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The impact of service quality attributes of beauty parlors towards customer loyalty through customer satisfaction and trust

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ABSTRACT

This study aims to determine examine the positive impact of customer loyalty in a beauty parlor through customer satisfaction. The survey method was carried out in research using a questionnaire. This research is a random sampling research with a total of 144 Sister's Beauty Studio customers as respondents. The data analysis used the PLS-SEM approach with the help of the SMART-PLS program. The result showed tangibility, reliability, assurance, empathy and responsiveness did have positive impacts on customer satisfaction. Furthermore, the research also handed out customer satisfaction has a positive impact on customer loyalty and hence customer trust.



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Introduction

Writer Eleanor Brown (2014) stated that rest and self-care are so important, that's nowadays called quality time. By taking quality time, it can allow human to replenish their spirit and serve others from the overflow. For women, self-care is a part of their quality time. It can be stated that beauty industry has an important influence on women. Most women would even say that getting beauty products, taking personal care, and going to beauty parlors are much more than just self-pampering. It goes beyond just spending an alone time. Women would now say that doing all that stuff brings sanity. It brings the "beauty" that they wanted to portray.

Talk about a woman's quality time, it will involve the beauty industry as a whole. From 267 million people of Indonesian, around 130 million are women. It significantly makes Indonesia as the target market of beauty industry. Ministry of Industry Republic of Indonesia have stated that in 2017, the cosmetics industry in the country reached more than 760 companies. It also shows the beauty industry markets in Indonesia potentially have a big prospective and promising business opportunity. Based on data from BPS (Badan Pusat Statistik) 2020, stated that the income of the Indonesian beauty industry reached 7,095 billion US dollars or Rp. 99.33 trillion (US\$1 = Rp. 14,000), it grows 2,84 percent from last year.

Not only in Indonesia, but Beauty industry also has a great big potential in ASEAN and international. According to Jacimovic (2020), since the concept of beauty is as old as time, the billion-dollar industry continues to defy gravity and is projected to grow even bigger. The global beauty industry is now worth \$532 billion

(Forbes, 2020), it grows higher than 2019 that is generated \$380.2 billion. It is rapidly growing as it included almost one million people in its industry. The beauty market is divided into 3 major segments that are make-up, personal care, and fragrances. We will see how the beauty industry with components of each segment is contributing to the market, looking at its Compound Annual Growth Rate (CAGR).

This data is a projection from 2020-2023, which is also not considering there will be pandemic in 2020. However, writer is looking more at the average percentage in comparison of Southeast Asia as a whole, and two countries, namely, Singapore and Indonesia. Southeast Asia has relatively average number of percentages in their beauty industry. Although not more than 6%, there is wide contribution in the beauty industry throughout Southeast Asia.

Table 1 Product Category – Compound Annual Growth Rate (CAGR) In 2020-2023
Southeast Asia, Singapore, and Indonesia

PRODUCT CATEGORY	Southeast Asia	Singapore	Indonesia
Body care and grooming	5.30%	2.70%	6.40%
Skincare	5.30%	2.70%	6.40%
Haircare	5.00%	2.70%	6.30%
Fragrances	4.30%	2.70%	8.60%
Eyes	6.70%	2.80%	4.80%
Face	6.50%	2.80%	8.90%
Lips	5.60%	2.70%	5.70%
Nails	4.60%	2.70%	4.80%

Note. Adapted from “Beauty and Cosmetics Market in Southeast Asia” <https://istrata.co/beauty-and-cosmetics-market-in-southeast-asia/>. Copyright 2020 by Statista.

It also seen the comparison with neighboring country, Singapore. Their beauty and personal care revenue have reached US\$1.04b in 2020 and the market is expected to grow annually by 2.8% (Statista, 2020). Due to the increase of e-commerce sector, 15% of the total sales come from the online medium whereas 85% comes from the direct and retail market. Their data shows a little significance of the beauty industry, which is not more than 3% in their CAGR.

