

The Effect of Service Quality and Price on Customer Loyalty Leny Skincare

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ABSTRACT

The emergence of consumer dissatisfaction is indicated by customer complaints after performing beauty treatments at Leny Skincare. The purpose of this study was to determine the effect of service quality and price on Leny Skincare customer loyalty. The method used in this research is quantitative method. The population in this study were Leny Skincare Citra Raya customers who performed treatments totaling 120 consumers, then the sample in this study was determined using the Slovin formula with 92 respondents. The data collection technique used is a questionnaire method at the Leny Skincare Citra Raya beauty clinic. The data analysis method uses descriptive analysis, namely validity test, reliability test, classical assumption test, correlation test, determination coefficient test, regression test, and hypothesis testing using SPSS version 29.0. Results show a strong relationship between service quality, price, and customer loyalty (correlation = 0.858). The coefficient of determination ($R^2 = 0.737$) indicates that these factors explain 73.7% of customer loyalty variation. The t-tests confirm that both service quality ($t = 9.275$, $p < 0.05$) and price ($t = 14.428$, $p < 0.05$) significantly impact customer loyalty, while the F-test ($F = 124.5$, $p < 0.05$) shows their combined influence. Findings highlight the need for businesses to enhance service quality and maintain competitive pricing to boost customer retention. This study contributes to marketing literature by emphasizing service quality and pricing as key determinants of loyalty.

Keywords: Service Quality, Price, Customer Loyalty, beauty clinic

I. INTRODUCTION

The development of the industrial sector is currently quite rapid, one of which is the cosmetic industry or the beauty industry. Competition between beauty clinics is currently getting fierce where various new beauty clinics appear, each clinic offers a variety of good treatments and high discounts to create customer loyalty (Fernando, Prabowo, & Winanti, 2024). To win the competition in the world of skin beauty care, it is necessary to apply the right marketing strategy to find out the position of skincare in the minds of consumers among competing skincare (Elyana Febriyanti & Arifin Program Studi, 2023).

Service quality and price play an important role in shaping customer loyalty, besides that it is also closely related to creating profits for the company (Alfiansah et al., 2019). The higher the quality of a product provided by the company, the higher the satisfaction felt by customers. Service quality can also be called quality, this relates to the service received by consumers. Consumers will certainly feel comfortable if they are served well (Anwar et al.,

2024b) .

Previous studies have emphasized the importance of service quality and price in determining customer loyalty. Nuranti et al. found that both service quality and price significantly affect customer satisfaction, which in turn influences customer loyalty. This indicates that businesses need to prioritize customer experience through excellent service and reasonable pricing to retain customers in competitive markets (Nuranti et al., 2024). Similarly, Wasiman & Siagian demonstrated that while service quality positively impacts customer loyalty, price did not show a significant direct effect. This suggests that customers may prioritize the experience and treatment quality over the actual cost, indicating that non-price factors such as brand reputation and personalized service may hold greater importance in driving loyalty (Wasiman & Siagian, 2022).

Additionally, Nugroho highlighted that service quality, price advantages, and marketers' ethical behavior positively influence customer satisfaction, leading to increased customer loyalty. This study further supports the argument that customer satisfaction acts as a mediating factor between service quality, pricing, and loyalty. Businesses must therefore develop holistic strategies that integrate service excellence, fair pricing, and ethical business practices to strengthen long-term customer relationships and market positioning (Nugroho, 2019).

Price is an exchange rate that can be equated with money or goods or services for a person or group at a certain time and in a certain place. term price can be used to assign a financial value to a product or service itself. Customer loyalty means that customers are willing to invest in loyalty to businesses that can provide advantages over competitors. In order for the company to remain competitive in the business world, it needs consumers who have high loyalty (Mulyati et al., 2024).

