



## Ella Platinum Beauty Clinic Marketing Strategy to Increase Customer Loyalty in Surakarta City

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### ABSTRACT

**Purpose of the study:** This study aims to analyze the marketing strategies implemented by Ella Platinum Beauty Clinic in increasing customer loyalty in Surakarta City

**Methodology:** This research uses a Quantitative method with a questionnaire research instrument with the SPSS 25 application. This type of research is Descriptive research. This research uses a survey and using a technique Purposive Sampling.

**Main Findings:** Analyzing the influence of service quality, product quality and facilities partially and simultaneously on customer loyalty at the Ella Platinum Beauty Clinic.

**Novelty/Originality of this study:** The importance of this research is not only in its contribution to the development of marketing science, but also in its practical value for Ella Platinum Beauty Clinic. By understanding the factors that influence customer loyalty, clinic management can formulate more effective strategies to increase customer loyalty. This can strengthen the position of Ella Platinum Beauty Clinic in the era of competitive market competition.

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## 1. INTRODUCTION

The beauty industry is experiencing a significant increase in the current era of globalization and advances in technology and information. This is shown by the increasing number of beauty opened, especially in Surakarta City. Ella Platinum Beauty Clinic is one of the service providers that focuses on the skincare and beauty to attract consumers to remain loyal [1], [2]. The significance of customer loyalty is one aspect of business continuity, because loyal customers will not only make repeat purchases but will also recommend to others [3]. According Fransisca et al, there are 4 types of customer loyalty namely no loyalty, inertia loyalty, latent loyalty and premium loyalty [4]. According to Pancarini et al, there are several factors that influence customer loyalty namely price, service quality, product quality and promotion [5]. Various types of promotions referred to as the Marketing Mix according to Lupiyoadi are advertising, sales promotin, personal selling and public relations [6]. According to Samara et al, there are four indicators of customer loyalty [7]. Customer loyalty can generally be interpreted as a person's loyalty to a product or service [8]. According to Yuningsih et al, there are five indicators of customer loyalty [9], [10].

The key factor for a brand's success in a competitive market is customer loyalty. Customer loyalty is influenced by several factors including service quality, product quality and facilities [11]. According to Oliver, customer loyalty is a deep commitment of customers to re-subscribe or repurchase selected products or service

consistently in the future, influencing situations and marketing efforts have the potential to cause behavioural changes [12]. Service quality is one of the factors to affect customer loyalty. Good service quality contributes to customer satisfaction, which ultimately can enhance customer loyalty [13]. Service quality to be a comparison between the perceived service (perception) of the customer and the expected service quality of the customer [14]. In terms of service quality service, Ella Platinum Beauty Clinic offers among other priority services without queuing with other customers because it has a booking by appointment, personalized treatment room one room for one customer, more experienced staff service [15]. According to Lathifa et al, service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations [16]. According to Kasmir, service quality is defined as the actions or deeds of a person or organization aimed at providing satisfaction to customer or employees [17].

Product quality is also a determining factor increasing customer loyalty. High quality products can build trust and customer satisfaction, which are essential for achieving long term customer loyalty [18], [19]. Product used in beauty care must meet high standards and meet customer expectations [20]. In term of product quality, Ella Platinum Beauty Clinic has used a premium quality organic ingredients and using latest advanced technology. Ella Platinum Beauty Clinic also provides a variety of product that have been tested and have a good reputation in the market. In term of facilities, Ella Platinum Beauty Clinic provides service, namely maximum results can be seen in one treatment, the use of organic ingredients, comfort and private room with premium facilities using advanced latest technology and a more comfortable waiting room equipped with free snack and drinks to create customer comfort and loyalty. According to Lemon and Verhoef, a positive customer experience can be a key driver in fostering loyalty [21]. Saputra et al state that "product quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implicit needs [22]. This research is not only in the clinic. By understanding the factors that influence customer loyalty, clinic management can formulate more effective strategies to increase customer loyalty.

Research on beauty clinic marketing increasing social customer loyalty often focuses on external factors such as content type and usage intensity. This study aim to fill this gap by exploring internal factors such as customer loyalty, including internal and external factors, will help in developing more effective intervention strategies to protect the clinic's reputation from the negative risks of lack.

