

THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY AT THE JEABELLA AESTHETIC BEAUTY CLINIC IN PENGAYOMAN MAKASSAR

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Abstract

This study aims to determine how the effect of service quality on customer loyalty at the Jeabella Aesthetic Clinic Beauty clinic in pengayoman Makassar. The number of samples used was 81 customers who came to visit the jeabella aesthetic clinic. Data collection was carried out using interview, observation and questionnaire methods. The data analysis technique used is simple linear regression analysis using Statistical Product And Service Solution (SPSS). The results showed that Service Quality (X) had a positive and significant effect on Customer Loyalty (Y) at the jeabella aesthetic clinic beauty clinic in pengayoman Makassar. This means that if there is an influence of good service quality, customer loyalty will be created.

Keywords: *Service Quality, Customer Loyalty*

INTRODUCTION

Appearance is the main thing and essential for some people. A good and attractive appearance is supported by various things, including fashion and how to care for the body. When it comes to caring for the body, facial and body skin health is the main focus that they usually think about. Some women today definitely want clean and healthy skin. This is common in women who basically have the characteristic of wanting to appear charming in various situations and be the center of attention for those around them (Mayanuar, 2014). By having healthy skin, they will look more beautiful and attractive.

Customer satisfaction must be accompanied by customer loyalty. Customer satisfaction concerns what customers express about their perceptions and expectations of the beauty clinic services they receive, while loyalty relates to what customers do after interacting in a service process from the beauty clinic. Loyal customers will tend to return to using beauty clinic services that they think can provide satisfaction. This implies that customer satisfaction alone is not enough, because satisfaction or dissatisfaction is only one form of emotion. Apart from that, customer loyalty is no less relevant to analyze because customer loyalty will emerge after the customer feels satisfied or dissatisfied with the service they receive.

Many places offer beauty treatments, ranging from small salons to luxury beauty clinics. They all have their own advantages so consumers are increasingly selective in choosing which beauty clinic best suits their needs. This is what makes this business increasingly competitive.

The increasing number of beauty clinics that offer various types of treatments with the latest technology has resulted in more and more consumer demands for the quality of beauty care services themselves. Tjiptono (2004) said that the image of good service quality is not based on the point of view/perception of the service provider, but rather based on the point of view/perception of the consumer. That's why the quality of services provided by beauty

clinics is very important for customers. Increasingly tight business competition indirectly requires every beauty clinic to have an attractive strategy for its customers, namely by providing the best service and being able to satisfy customers with treatment results in a fast time.

One beauty clinic that prioritizes service quality is Jeabella Aesthetic Clinic. Jeabella aesthetic clinic is a beauty clinic that sees a business opportunity to serve women who really care about beauty and skin health. From students to housewives, it is no longer strange for them to visit beauty clinics. Therefore, Jeabella aesthetic clinic serves women from various backgrounds by providing good quality services that can answer women's needs in terms of skin health and beauty.

Jeabella aesthetic clinic has standards in terms of service quality. Each employee is specially trained to master various skills required by customers. This aims to ensure that the quality of services provided by Jeabella aesthetic clinic can satisfy customers. The services provided by doctors are guaranteed to be safe and do not cause side effects from all procedures. Not only that, the clinic also gives its consumers the freedom to consult directly regarding complaints they are experiencing with experienced doctors so that the results can satisfy the consumers.

With a variety of quality services, Jeabella Aesthetic Clinic tries to make its customers feel satisfied and want to come back again to use the treatment services they offer. Various services continue to be improved, improved, and updated so that customers who come are willing to return to using Jeabella Aesthetic Clinic's services so as to create customer loyalty, because if consumers are not served well then consumers will definitely not be loyal.

Based on the description above, the author wants to know whether service quality can influence customer loyalty, which is stated in the title; "The Influence Of Service Quality On Customer Loyalty At The Jeabella Aesthetic Beauty Clinic In Pengayoman Makassar" Based on the problem formulation that has been described, the aim of this research is "to find out how influential service quality is on customer loyalty at the Jeabella Aesthetic Clinic."