In the highly competitive beauty industry, customer loyalty plays a crucial role in sustaining business growth. However, Leny Skincare has faced customer dissatisfaction, as indicated by complaints following beauty treatments. This raises concerns about the effectiveness of service quality and pricing strategies in maintaining customer loyalty. Given that service quality and price are significant factors influencing customer retention, it is essential to examine their impact on customer loyalty at Leny Skincare. This study aims to analyze how service quality and pricing contribute to customer loyalty and whether improvements in these areas can enhance customer satisfaction and long-term commitment to the brand.

Leny Skincare beauty clinic is a beauty care clinic in Tangerang. Leny Skincare is located at Ruko Citra Raya block K1 No. 18-19R, Cikupa sub-district, Tangerang district, Banten 15710. Sophisticated technological equipment is used by the clinic to solve customers' skin problems. Leny Skincare is a beauty care clinic that is committed and sincere in serving and always providing the best for customers. Leny Skincare beauty clinic Citra Raya branch itself provides quality service to attract customers' attention which makes customers comfortable to do treatment at the beauty clinic. The purpose of this study was to determine the effect of: Service quality on Leny Skincare customer loyalty, price on Leny Skincare customer loyalty, service quality and price on Leny Skincare customer loyalty.

II. LITERATURE REVIEW

Marketing management as the process of planning, implementing (which includes organizing, directing, and coordinating) marketing operations within the company to achieve

organizational goals efficiently and effectively (Sudaryono, 2021a). Service quality is a benchmark in assessing whether the services offered can meet consumer needs (Winanti & Fernando, 2024a). Several indicators of service quality namely Communication is the use of communication language that consumers can understand, Credibility is consumer trust in service providers, Security is consumer safety, risk-free, and indecision, Knowing the customer is the service provider's understanding of consumer needs and expectations, Tangibles are in providing services there must be a standard of measurement, Reliability is the consistency of service providers and the ability of service providers to fulfill promises (Santi et al., 2024), Responsiveness is the willingness and availability of service providers in providing services. Competence is the ability and expertise of service providers in providing services. Access is the approachability and ease of service providers to be contacted by consumers. Courtesy is the politeness, respect, care and fairness of service providers when dealing with consumers (Rusdi, 2019).

Alma (2018) states that "price is an attribute attached to the price on an item that allows it to fulfill a need, desires and satisfy consumers". Kotler, P., & Armstrong (2019) price indicators are as follows:

1. Price affordability, Prices that can be reached by all people with the selected target market segment.
2. Price compatibility with service quality, Consumer assessment of the amount of financial sacrifice given in relation to specifications in the form of service quality. The price offered to consumers is in accordance with the quality of services offered.
3. Price competitiveness, The price offered is either higher or below average.
4. Price compatibility with benefits, Consumers will feel satisfied when they get benefits after consuming what is offered according to the value they spend.

Service quality, commitment and customer trust have a significant influence on customer loyalty both partially and simultaneously (Nafisatin et al., 2018b). Consumer loyalty is a consumer's commitment to a market based on a positive attitude and is reflected in consistent repeat purchases (Capece & Lorenzi, 2020). The indicators of consumer loyalty are: Trust is a response to consumer confidence in the market. Emotion commitment is the psychological commitment of consumers to the market (Mulyati et al., 2024), Switching cost is the consumer's response to the burden received when a change occurs (Fernando, Prabowo, & Winanti, 2024). Word of mouth is a publicity behavior by consumers towards the market. Cooperation is a consumer behavior that shows an attitude that cooperates with the market (Anwar et al., 2024b). This Hypothesis

H1 : It is predicted that there is an effect of service quality on Leny Skincare customer loyalty.

H2 : It is predicted that there is an effect of price on Leny Skincare customer loyalty.

H3 : It is predicted that there is an effect of service quality and price on Leny Skincare customer loyalty.