Meanwhile, the revenue in the beauty and cosmetics segment amounts to US\$7.095b in 2020 in Indonesia alone (Statista, 2020). These sales are solely on beauty products, despite of the numbers on beauty care and beauty services. Looking at the statistics of beauty and personal care in Indonesia, according to Statista (2020), the revenue in beauty and personal care market amounts to US\$6,954m. Meanwhile, the market's largest segment is the segment of personal care with a market volume of US\$2,985m. In comparison with the global market, most revenue is generated in the United States with a market volume of US\$77,985m.

According to the development of beauty industry globally, even only from the projection data that has been explained prior. Also, considering that there had been no pandemic COVID-19 this year. The differences between Indonesia and Singapore are quite significant. Even in comparison with the whole Southeast Asia region, Indonesia still plays a bigger role in terms of a growing beauty industry.

To add more to the written facts prior, analysts' option (Statista, 2020) mentioned that The Beauty and Personal Care market is thriving and one of the fastest growing consumer markets. The main reason for this strong growth is the generational shift with young consumers entering the market. Furthermore, the change is also boosted by the emerging of social media, which has a lasting effect on buying behavior when it comes to beauty products and personal care.

Statistics show generally that the revenue of spa and beauty parlor market worldwide has increased and will increase significantly throughout 2017 all the way to 2024 (Statista, 2020). The global revenue of spa and beauty parlor market in 2017 was 128.59 billion U.S. dollars. In the year 2024, it was predicted that the global revenue of spa and beauty salon market would rise to 190.81 billion U.S. dollars. It also can be seen in Indonesia's market as the report provided up until 2018.

What we can look at from these statistics is a comprehensive study that also determines details such as the barriers to entry, operating cost structures, technology and systems and domestic and international markets (Digital Information Services, 2018). The major market segments are identified and those forces affecting demand and supply within the industry. The beauty services industry also contributed quite a high percentage to the economy domestically. It also stated a few of the cost calculation as to starting businesses in the said

industry. The data have proven that beauty parlors are one of an important quality time for women. There are several reasons of that show the importance of going to beauty parlors and enjoy the services of a professional.

Table 2. The Beauty Parlors in Indonesia – Report Content

KEY STATISTICS	2014	2015	2016	2017	2018	
Industry Revenue	107,942	104,367	131,689	158,085	169,151	Rp.Billion
Industry Gross Product	7,016	6,784	8,560	10,276	10,995	Rp.Billion
Number of Establishments	110	120	130	130	130	Units
Employment	109,600	101,200	85	81,000	85,400	Units
Exports	2,856	3,457	6,481	6,521	7,820	Rp.Billion
Imports	10,926	10,899	25,482	30,419	35,880	Rp.Billion
Total Wages	1,425	1,316	1,114	1,010	1,109	Rp.Billion
Domestic Demand	116,012	111,809	150,690	181,983	197,211	Rp.Billion

Note. Adapted from “Beauty Salons in Indonesia Indonesia Industry Report and Market Research”
<http://www.disb2b.com/front/industryreport.php?klui=K9742>. Copyright 2018 by Digital Information Services

Table 3. Establishments of Beauty Parlors in Indonesia

Establishments In	(%)
West Java	28.8%
East Java	22.4%
Central Java	13.4%
North Sumatra	17.9%
DKI Jakarta	6.5%
South Sulawesi	6.0%
Bali	3.0%
Papua	2.0%

Note. Adapted from “Beauty Salons in Indonesia”
<http://www.disb2b.com/front/industryreport.php?klui=K9742>. Copyright
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The first reason is for human health well-being. The American Institute of Stress reports that 120,000 people die every year as a direct result of work-related stress (SLMA, 2020). Additionally, healthcare costs resulting from work-related stress totals an average of 190 billion U.S. dollars per year. When people decide to have a moment by themselves and focus on replenishing their own well-being, it could reduce one's stress level. If people are overworked, they get stressed. If people overthink, they will be stressed too. It could even lead to death. Therefore, as one way to reduce that particular stress, it is a way to keep mind and body healthy to actually go to a beauty parlor and spend time recharging.

