

# The Influence Of Product And Service Quality, And Promotion On Customer Loyalty Through Brand Image Marvee Clinic In Jakarta

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## Keywords

Product quality, service quality, promotion, customer loyalty, brand image

**Abstract.** The beauty business has become a huge industry that effects the daily life of many people. Every company competens to provide quality products, satisfactory service, maintain the expected brand image in order to retain its customers. This study aims to determine the effect of product quality, service quality and promotion on customer loyalty through brand image. The research sample was 269 respondents who were clients who had done treatment at least 2 times with consultation (with best-selling products/drugs) or only buying best-selling products without consulting. Sampling was done by purposive sampling technique. The data analysis technique uses Structural Equation Modeling (SEM) analysis which is processed using software SmartPLS 3.4.3. The results of the study prove that product quality, service quality and promotion have an effect on brand image. Likewise, product quality and service quality have an effect on customer loyalty, but promotions have no effect on customer loyalty. Brand image itself influences customer loyalty. Then brand image succeeds in mediating the effect of product quality on customer loyalty and the effect of service quality on customer loyalty and can also mediate the effect of promotion on customer loyalty.

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## 1. INTRODUCTION

The global beauty business penetrates local, national and international markets, the demand for the latest goods with innovative and diverse characteristics is becoming prevalent. The beauty industry, which supplies products and services used to manage appearance, is changing rapidly due to customer demand and technological innovation. The market potential for the beauty industry in Indonesia is very large, this can be seen from the population of Indonesia as reported by the Central Bureau of Statistics in 2020 where the female population is quite large at 133,542.0 (49.4%) and the male population is 136,661.9 (50.6%) of the total population of Indonesia<sup>2</sup>.

This data reflects the huge potential for beauty industry services in Indonesia. The beauty clinic business continues to grow positively in line with the growth in income and needs of the Indonesian people with changes in lifestyle regarding health and beauty. Beauty clinics can be categorized as main clinics or primary clinics. The number of primary clinics in Jakarta Province is 786 (seven hundred and eighty-six) clinics and the main clinics are 282 (two hundred and eighty-two) clinics. One of the beauty clinics in Jakarta is the Marvee Clinic which is one of the main clinics and has the concept of caring for the beauty of the skin and body of teenagers to adults, both men and women in Indonesian society by emphasizing health aspects in all treatments and skincare.

The clinic is supported by professional dermatologists and doctors and provides highly personalized skincare products (varies depending on each individual's skin problems) for each customer. Various best treatments can be carried out, such as treating acne problems, skin rejuvenation, and increasing body immunity to increase the self-confidence and productivity of Indonesian men and women. Based on the results of observations and interviews conducted, data was obtained on the number of visitors for 3 years, namely from 2019 to 2021, where the number of patients decreased and then increased again significantly.

### Research Problems

The problem that occurs is that even though the clinic has a reputation for having quality products, good service quality, massive promotions and a positive brand image, it experiences fluctuations in the number of patient visits. This indicates that the company still needs to increase its competitive value compared to its competitors. For this reason, it is necessary to conduct further studies as to why

these things are still not in line with consumer expectations and company expectations in beauty services based on product and service quality, promotion, brand image and customer loyalty factors.

### Research Hypothesis

- H1 : Product quality has a positive and significant effect on brand image
- H2 : Service quality has a positive and significant effect on brand image
- H3 : Promotion has a positive and significant effect on brand image
- H4 : Product quality has a positive and significant effect on customer loyalty
- H5 : Service quality has a positive and significant effect on customer loyalty
- H6 : Promotion has a positive and significant effect on customer loyalty
- H7 : Brand image has a positive and significant effect on customer loyalty
- H8 : Product quality has a positive and significant effect on customer loyalty through brand image as an intervening variable
- H9 : Service quality has a positive and significant effect on customer loyalty through brand image as an intervening variable
- H10 : Promotion has a positive and significant effect on customer loyalty through brand image as an intervening variable

## 2. METHOD

The type of research used in this research is explanatory research using a quantitative approach. According to Sugiyono (2019)48, explanatory research is research used to explain the positions of the variables studied as well as the relationship between one variable and other variables. Quantitative research is a research approach carried out by processing and presenting data by taking into account statistics involving numbers or scores/values so as to enable researchers to make decisions objectively. The statistical test tool used to test the hypothesis is SEM (Structural Equation Modeling).