The novelty in this research is unique because it combines quantitative and qualitative approaches to analyze the impact of beauty clinic marketing strategies in increasing customer loyalty to customer. Previous research generally use a single approach. The urgency of this research is to identify the factors that cause increasing competition in beauty clinics, this is indicated by the increasing number of beauty clinics, especially in Surakarta City and to propose appropriate solutions, considering that competition in beauty clinics, this is indicated by the increasing number of beauty clinics has a significant impact on the sustainability of beauty clinics.

## **2. RESEARCH METHOD**

### **2.1. Problem Identification and Objective Formulation**

This research began with the process of identifying the core problems that formed the basis of the research. The main issue raised was the need for a deeper understanding of the relationship between marketing strategy and customer loyalty. In an era of increasingly fierce business competition, marketing strategies not only serve to attract new customers, but also play an important role in retaining existing customers.

Customer loyalty is one of the indicators of a company's long term success. Therefore understanding how elements in marketing strategies such as service quality, product quality and facilities can influence customer loyal behaviour is an important aspect to research. With this understanding, companies are expected to be able to develop more effective and customer oriented strategies.

Based on the identification of these problems, research then formulated more specific research objectives focused on examining the extent of the influence of various marketing strategies on the level of customer loyalty. Meanwhile, the formulated hypothesis serves as the basis for initial assumptions that will be tested through a scientific approach during the research process.

### **2.2. Instrument Design**

The main instrument in collecting data in this research was a structured questionnaire that was systematically designed. This questionnaire was prepared to obtain primary data directly from respondents who were target of this research. The selection of structured questionnaire aims to make the data collected consistent, directed, and easy to analyse quantitatively.

The questionnaire consist of closed question that provide fixed answer options to respondent. This type of question was chosen so that respondent could answer quickly and clearly, as well as facilitate the data processing process. With a closed format, researches can also compare answers between respondent more objectively.

To measure respondent's perceptions of the marketing strategy and their level of loyalty, a Likert scale was used in the questionnaire. This scale allows respondents to measurable picture of respondents views and attitudes towards the aspect under research.

### 2.3. Population and Sample Determination

In this research, the population used is people who have had treatment or have used product from Ella Platinum Beauty Clinic. Population not only includes the number of individuals present, but also includes the characteristics and properties possesses by the subject or object of research which covers an unknown number of respondents in the Surakarta City area.

According to Sugiyono, the sample is part of the population that is the source of data for a study, and the population is part of the characteristic possessed by the population [23]. Sampling technique according to Sugiyono is a sampling method to determine the sample to be used. In this research, the sampling technique is based on the population using Non-probability Sampling with Purposive Sampling method where the technique in this sampling uses considerations that have been determined for the respondent [24].

### 2.4. Data Collection

The data collection using a survey method, which involved distributing questionnaire directly to selected customer either online or offline, depending on accessibility and convenience. The survey approach was chosen because the data obtained is sourced from a sample of the population which aims to identify the relationship between relevant variables or events [25].

### 2.5. Data Processing and Analysis

The data that has been collected is then tabulated and processed using statistical software, such as SPSS version 25. This process is done to arrange the data in a more structured and easily analysed form. With help of this software, researches can avoid manual calculation errors and increase accuracy in quantitative data processing.

In the analysis stage, descriptive statistics were used to summarise and present the data in general, correlation and regression analyses were used to test the relationship between marketing strategy variables and customer loyalty. Correlation analysis helps identify the strength and direction of the relationship between variables, while regression analysis is used determine the extent to which marketing strategies can significantly influence the level of customer loyalty.

### 2.6. Interpretation and Conclusion

The final step involved interpreting the results of the data analysis to determine whether the marketing strategies employed by the clinic have a significant effect on customer loyalty. Conclusion were drawn and recommended were provided for strategic improvement. The research data consisted of primary and secondary data. Primary data was collected through questionnaire designed to obtain information related to Service Quality, Product Quality, Facilities and Customer Loyalty. In addition, the questionnaire included respondent demographic data. Variable measurement is done with a five point Likert scale. The research instrument was tested for validity by comparing the  $r$  value with  $r$  table with significance level of 5% of  $df$  and the reliability with the Cronbach Alpha which is considered good if the value more than 0,60. All test were conducted with the help of SPSS software version 25.

