

Analyzing the Determinants of Customer Loyalty at ISSKIN Aesthetic Clinic in Banjarnegara

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ABSTRACT

This study investigates the effect of product quality, and perceived value on customer loyalty at ISSKIN Aesthetic Clinic using quantitative methods and SEM-PLS with 100 respondents. The results show that only perceived value has a positive and significant effect on customer loyalty, while product quality, price, and service quality do not show significant impacts. These findings suggest that customer value the overall perceived value benefit more than individual service attributes. The study utilized validity, reliability, and discriminant validity tests, with an adjusted R² of 0.725 indicating strong model explanatory power. The managerial implication emphasizes enhancing perceived value to retain loyal customer in competitive aesthetic markets like Banjarnegara. Future research could explore mediation variables such as customer satisfaction on trust.

INTRODUCTION

The development of society and high levels of community activity, especially in urban areas, have encouraged businesses to take advantage of the opportunities available to them (Kinasih, 2020). The medical aesthetics market was valued at USD 257 million in 2023 and is projected to nearly double to USD 495 million by 2029 (CAGR $\approx$ 11.6%) (Dublin, Nov. 06 2024 (Globe Newswire) The "Indonesia Medical Aesthetics Market - Focused Insights 2024-2029".

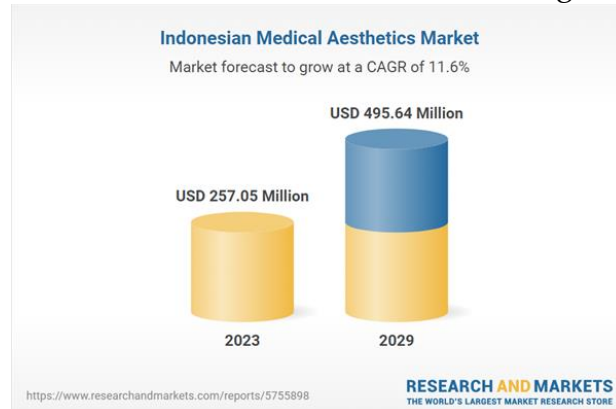


Figure 1. Graphic Estimate of Beauty Clinic Development

The increase in demand in the aesthetic sector has led to a significant proliferation of beauty clinics, particularly in large urban centers, intensifying the level of competition in retaining customers. Within the service industry, customer loyalty represents a key factor for business continuity and sustainability. In this context, it is essential for beauty clinics to carefully consider variables such as product quality, pricing levels, service quality, and perceived value, as all of these significantly influence consumer loyalty. High product quality, in particular, is considered a crucial factor in strengthening customer trust. (Ginting & Sitorus, 2022) In addition to product quality, price is also a crucial consideration for customers when making purchasing decisions. Competitive pricing that aligns with the quality of the product or service received can increase customer satisfaction and loyalty (Kotler & Armstrong, 2016) as cited in (Ginting & Sitorus, 2022).

Not only product quality and price, but research (Darwin & Mayuree, 2019) states that superior service quality is a key differentiator in competition, and perceived value has proven to be a strong determinant in building customer loyalty (Arianto & Sari, 2023). However, previous research findings show varied results. For example, research (Darwin & Mayuree, 2019) in the automotive industry found that all dimensions of perceived value influence loyalty and have a positive impact on customer loyalty, while (Arianto & Sari, 2023; Ginting & Sitorus, 2022) found that perceived value and service quality are the most dominant factors in determining customer loyalty.

The article (Ginting & Sitorus, 2022) titled “The Influence of Product Quality and Price on Customer Loyalty at Telaga Adil Car Workshop in Medan” This study represents a relevant source by focusing on the impact of product quality and price on consumer loyalty in the automotive industry. Unlike previous research, this investigation additionally incorporates the variables of service quality and perceived value, thus complementing the traditional factors of product quality and price. This approach is essential, given that in the beauty clinic sector, characterized by increasing competition, service quality and perceived value play a fundamental role in customers' decisions to maintain their loyalty. In light of the rapid development of the beauty market, preserving customer loyalty constitutes a complex challenge that requires the design and implementation of appropriate strategies.