Based on the time dimension, the research uses cross-sectional research, which is a type of research that collects information/questionnaires only once at a certain time for the sample, with the intention of not just one day, but could be several days or even several weeks. The research method used in this research uses a survey, which is a method used to obtain information on measurement questions from the variables studied from respondents using a questionnaire as the main (primary) data collection tool via Google Form, as well as testing the truth of the hypothesis.

## 3. RESULTS AND DISCUSSION

### Data Instrument Test (validity and reliability)

The results of the validity test for the variables product quality, service quality, promotion, brand image and customer loyalty are greater than 0.3. Meanwhile, the reliability value of all variables (product quality, service quality, promotion, brand image and customer loyalty) is greater than 0.70. This means that all research variables are considered valid and reliable so they can be used for large sampling.

### Descriptive Analysis of Respondents

Respondents in the research were customers who had used the clinic more than twice with the aim of purchasing products or treatments (best sellers) with or without consultation. From customer data at the clinic, there were 269 respondents who had used the clinic more than twice. The survey was conducted on 269 customers. The profile description of the respondent which includes gender, age, occupation, highest level of education, and length of time as a customer is shown as follows:

#### 1. Gender

The customers who were respondents consisted of 223 women or 82.90%, and 46 men or 17.10%. This data shows that the available skin care products and services are more widely used by women.

#### 2. Age

Respondent profiles were grouped into four categories, namely respondents aged 18 - 25 years as many as 36 people or 13.40%, respondents aged 26 - 35 years as many as 118 people or 43.90%, respondents aged 36 - 45 years as many as 93 people or 34, 60% and the remaining respondents were over 46 years old, 22 people or 8.20%.

### 3. Education

Customers are dominated by college educated graduates as many as 201 people or 74.70%, 65 people with high school/equivalent education or 24.20% and the lowest are junior high school/equivalent graduates with 3 people or 1.10%.

### 4. Job

Customer jobs vary from private employees to entrepreneurs where these two professions dominate. Customers who work as private employees are 124 people or 46.10%, customers who are entrepreneurs are 91 people or 33.80%, customers who are civil servants are 17 people or 6.30%, customers who are students are 12 people or 4.50% and other jobs as many as 25 people or 9.3%.

### 5. Long time customer

The length of time consumers have been customers is less than 1 year as many as 53 people or 19.7% and the length of time 1-2 years is 122 people or 45.4% and the length of time more than 2 years is 94 people or 34.9%.

## Analysis of Research Variable Descriptions

Below are the results of descriptive statistics for each variable used in the research

### a. Description of product quality variables

A description of respondents' assessments of product quality variables is presented in Table 2.

**Table 2.** Number, Percentage, and Average of Product Quality Variables

Indicator	Aspect	1	2	3	4	Total	Average	Category	Information
X1.1.1	F	10	14	121	124	269	3.33	Very high	Improved
	%	3.7	5.2	45.0	46.1	100			
X1.1.2	F	11	13	127	118	269	3.31	Very high	Maintained
	%	4.1	4.8	47.2	43.9	100			
X1.2.1	F	7	12	128	122	269	3.36	Very high	Maintained
	%	2.6	4.5	47.6	45.4	100			
X1.2.2	F	20	30	148	71	269	3.00	High	Maintained
	%	7.4	11.2	55.0	26.4	100			
X1.3.1	F	8	9	91	161	269	3.51	Very high	Improved
	%	3.0	3.3	33.8	59.9	100			
X1.3.2	F	6	11	125	127	269	3.39	Very high	Maintained
	%	2.2	4.1	46.5	47.2	100			
X1.4.1	F	27	30	131	81	269	2.99	High	Maintained
	%	10.0	11.2	48.7	30.1	100			
X1.4.2	F	12	14	120	123	269	3.32	Very high	Improved
	%	4.5	5.2	44.6	45.7	100			
X1.5.1	F	6	14	132	117	269	3.34	Very high	Maintained
	%	2.2	5.2	49.1	43.5	100			
X1.5.2	F	11	9	111	138	269	3.40	Very high	Improved
	%	4.1	3.3	41.3	51.3	100			
Mean Product Quality Variable							3.29		

Table 2 shows that respondents have a very high perception of product quality, this is shown by the variable average value of 3.29 which is in the range of  $3.25 < x < 4.00$  (very high category). Overall, respondents agreed that product quality met customer expectations, but customers expected product packaging to be improved to make it more attractive and elegant. This can be seen in Table 2 with indicator X1.4.1 with an average of 2.99

### b. Description of services quality variables

A description of respondents' assessments of service quality variables is presented in Table 3.