Data analysis was carried out with descriptive statistics to describe the results of data collection. Furthermore, using multiple linear regression test to identify the effect of independent variables of service quality, product quality, and facilities on the dependent variable of customer loyalty. Before conducting regression test, a classical assumption test is carried out which consist of normality test, multicollinearity test and heteroscedasticity test. The normality test uses the following methods Histogram, P-Plot Graph, and Kolmogorov-Smirnov, while the multicollinearity test is analyzed through the Tolerance and Variance values (TVIF) values. Test variance or residuals from one observation to another.

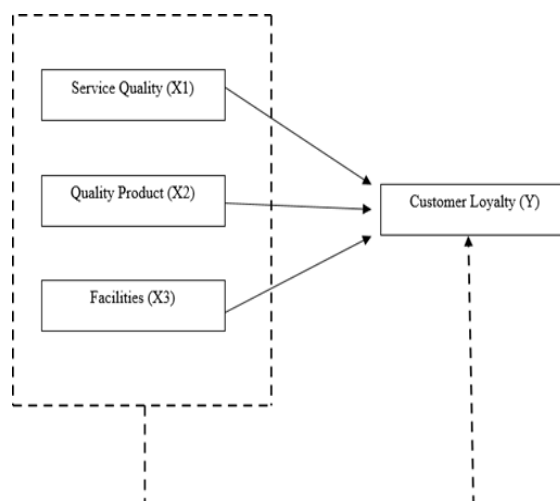


Figure 1. Framework

According to Sugiyono, framework is the relationship between one variable and another variable in a structured manner based on a number of theories that have been previously presented [26].

The formulation of the hypothesis is:

- H1 : It is suspected that Service Quality has a positive effect on increasing Customer Loyalty at Ella Platinum Beauty Clinic Surakarta.
- H2 : It is suspected that Product Quality has a positive effect on increasing Customer Loyalty at Ella Platinum Beauty Clinic Surakarta.
- H3 : It is suspected that Facility has a positive effect on increasing Customer Loyalty at Ella Platinum Beauty Clinic Surakarta.
- H4 : It is suspected that Service Quality, Product Quality and Facility have a simultaneous effect on increasing Customer Loyalty at Ella Platinum Beauty Clinic Surakarta.

### 3. RESULTS AND DISCUSSION

#### 3.1. Demographic Characteristic Respondent

This research involved 100 respondents who were people who had received treatment or used product from Ella Platinum Beauty Clinic Surakarta, with various demographic characteristic.

Table 1. Demographic Characteristic by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 years old	92	92.0	92.0	92.0
	25-30 years old	4	4.0	4.0	96.0
	30-35 years old	4	4.0	4.0	100.0
Total		100	100.0	100.0	

Based on the results of the demographic characteristic by age, there were 92 respondents aged 20-25 years with a percentage of 92%, aged 25-30 years as many as 4 respondents with a percentage of 4% and aged 30-35 years as many as 4 respondents with a percentage of 4%. It can be concluded that a total of 100 respondents.

Table 2. Demographic Characteristic by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	20	20.0	20.0	20.0
	Female	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

Based on the results of the demographic characteristic by gender test using SPSS 25, there were 20 male respondents with a percentage of 20% and 80 female respondents with a percentage of 80%. It can be concluded that the most dominant respondent is female as many as 80 respondents with a percentage of 80%.

Table 3. Demographic Characteristic by Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Senior High School/Vocational High School	76	76.0	76.0	76.0
	Bachelor's Degree S1	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Based on the results of the demographic characteristic by education test using SPSS 25, there are 76 respondents with a senior high school / vocational high school education level with a percentage of 76% and 24 respondents with a bachelor's degree with a percentage of 24%. It can be concluded that the most dominant respondents are educated at the senior high school / vocational high school.