Competition within the aesthetic services industry is expanding beyond major urban areas to include peripheral regions like Banjarnegara Regency, which is becoming an emerging market for these offerings. In this setting, ISSKIN Aesthetic Clinic distinguishes itself as a prominent provider by combining the roles of an aesthetic clinic and a beauty salon. Although the clinic experiences a relatively high number of visits, early data indicate variability in the rate of client returns, pointing to possible difficulties in sustaining long-term customer loyalty. As the sole integrated beauty service provider in the region, ISSKIN Aesthetic Clinic possesses considerable potential to foster and enhance customer loyalty. Consequently, it is crucial to undertake an in-depth conceptual study to examine how elements such as product quality, pricing policies, service quality, and perceived value affect customer loyalty within the local market context. This investigation holds significant practical importance, offering empirical support for the development of marketing strategies in the local aesthetic services sector and aiding managerial decision-making for businesses like ISSKIN Aesthetic Clinic. By incorporating a wider array of variables, the research can yield a more thorough understanding of the key drivers behind consumer loyalty in the aesthetic services field.

THEORETICAL REVIEW

Quality Product

Product quality indicates the extent to which a product can perform various functions, such as durability, reliability, accuracy, usability, and reparability, as well as its characteristics. Product quality plays a role in attracting customers to the company that provides the goods or services (S. D. Putra & Hasmawaty, 2022) Product quality is the ability of a product to consistently meet customer needs, and the dimensions of product quality include performance, features, reliability, durability, conformance, and aesthetics. High product quality enhances positive customer perception, thereby influencing loyalty (Bali, 2022)

Product quality positively affects customer loyalty in line with (Abigail et al., 2024; Sholikhah & Hadita, 2023), who state that product quality has a positive and significant impact on customer loyalty. Meanwhile, according to (Rizki & Prabowo, 2022), product quality negatively affects customer loyalty, consistent with research by (Nur Rahmawati & Irmayanti Hasan, 2023), which states that there is no positive and significant impact of product quality on customer loyalty. The analysis of product quality involves various aspects, including: 1. The diversity of available variants, 2. The durability and sturdiness of the product, 3. The degree to which the product meets customer specifications, 4. The visual appeal and design of the packaging, and 5. The evaluation of the product's quality compared to competing brands. (R. Putra, 2021).

Price

In the context of beauty services, price often serves as an indicator of quality or exclusivity. Customers may be willing to pay more for products or services that are perceived to have high quality or unique value. However, perceptions of price fairness vary greatly among individuals. Prices that do not match the quality or value received can actually reduce satisfaction and loyalty. Research by (Kinasih, 2020) shows that price can affect customer satisfaction, which in turn can contribute to loyalty.

Price has a positive effect on customer loyalty, and (Rahayu, 2021; Sukmanawati & Purwati, 2022) have similar findings, indicating that price positively affects Customer Loyalty. However, previous researchers have reported insignificant results, such as (Pramesti & Chasanah, 2021), who stated that price does not affect customer loyalty, meaning that higher product prices do not influence customer loyalty levels. Similarly, (Sholikhah & Hadita, 2023) stated that price significantly affects customer loyalty. Price not only consists of the amount of money exchanged for products or services but also the total value given by customers for the benefits derived from owning or using those goods or services. Price indicators: 1. price in accordance with benefits 2. perception of price and benefits 3. affordable product prices 4. price competition 5. price suitability with quality (Pramesti & Chasanah, 2021).

Service Quality

Product quality refers to its inherent advantages as well as the set of features and characteristics of a good or service that affect its ability to meet the explicit or implicit expectations of customers. (Yohana et al., 2024). Service quality has a positive and significant effect on customer loyalty, similar to (Ekonomi et al., 2022; Rosalia & Lestariningsih, 2021) who state that service quality has a significant impact on customer loyalty, while (S. D. Putra & Hasmawaty, 2022) state that service quality does not have a significant effect on customer loyalty.

One of the services offered by Globalart San Diego Surabaya is art tutoring, according to Kotler (2011:92) in (Rosalia & Lestariningsih, 2021) which includes service quality variables that can use the following indicators: (a) Tangibles (b) Reliability (c) Responsiveness (d) Assurance.

Perceived Value

Customer assessment of product value is known as perceived value, which is based on what they receive and what is given (Arianto & Sari, 2023). The impact of perceived value on customer loyalty and satisfaction indicates that perceived value positively and significantly influences customer loyalty (Juliana et al., 2022). Perceived value can be defined as the comparison between the benefits perceived by customers and the costs they incur to purchase a particular item. When a high-quality product is purchased at a lower cost, the value obtained by customers will increase. Therefore, the higher the value customers derive from the product, the more satisfied they will be with it (Al Amin & Dhewi, 2021).

