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Factors Influencing Female Customer Loyalty in the ERHA Beauty Clinic at Gandaria City, South Jakarta

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Abstract

Background: The Indonesian beauty industry is the third largest market in Asia. Loyalty is very necessary for a beauty clinic to be able to survive and be able to compete with other beauty clinics. Factors that influence loyalty are: price, service, product quality and promotion. The results of interviews with 10 customers who underwent beauty treatments showed that 7 of them did not carry out regular checks and rarely bought ERHA products, Gandaria City, South Jakarta.

Objective: Knowing the factors that influence female customer loyalty at the ERHA Gandaria City Beauty Clinic, South Jakarta in 2024.

Methods: Quantitative analytical research with an approach crosses sectional. A sample of female customers totaling 71 respondents with techniques purposive sampling. Bivariate analysis uses a simple logistic regression test.

Results: The results of the univariate research were mostly female customer loyalty of 64.1%, cheap prices of 57.8%, satisfactory service of 54.7%, satisfactory product quality of 51.6%, and promotions of 54.7%. The results of bivariate research show that there is an influence of price ($p = 0.000$), service ($p = 0.000$), product quality ($p = 0.003$), and sales promotion ($p = 0.001$), on female customer loyalty.

Conclusions: There is an influence of price, service, product quality, and sales promotions on female customer loyalty. It is hoped that clinics can consider lowering prices by comparing prices between ERHA clinics and other clinics and improving product quality by explaining its advantages and if side effects are found, they should immediately be given an explanation before customers buy it so that they understand and relate to the product they are buying so that they can retain customers and compete with other companies.

Keywords:
Price, Service, Product Quality. Sales Promotion, Customer Loyalty

Introduction

Appearance issues are part of it of life that must be paid attention to. This matter associated with existing phenomena that Society is now increasingly aware of it The importance of maintaining your appearance at all times look attractive. One of the businesses or endeavors who also felt the change*lifestyle* Today's society is a beauty business like:*skincare, bodycare, haircare* and business other beauty which is much sought after by society, especially women take care of your face and body to make it look beautiful. They really need products and services beauty then will be an opportunity for business people in the beauty sector. Condition This

supports the emergence of many beauty clinics that offer products and services to meet community needs about beauty care, especially women Women (Lestari, 2023).

According to *Euromonitor International*, amount of skin care in the world can reaching more than Rp. 30.2 T in year 2021 or up around 33% and will continue increases every year (Solehah, 2022). The Indonesian beauty industry is a market third largest in Asia. Cosmetics industry too is one of the industrial sectors with fastest growth in Indonesia and globally consistently recorded growth of 2.9%. Association of Companies and Associations Indonesian Cosmetics (PPAK) up to in the middle of 2023 there are 1,080 companies operating in the industry beauty. This number increased by 18.29% compared to mid-year In 2022, there were 913 companies. Improvement of the beauty industry dominated by small and medium businesses (UKM), namely 83 percent. Temporary for the value of the cosmetics market in Indonesia in year 2021 will reach 6.3 billion US dollars or approx IDR 98 trillion (Handoyo, 2023).

The largest number of beauty clinics in DKI Jakarta in 2021 as many as 22 places, meanwhile in South Jakarta is a city with the largest number of beauty clinics, namely as many as 9 places. According to the report, when visiting a beauty clinic, the majority choose a service *facial* to eliminate acne (59.3%). Many other services selected is *facial* to make a face more *glowing* (56.9%), shave armpit hair (48.4%), and laser therapy/*intense pulsed light* (IPL) for hair removal (43.3%). Usually after it's done *treatment* them will experience *frosting*, redness, swelling, wounds, peeling, hyperpigmentation where These symptoms are side effects after action is taken. Efforts made To overcome this, a prescription will be given send anti-irritant by the doctor handle it (Muhammad, 2023).

Every beauty clinic has one different advantages. Likewise with beauty clinics in the city South Jakarta has advantages among others offers a new concept that integrating aesthetics with delivering anti-aging care at every service that we offer so that you can prevent early aging process. Customers will offered with aesthetic integration relying on the expertise of all staff starting from *receptionist, beauty teraphy* and team doctors who are experts in serving with abilities, skills and positive attitudes (Lestari, 2023).