Table 4. Demographic Characteristic by Occupational

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-employed	17	17.0	17.0	17.0
	Civil Servant	3	3.0	3.0	20.0
	Privat Employee	39	39.0	39.0	59.0
	Others (Student, Freelance, Housewives, Retired Employees)	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Based on the results of the demographic characteristic by occupational test using SPSS 25, there were 17 respondents with self-employed jobs with a percentage of 17%, 3 respondents with civil servant / ASN jobs with a percentage of 3%, 39 respondents with private employee jobs with a percentage of 39% and 41 respondents with other jobs (Students, Freelance, Housewives, Retired Employees) with a percentage of 41%. It can be concluded that the most dominant respondents are Other jobs (Students, Freelance, Housewives, Retired Employees) as many as 70 respondents with a percentage of 41%.

Table 5. Demographic Characteristic by Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1,5 million	14	14.0	14.0	14.0
	1,51 million-2,5 million	58	58.0	58.0	72.0
	2,51 million-3,5 million	23	23.0	23.0	95.0
	3,51 million-5,51 million	3	3.0	3.0	98.0
	5,51 million-6,55 million	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Based on the results of the demographic characteristic by income test using SPSS 25, there were 14 respondents with a monthly income of < 1.5 million with a percentage of 14%, 58 respondents had a monthly income of 1.51 million-2.5 million with a percentage of 58%, 23 respondents had a monthly income of 2.51 million-3.5 million with a percentage of 23%, 3 respondents had a monthly income of 3.51 million-5.51 million with a percentage of 3% and 2 respondents had a monthly income of 5.51 million-6.55 million with a percentage of 25%.

### 3.2. Research Instrument Test Results

Table 6. Validity Test Result

Research Variable	Question Items	rcount	rtable	Status
Customer Loyalty (Y)	Y. P1	0,771	0,1966	Valid
	Y. P2	0,788	0,1966	Valid
	Y. P3	0,818	0,1966	Valid
	Y. P4	0,855	0,1966	Valid
	Y. P5	0,826	0,1966	Valid
Service Quality (X1)	X1. P1	0,837	0,1966	Valid
	X1. P2	0,793	0,1966	Valid

	X1. P3	0,708	0,1966	Valid
	X1. P4	0,746	0,1966	Valid
	X1. P5	0,791	0,1966	Valid
Product Quality (X2)	X2. P1	0,700	0,1966	Valid
	X2. P2	0,755	0,1966	Valid
	X2. P3	0,724	0,1966	Valid
	X2. P4	0,781	0,1966	Valid
	X2. P5	0,713	0,1966	Valid
Facilities (X3)	X3. P1	0,596	0,1966	Valid
	X3. P2	0,749	0,1966	Valid
	X3. P3	0,785	0,1966	Valid
	X3. P4	0,774	0,1966	Valid
	X3. P5	0,767	0,1966	Valid

From the table above, it can be seen that all instrument are said to be valid because the results  $r_{count} > r_{table}$ .

Table 7. Reliability Test Result

Variable	Cronbach's Alpha	Status
Customer Loyalty (Y)	0,870	Reliable
Service Quality (X1)	0,833	Reliable
Product Quality (X2)	0,787	Reliable
Facility (X3)	0,774	Reliable

Reliability test to measure the same object, it will result that a questionnaire is said to be reliable if a person's answer to a statement is stable or consistent over time. If the Cronbach's Alpha value  $> 0.6$ , it can be said that the item is declared reliable for use in a research. From the table above, the research instrument is said to be reliable because it has a value  $> 0.6$ .

Table 8. Analysis Descriptive Test Result

	Customer Loyalty	Service Quality	Product Quality	Facility
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	21,74	21,65	21,23	21,05
Std. Deviation	2,684	2,786	2,860	2,893
Minimum	15	12	12	11
Maximum	25	25	25	25

The table above shows that the Customer Loyalty variable has a minimum value of 15, maximum 25, average 21.74 with a standard deviation of 2.684. The Service Quality variable has a minimum value of 12, maximum 25, average 21.65 with a standard deviation of 2.786. The Product Quality variable has a minimum value of 12, maximum 25, average 21.23 with a standard deviation of 2.860. While the Facility variable has a minimum value of 11, maximum 25, average 21.05 with a standard deviation of 2.893.