**Table 3.** Number, Percentage, and Average of Service Quality Variables

Indicator	Aspect	1	2	3	4	Total	Average	category	Information
X2.1.1	F	6	10	136	117	269	3.35	Very high	Improved
	%	2.2	3.7	50.6	43.5	100			
X2.1.2	F	23	28	138	80	269	3.02	High	Maintained
	%	8.6	10.4	51.3	29.7	100			
X2.2.1	F	6	15	118	130	269	3.38	Very high	Maintained
	%	2.2	5.6	43.9	48.3	100			
X2.2.2	F	10	14	128	117	269	3.31	Very high	Maintained
	%	3.7	5.2	47.6	43.5	100			
X2.3.1	F	9	12	126	122	269	3.34	Very high	Maintained
	%	3.3	4.5	46.8	45.4	100			
X2.3.2	F	11	15	116	127	269	3.33	Very high	Maintained
	%	4.1	5.6	43.1	47.2	100			
X2.4.1	F	34	15	136	84	269	3.00	High	Improved
	%	12.6	5.6	50.6	31.2	100			
X2.4.2	F	7	15	133	114	269	3.32	Very high	Maintained
	%	2.6	5.6	49.4	42.4	100			
X2.5.1	F	11	12	130	116	269	3.30	Very high	Maintained
	%	4.1	4.5	48.3	43.1	100			
X2.5.2	F	15	23	128	103	269	3.19	High	Improved
	%	5.6	8.6	47.6	38.3	100			
Mean Service Quality Variable							3.26		

Table 3 shows that respondents have a very high perception of service quality, this is shown by the variable average value of 3.26 which is in the range of  $3.25 \leq x \leq 4.00$  (very high category). Overall, the respondents' answers show that the quality of service has met customer expectations, but service to customers still needs to be improved so that it can be trusted in accordance with consumer requests.

### c. Promotion Variable Description

A description of respondents' assessments of the promotion variable is presented in Table 4.

**Table 4.** Number, Percentage, and Average of Promotion Variables

Indicator	Aspect	1	2	3	4	Total	Average	category	Information
X3.1.1	F	14	12	117	126	269	3.32	Very high	Improved
	%	5.2	4.5	43.5	46.8	100			
X3.1.2	F	16	14	148	91	269	3.17	High	Maintained
	%	5.9	5.2	55.0	33.8	100			
X3.2.1	F	20	20	135	94	269	3.13	High	Maintained
	%	7.4	7.4	50.2	34.9	100			
X3.2.2	F	18	18	108	125	269	3.26	Very high	Maintained
	%	6.7	6.7	40.1	46.5	100			
X3.3.1	F	28	20	113	108	269	3.12	High	Maintained
	%	10.4	7.4	42.0	40.1	100			
X3.3.2	F	24	21	109	11	269	3.17	High	Maintained
	%	8.9	7.8	40.5	42.8	100			
X3.4.1	F	17	11	123	118	269	3.27	Very high	Improved
	%	6.3	4.1	45.7	43.9	100			
X3.4.2	F	23	22	113	111	269	3.16		

	%	8.6	8.2	42.0	41.3	100		High	Maintained
X3.5.1	F	27	21	132	89	269	3.05		
	%	10.0	7.8	49.1	33.1	100		High	Maintained
X3.5.2	F	19	13	140	97	269	3.17		
	%	7.1	4.8	52.0	36.1	100		High	Improved
Mean Promotion Variable							3.18		

Table 4 shows that respondents have a high perception of the promotions that have been carried out, this is indicated by the variable average value of 3.18 which is in the range of  $2.50 < x < 3.25$  (high category). Overall, it can be seen that respondents agree that the promotion that has been carried out has been optimal, but that promotion needs to continue to be increased both in print media and on social media.

d. Brand image variable description

A description of respondents' assessments of the brand image variable is presented in Table 5.