III. METHODS

This study employs a quantitative approach, which is a systematic scientific research method that examines phenomena and relationships between variables to develop and test mathematical models, theories, and hypotheses. The variables used include Service Quality

(X1), which starts from customer needs and ends with customer perceptions; Price (X2), the value or money paid by consumers to purchase a product; and Customer Loyalty (Y), reflecting the commitment of consumers to continue purchasing and using specific products or services despite offers from other companies.

The population in this study comprises 120 customers of Leny Skincare Citra Raya, with a sample size of 92 respondents calculated using the Slovin formula with a margin of error of 5% or 0.05 (Sujarweni, 2019a). The sampling technique employed is purposive sampling, while the data type used is primary data obtained through questionnaires distributed to Leny Skincare Citra Raya customers.

The data were analyzed using SPSS version 29.0 to facilitate rapid and accurate data processing in the form of tables or diagrams. To measure the partial effect of independent variables on the dependent variable, the coefficient of determination test was used, with the criteria for interpreting the correlation coefficient. Regression analysis was conducted to predict the average dependent variable based on the independent variables. Hypothesis testing was performed using the t-test to assess the individual effects of independent variables and the F-test to determine the joint effect of independent variables on the dependent variable (Sugiyono, 2017a).

IV.RESULTS

4.1. Validity and Test Results

The validity test is carried out to determine whether an instrument is said to be valid or invalid in measuring a research variable, for example on a questionnaire. An instrument from a questionnaire is said to be valid if the instrument can precisely measure what it wants to measure. So it can be said that validity is related to "accuracy" with measuring instruments.

Reliability test is a tool for measuring a questionnaire that has indicators of variables or constructs.(Ghozali, 2018a). The reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. The measuring instrument is said to be reliable if it produces the same results even though it is measured many times.

Table 3. Validity Test Results

Variables	Instrument	r_count	r_table	Sig. (2-tailed)	Description
X1= Quality Services	X1_1	0,702	0,207	0,000	Valid
	X1_2	0,706	0,207	0,000	Valid
	X1_3	0,611	0,207	0,000	Valid
	X1_4	0,723	0,207	0,000	Valid
	X1_5	0,816	0,207	0,000	Valid
	X1_6	0,785	0,207	0,000	Valid
	X1_7	0,799	0,207	0,000	Valid
	X1_8	0,793	0,207	0,000	Valid
	X1_9	0,752	0,207	0,000	Valid

Variables	Instrument	r_count	r_table	Sig. (2-tailed)	Description
	X1_10	0,847	0,207	0,000	Valid
X2= Price	X2_1	0,787	0,207	0,000	Valid
	X2_2	0,808	0,207	0,000	Valid
	X2_3	0,776	0,207	0,000	Valid
	X2_4	0,771	0,207	0,000	Valid
	X2_5	0,827	0,207	0,000	Valid
	X2_6	0,815	0,207	0,000	Valid
	X2_7	0,799	0,207	0,000	Valid
	X2_8	0,783	0,207	0,000	Valid
Y= Loyalty Customer	Y_1	0,800	0,207	0,000	Valid
	Y_2	0,774	0,207	0,000	Valid
	Y_3	0,813	0,207	0,000	Valid
	Y_4	0,859	0,207	0,000	Valid
	Y_5	0,671	0,207	0,000	Valid
	Y_6	0,857	0,207	0,000	Valid
	Y_7	0,869	0,207	0,000	Valid
	Y_8	0,870	0,207	0,000	Valid

Source: Data processed by SPSS version 29.0 (2023)

Table 3 shows that the correlation of each item against the total score for each of the 10 statements for variable X1, 8 statements for variable X2 and 8 statements for variable Y. All of them produce a significance value of 0.000 < 0.05, thus the entire research variable statement item is valid. This finding is in line with Ghozali, who states that a valid instrument is one that accurately measures the intended concept without bias (Ghozali, 2018). Additionally, Winanti & Fernando emphasize that a high level of validity ensures that the questionnaire used can reliably capture consumer perceptions and behavior, making research findings more credible and applicable in real-world business settings (Winanti & Fernando, 2024).

