

# Strategy For Developing A High-End Local Brand Business To Increase Consumer Loyalty Among Active Business Administration Students At Upn Veteran East Java Who Use The Buttonsscarves Fashion Brand

R.A Tania Eriezna Putri <sup>1</sup>, Acep Samsudin <sup>2\*</sup>

<sup>1</sup> East Java Branch of Veterans National Development University, 21042010105@student.upnjatim.ac.id

<sup>2</sup> East Java Branch of Veterans National Development University, acep.samsudin.adbis@upnjatim.ac.id

Corresponding Author Email: 21042010105@student.upnjatim.ac.id

## ABSTRACT

**Received** : 26 Desember 2024  
**Accepted** : 1 Februari 2025  
**Published** : 21 Maret 2025

### Keywords:

*Fashion, High-end Brand, SWOT Analysis*

Halal fashion is one of the important segments in the halal industry that supports Indonesia's economy. Amidst the fierce competition in the Indonesian fashion market, Buttonsscarves has successfully achieved the status of a luxury brand in Indonesia, attracting global attention with the uniqueness and luxury of its products. The focus of this research is on how marketing strategies and customer experiences can create a deep relationship between the brand and its consumers, thereby fostering sustainable loyalty. This research uses qualitative methods. In this research, the focus is on the theoretical perspective of consumer behavior studies, which emphasizes how individuals make decisions based on their needs, preferences, and experiences. The objects of study in this research are the Buttonsscarves offline store branch in Surabaya and Business Administration students at UPN Veteran East Java. The data analysis in this study uses SWOT analysis. The results of this study, based on the SWOT matrix analysis in the diagram above, can be concluded that Buttonsscarves is in Quadrant I with coordinates (X;Y), which reflects the implementation of an aggressive strategy. Based on the Internal-External Matrix analysis, Buttonsscarves is located in quadrant IV with coordinates (x;y) of (3.18; 3.42). This position indicates that the company is in the Grow and Build stage.

## INTRODUCTION

Halal fashion is one of the important segments in the halal industry that supports Indonesia's economy, influenced by several factors such as the increasing demand and need for halal products, the diversity of halal products, the existence of a clear legal framework, the abundance of halal product offerings, and the demand for exports (Srisusilawati, et al., 2024). Referring to the State of the Global Islamic Economy (SGIE) data for 2023, total Muslim consumer spending on fashion (clothing and footwear) was recorded at 318 million USD in 2022. This expenditure is predicted to increase by 6.1 percent to 428 million USD by 2027. Muslim women tend to

follow hijab fashion influenced by style and trends rather than religious values, stemming from the ideology of consumerism and popularism, where Muslim clothing is seen as a product with market value and economic profit in the fashion industry (Widyanita, et al 2022).

One of the hijab fashion brands is Buttonsscarves. Buttonsscarves was founded in 2016 with a focus on providing hijabs and fashion accessories for the Indonesian, Malaysian, and Singaporean markets. After 8 (eight) years in business, Buttonsscarves not only focused on hijab products but also expanded its business to other products. Initially operating online, this brand expanded its products to

bags and brooches, and opened physical stores in Indonesia and Malaysia in 2018 (Buttonsscarves, 2024). Buttonsscarves' success in maintaining quality and appeal in the Muslim fashion industry with a high-end local brand is evidenced by receiving an award from ZALORA with the title "Best Muslim Wear Category" for business performance in 2021 (Putri, 2021).

Amidst the fierce competition in the Indonesian fashion market, Buttonsscarves has successfully achieved the status of a luxury brand in Indonesia that has captured global attention with the uniqueness and luxury of its products. Buttonsscarves has undergone a journey in the Indonesian fashion industry, with collections that combine expertise in traditional Indonesian craftsmanship with elegant modern designs. The user experience when using the Buttonsscarves brand is marked by a sense of exclusivity, premium quality, and a strong fashion identity of the brand, which makes consumers stay because the brand is able to provide emotional satisfaction and personal value that aligns with their lifestyle. Therefore, it is also important to understand in more depth the specific factors that influence how consumers can maintain the brand until there is customer loyalty, as well as how high-end local brands like Buttonsscarves can continue to maintain and enhance that user experience amid increasingly fierce competition.