**Table 5.** Number, Percentage, and Average of Brand Image Variables

Indicator	Aspect	1	2	3	4	Total	Average	category	Information
Z1.1.1	F	15	13	138	103	269	3.22		
	%	5.6	4.8	51.3	38.3	100		High	Improved
Z1.1.2	F	13	16	127	113	269	3.26	Very high	Improved
	%	4.8	5.9	47.2	42.0	100			
Z1.1.3	F	11	11	115	132	269	3.37	Very high	Maintained
	%	4.1	4.1	42.8	49.1	100			
Z1.1.4	F	9	13	119	128	269	3.36	Very high	Maintained
	%	3.3	4.8	44.2	47.6	100			
Z1.2.1	F	16	12	130	111	269	3.25	Very high	Maintained
	%	5.9	4.5	48.3	41.3	100			
Z1.2.2	F	10	17	123	119	269	3.30	Very high	Maintained
	%	3.7	6.3	45.7	44.2	100			
Z1.2.3	F	32	24	131	82	269	2.98		
	%	11.9	8.9	48.7	30.5	100		High	Improved
Z1.3.1	F	10	15	132	112	269	3.29	Very high	Maintained
	%	3.7	5.6	49.1	41.6	100			
Z1.3.2	F	13	14	126	116	269	3.28	Very high	Maintained
	%	4.8	5.2	46.8	43.1	100			
Z1.3.3	F	31	30	115	93	269	3.00		
	%	11.5	11.2	42.8	34.6	100		High	Improved
Mean Variabel <i>Brand image</i>							3.23		

Table 5 shows that respondents have a high perception of brand image, this is shown by the variable average value of 3.23 which is in the range of  $2.50 < x < 3.25$  (high category). The survey results show that the overall image of the Clinic in the eyes of customers is good, but innovation needs to be further developed by the Clinic to be able to compete with its competitors.

e. Description of customer loyalty variables

A description of respondents' assessments of the customer loyalty variable is presented in Table 6

**Table 6.** Number, Percentage, and Average of Customer Loyalty Variables

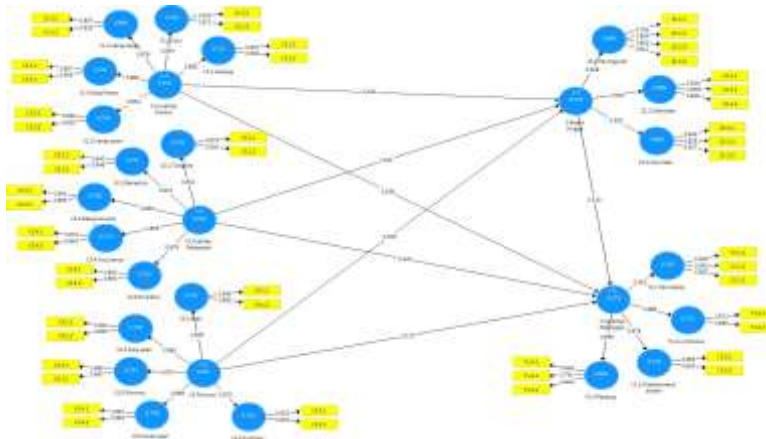
Indicator	Aspect	1	2	3	4	Total	Average	category	information
Y1.1.1	F	31	16	138	84	269	3.02		
	%	11.5	5.9	51.3	31.2	100		Tinggi	Improved
Y1.1.2	F	10	15	137	107	269	3.27	Sangat Tinggi	Maintained
	%	3.7	5.6	50.9	39.8	100			
Y1.1.3	F	12	16	130	111	269	3.26	Sangat Tinggi	Maintained
	%	4.5	5.9	48.3	41.3	100			
Y1.2.1	F	7	17	124	121	269	3.33	Sangat Tinggi	Maintained
	%	2.6	6.3	46.1	45.0	100			
Y1.2.2	F	28	21	134	86	269			
	%	10.4	7.8	49.8	32.0	100	3.03	Tinggi	Improved