ERHA (*Evolutionary Revive and Healthcare*) *Clinic* is one of the clinics the best beauty in Indonesia with branches The largest number is more than 100 branches. Clinic The beauty of ERHA Gandaria City is wrong a clinic that is well known to consumers or the surrounding community. The number of beauty clinics that exist is wrong a threat to the ERHA Beauty Clinic Gandaria City itself, for that reason the Clinic The beauty of ERHA Gandaria City is a must provide confidence to consumers by providing good quality so that consumers believe and own high loyalty to products and care at the clinic. ERHA is known providing a variety of beauty services, including facial care, skin care, hair care, and more. This clinic too has a variety of skin care products and their own beauty. Every ERHA clinic usually equipped with a dermatologist and medical personnel trained to administer care based on individual needs patient. ((Muhammad, 2023).

The aim of the beauty clinic is create satisfied customers who will provide benefits including relationships between customers and clinics becomes harmonious, provide a good basis for customers to make a repeat purchase. Customer those who are satisfied

tend to remainloyal longer, buy more, be less sensitive to price changes, and discussions benefit the company. Very loyal needed for a beauty clinic to can survive and be able to compete with other beauty clinics. Best quality in every service offered by a clinic is an effort to form a good perception in the mind consumers, so consumer choices will be stick to the beauty clinic for carry out maintenance (Nurullaili, 2019).

According to Alma (2021) the factors that influencing loyalty, namely: price, service, product quality and promotion. Factor the price, seen from the customer's opinion, this often usedas an indicator of value when these price factors are connected with increased perceived benefits, then the value will increase as well. Results Previous research was conducted by Nurcahyo (2019) shows the influence of price significantly on consumer loyalty.

Consumers who become loyal to certain goods and services are caused by good and satisfying service quality. There is a relationship between service quality towards customer loyalty expressed by Zeithmal in Johandika (2019) that consumer loyalty depends on the level of quality of services provided to consumers and they believe that there is positive relationship between service quality consumer services with customer loyalty. Nurcahyo (2019) in his research shows that the quality of service provide a positive or directional influence on consumer loyalty.

Product quality is closely related with customer loyalty, if goods and services what waspurchased matched what was expected by consumers, there will be satisfaction or loyalty and vice versa. According to Nurullaili (2019) stated that consumers who feel the good quality of the product people who buy tend to make repeat purchases the

same product. This is reinforced by Andrian's (2020) research results were obtained that the product quality variable have an influence on the dependent variable namely customer loyalty.

Sales promotion and relationship Customer loyalty can be seen from promotional objectives sales proposed by Kotler in Amanah (2020) includes increasing repeat purchasing power of existing consumers, avoid consumers running to other products and popularize thebrand or improve loyalty. In fact, the ultimate goal of something promotion is how it is done to increase sales. If sales increase, it will create consumer loyalty. Dmiroz's research results (2021) shows that promotion influence on customer loyalty.

ERHA Beauty Clinic Gandaria City founded in 2010 serving problems dermatology. Number of employees in the clinic as many as 17 people consisting of 3 nurses, doctor 4 people, spv 2 people,*client care* 3 people, 3 pharmacist assistants, 1 pharmacist, and facial therapist 1 person. Preliminary study results in 2021 the number of customers amounted to 557 customers, increased to 627 people customers in2022, but on in 2023 it turns out there will be a decline to 568 people. Based on the results interviews on 10 customers who do 7 of them received beauty treatments not routinely and rarely carry out checks buy ERHA Gandaria City Jakarta products South. They argue that they rarely do it examination is due to requires a lot of money, Apart from that, during maintenance Haven't had a price promotion yet, for now it comes from the perceived service and product quality Good. According to theory and research results Previous price, service, product quality and promotions have an effect on loyalty customerBased on this statement, then the author feels interested in

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doing research on "Factors that Influencing Female Customer Loyalty at the ERHA Gandaria City Beauty Clinic South Jakarta in 2024".