Table 4. Reliability Test Results

Variables	<i>Cronbach's Alpha</i>	Description
Service Quality (X1)	0,915	Reliable
Price (X2)	0,916	Reliable
Customer Loyalty (Y)	0,927	Reliable

Source: Data processed by SPSS version 29.0 (2023)

Table 4 shows that Cronbach's alpha for each variable is greater than 0.60. This shows that the indicators in this study can be said to be reliable, which means that the

questionnaire used in this study a reliable questionnaire. This is consistent with Ghozali, who states that a high reliability score ensures that research instruments yield stable and consistent results over multiple trials (Ghozali, 2018). Furthermore, Sugiyono emphasizes that a reliable measuring tool enhances the credibility of findings, allowing businesses to make well-informed strategic decisions based on consumer insights (Sugiyono, 2017).

4.2. Determination Coefficient Test

Tabel 5. Multiple Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,858 ^a	,737	,731	2,551

Source: Data processed by SPSS version 29.0 (2023)

Table 5 shows the R value of 0.858, this value is in the coefficient interval (0.801.000), which means that the effect of service quality and price on customer loyalty Leny Skincare has an influence of 85.5% or has a very strong relationship between the dependent and independent variables. The result of the coefficient of determination or R Square is 0.737 which indicates that the ability of the independent variable to explain its effect on the dependent variable is 73.7% while the remaining 26.3% is influenced by other variables. This result aligns with the study of Sudaryono, which emphasizes that a strong coefficient of determination signifies the significant role of independent variables in predicting dependent variable outcomes (Sudaryono, 2021). Similarly, Sujarweni supports the notion that marketing-related variables, such as service quality and pricing strategies, often exhibit a high degree of influence on customer behavior (Sujarweni, 2019).

4.3. Hypothesis Test (t-test and F-test)

Table 6. The result of t test (X1 to Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,424	3,160		1,400	,165
	Service Quality	,675	,073	,699	9,275	,000

Sumber : Data diolah SPSS versi 29.0 (2023)

The findings in Table 6 indicate that service quality significantly influences customer loyalty at Leny Skincare. The t-test result ($t = 9.275$, $p < 0.05$) confirms that better service quality leads to higher customer loyalty. This aligns with previous studies, such as Anwar et al., which found that service quality is a crucial determinant of customer satisfaction and loyalty in modern retail (Anwar et al., 2024). Additionally, Santi et al. emphasize that service reliability and responsiveness contribute to a positive consumer experience, increasing loyalty (Santi, 2024). The results suggest that businesses must maintain high service standards to ensure customer retention and satisfaction.

Table 7. The results of the t test (X2 against Y)**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,102	2,128		1,458	,148
	Price	,909	,063	,836	14,428	,000

Source: Data processed by SPSS version 29.0 (2023)

Tabel 7 shows that the price variable has $t_{count} = 14.428$ and $t_{table} = 1.986$, the resulting value is $14.428 > 1.986$. Because the value of $t_{count} > t_{table}$, it can be explained that partially price has a significant effect on customer loyalty. A competitive and reasonable pricing strategy strengthens customer commitment to a brand. This is supported by research from Mulyati et al., who found that price perception plays a critical role in consumer purchasing decisions (Mulyati, 2024). Similarly, Kotler and Armstrong highlight that price affordability and value alignment with service quality drive customer satisfaction and loyalty (Kotler & Armstrong, 2019). Therefore, Leny Skincare must continue offering competitive pricing that aligns with perceived service value to sustain its customer base.