The researchers employed SWOT analysis to gauge the success of the business owners' strategy based on the results of earlier studies. And the findings of the study demonstrate that SWOT analysis helps business owners increase sales revenue (Ratna, 2020).

It can be said that the lifestyle of students in fashion continues to evolve along with the advancement of time and trends in the modern era, in order to be considered not outdated (Nisak & Sulistyowati, 2022). The loyalty exhibited by students is two main indicators that reflect a brand's success in retaining its consumers. Starting from the growing interest of consumers in premium local fashion products that not only offer quality but also social value. The focus of this research problem lies in how marketing strategies and customer experiences can create a deep relationship between the brand and its consumers, thereby encouraging the building of sustainable loyalty. Based on that background, it can be seen that the halal fashion industry, particularly local brands like Buttonsscarves, shows potential in

increasing customer loyalty among the people of Surabaya.

## LITERATURE REVIEW

### *Marketing*

According to Bearden, Ingram, and Laforge in Amang (2023), marketing encompasses the entire series of actions aimed at creating value for customers and achieving organizational goals through effective exchanges. Another definition explains that marketing is a managerial process in which individuals and groups obtain what they need and want by creating and exchanging products and services as well as value between one another with the aim of distributing products easily (Rachmad, 2022). The marketing process includes stages of planning, market research, product development, pricing, distribution, and promotion (Rachmad, 2022).

The seven components of the marketing mix, such as product, price, place, promotion, people or distribution channels, process, and physical evidence, can be integrated to create a successful plan that is attractive and meets customer needs. When all components are used correctly, a development. business can create valuable goods for the market, set competitive prices, distribute them effectively, and convince customers of their superiority (Amang, 2023).

### *Development of High-End Local Brand Business*

High-end brands or luxury brands have unique characteristics that are significantly different from mass-market brands in terms of price, quality, and exclusivity (Pedro, 2024). These brands position themselves as symbols of prestige and superior quality, creating a perception of value that is higher than their selling price (Taylorc, et al., 2019). One possibility for capturing consumer perceptions and providing insights for luxury brands – beyond the use of traditional surveys and focus groups (Kawaf, 2019). In this study, it is proposed that the standard approach in international marketing is not always effective, and a balance between standardization and localization is essential to reach different markets.

### *Customer Loyalty Theory*

Customer loyalty is one of the important aspects of business success, which is directly related to customer satisfaction and company profitability. Loyalty is one of the indicators to measure consumer interest in a

product; loyal consumers will make repeat purchases in the future (Disastra, 2022). Factors that influence customer loyalty play an important role in building mutually beneficial long-term relationships between companies and consumers. One of the key factors in creating loyalty is effective communication. Through effective communication, companies can build strong relationships with customers, thereby creating a sense of mutual trust and deep connection (Sulaiman & Asmawi, 2022).

In this case, understanding the right market segment and the appropriate approach can have a significant impact on loyalty (Septiani, Wulansari, & Suntari, 2022). The easier it is for customers to access products or services, the more likely they are to remain loyal. Good service quality, including attention to materials and the product manufacturing process, also greatly influences customer loyalty. When customers feel well-served and the products they receive meet or exceed their expectations, they tend to build a positive relationship with the brand (Hidajat & Aulia, 2023). One way to increase customer loyalty is by ensuring service quality, which has the potential to retain old customers and attract new ones (Hidajat & Aulia, 2023). Therefore, the company must continuously strive to improve service quality, both in terms of product aspects and customer interactions.

## **METHOD**

In qualitative research methods, there are approaches that play a role in determining the selection of research topics. In this research, the approach used is the case study approach applied as an in-depth exploration of programs, events, processes, or activities on one or several individuals. The case study approach that will be used in this research is the company Buttonscarves. This approach will explore various aspects related to Buttonscarves, such as business strategies, product development processes, and the interactions between the company and its consumers. By using this case study, the research is expected to uncover data on how Buttonscarves manages and develops its business, as well as the impact it has on the market and consumers.