Methods

The design in this research is used is quantitative analytical research. This research uses a design *cross sectional.* The population in this study is all female clients at the Clinic Beauty ERHA Gandaria City Jakarta South in December numbered 175 Person. Sampling in research This is done using techniques method *purposive sampling* until taken a sample of 64 respondents. The location of the research was at the clinic Beauty ERHA Gandaria City Jakarta South. The time of the research was carried out in months January-February 2024. The independent variable in This research is price, service, quality products and sales promotions. Instruments used by researchers is a questionnaire, with a closed answer type. The research questionnaire was adapted from Santiya's research (2020) with the number of questions in this research as a whole As many as 21 questions include questions about loyalty customers as many as 4 questions, prices as many as 4 questions, service as many as 5 questions, quality 5 questions about products and sales promotions as many as 3 questions. Research analysis used using univariate analysis and analysis bivariate *chi square.*

Research result

This is a result showed on the following tables:

Table 1. Female Customer Loyalty, Price, Service, Product Quality and Sales

Female Customer Loyalty	f	%
Loyal	41	64,1
Not Loyal	23	35,9
Price Factor	**f**	**%**
Cheap	37	57,8
Dear	27	42,2
Service	**f**	**%**
Satisfactory	35	54,7
Unsatisfactory	29	45,3
Product quality	**f**	**%**
Satisfactory	33	51,6
Unsatisfactory	31	48,4
Total	**64**	**100**

Source: Primary Data (2023)

Table 1 shows that the 64 female customers, most of them are with loyal female customers amounted to 41 female customers (64.1%). Cheap price of 37 female customers (57.8%). Pe satisfactory service of 35 female customers (54.7%). Quality the product satisfied 33 female customers (51.6%). Get a promotion of 35 customers women (54.7%).

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Table 2. Effect of Price on Female Customer Loyalty

Price	Female Customer Loyalty				Total		Value p
	Loyal		Not Loyal				
	f	%	f	%	f	%	
Cheap	31	83,8	6	16,2	37	100	
Dear	10	37,0	17	63,0	27	100	0,000
Total	41	64,1	23	35,9	64	100	

Based on table 2, it shows that of the 37 female customers with low prices, there are 31 (83.8%) loyal female customers, while of the 27 female customers with high prices, there are 17 (63.0%) non- loyal female customers. The results of the logistics test obtained a value of p = 0.000 < 0.05, which means there is a significant influence of price on female customer loyalty.

Table 3. Effect of Service on Female Customer Loyalty

Service	Female Customer Loyalty				Total		Value p
	Loyal		Not Loyal				
	f	%	f	%	f	%	
Satisfactory	30	85,7	5	14,3	35	100	
Unsatisfactory	11	37,9	18	62,1	29	100	0,000
Total	41	64,1	23	35,9	64	100	

Based on table 3, it shows that of the 35 female customers with satisfactory service, there are 30 (85.7%) loyal female customers, while of the 29 female customers with unsatisfactory service, there are 18 (62.1%) non-loyal female customers. The results of the logistics test obtained a value of p = 0.000 < 0.05, which means there is a significant influence of service on female customer loyalty.

Table 4. Effect of Product Quality on Female Customer Loyalty

Service	Female Customer Loyalty				Total		Value p
	Loyal		Not Loyal				
	f	%	f	%	f	%	
Satisfactory	27	81,8	6	18,2	33	100	
Unsatisfactory	14	452	17	548	31	100	0,003
Total	41	64,1	23	35,9	64	100	

Based on table 4, it shows that of the 33 female customers with low prices, there are 27 (81.8%) with loyal female customer loyalty, while of the 31 female customers with high prices there are 17 (54.8%) with non-loyal female customer loyalty. The results of the logistics test obtained a p value = 0.003 < 0.05, which means there is a significant influence of product quality on female customer loyalty.

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Table 5. Effect of Sales Promotions on Female Customer Loyalty

Service	Female Customer Loyalty				Total		Value p
	Loyal		Not Loyal				
	f	%	f	%	f	%	
Satisfactory	29	52,9	6	17,1	35	100	
Unsatisfactory	12	41,4	17	58,6	29	100	0,000
Total	41	64,1	23	35,9	64	100	

Based on table 5, it shows that of the 35 female customers who received sales promotions, there were 29 (52.9%) with loyal female customer loyalty, while of the 29 female customers who did not receive sales promotions, there were 17 (58.6%) with no female customer loyalty. loyal. The results of the logistic test obtained a p value = 0.001 < 0.05, which means there is a significant influence of sales promotions on female customer loyalty.

Discussion

Customer loyalty

Based on the research results, it is known that of the 64 female customers, the majority of loyal female customers are 41 female customers (64.1%). In line with the results of Arrohman's (2018) research, the results showed that respondents' responses to customer loyalty indicators were classified as good at 75%. Results

The same research conducted by Andrian (2020) shows that the majority of customer loyalty is classified as good at 74.5%. High loyalty means that customers will recommend others to visit and experience the products offered.