Table 9. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,4729139
Most Extreme Differences	Absolute	,068
	Positive	,052
	Negative	-,068
Test Statistic		,068
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

From the result of the table above that the result of Asymp. SIG (2-tailed) of  $0.200 > 0.05$ , so it can be said that the data is spread normally.

Table 10. Multicollinearity Test Result

Unstandardized Coefficients			Standardized Coefficients					Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.			Tolerance	VIF
1 (Constant)	2,695	1,296		2,078	,040				
Service Quality	,459	,083	,476	5,525	,000			,422	2,369
Product Quality	,255	,082	,272	3,123	,002			,414	2,416
Facility	,175	,069	,189	2,548	,012			,571	1,752

From the table above, it can be seen that the Service Quality variable with a Tolerance value of  $0.422 > 0.010$  and a VIF value of  $2.369 < 10$ , the Service quality variable is said to be free from multicollinearity. The Product Quality variable has a Tolerance value of  $0.414 > 0.010$  and a VIF value of  $2.416 < 10$ , so the Service Quality variable is said to be risk-free. The Facility variable has a Tolerance value of  $0.571 > 0.010$  and a VIF value of  $1.572 < 10$ , so the Facility variable is said to be free from multicollinearity.

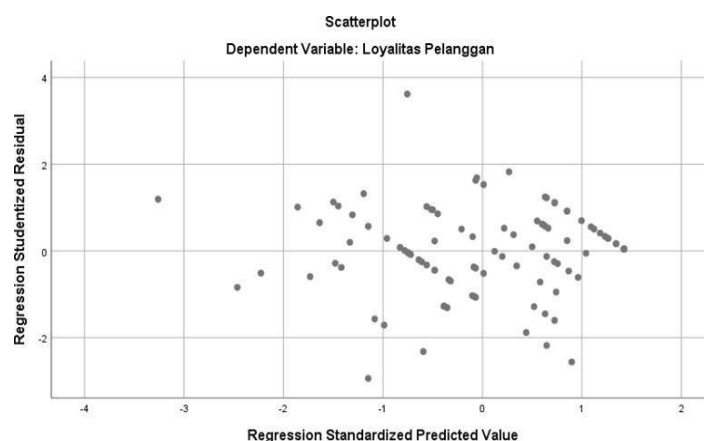


Figure 2. Heteroskedasticity Test Result

From the picture above, it shows that the points spread above and below the number on the Y axis and do not form a certain pattern in the distribution of the points above, which indicates that there is no heteroscedasticity.

Table 11. Multiple Linear Regression Test Result and T Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2,695	1,296			2,078	,040
Service Quality	,459	,083	,476	5,525	,000	
Product Quality	,255	,082	,272	3,123	,002	
Facility	,175	,069	,189	2,548	,012	

The constant is 2.695. The X1 coefficient is 0.459 which indicates that every 1% increase in the Service Quality variable, Customer Loyalty increases by 45.9% and vice versa if there is a decrease, Customer Loyalty decreases by 45.9%. The X2 coefficient is 0.255 which indicates that every 1% increase in the Product Quality variable, Customer Loyalty increases by 25.5% and vice versa if there is a decrease, Customer Loyalty decreases by 25.5%. The X3 coefficient is 0.175 which indicates that every time there is an increase in the Facility variable, Customer Loyalty increases by 17.5% and vice versa if there is a decrease, Customer Loyalty decreases by 17.5%. From the explanation above, it can be concluded that the variables of Service Quality (X1), Product Quality (X2), and Facilities (X3) have an impact on the Customer Loyalty variable (Y). The T test

results show the significance value of each variable, namely Service Quality of 0.000, Product Quality of 0.002 and Facilities of 0.012.

Table 12. F Test Result (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	498,460	3	166,153	74,265	,000 <sup>b</sup>
	Residual	214,780	96	2,237		
	Total	713,240	99			

Based on the table above, the Fcount value is 74.265 with a Sig level. 0.000 < 0.005, which means that the variables of Service Quality (X1), Product Quality (X2) and Facilities (X3) simultaneously have a significant and positive effect on the Customer Loyalty variable.