In this research, the focus is on the theoretical perspective of consumer behavior studies, which emphasizes how individuals make decisions based on their needs, preferences, and experiences. The author will also categorize the research subjects into several important aspects, such as product usage motivation,

marketing influence, and the impact of product quality on consumer satisfaction. The scope of this research is formulated based on the problem formulation and research objectives, focusing only on Buttonscarves as one of the high-end hijab brands in Surabaya. The object of this research is the offline Buttonscarves store branch in Surabaya and Business Administration students at UPN Veteran East Java.

The researcher used purposive sampling techniques, which means a method of selecting informants based on specific criteria as data sources (Sugiyono, 2020). In this study, the researcher used purposive sampling techniques, where informants were selected based on specific criteria, such as their experience with Buttonscarves products and their role in using them. The data analysis in this study uses SWOT analysis.

## **RESULT**

### ***Company Profile***

Buttonscarves is one of the local Indonesian fashion brands founded by Linda Anggreaningsih in 2016. Buttonscarves is known as a brand that offers high-quality scarves with luxurious designs, as well as various other fashion accessories such as bags and sandals. This brand combines modern technology, such as laser cutting, to create distinctive and neat scarf edge details. In addition to scarves, this brand also expands its product line into various categories, including bags, sandals, and other complementary accessories, designed to enhance the user's style. The expansion of Buttonscarves' business became more evident in 2018 with the opening of 25 offline stores in various cities in Indonesia and Malaysia.

### **Business Development Strategy**

Based on an interview with Buttonscarves Supervisor, Putri Anindya, she explained several key strategies implemented by Buttonscarves:

*"We always emphasize the importance of quality in every product." Buttonscarves uses premium materials such as silk and high-quality cotton, and implements strict quality control at every stage of production. This is not just about selling products, but ensuring that every item that reaches the hands of consumers meets our premium standards."*

### **Customer Loyalty**

Carissa, a Business Administration student and a loyal Buttonscarves customer, shares her experience:

*"I have been using Buttonscarves since the first semester of college, specifically in 2021." What makes me loyal is its consistent quality. Even though the price is premium for a student, the products are durable and the designs are always up-to-date. Every time I buy a new product, it feels like receiving a special gift because of its beautiful packaging."*

In addition, Nia, a Business Administration student and a loyal Buttonscarves customer, also shared her experience:

*"I have been using Buttonscarves since 2022." What first attracted me to Buttonscarves was their bags. In my opinion, the consistency of its quality and the design patterns of the bags produced are always up-to-date and elegant, making them suitable to be combined with any outfit, especially during college."*

Supervisor Putri added about the efforts to build loyalty:

*"We understand that students are an important segment." Therefore, we provide special programs such as student discounts and membership rewards. We also pay close attention to their feedback for product and service development."*

### **SWOT Analysis**

Here are the results of the IFAS and EFAS matrix analysis:

#### **a. Internal Factor**

Based on the results of the IFAS matrix calculation, it was found that the main strength factor in Buttonscarves' marketing is the use of high-quality raw materials in each of its products, as well as the ability to utilize digital platforms as a medium for promotion and network expansion, with a weight of 0.56. All of this gradually helps strengthen the emotional connection between customers and the brand, which ultimately becomes an important foundation in building sustainable customer loyalty.

The main weakness in marketing Buttonscarves is the relatively high price of its products. This high price can limit market reach, especially for

consumers from the lower middle class. Based on the results of the observations during the research, consumers often make price the main factor in their decision-making, especially students with limited budgets. Students tend to be more sensitive to price and are likely to choose other, more affordable products. Although Buttonscarves offers high-quality products, the high prices can be a barrier for potential consumers to purchase or try the products.