The next reason as to the necessity of beauty parlors is that it can also contribute so much to the cycle of economy. As the statistics has given above, beauty parlors, although not much, contribute just as much to the society as well as the economy. Specifically in Indonesia, with the growth of the beauty industry, even a small space or counter of beauty salons have contributed so much. Not only that it helps to boost the economy, it also increases the quality of the business and the industry itself. To extend more to it, it even revitalizes the business (Dahono, 2017). Indonesia has been found as one of the biggest markets that is very captivating to all the players in the beauty industry just because Indonesians are very high consumptive, especially with beauty products and beauty services. Generally speaking, Indonesians are rather impulsive and are always trying to keep up with the trend. It includes keeping up with the beauty trends. With enlarging the scale of beauty parlors, the business will revitalize even more.

The last reason as to why beauty parlors have been and will be essential to the society is because the beauty industry can be a good way to enter the market globally and internationally. Again, with the growth of technology and everything else surrounding it, it can be more than possible to have the beauty industry grounding a breakthrough to the global market.

The data which have been gathered prior was interesting due to the fact that they showed the growth of beauty industry in Indonesia, which in fact, surpassed those of Southeast Asia and even Singapore; this, of course, putting into consideration, falls under the category of secondary needs and even a luxurious one. The growth of the revenue of this industry had also been stable and increasing in the last 5 years. The numbers of establishment of beauty parlors had also grown rapidly, especially in West Java. These facts became a driving force for researcher to examine customers' behaviors toward this industry so that improvements can be made in the long term to becoming a sustainable business.

Method

There are two ways for data gathering, which are quantitative and qualitative. The difference between the two is that qualitative technique uses interviews and words for data, meanwhile quantitative technique uses numbers to collect data. This research is using quantitative approach. In this particular quantitative research, the researcher formulated new problems through the hypothesis that is a temporary answer to the formulation of research problems. Researching with quantitative method is an approach to empirical studies to collect, analyze, and display data in numerical form rather than a narrative one (Given, 2008). This research will be focusing on Loyal customers are customers who visits the studio two (2) times a month. The parameter will focus on South Jakarta. Research will mainly focus on Sister's Beauty Studio, but if further needed, will get more answers from beauty parlor customers in South Jakarta, with total sample 144 customers. This research will use using questionnaire as the data collection instrument to measure variables. Data management in this study uses the Structural Equation Modeling (SEM) method with the Partial Least Square approach using SMART PLS software (Ghazali, 2008).

Result and Discussion

Model Evaluation

Outer Model or Measurement Model analysis is carried out to describe the relationship between indicators and their latent variables. There are four measurement criteria for assessing the outer model, namely Convergent Validity, Average Variance Extrated (AVE), Discriminant Validity, and Composite Reliability.

We will conduct using statistical methods the results of processing with PLS. Convergent validity (convergent validity) is a validity testing method by Loading factor value, If the loading factor value is ≥ 0.5 then it is said to be sufficient, whereas if the loading factor value is ≥ 0.7 then it is included in the high classification (Ghozali, 2006). Construct reliability is seen from the value of Composite Reability (CR). If the CR value is ≥ 0.7 , then the indicator used to measure latent variables is reliable (Indahyanti, 2013). Average Variance Extracted (AVE) Value: The AVE value that meets the criteria is ≥ 0.5 (Indahyanti, 2013).

Discriminant Validity is an indicator measurement based on the coefficient value of the cross loading factor with its latent variable. In this study, the method used is the Heterotrait-Monotrait Ratio (HTMT). According to Henseler et al (2018), there is a new criterion for testing Discriminant Validity by looking at the results of the Heterotrait-Monotrait Ratio (HTMT) matrix in PLS. Where the recommended measurement value must be less than 0.85, if the value > 0.85 to a maximum of 0.90 is still considered sufficient.