According to Swastha in Nurullaili (2019) loyalty is consumer loyalty to continue using the same product from a company. Satisfied customer tend to stay loyal longer, buy more, are less sensitive to price changes, and talk in favor of the company. Loyalty is very necessary for a beauty clinic to be able to survive and be able to compete with other beauty clinics. The best quality in every service offered by a clinic is an effort to form a good perception in the minds of consumers, so that consumers' choice will remain with the beauty clinic for treatment (Nurullaili, 2019). According to Alma (2021) the factors that influence loyalty are: price, service, product quality and promotion.

Researchers assume that most customer loyalty is loyal, this indicates that beauty customers are satisfied with the products provided by the company ERHA Gandaria City South Jakarta repeatedly. The good quality makes them choose to continue receiving treatment at that clinic and not to another clinic. Their high loyalty means they will recommend to other friends to use and buy products at the ERHA Gandaria City clinic, South Jakarta.

Price

Based on the research results, it is known that of the 64 female customers, most of the cheap price factors are 37 female customers (57.8%). In line with the results of Nurcahyo's (2019) research, it can be described that the respondent's response to the relatively cheap price indicator was 67.5%. The results of subsequent research conducted by Arrohman (2018) can be described as showing that the respondents' responses to price indicators were classified as good at 65.5%. Andrian (2020) shows that the price given is relatively cheap at 77.4%.

Price is the amount of money (plus some goods if possible) needed to get a combination of goods and services (Alma, 2021). Price is one of the marketing mixes that companies can use to determine the volume directly and the profit the company wants to achieve. Price will be a consideration when purchasing products or services. This results in companies having to understand about the role of price in the world of business, purpose and various strategic and tactical policies in price setting (Assauri, 2021).

Researchers assume that most customers say that the prices given are cheap, this is because the costs given are affordable, the prices given are better compared to other clinics, as well as the quality being quite satisfactory so the prices given are considered not too expensive or in the cheap category.

Service

Based on the research results, it is known that of the 64 female customers, the majority with satisfactory service were 35 female customers (54.7%). In line with the research results of Nurcahyo (2019), in his research, the majority of customers were satisfied with the services provided at 67.9%. The results of subsequent research conducted by Melisa and Minerva (2020) showed that the majority of customers were satisfied with the services provided at 64.7%. Likewise, Andrian's (2020) research results show that the majority of customers are satisfied with the services provided at 74.7%.

Quality can be viewed broadly as excellence or distinction and can be defined as the delivery of services that are exceptional relative to customer expectations. If a company does something that is not in line with customer expectations, it means that the company does not provide good quality service (Rismiati, 2020). Service quality can be seen from employee speed, where employees have the will and provide fast and precise service to customers. Providing fast and precise service shows professional business behavior. Service quality in a positive direction will have a positive impact on the sustainability of retail companies in order to retain customers or create customers (Bilson, 2019).

Customer expectations are reflected in service quality dimensions such as: *tangibels*, *reliability*, *responsiveness*, *assurance*, and *empathy*. Good service, friendliness and courtesy are important values expected by customers. Therefore, service quality must be the main focus in maintaining loyalty beauty salon customers (Tjiptono F and Anastasia, 2021).

Researchers assume that the services provided are satisfactory, this is because they feel that the doctors and employees of the ERHA Gandaria City South Jakarta Beauty Clinic are always ready to serve customers, can serve customers responsively, have very good knowledge and are polite in serving customers and can trustworthy, able to establish good relationships with customers, attentive and understanding what customers need, in addition to providing comfortable facilities such as air conditioning, TV, CCTV, waiting room and treatments that are felt to be quite comfortable. The service provided is considered to be one of the advantages provided by ERHA Gandaria City South Jakarta because through good service the quality provided is in line with customer expectations so that the service provided is considered good and quite satisfactory.

Product quality

Based on the research results, it is known that of the 64 female customers, the

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majority with satisfactory product quality were 33 female customers (51.6%). In line with the results of Lestari's (2023) research, product quality was mostly satisfactory at 61.8%. Likewise with the research results of Andrian (2020), in his research the product quality was mostly satisfactory at 71.8%. The results of further research were carried out by Santiya (2020) in his research, product quality was mostly satisfactory at 67.9%.