#### **b. External Factor**

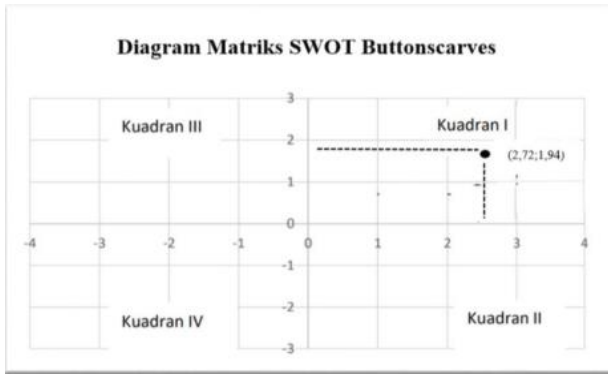
Based on the results of the EFE matrix calculation, the main marketing opportunity for Buttonscarves is expansion into international markets with a score of 0.92. This opportunity not only provides a chance to expand market reach but also relates to increasing customer loyalty. Additionally, strategies such as free shipping and services focused on consumer convenience also contribute to creating a positive shopping experience.

The main threat factor in Buttonscarves' marketing is the threat from competitors with lower prices. To address this, Buttonscarves needs to focus on a differentiation strategy that emphasizes product quality, unique designs, and a premium brand image that is not easily imitated by competitors. In addition, strengthening relationships with customers through more personalized service and a satisfying shopping experience can help build loyalty, making customers feel more attached to the brand.

Based on the EFE matrix calculation results, Buttonscarves obtained a score of 2.56 on the opportunity factor, while the score for threats is 0.62. This result indicates that the company has more opportunities to leverage compared to the threats it faces. With a total EFE matrix score of 3.18.

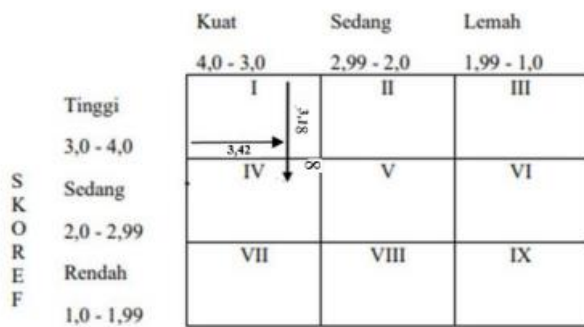
Here are the results of the SWOT diagram:

**Figure 1.** SWOT Matriks



Based on the results of the SWOT matrix analysis in the diagram above, it can be concluded that Buttonscarves is in Quadrant I with coordinates (X;Y), which reflects the implementation of an aggressive strategy. This indicates that Buttonscarves has strong internal potential to increase sales, strengthen competitiveness in the fashion and beauty industry, and enhance customer loyalty.

Figure 2. the Internal-External Matrix



Based on the Internal-External Matrix analysis, Buttonscarves is located in Quadrant IV with coordinates (x;y) of (3.18; 3.42). This position indicates that the company is in the Grow and Build stage. To support this achievement, the company can implement various strategies, including lowering prices to increase consumer appeal, creating innovations by launching new products, improving the quality of the products or services offered, and expanding market reach to broader areas to strengthen its competitiveness.

## DISCUSSION

Companies must be able to identify not only what consumers need today but also anticipate trends and changes in preferences in the future (Rachmadhani, 2023). The success of marketing strategies is greatly influenced by market research and analysis, product-related decision-making, the

determination of promotional strategies, and distribution management. One of the important elements in marketing is the concept of the Marketing Mix.

By strategically integrating these seven elements of the marketing mix and focusing on a superior customer experience, Buttonscarves can build stronger relationships with student customers. This strategy will not only enhance the loyalty of existing customers but also create brand advocates who will help expand the loyal consumer base among students. More than just selling products, this approach creates a community that is emotionally connected to the brand, encourages repeat purchases, and generates sustainable customer loyalty.

## CONCLUSION

The research results show that the development strategy of the high-end local brand Buttonscarves among active business administration students at UPN Veteran East Java focuses on three aspects: quality consistency, sustainable innovation, and the implementation of a strong digital marketing strategy. This research also reveals the factors that influence the loyalty of active business administration students at UPN Veteran East Java towards the Buttonscarves brand. This is influenced by the ease of shopping through a user-friendly website, as well as a positive shopping experience, including attractive packaging and personal communication through social media, which also supports the creation of student consumer loyalty towards the Buttonscarves brand.