Based on the analysis result of construct validity and reliability, it is known that every indicators from all variables have outer loading value of >0.7 . Therefore, all indicators are feasible and valid to be used. Another criteria is by looking at the CR value of every variable, which is ≥ 0.7 , and AVE value, which is >0.5 . All variables were considered reliable because all of them meets every criteria. Hence, all variables can be analysed further.

Discriminant validity is the reflective measurement of indicators based on cross loading as the latent variable. In this study, Heterotrait-Monotrait Ratio (HTMT) is used as a method. According to Hensler et al. (2018), the latest criteria to test discriminant validity is to look at the matrix result of HTMT in the PLS. Recommendations stated that the measurement value must be lower than 0.85, although value above 0.85 is still deemed adequate as long as it is below 0.90. After data processing with SmartPLS 3.0, the result of discriminant validity using HTMT method is shown on Table 4.13.

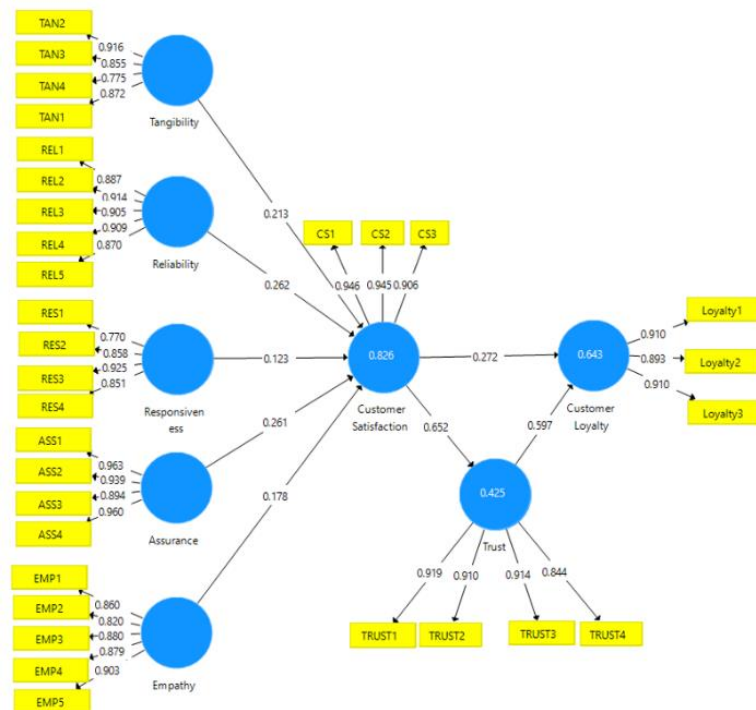


Figure 1. Measurement model

Table 4. Validity and Reliability

Variable	Item	Loading Factor >0.7	CR 0.60 - 0.90	AVE >0.05
Tangibility	TAN1	0.872	0.916	0.733
	TAN2	0.916		
	TAN3	0.855		
	TAN4	0.776		
Reliability	REL1	0.887	0.954	0.805
	REL2	0.914		
	REL3	0.905		
	REL4	0.909		
	REL5	0.870		
Assurance	ASS1	0.963	0.968	0.883
	ASS2	0.939		
	ASS3	0.894		
	ASS4	0.960		
Empathy	EMP1	0.860	0.939	0.755
	EMP2	0.820		
	EMP3	0.880		
	EMP4	0.879		
	EMP5	0.903		
Responsiveness	RES1	0.770	0.914	0.727
	RES2	0.858		
	RES3	0.925		
	RES4	0.851		
Customer Satisfaction	CS1	0.946	0.952	0.870
	CS2	0.945		
	CS3	0.906		
Trust	TRUST1	0.919	0.943	0.805
	TRUST2	0.910		
	TRUST3	0.914		
	TRUST4	0.844		
Customer Loyalty	Loyalty1	0.910	0.931	0.818
	Loyalty2	0.893		
	Loyalty3	0.910		

Tabel 5. Heterotrait-Monotrait Ratio (HTMT)