METHOD

The research method used in this research is quantitative. In this research, sampling uses a non-probability sampling approach, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample, in this case the technique used is the Purposive Sampling technique, namely sampling based on Certain considerations exist to be able to represent the entire population to be studied. The population in this study were customers who came to the Jeabella Aesthetic Clinic from January to July 2023, totaling 440 customers. Data collection techniques are methods used to obtain data and information needed in research. Researchers collect data and complete it with various information through Field Research, which is a way to obtain primary data that directly involves respondents and is used as a sample in the research. The data collection techniques used in this research are observation, interviews, questionnaires. Data analysis techniques used are simple linear regression analysis, coefficient of determination, and t-test.

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RESULTS AND DISCUSSION

Validity test results

Table 1. Validity Tests

VARIABLES	STATEMENT ITEMS	SIG(2-FAILED)	TARAF
Service Quality (X)	X1	0.000	0.05
	X2	0.000	0.05
	X3	0.000	0.05
	X4	0.000	0.05
	X5	0.000	0.05
	X6	0.000	0.05
	X7	0.000	0.05
	X8	0.000	0.05
	X9	0.000	0.05
	X10	0.000	0.05
	X11	0.000	0.05
	X12	0.000	0.05
	X13	0.000	0.05
	X14	0.000	0.05
	X15	0.012	0.05
	X16	0.000	0.05
	X17	0.000	0.05
	X18	0.000	0.05
	X19	0.000	0.05
	X20	0.000	0.05
Customer loyalty (Y)	Y1	0.000	0.05
	Y2	0.000	0.05
	Y3	0.000	0.05
	Y4	0.000	0.05
	Y5	0.000	0.05
	Y6	0.000	0.05
	Y7	0.000	0.05
	Y8	0.000	0.05
	Y9	0.000	0.05
	Y10	0.000	0.05

Source: Processed data, SPSS Version 26, 2023

Based on the results of the validity test, it is known that all question items have a sig value (2-failed) < 0.05, so each statement item is declared valid and can be used as a research instrument.

Table 2. Service Quality Reliability Tests

Reliability Statistics

Cronbach's Alpha	N of Items
.888	20

Source: Processed data, SPSS Version 26, 2023

Based on table 2, service quality variables have a Cronbach alpha value > 0.50, so this measuring tool can be declared reliable.

Table 3. Customer Loyalty Reliability Tests

Reliability Statistics	
Cronbach's Alpha	N of Items
.858	10

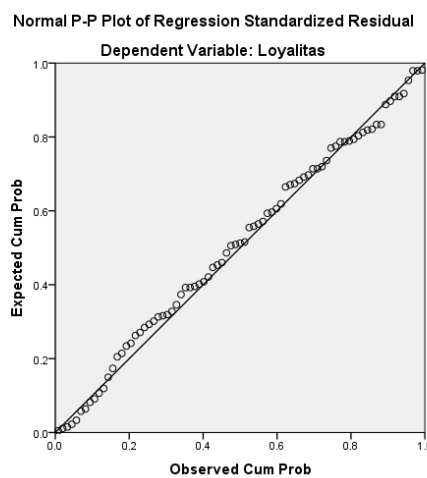
Source: Processed data, SPSS Version 26, 2023

Based on table 3, the service quality variable has a Cronbach alpha value > 0.50, so this measuring tool can be declared reliable.

Classical assumption test results

Normality test results

Figure 1. Normality Test

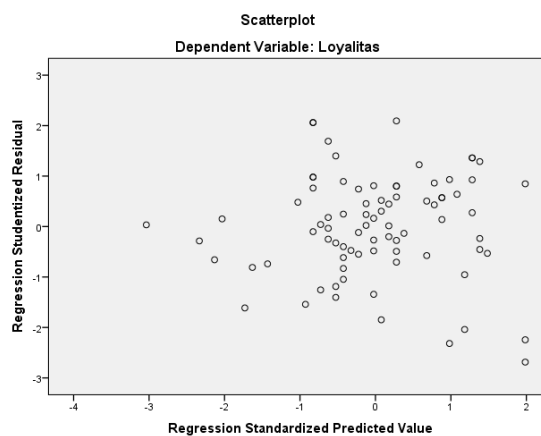


Source: Processed data, SPSS Version 26, 2023

Based on the normality test output, it can be seen that the plotting points always follow and approach the diagonal line. So it can be stated that the data is normally distributed.