Table 8. F Test Results ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1621,607	2	810,803	124,568	,000 ^b
	Residual	579,295	89	6,509		
	Total	2200,902	91			

Source: Data processed by SPSS version 29.0 (2023)

Table 8 shows that the effect of service quality variables (X1), price (X2) and customer loyalty (Y) is significant, indicated by a sig value of 0.000 or less than 0.05. Also seen from the Fcount value, it states that all independent variables simultaneously have a significant effect on the dependent variable because the Fcount value is greater than the Ftable ($124.5 > 3.10$). This finding is consistent with Nafisatin et al., who found that service quality, commitment, and trust significantly contribute to customer loyalty (Nafisatin et al., 2018). Furthermore, Fernando et al. suggest that customer satisfaction with service quality and pricing influences brand trust and repurchase intention (Fernando, Prabowo, & Winanti, 2024). Thus, Leny Skincare should continuously enhance its service quality and maintain price competitiveness to strengthen customer loyalty.

Based on the results of this study, it was found that service quality has a positive and significant effect on customer loyalty. This is evident from the significant value being smaller than the threshold or the calculated t-value (t_{hitung}) being greater than the table t-value (t_{tabel}) ($9.275 > 1.986$). This finding indicates a significant relationship, meaning that the higher the service quality, the higher the level of customer loyalty. Based on the results of this study, it was found that price has a positive and significant effect on customer loyalty. This is evident from the significant value being smaller than the threshold or the calculated t-value (t_{hitung})

being greater than the table t-value (t_{tabel}) ($14.428 > 1.986$). Based on the testing conducted, service quality (X1) and price (X2) simultaneously affect customer loyalty. This is evident from the significant value being smaller than the threshold or the calculated F-value (F_{hitung}) being greater than the table F-value (F_{tabel}) ($124.5 > 3.10$). These results indicate that service quality and price simultaneously influence customer loyalty.

From a practical perspective, the study highlights the need for beauty clinics like Leny Skincare to continuously improve service quality by focusing on responsiveness, reliability, and customer trust. This can be achieved through staff training and enhancing service delivery. Competitive pricing strategies should be maintained to ensure perceived value aligns with customer expectations, reinforcing brand loyalty. Businesses should integrate customer feedback mechanisms to address complaints and enhance satisfaction, thereby reducing the likelihood of customer churn. Additionally, marketing strategies should emphasize both service quality and pricing advantages in promotional campaigns to attract and retain customers.

From a theoretical perspective, the findings contribute to marketing and consumer behavior literature by reinforcing the importance of service quality and price as key determinants of customer loyalty. The study supports previous research indicating that customer satisfaction mediates the relationship between service quality, pricing, and loyalty, adding to the existing body of knowledge. It provides empirical evidence that businesses in the beauty industry must consider holistic approaches that integrate multiple factors, including ethical business practices and personalized service, to enhance customer loyalty.

4.4. CONCLUSION AND DISCUSSION

This study aimed to determine the effect of service quality and price on customer loyalty at Leny Skincare. The results confirm that both service quality and price significantly impact customer loyalty, with a strong combined effect of 73.7% as indicated by the coefficient of determination (R^2). The t-test results show that service quality ($t = 9.275$, $p < 0.05$) and price ($t = 14.428$, $p < 0.05$) both have significant positive effects on customer loyalty. Furthermore, the F-test ($F = 124.5$, $p < 0.05$) demonstrates that service quality and price jointly influence customer loyalty, reinforcing the importance of these factors in consumer decision-making. The research questions have been answered: (1) Service quality significantly affects customer loyalty, indicating that businesses must enhance service responsiveness and reliability to retain customers. (2) Price plays a crucial role in customer loyalty, confirming that competitive and fair pricing strategies contribute to consumer retention. (3) The combined influence of service quality and price on customer loyalty is substantial, emphasizing the need for a balanced approach integrating service excellence with appropriate pricing. These results align with existing literature, emphasizing the importance of maintaining high service quality and competitive pricing strategies to foster customer loyalty. Future research can explore additional factors, such as customer trust and brand image, to further enhance understanding of loyalty determinants in the beauty industry.

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