Y1.3.1	F	7	11	129	122	269	3.36	Sangat Tinggi	Maintained
	%	2.6	4.1	48.0	45.4	100			
Y1.3.2	F	10	14	137	108	269	3.28	Sangat Tinggi	Maintained
	%	3.7	5.2	50.9	40.1	100			
Y1.4.1	F	20	26	118	105	269	3.14		Improved
	%	7.4	9.7	43.9	39.0	100		Tinggi	
Y1.4.2	F	14	14	119	122	269	3.30	Sangat Tinggi	Maintained
	%	5.2	5.2	44.2	45.4	100			
Y1.4.3	F	26	25	115	103	269	3.10		Improved
	%	9.7	9.3	42.8	38.3	100		Tinggi	
Mean Customer Loyalty Variable							3.21		

Table 6 shows that respondents have a high perception of customer loyalty, this is shown by the variable average value of 3.21 which is in the range of 2.50 -  $x < 3.25$  (high category). Overall, it can be seen that customer loyalty is very good and it is hoped that customers will come back to the clinic if they need skin and beauty care.

### Sem PLS Hypothesis Testing Results

#### 1. Measurement Model Testing (*Outer Model*)



The tests carried out on the outer model in SmartPLS are:

- Convergent Validity**  
 The variables product quality, service quality, promotion, brand image, and customer loyalty have a loading factor value (correlation between item scores/component scores and construct scores)  $> 0.70$  so that the variable indicators are product quality, service quality, promotion, brand image, and customer loyalty. meets convergent validity and is declared suitable or valid for research use and can be used for further analysis.
- Discriminant Validity**  
 The variables product quality, service quality, promotion, brand image and customer loyalty have a loading factor value  $> 0.7$ . Thus, the indicators on the variable dimensions of product quality, promotional service quality, brand image and customer loyalty meet discriminant validity.
- Composite Reliability**

**Table 9. Cronbach Alpha**

Variable	Cronbach Alpha
Customer loyalty	0.917
Product quality	0.909
Service quality	0.909
Brand_Image	0.918
Promotion	0.909

The results of reliability measurements show that all customer loyalty, product quality,

service quality, brand image and promotion variables have a Cronbach Alpha value greater than 0.7. Thus all variables are reliable and reliable.

d. Average Variance Extracted (AVE)

**Table 10.** Construct Validity of Variables and Dimensions

Variable	Average Variance Extracted		
	(AVE)	Dimension	
X1. Product quality	0.550	X1.1. Performance	0.717
		X1.2. Feature	0.762
		X1.3. Reliability	0.699
		X1.4. Durability	0.742
		X1.5. Suitability	0.714
X2. Service quality	0.550	X2.1. Tangible	0.791
		X2.2. Reliability	0.711
		X2.3. Responsiveness	0.726
		X2.4. Assurance	0.771
		X2.5. Empathy	0.732
X3. Promotion	0.551	X3.1. Advertisement	0.732
		X3.2. Sale	0.728
		X3.3. Promotion	0.751
		X3.4. Connection	0.748
		X3.5. Publication	0.712
Y. Customer loyalty	0.573	Y1.1. Purchase	0.707
		Y1.2. Product Line	0.772
		Y1.3. Recommend	0.745

The results of measuring construct validity with AVE in dimensions show that all dimensions of the variables product quality, service quality, promotion, brand image and customer loyalty have an AVE value greater than 0.5. This means that all dimensions have good construct validity. Then measuring construct validity with AVE on variables shows that all product quality, service quality, promotion, brand image and customer loyalty variables have an AVE value greater than 0.5. Thus, all variables have good construct validity.

2. Structural model testing (*Inner Model*)

a. Coefficient of Determination ( $R^2$ )

**Table 11.** Coefficient of Determination

Relationship between Variables	R Square	R Square Adjusted
Product quality, service quality, promotion $\square$ Brand image	0.813	0.811
Product quality, service quality, promotion, brand image $\square$ customer loyalty	0.807	0.804

The research results show the large influence of product quality, service quality and promotion on brand image with a determinant coefficient (R-square) value of 0.813, meaning that 81.3% of brand image variables are influenced by product quality, service quality and promotion while the remaining 18.7% is influenced by other variables outside this research. Meanwhile, the magnitude of the influence of product quality, service quality, promotion and brand image on customer loyalty is 0.807, meaning that 80.7% of the customer loyalty variable is influenced by product quality, service quality, promotion and brand image, while the remaining 19.3% is influenced by other variables outside the research. This.