Perceived value significantly influences and affects customer loyalty, with similar results according to (Arianto & Sari, 2023; Yogaswara & Pramudana, 2019) who state that perceived value has a positive and significant effect on customer loyalty. Meanwhile, (Khasbulloh & Suparna, 2022) state that perceived value has a negative and significant impact on customer loyalty. According to Sweeney and Soutar, in (Dharmawan & Adista, 2019), the indicators of perceived value consist of 4 main aspects, namely emotional value, social value, quality/performance value, and value for money.

Hypothesis

H₁: Product quality has a positive and significant effect on customer loyalty.

H₂: Price has a positive and significant effect on customer loyalty.

H₃: Service quality has a positive and significant effect on customer loyalty.

H₄: Perceived value has a positive and significant effect on customer loyalty.

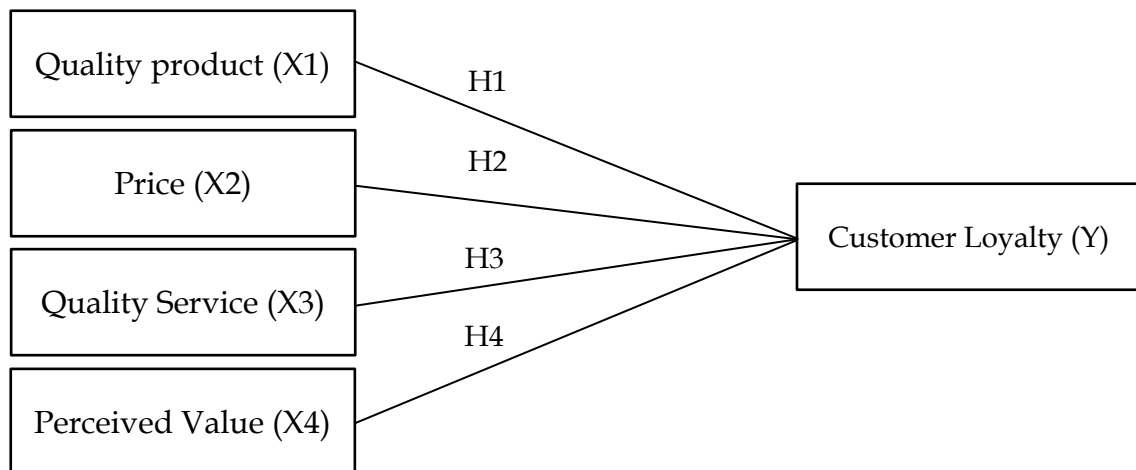


Figure 1. Conceptual Framework

METHODOLOGY

This study is a quantitative study. (J. Hair & Alamer, 2022) believe that PLS-SEM should be used more often by researchers in this field because the advantages it offers are well suited to the research context they usually encounter and the characteristics of the quantitative data they typically use. The analysis method used is Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3 software. The selection of this method is based on its ability to handle complex research models, does not require normally distributed data, and can be used on relatively small sample sizes (J. Hair & Alamer, 2022). The Partial Least Squares Structural Equation Modeling (PLS-SEM) technique allows for the simultaneous analysis of the measurement model (outer model) and the structural model (inner model), making it particularly suitable for this study, which aims to examine the relationships among multiple theoretical constructs concurrently.

Data collection was carried out through a structured questionnaire based on a 5-point Likert scale, containing specifically developed indicators for each variable under investigation. The measurement model was assessed through validity and reliability analyses, including outer loading values, composite reliability, average variance extracted (AVE), and discriminant validity using the Fornell-Larcker approach. At the same time, the structural model was evaluated based on the coefficient of determination (R^2) and the statistical significance of path coefficients, obtained via a bootstrapping procedure using a sample of 5,000 subsamples. This analysis aims to assess the strength of the causal relationships between constructs and the overall predictive power of the model. The sample considered in this study consists of clients of ISSKIN Aesthetic Clinic, selected through purposive sampling based on the criterion of having used the service at least twice, in order to ensure informed and relevant responses. The number of participants included in the analysis was 100, which meets the minimum sample size requirement for applying the PLS-SEM method namely, at least ten times the number of indicators of the construct with the most indicators. (J. Hair & Alamer, 2022) Thus, the sample used was appropriate for producing valid, reliable, and scientifically accountable analysis results.

RESEARCH RESULTS

Respondent Characteristics

Based on Table 1, a total of 100 respondents participated in this study. According to (Edeh et al., 2023), the common approach used in SEM-PLS is the “rule of thumb,” where the minimum sample size is calculated as 10 times the number of indicators in the construct with the most indicators. In this study, there are 23 indicators, so the sample size calculation is $10 \times 6 =$ a minimum of 60 respondents.