Sutisna (2021) explains that improving product quality is very important for a company. According to Sundari (2019), if the company implements improvements in product quality, the company will be able to satisfy consumers and increase the number of consumers. In the development of a company, the issue of product quality will determine whether a company develops quickly or not. If the marketing situation becomes increasingly fierce, the role of product quality will be greater in the company's development.

Researchers assume that most of the quality of the products provided is satisfactory, This is because the results given are in line with expectations, where according to the customer's opinion, after using the ERHA Gandaria City South Jakarta Beauty Clinic product, the face becomes clean and bright, feels safe and comfortable when using it, the ingredients used are of new quality, and are suitable. with the skin problems experienced by customers so that they feel quite comfortable in using it. It is hoped that good product quality can increase the company's development.

Sales promotion

Based on the research results, it is known that of the 64 female customers, the majority received promotions, 35 female customers (54.7%). In line with the results of Dmiroz's

(2021) research, the results showed that the majority of respondents received promotions of 56.7%. Likewise, research results from Melisa and Minerva (2020) show that the majority of respondents received promotions of 65.4%. The results of subsequent research conducted by Santiya (2020) showed that the majority of respondents received promotions of 64.3%.

According to Djaslim in Yanurianto (2019), sales promotion is a form of direct persuasion through various incentives (coupons, discounts, free gifts, vouchers, etc.) which can be arranged to stimulate immediate product purchases or increase the number of goods purchased by customers. . According to Peter and Olson in Sundari (2019), for consumers who have already purchased a brand, consumer promotions can be an additional incentive for them to remain loyal. This is because some consumers tend to buy a product or service based on coupons and attractive offers on a regular basis. will make them relatively loyal to the main sales promotion dimensions. In promotion, there is communication that must be built by the producer with its consumers, especially with loyal customers, because by building good and clear communication, it will have a positive influence between both parties in order to build mutual trust, without any suspicion towards each other. (Lupioyoadi, *et al.*, 2020). Researchers assume most customers state that getting promotion, this is because the ERHA Gandaria City South Jakarta Beauty Clinic always offers price discounts on certain products and treatments that are usually carried out. The clinic also provides purchase offers in the form of coupons/vouchers, as well as providing information about treatments or products provided to the general public via social media. The promotions provided make

customers even more interested in continuing to use them.

The Influence of Price on Female Customer Loyalty

The results of the logistics test obtained a value of p = 0.000 < 0.05, which means there is a significant influence of price on female customer loyalty.

In line with the results of research conducted by Nurcahyo (2019), simple regression analysis and the T test obtained a value of 4.346, a significant value of 0.000, meaning that there is an influence of price significantly on consumer loyalty. The results of subsequent research conducted by Arrohman (2018) showed that the calculated t value was 3.437 (X1). Based on the results of individual parametric significance testing, the influence of price on customer loyalty obtained a T value of 2.173 with a sig of 0.001. This means that the research results, namely that the price variable influences customer loyalty, are accepted. Andrian (2020) in his research, the price (X3) has a t count of 4,263, based on this information, t count (4,263) > t table (1,660). So if t count > t table then it is rejected, with a sig of 0.000, meaning that statistically it is influential. This means that there is a positive influence between the price variable on customer loyalty.

Kotler and Armstrong (2019) explained that consumers consider how expensive or cheap a product is when buying that product. People often choose the higher price of two goods because they perceive a difference in quality. If the price is higher, people tend to think that the quality is also better. According to Tjiptono and Anastasia (2021) if a company sets the price of a product or service in proportion to its value. The

benefits provided by this will make customers loyal. Several research results show that price influences customer loyalty. Consumers decide to buy a product if the perceived benefits are greater than or equal to what they have spent to get it. If consumers feel that the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making a repeat purchase. The price factor, seen from customer opinions, is often used as an indicator of value. If the price factor is linked to increased perceived benefits, then the value will also increase.

Researchers assume that there is an influence of price on customer loyalty, this is because if the price offered is cheap, then mothers can easily get treatment because the price is affordable, which makes them prefer to have treatment at the ERHA Gandaria City clinic, South Jakarta. They will carry out treatment that is deemed necessary without spending a lot of money within the specified time. Meanwhile, if the price is expensive, it makes them think again about having regular skin care treatments because there are many other needs that are more important than skin care.