b. PLS inner Model Test Results

The structural equation model is as follows:

$$\hat{Z} = 0,321X_1 + 0,221X_2 + 0,405X_3 + \varepsilon$$

$$\hat{Y} = 0,196 X_1 + 0,340X_2 + 0,170X_3 + 0,310Z + \varepsilon$$

c. Direct influence analysis

**Table 12.** Test of Direct Effect of Variables

Direct Influence	Original Sample (O)	T Statistics ((O/STDEV))	P Values
X1. Product_Quality -> Z.Brand_Image	0.321	5.639	0.000
X2. Service_Quality -> Z.Brand_Image	0.221	3.163	0.002
X3. Promo -> Z.Brand Image	0.405	5.383	0.000
Z. Brand_Image ->	0.310	4.531	0.000
Y.Customer_Loyalty			
X1. Product_Quality ->	0.196	2.453	0.007
Y.Customer_Loyalty			
X2. Service_Quality ->	0.340	4.637	0.000
Y.Customer_Loyalty			
X3. Promotion -> Y.Customer Loyalty	0.170	1.517	0.092

The following are the results of calculating the direct influence relationship between variables:

- The coefficient value of the product quality variable on brand image = 0.321. The coefficient value has a positive sign, indicating changes in the same direction, namely if the product quality variable increases, the brand image will also increase, and conversely, if the product quality variable decreases, the brand image will also decrease with a coefficient value of 0.321. The calculation results obtained a value of  $t = 5,639$  ( $t > 1.96$ ) with a significance level of 0.000 ( $p < 0.05$ ). This means that there is a significant influence of product quality on brand image.
- The coefficient value of the service quality variable on brand image = 0.221. The coefficient value has a positive sign, indicating changes in the same direction, namely if the service quality variable increases, the brand image will also increase, and conversely, if the service quality variable decreases, the brand image will also decrease with a coefficient value of 0.221. The calculation results obtained a value of  $t = 3.163$  ( $t > 1.96$ ) with a significance level of 0.002 ( $p < 0.05$ ). This means that there is a significant influence of service quality on brand image.
- The coefficient value of the promotion variable on brand image = 0.405. The coefficient value has a positive sign, indicating changes in the same direction, that is, if the promotion variable increases, the brand image may increase but may not increase, and conversely, if the promotion variable decreases, the brand image may decrease or increase, with a coefficient value of 0.405. The calculation results obtained a value of  $t = 5.383$  ( $t > 1.96$ ) with a significance level of 0.000 ( $p < 0.05$ ). This means that there is a significant influence of promotion on brand image.
- The coefficient value of the product quality variable on customer loyalty = 0.196. The coefficient value is positive, indicating changes in the same direction, namely if the product quality variable increases, customer loyalty will also increase, and conversely, if the product quality variable decreases, customer loyalty will also decrease with a coefficient value of 0.196. The calculation results obtained a value of  $t = 2.453$  ( $t > 1.96$ ) with a significance level of 0.007 ( $p < 0.05$ ). This means that there is a significant influence of product quality on customer loyalty.
- The coefficient value of the service quality variable on customer loyalty = 0.340. The coefficient value is positive, indicating changes in the same direction, namely if the service quality variable increases, customer loyalty will also increase, and conversely, if the service quality variable decreases, customer loyalty will also decrease with a coefficient value of 0.340. The calculation results obtained a value of  $t = 4.637$  ( $t > 1.96$ ) with a significance level of 0.000 ( $p < 0.05$ ). This means that there is a significant influence of service quality on customer loyalty.

- f) The coefficient value of the promotion variable on customer loyalty = 0.170. The coefficient value is positive, indicating changes in the same direction, namely if the promotion variable increases, customer loyalty will also increase, and conversely, if the promotion variable decreases, customer loyalty will also decrease with a coefficient value of 0.170. The calculation results obtained a value of  $t = 1.517$  ( $t < 1.96$ ) with a significance level of 0.092 ( $p > 0.05$ ). This means there is no significant effect of promotion on customer loyalty.
- g) The coefficient value of the brand image variable on customer loyalty = 0.310. The coefficient value is positive, indicating changes in the same direction, namely if the brand image variable increases, customer loyalty will also increase, and conversely, if the brand image variable decreases, customer loyalty will also decrease with a coefficient value of 0.310. The calculation results obtained a value of  $t = 4.531$  ( $t > 1.96$ ) with a significance level of 0.000 ( $p < 0.05$ ). This means that there is a significant influence of brand image on customer loyalty.