Table 1. Respondents Identity

Characteristic	Category	Number	Persetage
Gender	Male	19	19%
	Female	81	81%
Age	15-25 year	89	89%
	26-36 year	7	7%
	37-47 year	4	4%
	SMA/Sederajat	53	53%
	Bachelor Degree (S1)	41	41%
	Master Degree (S2)	1	1%
	Diploma (D3)	5	5%
Work	Student	51	51%
	Entrepreneur	18	18%
	Private Employee	5	5%
	others	26	26%
Income	>Rp 1.000.000	26	26%
	Rp 1.000.000 – Rp 5.000.000	63	63%
	Rp 5.000.001 – Rp 10.000.000	9	9%
	> Rp 10.000.000	2	2%

Convergent Validity

Convergent validity can be measured using Average Variance Extracted (AVE), which is obtained by averaging the reliability of indicators of a construct (J. F. Hair et al., 2020) The criteria for AVE are >0.5 and outer loading reliability >0.7. In Table 2, two variables were removed, namely KP1 and H3, because their values were below 0.7. Then, a reliability test was conducted to measure the extent to which a construct or measurement instrument consistently reflects the latent variables to be measured. Construct reliability is measured using Cronbach's Alpha and Composite Reliability >0.70, indicating good reliability (J. F. Hair et al., 2020) As shown in Table 2, all Cronbach's Alpha and Composite Reliability values are >0.70, so it can be concluded that the reliability test is met and the construct demonstrates good reliability.

Table 2. Convergent Validity dan Realiability

Items	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Quality Product (QP)		0.816	0.879	0.646
QP2	0.837			
QP3	0.859			
QP4	0.787			
QP5	0.725			
Price (P)		0.874	0.909	0.666
P1	0.806			
P2	0.774			
P4	0.825			
P5	0.824			
P6	0.850			
Service Quality (SQ)		0.856	0.902	0.698
SQ1	0.823			
SQ2	0.849			
SQ3	0.829			
SQ4	0.840			
Perceived Value (PV)		0.870	0.911	0.719
PV1	0.774			
PV2	0.886			
PV3	0.869			
PV4	0.859			
Customer Loyalty (CL)		0.882	0.919	0.740
CL1	0.812			
CL2	0.915			
CL3	0.836			
CL4	0.875			

Source: Data Processing SmartPLS 3

Discriminant Validity

Discriminant validity is a measure of how unique a concept is. Discriminant validity occurs when the shared variance of a construct (AVE) is greater than the between-variance of that construct (J. F. Hair et al., 2020) Table 3 The analysis of the results shows that all examined constructs achieve AVE values higher than their mutual correlations. For example, the Perceived Value construct obtained an AVE value of 0.848, which is slightly higher than its correlation with Customer Loyalty at 0.849. Despite the small difference, discriminant validity remains satisfied because the AVE value is still adequate. A similar pattern occurs with other constructs such as Price (0.816), Service Quality (0.835), Product Quality (0.804), and Customer Loyalty (0.860), all of which exhibit AVE values exceeding their correlations with each other. In light of these data, it can be concluded that the model demonstrates good discriminant validity, meaning that each construct variable is clearly distinct and properly reflects its unique concept without overlapping with other constructs.

Table 3. Fornell-Larcker Criterion

	Price	Service Quality	Product Quality	Customer Loyalty	Perceived Value
Price	0.816				
Service Quality	0.707	0.835			
Product Quality	0.805	0.765	0.804		
Customer Loyalty	0.697	0.758	0.709	0.860	
Perceived Value	0.775	0.818	0.764	0.849	0.848

Source: Data Processing SmartPLS 3

Coefficient of Determination (R²)

An Adjusted R² value between 0.50 and 0.75 indicates a strong/substantial value (Chin, 1998). Table 4 shows that an Adjusted R-Square value of 0.725 indicates that the model has stability and suitability. The result in this study is 0.725, meaning that 72.5% of the customer loyalty variable can be explained by the variables of product quality, price, service quality, and perceived value. Meanwhile, 27.5% is influenced by other factors outside the model that are not included in the research variables.