The Influence of Service on Female Customer Loyalty

The results of the logistics test obtained a value of p = 0.000 < 0.05, which means there is a significant influence of service on female customer loyalty.

In line with the research results of Nurcahyo (2019), in his research the results of the regression analysis showed that the service quality variable (X2) had a positive coefficient with 3.139 > 1.966 or sig, namely 0.002. This shows that service quality has a positive or unidirectional influence on consumer loyalty. The results of further

research conducted by Melisa and Minerva (2020) show that the statistical results of the t test for the service factor variable obtained a significant value of 0.046, which is smaller than 0.05 (0.046 < 0.05),so

This research succeeded in proving that service factors have a significant effect on customer loyalty. Likewise, with the results of Andrian's (2020) research, based on partial test results (t test), the test results showed that the service quality variable had an influence on the dependent variable, namely customer loyalty. This can be proven from the comparison of t count and t table. The calculated t value obtained is 2.188, while the t table value that can be seen in the t table is 1.660. If we look at the comparison between t count and t table, it can be concluded that t count > t table. This means that if t count > t table then it shows that there is an influence between the service quality variable and the customer loyalty variable.

The service factor is the key to success, whether the service provided is good or not depends on the employee's ability to fulfill customer desires completely. Service is said to be satisfactory if the perceived service is the same or exceeds the expected service quality. This kind of service is perceived as quality and ideal service (Thamrin and Tantri, 2019). Consumers who become loyal to certain goods and services are caused by good and satisfying service quality. If the quality of the service provided is good and satisfying and can provide maximum benefits for consumers, consumers will feel loyal and will have a positive attitude towards producers (service providers). The existence of a link between service quality and customer loyalty was expressed by Zeithmal in Johandika (2019) that consumer loyalty depends on the level of service quality provided to consumers and they believe that

there is a positive relationship between consumer service quality and customer loyalty. According to Tjiptono and Anastasia (2021), service quality is a measure of how well the level of service provided meets customer expectations. One of the factors that influences consumer loyalty is service quality. Customers who are satisfied with the products and services provided will have an attitude of recommending them to others. Good service will give a special impression to customers to subscribe in the long term and create good relationship between traders and their customers (Hurriyati, 2021).

Researchers assume that there is an influence of service on customer loyalty, this is because the service provided is felt to be good and satisfying and provides maximum benefits so that customers will continue to use it. Service is related to the services provided, if the services provided are in accordance with customer expectations, where they are able to serve customers responsively, have excellent knowledge and are polite in serving customers and can be trusted, can establish good relationships with customers, are attentive and understand what they are doing. customers need, in addition to providing comfortable facilities that make customers feel satisfied so they can recommend it to other people because it gives a special impression to customers and is able to create good relationships with customers.

The Influence of Product Quality on Female Customer Loyalty

The results of the logistics test obtained a p value = 0.003 < 0.05, which means there is a significant influence of product quality on female customer loyalty.

In line with the results of research conducted by Lestari (2023), in her research, product quality partially has a positive and

significant effect on beauty clinic consumer preferences. This is proven by the statistical t value of 2.475 > 1.96 and p-value 0.014 <0.05. Likewise, the results of Andrian's (2020) research based on the results of the partial regression test (t test) found that the product quality variable has an influence on the dependent variable, namely customer loyalty. This is shown from the comparison of t count and t table. The calculated t value obtained is 4.096 while the t table is 1.660. So after looking at the calculated t value > t table it can be concluded that these two variables have an influence. The results of further research conducted by Santiya (2020) show that product quality partially has a significant effect on customer loyalty and based on the results of the multiple linear regression test, it has a positive value which shows that every increase in product quality by one unit will increase the loyalty of female customers at the clinic beauty Zidya Pratama Pekanbaru. It is known that t count (2.470) > t table (1.976) and Sig (0.015) < (0.05), then it is rejected and accepted, meaning that the variable has a positive and significant influence.

Product quality is closely related to customer loyalty, if the goods and services purchased match what consumers expect, there will be satisfaction or loyalty and vice versa. According to Nurullaili (2019), consumers who feel the good quality of the products they buy tend to repurchase the same products. Sutisna (2021) explains that improving product quality is very important for a company. According to Sundari (2019), if the company implements improvements in product quality, the company will be able to satisfy consumers and increase the number of consumers. In the development of a company, the issue of product quality will determine whether a company develops quickly or not. If the marketing situation becomes increasingly fierce, the role of product quality will be greater in the company's development.