b. Indirect effect analysis Table 13. Indirect Effect Test of Variables

Indirect Influence	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Product quality $\square$ Brand_Image $\square$ Customer loyalty	0.099	3.503	0.001
Services quality $\square$ Brand_Image $\square$ Y. Customer Loyalty	0.069	2.769	0.006
Promotion $\square$ Brand_Image $\square$ Customer loyalty	0.126	3.085	0.002

The following are the results of calculating the indirect influence relationship between variables:

- a) The path coefficient value in the test of the indirect influence of product quality on customer loyalty through brand image is .099. The t test results obtained were 3.503 ( $t > 1.96$ ) with a brand image significance level of 0.001. The value is smaller than 0.05 so there is an indirect influence of product quality on customer loyalty through brand image. This means that brand image mediates the influence of product quality on customer loyalty
- b) The path coefficient value in the test of the indirect influence of service quality on customer loyalty through brand image is 0.069. The t test results obtained were 2.769 ( $t > 1.96$ ) with a significance level of 0.006. The value is smaller than 0.05 so there is an indirect influence of service quality on customer loyalty through brand image. This means that brand image mediates the influence of service quality on customer loyalty
- c) The path coefficient value in the test of the indirect influence of promotion on customer loyalty through brand image is 0.126. The t test results obtained were 3.085 ( $t > 1.96$ ) with a significance level of 0.002. The value is smaller than 0.05 so there is an indirect effect of promotion on customer loyalty through brand image. This means that brand image mediates the influence of promotions on customer loyalty

### 3. Hypothesis Results

Based on Tables 12 and 13, it shows that:

H1 :The Influence of Product Quality on Brand Image

Hypothesis 1 explains the influence of product quality on brand image. By looking at the results of the existing data processing, it is known that the path coefficient value is 0.321 and the statistical t value =  $5.639 > 1.96$  at  $\alpha 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, this means that the product quality variable has a positive and significant effect on the brand image variable.

H2 :The Influence of Service Quality on Brand Image

Hypothesis 2 explains the influence of service quality on brand image. By looking at the results of existing data processing, it is known that the path coefficient value is 0.221 and the statistical t value =  $3.163 > 1.96$  at  $H_0 0.05$ , so  $H_0$  is rejected and  $H_2$  is accepted, this

means that the service quality variable has a positive and significant effect on the brand image variable.

**H3 : The Effect of Promotion on Brand Image**

Hypothesis 3 explains the effect of promotion on brand image. By looking at the results of the existing data processing, it is known that the path coefficient value is 0.405 and the statistical t value = 5.383 > 1.96 at  $\alpha$  0.05, then  $H_0$  is rejected and H3 is accepted, this means that the promotion variable has a positive and significant effect on the brand image variable.

**H4 : The Influence of Product Quality on Customer Loyalty**

Hypothesis 4 explains the influence of product quality on customer loyalty. The test results show that the regression coefficient for the direct influence of product quality on customer loyalty is 0.196 and the statistical t value = 2.453 > 1.96 at  $\alpha$  0.05, so  $H_0$  is rejected and H4 is accepted, this means that the product quality variable has a positive and significant effect on the customer loyalty variable.

**H5 : The Influence of Service Quality on Customer Loyalty**

Hypothesis 5 explains the influence of service quality on customer loyalty. By looking at the results of existing data processing, it is known that the path coefficient value is 0.340 and the statistical t value = 4.637 > 1.96 at  $\alpha$  0.05, then  $H_0$  is rejected and H5 is accepted, this means that the service quality variable has a positive and significant effect on the customer loyalty variable.

**H6 : The Effect of Promotions on Customer Loyalty**

Hypothesis 6 explains the effect of promotions on customer loyalty. By looking at the results of existing data processing, it is known that the path coefficient value is 0.170 and the statistical t value = 1.517 < 1.96 at  $\alpha$  0.05, then  $H_0$  is accepted and H6 is rejected, this means that the promotion variable has no significant effect on the customer loyalty variable.

**H7 : The Influence of Brand Image on Customer Loyalty**

Hypothesis 7 explains the influence of brand image on customer loyalty. By looking at the results of the existing data processing, it is known that the path coefficient value is 0.310 and the statistical t value = 4.531 > 1.96 at  $\alpha$  0.05, then  $H_0$  is rejected and H7 is accepted, this means that the brand image variable has a positive and significant influence on the customer loyalty variable.