Table 4. R-Square

	R-Square	R Square Adjusted
Customer loyalty	0.736	0.725

Source: Data Processing SmartPLS 3

Hypothesis Testing Results (Bootstrapping)

Hypothesis testing was conducted to test the significance of the path statistical coefficients or hypotheses obtained. PLS-SEM is a nonparametric statistical method, and the significance level is calculated using bootstrapping, with the significance level generally not exceeding 0.05 (J. F. Hair et al., 2020). Based on hypothesis testing using the bootstrapping technique with 5,000 subsamples at a significance level of 5%, only the effect of perceived value on customer loyalty was accepted, while the effects of product quality, price, and service quality on loyalty were rejected as they were not statistically significant. Price has a path coefficient of 0.026 (t-statistic 0.147; p-value 0.442), service quality 0.151 (t-statistic 0.821; p-value 0.206), and product quality 0.082 (t-statistic 0.757; p-value 0.225), indicating that none of these factors significantly influence customer loyalty at ISSKIN Aesthetic Clinic. This suggests that customers prioritize other factors besides price, service, and product quality when forming loyalty. Meanwhile, perceived value shows a positive and significant influence with a path coefficient of 0.642 (t-statistic 4.561; p-value 0.001). This finding emphasizes the importance of ISSKIN management focusing on improving customers' perceived value as a key strategy in maintaining long-term loyalty, given that other traditional variables do not provide a significant direct contribution.

Table 5. Hypothesis Testing Result

	Original Sample (O)	T Statistics	P Value	Information
Price > Customer Loyalty	0.026	0.147	0.442	Not Significant and Positively Influential
Service Quality > Customer Loyalty	0.151	0.821	0.206	Not Significant and Positively Influential
Product Quality > Customer Loyalty	0.082	0.757	0.225	Not Significant and Positively Influential
Perceived Value > Customer Loyalty	0.642	4.561	0.001	Significant and Positively Influential

Source: Data Processing SmartPLS 3

DISCUSSION

The data emerging from the analysis indicate that, among the four variables examined, only perceived value exerts a positive and statistically significant influence on customer loyalty. In contrast, product quality, pricing policy, and service quality do not show a significant effect on the same dependent variable. These results raise important theoretical and practical implications that warrant further investigation.

Perceived Value has proven to be a dominant factor in building customer loyalty. These findings are consistent with previous studies such as (Chi & Phan, 2025; Vaniara & Pramono, 2022) which show that customer value perception has a direct influence on loyalty. In the context of beauty services, customers seem to highly consider the overall value they receive, which includes the quality of service, the price paid, and the emotional experience obtained. On the contrary, product quality does not show a significant influence on loyalty. This could be due to the characteristics of products in the beauty industry, which tend to appear homogeneous in the eyes of customers. Many products available in the market have similar quality or already meet the expected minimum standards. Therefore, product quality is no longer the main differentiator in building loyalty.

Price also does not significantly affect customer loyalty. These findings support previous research by (Pramesti & Chasanah, 2021), which states that higher or lower prices do not always directly affect customer loyalty. In the beauty industry, customers tend to be willing to pay a premium price as long as the value received is commensurate. In other words, price fairness becomes more important than the absolute price.

Service Quality, One possible explanation is that ISSKIN Aesthetic Clinic, as the only clinic with salon services in Banjarnegara, may have achieved a level of service quality that is uniform or above average. Thus, service quality is no longer a strong differentiating factor for customers in building loyalty. The difference in findings from studies like (Yohana et al., 2024), which found a significant impact of service quality on loyalty, indicates that local context and market characteristics greatly influence customer behavior. Overall, the results of this study affirm that to build customer loyalty at ISSKIN Aesthetic Clinic, management needs to focus on strategies to enhance perceived value.

CONCLUSIONS AND RECOMMENDATIONS

The results of this study demonstrate that, among the four variables evaluated, only perceived value exerts a statistically significant impact on customer loyalty at ISSKIN Aesthetic Clinic. These findings suggest that the organization should focus its strategies on enhancing the perceived value by consumers to strengthen loyalty. Furthermore, it is recommended that future research incorporate mediating variables, such as customer satisfaction or brand trust, in order to achieve a deeper and more holistic understanding of the phenomenon.

ADVANCED RESEARCH

Further research may focus on studying the mediating influence of customer satisfaction or brand trust to gain a more detailed understanding of the mechanisms through which perceived value affects customer loyalty.. Additionally, it would be appropriate to investigate other variables such as consumer engagement and emotional experience. Retaining existing customers represents an effective competitive strategy, given that acquiring new customers involves higher costs compared to maintaining those already acquired. (Bali, 2022). A comparative analysis of different categories of clinics both urban and rural, as well as premium and middle-class could provide valuable insights into whether contextual factors moderate the impact of perceived value on customer behavior. Furthermore, it is recommended that future research employ a longitudinal approach to monitor the evolution of customer loyalty over time and in response to implemented strategies.

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