18-30, with a total of 97 respondents. (97% of the total) and the age group over 30 years with 3 respondents (3%). This table provides a clear picture of the age structure of the respondent sample used in the research or survey.

Description of respondent characteristics based on gender is presented in the following table:

Table 4.2 Respondent Characteristics Based on Gender

Gender	Frequency	Percentage (%)
Man	3	3.0
Woman	97	97.0
Amount	100	100

Source: Data processing results, 2025

The table above shows that the male respondents were as many as 3 people (3%) and 97 female respondents (97%). It can be concluded that the majority of respondents were female (97%).

Description of respondent characteristics based on education is presented in the following table:

Table 4.3 Respondent Characteristics Based on Education

Education	Frequency	Percentage (%)
High School/Equivalent	81	81.0
Academy / Diploma	5	5.0

Bachelor's Degree/Equivalent	12	12.0
Postgraduate	2	2.0
Amount	100	100.0

Source: Data processing results, 2025

This table shows the distribution of educational levels of the sample of respondents involved in the research or survey, with a total of 100 respondents. Specifically, the majority of respondents had a high school/equivalent educational background (81%), followed by a bachelor's degree (12%). College/diploma and postgraduate education accounted for 5% and 2% of the total respondents, respectively. This data provides a clear picture of the educational levels of the respondents who were the subjects of the research or analysis.

2. Validity and Reliability Test

Table 2 Validity Test Results

Variables	r count	r table ($\alpha=0.05$)	Information
X1.1	0.806	0.30	Valid
X1.2	0.883	0.30	Valid
X1.3	0.809	0.30	Valid
X1.4	0.830	0.30	Valid
X2.1	0.795	0.30	Valid
X2.2	0.784	0.30	Valid
X2.3	0.780	0.30	Valid
X2.4	0.29	0.30	Valid
X2.5	0.760	0.30	Valid
Y1.1	0.818	0.30	Valid
Y1.2	0.723	0.30	Valid
Y1.3	0.753	0.30	Valid
Y1.4	0.699	0.30	Valid

Source : Data processing results, 2025

Table 3. Reliability test results

Variables	Alpha	Information
Brand Awareness (X1)	0.849	Reliable
Customer Experience (X2)	0.826	Reliable
Customer Loyalty (Y)	0.826	Reliable

All questionnaire items were declared valid (calculated $r >$ table r) and reliable (Cronbach's Alpha $>$ 0.6). This confirms that the research instrument is suitable for measuring variables consistently. Academically, this strengthens the validity of the findings because the data accurately reflects the research constructs.

3. Classical Assumption Test

2.1. Normality Test

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	1.04591398
Most Extreme Differences	Absolute	,071
	Positive	,071
	Negative	-,032
Test Statistics		,071
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processing results, 2025

The results of the normality test show that all research variables have a significance value greater than 0.05 at ($\text{sig} > 0.05$), so it can be concluded that the research data is normally distributed.

2.2. Multicollinearity Test

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF	Conclusion
<i>Brand awareness</i>	0.553	1,808	Non-Multicollinearity
<i>Customer experience</i>	0.553	1,808	Non-Multicollinearity

Source: Data processing results, 2025

From the table above, it can be seen that all variables have a tolerance value above 0.1 and a VIF value below 10, so it can be concluded that the regression model in this study does not experience multicollinearity.

2.3. Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Variables	Sig.	Conclusion
<i>Brand awareness</i>	0.617	Non-Heteroscedasticity
<i>Customer experience</i>	0.877	Non-Heteroscedasticity

Source: Data processing results, 2025

The table above shows that all variables have a significance value greater than 0.05 so it can be concluded that the regression model in this study does not experience heteroscedasticity.

4. Hypothesis Testing

Table 7. t-Test Results

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	1,011	,682		1,482	,142
	Brand Awareness	,331	,062	,334	5,372	,000
	Customer Experience	,490	,048	,632	10,172	,000
a. Dependent Variable: Customer Loyalty						

Source: Data processing results, 2025

3.1. t-test (Brand awareness)

The statistical results of the t-test for the brand awareness variable obtained a calculated t-value of 5.372 with a significance value of 0.000 ($0.000 < 0.05$) and a regression coefficient with a positive value of 0.331; therefore, the hypothesis stating that "brand awareness has a positive and significant effect on customer loyalty of Nailology Bali" is accepted.

3.2. t-test (Customer experience)

The statistical results of the t-test for the customer experience variable obtained a calculated t-value of 10.172 with a significance value of 0.000 ($0.000 < 0.05$) and a regression coefficient with a positive value of 0.490; therefore, the hypothesis stating that "customer experience has a positive and significant effect on customer loyalty at Nailogy Bali" is accepted.