Heteroscedasticity Test

Figure 2. Heteroscedasticity Test



Source: Processed data, SPSS Version 26, 2023

Based on Figure 2, the data points spread above and below zero and the distribution of the data points does not form a particular pattern. So it can be stated that the regression model in this study does not show symptoms of heteroscedasticity.

Simple Linear Regression Analysis Test Results:

$$Y = 11.540 + 0.346 X$$

- A constant value of 11.540 states that if service quality has no influence or is equal to zero, then customer loyalty will still produce a value of 11.540.
- The regression coefficient value of 0.346 states that if service quality increases by 1 unit, it will increase customer loyalty by 0.346. Assuming other variables have no effect.

Hypothesis test results T Test Results (Partial)

*Table 4. T Tests
Coefficients^a*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	11.540	4.244		2.719	.008		
Kualitas Layanan	.346	.053	.596	6.595	.000	1.000	1.000

a. Dependent Variable: Loyalty

Source: Processed data, SPSS Version 26, 2023

Based on table 4, it is known that the significance value of the service quality variable is $0.000 < 0.05$ and t count is $6,595 > 1,990$ t table. So it can be concluded that the accepted hypothesis is H_a , meaning that there is an influence of service quality (X) on customer loyalty (Y) at the Jeabella Aesthetic Clinic.

Coefficient of Determination Test

Table 5. R Tests

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596 ^a	.355	.347	4.67542

a. Predictors: (Constant), Service Quality

Source: Processed data, SPSS Version 26, 2023

Based on table 5, it is known that the R Square value is 0.355 or equal to 35.5%, so it can be concluded that the service quality variable (X) simultaneously influences the customer loyalty variable (Y) by 35.5%, while the remaining 64.5% is influenced by other variables that are not researched.

Based on the results of the descriptive analysis, the service quality variables that received the highest scores were statement items X10 and X12. X10's statement, namely "all

Jeabella aesthetic clinic employees have good knowledge about facial and body skin care" which received a score of 364 in the very high category. This shows that Jeabella aesthetic clinic has met the needs or desires of consumers and is also responsive in dealing with consumer requests, questions, complaints and problems. Kotler and Armstrong (2012: 681) state that service quality is the totality of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly. Quality service products have an important role in shaping customer satisfaction. Then for Question With this security guarantee, customers will feel comfortable and safe, thus giving customers confidence. With this guarantee, you will be able to maintain customer loyalty so that they continue to use the clinic's services.

The question item on the customer loyalty variable that got the highest score was statement item Y1, namely "I will do the treatment again at the Jeabella Aesthetic Clinic" which got a score of 354 in the very high category. This shows that the Jeabella Aesthetic Clinic has loyal consumers because they are loyal to carry out treatment again at the Jeabella Aesthetic Clinic. Johnson (1997:41) suggests that the most important thing that must be done to win the competition is to satisfy consumers. Companies that succeed in keeping their consumers satisfied will find it easier to maintain and even develop their business because their consumers are more loyal, so these consumers often make repeat purchases and are willing to pay more.

Based on the results of hypothesis testing using a simple linear regression analysis test on the t test, it is known that the sig value of the service quality variable is $0.000 < 0.05$ and the t count is $6,595 > 1,990$ t table. So it can be concluded that the hypothesis is accepted, meaning that there is an influence of service quality (X) on customer loyalty (Y) at the Jeabella Aesthetic Clinic. Furthermore, based on the coefficient of determination test, the R Square value is 0.355 or equal to 35.5%, it can be concluded that the service quality variable (X) simultaneously influences the customer loyalty variable (Y) by 35.5%, while the remaining 64.5% is influenced by other variables. which was not researched.

CONCLUSION

Based on the results of hypothesis testing using a simple linear regression analysis test, it shows that there is an influence of service quality (X) on customer loyalty (Y) at the Jeabella Aesthetic Clinic. So it can be concluded that the higher the level of service quality at the Jeabella Aesthetic Clinic, the higher the level of customer loyalty at the Jeabella Aesthetic Clinic. Furthermore, based on the coefficient of determination test, it can be concluded that the service quality variable (X) simultaneously influences the customer loyalty variable (Y) by 35.5%, while the remaining 64.5% is influenced by other variables not studied.

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