

THE ROLES OF MARKETING MIX STRATEGY, PRODUCT INNOVATION, CUSTOMER
EXPERIENCE TOWARDS FIRM REPUTATION IN FOSTERING COMPETITIVE
ADVANTAGE

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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THE ROLES OF MARKETING MIX STRATEGY, PRODUCT INNOVATION, COSTUMER EXPERIENCE TOWARDS FIRM REPUTATION IN FOSTERING COMPETITIVE ADVANTAGE

ABSTRACT

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The Indonesian skincare industry continues to expand, yet it faces growing challenges due to economic uncertainty, shifting consumer behavior, and increasing digital competition. In such a disrupted environment, many firms struggle to attain and sustain competitive advantage. The objective of this study is to uncover strategic pathways to strengthen competitive positioning from the consumer's perspective by examining the effects of marketing mix strategy, product innovation, and customer experience, with firm reputation acting as a mediating construct in enhancing a firm's competitive advantage. A quantitative research approach was employed using a validated questionnaire, which collected responses with a minimum of 250 skincare product consumers across Indonesia. This finding confirmed that marketing mix strategy significantly drives both product innovation and customer experience, underscoring that an integrated marketing approach remains critical even during economic downturns. This strategic foundation enables firms to develop product innovation that is more aligned with consumer needs, which in turn enhances both customer experience and firm reputation. A strong firm reputation then serves as a key driver of competitive advantage. In conclusion, this study clarifies that to gain competitive advantage from the consumer's perspective, firms must consistently build a credible reputation, deliver meaningful and memorable customer experiences, and offer innovative products that stand out.

Keywords : *Marketing Mix Strategy, Product Innovation, Costumer Experience, Firm Reputation, Competitive Advantage*



DEDICATION

I dedicate this work to my beloved parents, whose endless love, sacrifices, and guidance have shaped me into who I am today.

To my family, for their constant support, encouragement, and prayers that give me strength.

And to my beloved country, Indonesia, may this work serve as a small contribution to its growth and future.



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