Table 13. R Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,836 <sup>a</sup>	,699	,689	1,496

a. Predictor: (Constant), Facility, Service Quality, Product Quality

b. Dependent Variable: Customer Loyalty

Based on the table above, the Adjusted R Square number is 0.689 or 68.9% of the variation in the dependent variable, namely Customer Loyalty, which is explained by the variation in the independent variables, namely Service Quality, Product Quality, and Facilities. While 31.1% is explained by other variables not examined. Previously, data processing was carried out obtained from respondents using SPSS 25, then continued with hypothesis testing. Based on the results of the data analysis, it can be explained the effect of the independent variables of Service Quality, Product Quality and Facilities on the dependent variable Customer Loyalty.

### 3.3. The Effect of Service Quality on Customer Loyalty

Table 14. T Test Result

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	2,695	1,296		2,078	,040
	Service Quality	,459	,083	,476	5,525	,000
	Product Quality	,255	,082	,272	3,123	,002
	Facility	,175	,069	,189	2,548	,012

Based on the results of the T test, it is known that the effect of Service Quality on Customer Loyalty has a T value of 5.525 with a Sig. level of 0.000. It can be concluded that H1: Service Quality has a positive and significant effect on Customer Loyalty of Ella Platinum Beauty Clinic Surakarta.

This research shows significant results, where most respondents also recognize that the Ella Platinum Beauty Clinic is able to provide the same service to customers. Respondents were satisfied with the good and friendly service from Ella's employees and staff, which can be seen from the many agreed opinions in the questionnaire. In addition, great attention is also given by employees or staff so that customers feel comfortable in the form of information or actions. The accuracy of service from employees or staff is also in accordance with the previously agreed agreement between staff and customers. Overall, customers are satisfied with the quality of service provided by Ella Platinum Beauty Clinic. Service quality is the centre point for companies because it affects customer loyalty according to A.F Tunisya et al [27]. Service quality according to Syafira et al and Nuriliyani is how far the differences in customer expectations and reality are from the service they receive [28], [29]. There are four indicators of service quality according to Tjiptono [30].

The conclusion from the results of this discussion is that customers will feel happy if the quality of service provided by the Ella Platinum Beauty Clinic staff is done well, it will create high customer loyalty as well, so that service quality has a significant influence on customer loyalty. Service quality plays a very important role



for companies in attracting and retaining customers. Service quality is one of the strategies to win the competition because good service can encourage customers to use the service again and create customer loyalty [31]. Meanwhile accord Sellang et al, service quality has a significant influence on the formation of customer loyalty, this shows that companies can prioritise service quality when building customer loyalty [32]. This is accordance with the research of Subawa et al who found that service quality has a positive and significant effect on customer loyalty [33].

### 3.4. The Effect of Product Quality on Customer Loyalty

Table 15. T Test Result

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	2,695	1,296		2,078	,040
Service Quality	,459	,083	,476	5,525	,000
Product Quality	,255	,082	,272	3,123	,002
Facility	,175	,069	,189	2,548	,012

Based on the results of the t test, it is known that the effect of Product Quality on Customer Loyalty has a T value of 3.123 with a Sig. level of 0.002. It can be concluded that H2: Product quality has a positive and significant effect on Customer Loyalty of Ella Platinum Beauty Clinic Surakarta. From the results that have been obtained, it can be concluded that the better and higher the quality of the products offered by the Ella Platinum Beauty Clinic, the greater the customer loyalty that will be formed. This research shows significant results, where respondents in the questionnaire tend to agree that the products of the Ella Platinum Beauty Clinic contain natural and organic ingredients from nature. In addition, the products from this clinic effectively have products with good durability and a long expiration period. The quality of products from this clinic is also guaranteed to be high and also neat in terms of product packaging. The conclusion of this discussion is that customers are satisfied with the quality of the products offered by the Ella Platinum clinic which will ultimately lead to high customer loyalty. Therefore, product quality has a significant influence on customer loyalty. Product quality is the product's ability to describe its general function to customers [34]. After that, consumers will assess whether the product or service is good or not. If done well, consumers will make repeat purchases and provide information to others so that consumers remain loyal to the product or service [35]. Nopitasari et al show that product quality has a positive and significant effect on customer loyalty [36]. Similar research also conducted by Febriyanti et al shows that product quality has a positive and significant effect on customer loyalty [37]. Product quality is the first driver of customer satisfaction, there are five indicators of product quality according to S. Tirtayasa [38]