Variabel	Assurance	Customer Loyalty	Customer Satisfaction	Empathy	Reliability	Responsiveness	Tangibility	Trust
Assurance								
Customer Loyalty	0.761							
Customer Satisfaction	0.892	0.726						
Empathy	0.727	0.650	0.799					
Reliability	0.854	0.758	0.899	0.795				
Responsiveness	0.688	0.573	0.750	0.586	0.745			
Tangibility	0.836	0.687	0.855	0.637	0.777	0.654		
Trust	0.786	0.850	0.705	0.699	0.712	0.579	0.684	

According to Henseler et al (2015) about the output matrix of validity and reliability test with HTMT method, HTMT matrix value <0.9 means that the variable is construct and have discriminant validity. From Table 4.13 above, it is shown that all HTMT values in the matrix have meet the criteria because each variable has HTMT value of <0.9 . Therefore, all variable passed the validity and reliability test.

Structural Model

In this study, evaluation of structural model consists of collinearity test, coefficient determination (R-Square) test, and hypothesis test

Table 6. Collinearity

Predictor	Customer Satisfaction	Customer Loyalty
Construct	VIF < 5	VIF < 5
Tangibility	2.6483	
Reliability	4.2477	
Assurance	4.0107	
Empathy	2.4164	
Responsiveness	2.0113	
Customer Satisfaction		1.7387
Trust		1.7387

From Table 6 above, it is shown that there is no independent variable that have VIF value >5 , which means every independent variable is different with each other and there is no identical or similar variables. Therefore, this model is free from collinearity problem.

Table 7. Coefficient of Determination

Indicator	R-square
Customer Satisfaction	0.820
Trust	0.421
Customer Loyalty	0.638

Based on Table 7, it is known that R-Square value for customer satisfaction variable is 0.820. This value indicates that the contribution of employee retention of tangibility, reliability, assurance, empathy, and responsiveness to customer satisfaction is 82%. Meanwhile, R-Square value for trust variable is 0.421, which indicates that customer satisfaction contributes to trust for 42.1%. On the other hand, customer loyalty has R-Square value of 0.638, indicating contributions of trust and customer satisfaction to customer loyalty for 63.8%. The rest were affected by other variables that were not studied in this research.

This study used saturation sampling, which means that all population is included in the total sample. Hypothesis test was conducted by examining the direction of effects between two variables. Conclusion was made based on the standardized path coefficient. If either independent or dependent variables had standardized

path coefficient that is correspond to the hypothesis, hypothesis is supported. The hypothesis test value can be seen on Table 7, while the outer model of this study is depicted on Image 3

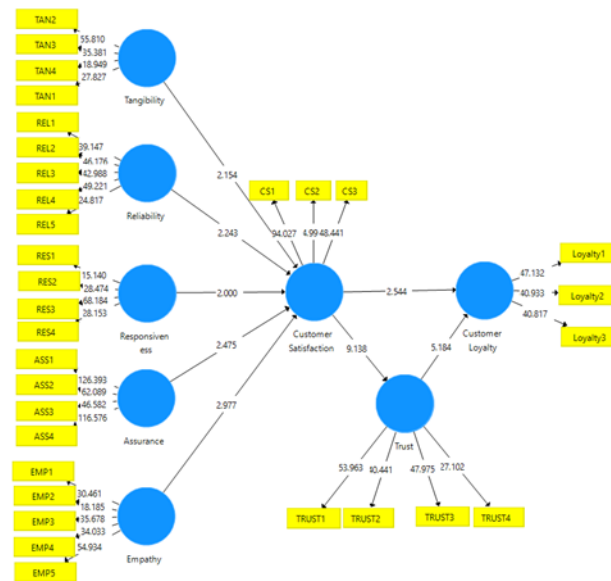


Figure 3. Structural Model

Based on the result of the hypothesis test, it can be concluded that the result of each hypothesis is as follow:

H1: Tangibility aspect has positive impact towards customer satisfaction

From Table 7, it can be seen that customer satisfaction was formed by tangibility that generates positive coefficient of 0.213 with p value of 0.019. Therefore, it can be concluded that tangibility had positive impact on customer satisfaction, which means that the first hypothesis of this study was supported.