**H8 : The Influence of Product Quality on Customer Loyalty through Brand Image**

Hypothesis 8 explains the indirect influence of product quality on customer loyalty through brand image. By looking at the results of existing data processing, it is known that the path coefficient value is 0.099 and the t statistic value = 3.503 > 1.96 at  $\alpha$  0.05, then  $H_0$  is rejected and H8 is accepted, which means that indirectly product quality has a positive and significant effect on customer loyalty through brand image. In this way, the brand image variable has succeeded in intervening between product quality and the customer loyalty variable.

**H9 : The Influence of Service Quality on Customer Loyalty through Brand Image**

Hypothesis 9 explains the indirect influence of service quality on customer loyalty through brand image. By looking at the results of existing data processing, it is known that the path coefficient value is 0.069 and the t statistic value = 2.769 > 1.96 at  $\alpha$  0.05, then  $H_0$  is rejected and H9 is accepted, which means that indirectly service quality has a positive and significant effect on customer loyalty through brand image. In this way, the brand image variable has succeeded in intervening between service quality and customer loyalty.

**H10 : The Effect of Promotion on Customer Loyalty through Brand Image**

Hypothesis 10 explains the indirect effect of promotion on customer loyalty through brand image. By looking at the results of existing data processing, it is known that the path

coefficient value is 0.126 and the t statistic value =  $3.085 < 1.96$  at  $\alpha 0.05$ , then  $H_0$  is rejected and  $H_{10}$  is accepted, which means that promotion indirectly influences customer loyalty through brand image. In this way, the brand image variable has succeeded in intervening or mediating between promotion and customer loyalty variables.

#### 4. CONCLUSIONS

Product quality has a positive and significant effect on brand image. The higher the quality of the products provided to consumers, the better the clinic's brand image will be in the eyes of consumers. Service quality has a positive and significant effect on brand image. The better the quality of service provided by the clinic, the brand image of the clinic as a safe and trustworthy beauty clinic will increase. Promotion has a positive and significant effect on brand image. The increasing promotion carried out by the Clinic, including in the form of clear and attractive advertising or giving discounts, will have an impact on increasing the brand image of the Clinic and consumers will more easily remember the product because promotional activities are often carried out. Product quality has a positive and significant effect on customer loyalty. The higher the product quality, the greater the impact on customer loyalty to the clinic for skin and facial beauty treatments. Service quality has a positive and significant effect on customer loyalty. This means that the better the quality of service, such as the service provided as promised, the higher customer loyalty will be. Promotions do not have a significant effect on customer loyalty. These results show that the level of promotion carried out will not affect customer loyalty. This is because customers have received a lot of information, especially the legendary product advantages that are known to the public. However, the Clinic still needs to increase promotional activities on a regular basis to attract the attention of customers so that they remain loyal to using the Clinic's products and services. Brand image has a positive and significant effect on customer loyalty. The better the clinic's brand image as an innovative beauty clinic causes the clinic to be easily recognized by the public and consumers become loyal to use the clinic's products and services. Brand image successfully mediates the relationship between product quality and customer loyalty. The higher the quality of the product, the stronger the brand image and will increase the customer's desire to be loyal and faithful in using the product. Brand image successfully mediates the relationship between service quality and customer loyalty. The better the quality of service provided, the more trustworthy the Clinic's brand image will be and ultimately it will increase customers' desire to remain loyal to using the Clinic's services. Brand image successfully mediates the relationship between promotion and customer loyalty. The existence of a clinic's brand image is very important because it can strengthen the impact of promotions on customer loyalty. With the clinic's high brand image in the eyes of consumers, the promotions carried out by the clinic will be easily accepted and trusted by consumers so that consumers will remain loyal or faithful in using services and products. The product quality, service quality and promotion variables play a role of 81.3% in the brand image variable, while the remaining 18.7% is influenced by other variables outside this research. Apart from that, the variables product quality, service quality, promotion and brand image play a role of 80.7% in customer loyalty, while the remaining 19.3% is influenced by other variables outside this research. With an R square value approaching 100%, it shows that product quality, service quality and promotion play a major role in improving brand image and customer loyalty.

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