### 3.5. The Effect of Facility on Customer Loyalty

Table 16. T Test Result

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta		
1	(Constant)	2,695	1,296		
	Service Quality	,459	,083	,476	5,525 ,000
	Product Quality	,255	,082	,272	3,123 ,002
	Facility	,175	,069	,189	2,548 ,012

Based on the results of the t test, it is known that the effect of facilities on customer loyalty has a t value of 2.548 with a Sig. level of 0.012. It can be concluded that H3: Facilities have a Positive and Significant Effect on Customer Loyalty of Ella Platinum Beauty Clinic Surakarta. From these results it can be concluded that good facilities will make customers comfortable and generate customer loyalty. The better company provides facilities, the more loyal consumers will be to the company in the long term. This is an accordance with research conducted by Triyogo showing that e-banking facilities have a significant positive effect on customer loyalty [39]. Ella Platinum Clinic provides the facilities needed for beauty treatments, the interior design of the clinic also provides comfort for customers and the signs and information on the outside of the clinic are clear and easy to read. The conclusion of this discussion is that the more complete and better the condition of the clinic facilities, the more comfortable the customers will feel and will lead to customer loyalty. So that facilities have a significant effect

on customer loyalty. According to Kotler and Keller, the facility indicators as follows facility condition, completeness, interior design and exterior design [40].

### 3.6. The Effect of Service Quality, Product Quality, and Facility on Customer Loyalty

Table 17. F Test Result (Simultaneous)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	498,460	3	166,153	74,265	,000 <sup>b</sup>
	Residual	214,780	96	2,237		
	Total	713,240	99			

Based on the results of the f test, it is known that the effect of Service Quality, Product Quality and Facilities on Customer Loyalty has a calculated f value of 74,625 with a Sig. level of 0.000. It can be concluded that H4 Service Quality, Product Quality and Facilities have a positive and significant effect on Customer Loyalty of Ella Platinum Surakarta Beauty Clinic. This research includes new research that combines the independent variables of Service Quality, Product Quality and Facilities on the dependent variable Customer Loyalty. The quality of service provided by Ella Platinum Clinic employees or staff makes customers feel satisfied. The better the quality of service provided, the higher customer loyalty will be.

## 4. CONCLUSION

The results of the analysis show that Service Quality, Product Quality, and Facilities have a positive and significant influence on Customer Loyalty of Ella Platinum Beauty Clinic Surakarta. Partially, Service Quality has a significant effect with a t value of 5.525 (t table 1.67) and a significance of 0.000. Product Quality also has a significant effect with a t value of 3.123 (t table 1.67) and a significance of 0.002, while Facilities show a significant effect with a t value of 2.548 (t table 1.67) and a significance of 0.012. Simultaneously, the three variables have a significant effect on Customer Loyalty with a calculated f value of 74.625 and a significance of 0.000. These results confirm that the three factors are important elements in increasing customer loyalty at Ella Platinum Beauty Clinic Surakarta. Based on the research results, it is recommended that Ella Platinum Beauty Clinic improve employee training to provide more personalized and responsive services, and prioritize customer satisfaction to increase loyalty. In the product aspect, the clinic needs to work closely with suppliers to maintain product quality consistently and consider new variants that follow trends without sacrificing quality. For facilities, regular maintenance and addition of relevant facilities are recommended to meet customer needs. For future researchers, it is recommended to analyze the influence of other variables, such as price, brand image, and promotion on customer loyalty. In addition, the findings of this study are expected to make a new contribution to the service marketing literature in the beauty industry.

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