3.3. f test

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	414,700	2	207,350	185,716	,000b
	Residual	108,300	97	1,116		
	Total	523,000	99			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Customer Experience, Brand Awareness						

Source: Data processing results, 2025

From the test results, the calculated F value was 185.716 with a significance of 0.000. Because the significance value is smaller than 0.05 ($0.000 < 0.05$), it can be concluded that the hypothesis stating that "brand awareness and customer experience simultaneously have a positive and significant effect on customer loyalty at Nailology Bali" is accepted.

3.4. Coefficient of Determination (R Square)

**Table 8. Coefficient of Determination
Model Summary**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.890a	0.793	0.789	1,057

a. Predictors: (Constant), Customer Experience, Brand Awareness

b. Dependent Variable: Customer Loyalty

Source: Data processing results, 2025

The table above shows that the significant influence of brand awareness and customer experience on customer loyalty in this study, as measured using R-square, is 0.793. This means that the independent variables in the model are

able to explain 79.3% of the dependent variable. The remaining 20.7% (100% - 79.3%) is explained by variables outside the model.

Discussion

1. The Influence of Brand Awareness on Customer Loyalty at Nailology Bali

The results of the study showed that the brand awareness variable obtained a t-value of 5.372 with a significance value of 0.000 ($0.000 < 0.05$) and the regression coefficient had a positive value of 0.331; so this study succeeded in proving the first hypothesis which stated that "Brand awareness has a positive effect on customer loyalty at Nailology Bali".

The results of this study support previous research conducted by Amelia et al. (2021), which showed a very strong influence of brand awareness and customer satisfaction on customer loyalty.

2. The Influence of Customer Experience on Customer Loyalty at Nailology Bali

The results of the study show that the customer experience variable obtained a t-value of 10.172 with a significance value of 0.006 ($0.000 < 0.05$) and the regression coefficient has a positive value of 0.490; so this study successfully proves the second hypothesis which states that "Customer experience has a positive effect on customer loyalty at Nailology Bali".

The results of this study support previous research conducted by Arianto M. Lae et al. (2025) which showed that through data analysis, results were obtained that showed a positive and significant relationship between customer experience variables and customer loyalty variables, which means that customer experience has a positive and significant effect on customer loyalty.

3. The Influence of Brand Awareness and Customer Experience on Nailology Bali Customer Loyalty

From the test results, the calculated F value was 185.716 with a significance of 0.000. Because the significance value is smaller than 0.05 ($0.000 < 0.05$), it can be concluded that this study has succeeded in proving the fourth hypothesis which states "Brand awareness and Customer experience simultaneously have a positive effect on customer loyalty at Nailology Bali".

The results of this study support the results of previous research conducted by Delia Dewi Anjani et al. (2021) which stated that the Brand Awareness variable partially has a significant effect on Customer Loyalty, and simultaneously the Brand Awareness and Customer Experience variables have a significant effect on Customer Loyalty at Sate Cak Ahmad.

CONCLUSION

Based on the research results and discussion, it can be concluded that brand awareness has a positive and significant influence on customer loyalty at Nailogy Bali. This means that the higher the consumer awareness of the brand, the greater their tendency to remain loyal to Nailogy Bali services. In addition, this study also shows that customer experience has a positive and significant influence on customer loyalty, which means that a pleasant and satisfying experience, both in terms of service, comfort, and quality of results, can significantly increase customer loyalty.

Furthermore, the analysis results also show that brand awareness and customer experience simultaneously have a positive and significant influence on customer loyalty. This confirms that the combination of strong brand awareness and quality customer experience will strengthen consumers' emotional and rational connections with Nailogy Bali, thereby encouraging higher and sustainable loyalty.

SUGGESTION

Based on the research results, discussion, and conclusions, several recommendations can be made. For Nailogy Bali managers, it is important to continue increasing brand awareness by creating a unique and memorable brand name, utilizing social media such as Instagram and TikTok as the main promotional tools, creating entertaining content, and encouraging customers to provide service testimonials by tagging the official Nailogy Bali account. Furthermore, participating in campus events or beauty bazaars can also expand brand exposure. In terms of customer experience, managers need to improve customer comfort by maintaining cleanliness, tidiness, and aroma, and providing simple amenities such as drinking water. Employees are also advised to continuously upgrade their skills through nail art workshops or training, so they can keep up with the latest trends that are developing on social media. To increase customer loyalty, Nailogy Bali should focus more on friendly service, creating a positive and valuable experience for customers, and responding to complaints or grievances more quickly and with solutions.

For future researchers, it is recommended to expand the research by incorporating other factors that could potentially influence customer loyalty. Although this study emphasized brand awareness and customer experience, loyalty is also influenced by other aspects such as customer satisfaction, price, service quality, product quality, and promotional strategies. By adding these variables, further research will be able to provide a more comprehensive picture of the factors shaping customer loyalty in the beauty services industry, particularly at Nailology Bali.

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