This research is expected to have an impact on the consideration of marketing strategy selection for a brand, with the main goal of achieving customer loyalty. In addition, it is expected to be further developed in relation to research that highlights digital marketing.

## References

### Journal Article

- Srisusilawati, P., Prasetyo, S. N., Hamidah, S. A., 'Aisy, R. A., & Oktavia, R. (2024). Fashion halal merupakan salah satu segmen penting dalam industri halal yang mendukung perekonomian Indonesia. Potensi fashion halal sangat besar, dipengaruhi oleh beberapa faktor, seperti meningkatnya permintaan dan

- kebutuhan akan produk halal, keberagama. *Ilmiah Ekonomi Islam*, 953-961.
- Widyanita, A. R., Shabrina, S. N., & Sadewo, F. S. (2022). Analisis Trend Fashion Hijab Dalam Kajian Budaya Populer Di Kalangan Generasi Milenial. *Majalah Ilmiah Tabuah: Ta'limat, Budaya, Agama dan Humaniora*, 73 - 79.
- Nisak, M., & Sulistyowati, T. (2022). Gaya Hidup Konsumtif Mahasiswi Dalam Trend Fashion (Studi Kasus Mahasiswi Jurusan Manajemen Universitas Islam Lamongan). *Sosial Humaniora Terapan*, Vol. 4, 86-96.
- Amang, A., Mulyadi, & Utama, A. P. (2023). Strategi Pengembangan Bisnis. *Cilacap: Journal Corner and Publishing*.
- Ratnawati, S. (2020). Analisis SWOT dalam menentukan strategi pemasaran (studi kasus di kantor pos Kota Magelang 56100). *Jurnal Ilmu Manajemen*, 17(2), 58-70.
- Rachmadhani, H. J. (2023). Studi Fenomenologi Motif Pengguna Brand Lokal High End Pada Mahasiswa Surabaya Pengguna Buttonscarves. *Ilmu Komunikasi*, 108-115.
- Pedro, Y., Friedmann, E., & Loureiro, SMC (2024). Mode kelas atas sebagai fenomena sosial: Menjelajahi persepsi desainer dan konsumen. *Jurnal Ritel dan Layanan Konsumen*, 79, 103877.
- Kawaf, F., & Istanbuluoglu, D. (2019). Paradoks belanja busana daring: Peran ulasan pelanggan dan pemasaran Facebook. *Jurnal Ritel dan Layanan Konsumen*, 48, 144-153.
- Disastra, D. (2022). Pengaruh Citra Merek Dan Kepercayaan Merek Terhadap Loyalitas Merek. *Journal Strategy of Management and Accounting Through Research and Technology (SMART)*, 1(2), 55-66.
- Sulaiman, A., & Asmawi. (2022). Strategi Pengembangan Usaha Dalam Meningkatkan Loyalitas Konsumen Dan Profitabilitas Pada Rich's Coffe. *Equilibrium*, 19-29.
- Septiani, F., Wulansari, R., & Suntari, E. (2022). Analisis Loyalitas Pelanggan Dalam Meningkatkan Kualitas Pelayanan Menggunakan Analisis SWOT Pada PT Coda Prapanca Technology. *Jurnal Ilmiah Kreatif*, 217-223.
- Hidajat, R., & Aulia, N. (2023). Analisis Strategi Membangun Looyalitas Pelanggan RM. *Wiring Tasi Perspektif Ekonomi Islam*. *Jurnal Ekonomi dan Bisnis Islam*, 256-268.
- Rachmadhani, H. J. (2023). Studi Fenomenologi Motif Pengguna Brand Lokal High End Pada Mahasiswa Surabaya Pengguna Buttonscarves. *Ilmu Komunikasi*, 108-115.

#### Website

- Button Scarves. (2024, 09 24). Button Scarves. Retrieved from Our Story: <https://www.buttonscarves.com/id/pages/our-story>
- Putri, M. R. (2021, 09 2). Antara News. Retrieved from Rahasia sukses Buttonscarves di tengah pandemi: <https://www.antaranews.com/berita/2366754/rahasia-suksesbuttonscarves-di-tengah-pandemi>