H2: Reliability aspect has positive impact towards customer satisfaction

Table 7 shows that customer satisfaction was also formed by reliability, in which this variable generates positive coefficient of 0.262 with p value of 0.022. This means that reliability also had positive impact on customer satisfaction, making the second hypothesis of this study was supported.

H3: Assurance aspect has positive impact towards customer satisfaction

Assurance also took part in forming customer satisfaction and generates positive coefficient of 0.261 with p value of 0.016, as shown on Table 4.16. Thus, assurance had positive impact on customer satisfaction. This makes the third hypothesis of this study was also supported.

H4: Empathy aspect has positive impact towards customer satisfaction

As shown on Table 7, customer satisfaction was formed by another variable, which is empathy. Empathy generates positive coefficient of 0.178 with p value of 0.003. This result conclude that empathy had positive impact on customer satisfaction. The fourth hypothesis in this study was supported based on this founding.

H5: Responsiveness aspect has positive impact towards customer satisfaction

From Table 7, it can be seen that customer satisfaction was formed by trust that generates positive coefficient of 0.0652 with p value of 0.000. Hence, it can be concluded that customer satisfaction had positive impact on customer loyalty, making the fifth hypothesis of this study was supported.

H6: Customer satisfaction has positive impact towards trust

Table 7 shows that customer satisfaction was also formed by trust, in which this variable generates positive coefficient of 0.652 with p value of 0.000. This means that trust also had positive impact on customer satisfaction, making the sixth hypothesis of this study was supported.

H7: Customer satisfaction has positive impact towards customer loyalty

On the other hand, customer loyalty was seen on Table 7 to be formed by customer satisfaction that generates positive coefficient of 0.272 and p value of 0.011. This means that customer satisfaction had positive impact on customer loyalty, making it the seventh hypothesis of this study that was supported.

H8: Trust has positive impact towards customer loyalty

As shown on Table 7, customer loyalty was formed by another variable, which is trust. Trust generates positive coefficient of 0.597 with p value of 0.000. This result conclude that trust had positive impact on customer loyalty. The eighth hypothesis in this study was supported based on this founding.

Table 7
Size and significance of path coefficient

Hypothesis	Coefficients	T Statistics	P Values	Decision
H ₁ : Tangibility à Customer Satisfaction	0.213	2.351	0.019	Supported
H ₂ : Reliability à Customer Satisfaction	0.262	8.974	0.022	Supported
H ₃ : Assurance à Customer Satisfaction	0.261	2.108	0.016	Supported
H ₄ : Empathy à Customer Satisfaction	0.178	2.970	0.003	Supported
H ₅ : Responsiveness à Customer Satisfaction	0.123	2.088	0.037	Supported
H ₆ : Customer Satisfaction à Trust	0.652	8.974	0.000	Supported
H ₇ : Customer Satisfaction à Customer Loyalty	0.272	2.560	0.011	Supported
H ₈ : Trust à Customer Loyalty	0.597	5.135	0.000	Supported

The result of hypothesis test on H1 proved that tangibility aspect had significantly positive impact towards customer satisfaction, with coefficient value of +0.213. This means that the more tangible, the higher satisfaction experienced by Sister's Beauty Studio's customers and vice versa. Similar result was also found from other study by Wijaya (2020), which conducted to 100 subjects that had experience staying in Garuda Plaza Hotel, Medan. The result of that study showed there are significantly positive impact between tangibility and customer satisfaction in the hotel. Other study by Sugiono (2012) to 95 patients in Cipto Mangunkusumo General Hospital showed similar results in the outpatient setting, with p value of 0.040. The study stated that tangibility had positive and significant impact to customer satisfactions.