Researchers assume that there is an influence of product quality on customer loyalty, this indicates that the better the product quality, the more satisfied the mother will be with the treatment at the ERHA Gandaria City Beauty Clinic, South Jakarta. The compatibility in using the product means they don't want to turn to other clinics. In accordance with the results of customer research on satisfactory product quality, almost all female customers have high loyalty and continue to choose to undergo treatment at the ERHA Gandaria City Beauty Clinic, South Jakarta. This is due to the existence of satisfactory service, where when there is a complaint related to a discrepancy experienced by the customer, such as the side effects experienced by the customer, the doctor and nurse will explain it in detail and tell them how to handle it so that they understand and feel safe and comfortable. in using it.

The Effect of Sales Promotions on Female Customer Loyalty

The results of the logistic test obtained a p value = 0.001 < 0.05, which means there is a significant influence of sales promotions on female customer loyalty.

In line with the research results of Dmiroz (2021) it shows that the t count for the promotion variable is 2.383. This means that the value of tcount> ttable (2.383>1.985), it can be concluded that promotions have an effect on customer loyalty. Likewise, with the research results of Melisa and Minerva (2020), the statistical results of the t test for the service factor variable obtained a significant value of 0.034, smaller than 0.05 (0.034 < 0.05), so this research succeeded in

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proving that promotional factors have a significant effect on customer loyalty. Arsyila Salon & SPA. The results of further research conducted by Santiya (2020) show that sales promotions partially have a significant effect on customer loyalty and based on the results of the multiple linear regression test, the positive value shows that every increase in sales promotion by one unit will increase the loyalty of female customers at the Zidya Pratama Pekanbaru beauty clinic. It is known that t count (2.517) > t table (1.976) and Sig (0.015) < (0.05),
then it is rejected and accepted, meaning that the variable has a positive and significant influence.

The relationship between sales promotions and customer loyalty can be seen from the objectives of sales promotions put forward by Kotler in Amanah (2020), including increasing the repurchase power of existing consumers, preventing consumers from fleeing to other products and popularizing the brand or increasing loyalty. According to Peter and Olson in Sundari (2019), for consumers who have already purchased a brand, consumer promotions can be an additional incentive for them to remain loyal. This is because some consumers tend to buy a product or service based on coupons and attractive offers that are regularly offered. making them relatively loyal to key sales promotion dimensions. In reality, the ultimate goal of a promotion is how to increase sales. If sales increase, it will create consumer loyalty. The existence of promotions is now increasingly considered as part of marketing, because companies/beauty salons hope that promotions can be carried out effectively improve product quality in accordance with promotional targets in order to compete with other companies/beauty salons. Promotion mix

(*promotion mix*) covers *Advertising* advertising),*personal selling* (private sales),*sales promotion* (sales promotion),*public relation* (public relations), and *irect marketing* (Direct marketing) (Tjiptono and Anastasia, 2021).

Researchers assume that there is an influence of sales promotions on customer loyalty, this is because sales promotions make customers more interested in continuing to use them, because through sales promotions they will find out about price discounts, what products are provided and know the advantages and disadvantages of these products. Moreover, based on the results which are quite satisfactory, customers will continue to use the products and treatments provided by the clinic.

Conclusion

From the 64 female customers, most of them had loyal female customer loyalty of 64.1%, cheap prices of 57.8%, satisfactory service of 54.7%, satisfactory product quality of 51.6%, and promotions of 54.7%. %. There is a price influence ($p = 0.000$), service ($p = 0.000$), product quality ($p = 0.003$), and sales promotion ($p = 0.001$), on the loyalty of female customers at the ERHA Gandaria City South Jakarta Beauty Clinic in 2024.

It is hoped that clinics can consider lowering prices by comparing prices between ERHA clinics and other clinics and improving product quality by explaining its advantages and if side effects are found, an explanation must be given immediately before customers buy it so that they understand and relate to the product they are buying. Don't forget to maintain service quality and improve sales promotions even better so that you can achieve this retain customers and compete with other companies.

It is hoped that the results of this research can be used as a reference in

complementing previous research relating to information about marketing science, especially the influence of price, service, product quality and sales promotions on customer satisfaction and its impact on customer loyalty.

Future researchers are expected to be able to research with different variables and a larger number of samples so that they can be used as references for future researchers.

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