Hypothesis test for the study's second hypothesis (H2) proved that reliability variable also had significantly positive impact to customer satisfaction, with coefficient value of +0.262. The better assessment regarding reliability that was given by customers, the higher customer satisfaction will become and vice versa. This study was coherent with study by Sugiono (2015) which stated that reliability had significantly positive impact to customer satisfaction in the outpatient setting of Cipto Mangunkusumo General Hospital with p value of 0.030. Other study by Yeni (2019) was done involving 100 respondents which were customers of PT. PLN Persero UP3 in South Makassar. The study showed the same result with p value of 0.016. Moreover, this founding was also supported by another study by Jessica Armine (2017). The study was conducted with 93 respondents who were Flosland consumers. In that study, the p value was 0.023 which was considered statistically significant.

Hypothesis test for the third hypothesis (H3) showed that assurance variable had significant and positive impact to the customer satisfaction. The coefficient value was +0.261. This result was supported by other study by Simon et al (2016) which involved customers of Surya Nalendra Sejahtera Tours & Travel. The result of this study was that assurance will significantly affecting the customers' satisfaction, with p value of 0.010. Study by Yeni (2019) also had similar result but different p value, which was 0.007.

The result of hypothesis test on H4 proved that empathy aspect had positive and significant impact towards customer satisfaction, with coefficient value of +0.178. This means that both empathy and customer satisfaction were positively influencing one another. A study by Sugiono (2012) also correspond to this founding, in which the study was conducted in Cipto Mangunkusumo General Hospital and involving 95 subjects. The study had p value of 0.018. Another study by Jessica Armine (2017) on 93 respondents which were Flosland's customers also showed the same result as well, with p value of 0.001.

Hypothesis test for the fifth hypothesis (H5) in this study resulted that responsiveness aspect had positive and significant impact towards customer satisfaction. The coefficient value was +0.123, which means that the greater responsiveness will result in the better customer satisfaction. One of other studies that supported this founding was a study by Wijaya (2020) that involved 100 subjects, which are customers of Garuda Plaza Hotel Medan.

In that study, responsiveness was proved to have positive and significant impact to customer satisfaction as well. Other study was done by Jessica Armine (2017) with 93 customers of Flosland, which gave the same result with p value of 0.013. A study by Sugiono (2012) involving 95 patients of Cipto Mangunkusumo General Hospital also had the same result with p value of 0.014.

While influenced by several factors, customer satisfaction itself was also impacting customer loyalty. This was concluded after hypothesis test for the sixth hypothesis (H6) in this study showed that customer satisfaction had positive and significant impact towards customer loyalty with coefficient value of +0.272. The higher satisfaction of customers, the better loyalty will become and vice versa. This founding was correspond to other study by Antunes et al (2016), titled "The Effect of Trust, Commitment, and Satisfaction on Customer Loyalty in the Distribution Sector". The study found that customer satisfaction had significant impact towards customer loyalty. Other study that supported this founding was done by Anggreiny Tatuil (2013) to 100 clients of Bank BCA Manado. The study stated that customer satisfaction had significant impact towards both customer loyalty (p value 0.001) and trust (p value 0.001).

On the other hand, trust was also seen to have an impact on customer loyalty. Hypothesis test for the seventh hypothesis (H7) of this study showed that trust had positive and significant impact on customer loyalty, with coefficient value of +0.597. The higher trust that customers put, the better their loyalty will be towards Sister's Beauty Studio. This also implies the other way around. A study that supported this founding was done by Anggreiny Tatuil (2013) that involves 100 clients of Bank BCA Manado, in which it was stated that trust had significant impact towards customer loyalty with p value of 0.029.

Conclusions

Tangibility, Reliability, Assurance, Empathy and Responsiveness had positive and significant impact towards customer satisfaction of Sister's Beauty Studio. Customer satisfaction had positive and significant impact towards trust with coefficient value of +0.652. This means that customer satisfaction and trust of Sister's Beauty Studio influenced each other positively. Trust had positive and significant impact towards customer loyalty with coefficient value of +0.597. The higher trust customers put towards Sister's Beauty Studio will result in the better loyalty and vice versa

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