# Building Men's Grooming Customer Loyalty: The Influence Of Customer Experience And Customer Value On Beauty Clinics In The City Of Medan

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*Abstract. Lifestyle changes have made body care a basic necessity for both women and men. At this time the need for beauty care for men called mens'grooming is not inferior to women. Research objectives regarding building customer experience and customer value for male consumer loyalty at beauty clinics in Medan City. This research method is associative research. The sample in this study was taken using an accidental sampling technique. In this study, the sample size was 90 male customers at 3 beauty clinics, namely Wbeauty Skincare, Natasha Skincare, and Dr. Geeta Aesthetics using a questionnaire. The data was analyzed with SPSS 25. The results showed that customer experience has a significant positive effect on customer loyalty, which means that if the good experience that consumers have increases, customer loyalty will also increase. It can be concluded that H0 is rejected and Ha is accepted. Customer Value has a significant positive effect on customer loyalty, which means that if consumer assessment of the brand increases, consumer loyalty will also increase. It can be concluded that H0 is rejected and Ha is accepted. Together, customer experience and customer value have a significant positive effect on customer loyalty, which means that if consumers have a good experience and high assessment, consumer loyalty will increase. It can be concluded that H0 is rejected and Ha is accepted.*

*Keywords: Lifestyle, Grooming, Experience*

## 1. INTRODUCTION

Lifestyle changes have made body care a basic necessity for women and men. This has led to the proliferation of beauty clinics in Indonesia, making competition in this industry even more intense. Marked by the increasing number of new beauty clinics that offer various innovations by providing various types of treatments. According to the United States Food and Drug Administration (FDA) defines cosmetics as a product (other than soap) intended to cleanse, beautify, enhance the attractiveness or change the appearance of the human body (FDA, 2021). Reported by Statista In 2024, revenue in the Beauty & Personal Care market in Indonesia is expected to reach US$9.17 billion. Projected to grow annually by 4.02% (CAGR 2024-2029).

The phenomenon of beauty care for men has undergone a significant transformation in recent years, along with changing social norms and perceptions of masculinity. Men are now increasingly aware of the importance of appearance, which is not only limited to basic grooming but also includes various cosmetic procedures that were previously considered to be the domain of women. Research shows that men are now more open to the use of skin

care products and cosmetic procedures, including botulinum toxin and hyaluronic acid fillers, which were previously more popular among women (Zarringam et al., 2020).

One of the factors driving this phenomenon is increasing social pressure and high standards of beauty, which often stem from media representations and popular culture. K-pop, as a global cultural phenomenon, has had a significant impact on men's appearance, both in terms of dressing style, grooming, and perceptions of masculinity (Jung & Shim, 2014). As K-pop increases in popularity worldwide, many men are inspired by the looks of K-pop idols who often display bold and innovative styles that also influence men's beauty and grooming standards.

Many men are inspired to pay attention to their skincare and physical appearance, following the trends set by K-pop idols who often have flawless skin and well-groomed looks. Research shows that men exposed to K-pop culture are more likely to use skincare products and follow more complex beauty routines. (Lim et al., 2020). To deal with this phenomenon, entrepreneurs are looking to open beauty clinics. Many beauty clinics have spread in big cities and one of them is in Medan City. Medan, which is the third largest city in Indonesia, also has a very rapid growth in the beauty industry. Some of the beauty clinics in Medan include Wbeauty Skincare, Geeta Aesthetic Beauty Clinic, Natasha Skin Clinic, ZAP Clinic, Erha Clinic, Dr. Lee Clinic, Dr. Chen Skincare, and many more.

Every type of business expects good and sustainable growth in its business. Therefore, beauty clinic business owners try to increase customer loyalty, by presenting competent skin and genital specialist doctors, producing a variety of innovative products and treatments, providing comfortable facilities, and providing friendly service. This aims to build a pleasant customer experience. Customers can be said to be loyal if these customers repeatedly come to the same place to satisfy their desires by owning a product and paying for the product (Alif & Engkur, 2020).

The combination of customer value and experience, which is a perception that stimulates customer motivation (Chen & Lin, 2014), affects customer satisfaction and their willingness to use the same product or service due to customer loyalty (Akoglu & Özbek, 2022).On the other hand, strong customer value is one of the main keys to building a reputation and attracting customers by generating customer loyalty.

As for the Research gap, according to research (Tu et al., 2024; Thi Khue Thu et al., 2023; Saputra et al., 2023; Lien, 2023; Zare & Mahmoudi, 2020), customer experience significantly affects customer loyalty, but in contrast to the results of research by (Tobing & Yuliati, 2022) which shows that customer experience does not have a significant effect on

customer loyalty. In addition to customer experience, customer value has a significant effect on customer loyalty according to the results of research (Indah Febriyanti & Tuti, 2023; Amril et al., 2019; Donny et al., 2018) which shows that customer value has a significant effect on customer loyalty, in contrast to the results of research by (Thielemann et al., 2018; Kaura et al., 2015) which shows that customer value has no significant effect on customer loyalty.

Based on the explanation that has been stated, researchers are interested in researching "Building men's grooming consumer loyalty through the influence of customer experience and customer value at beauty clinics in Medan City".

## 2. LITERATURE REVIEW

### 1. The Effect of Customer Experience on Customer Loyalty

Developing a model that connects customer experience with loyalty, a good customer experience will result in loyalty, where loyalty keeps consumers looking for customers (Nugroho et al, 2020). Customer experience includes physical momentum that the stronger the customer experience felt by the customer, the higher the level of customer loyalty, from the lowest level to the highest level.

**H1: Has Positive and Significant Effect of Customer Experience on Customer Loyalty.**

### 2. The Effect of Customer Value on Customer Loyalty

The value received can lead directly to the formation of overall feelings of satisfaction. Overall satisfaction is the feelings of customers in response to the evaluation of one or more consumer experiences in using a service product (Sumardi & Soliha, 2015). By achieving an optimal level of customer satisfaction, it encourages the creation of loyalty in the minds of satisfied customers.

**H2 : Has Positive and Significant Effect of Customer Value on Customer Loyalty.**

### 3. Simultaneous Effect of Customer Experience and Customer Value on Customer Loyalty

Based on the results of research by (Fahima et al. 2023), Customer Experience and Customer Value simultaneously have a significant effect on customer loyalty, this is because a good customer experience, the customer's assessment of a product will also be a good, and will affect customer loyalty to a product.

**H3: Has Simultaneous Effect between Customer Experience and Customer Value on Customer Loyalty**

## 3. METHODS

This research is associative research. According to Sugiyono (2019), associative research is a formulation of research problems that asks about the relationship between two or more variables. This shows that research focuses on the effect of customer value and customer experience as independent variables on customer loyalty as the dependent variable. The sample in this study was taken using an accidental sampling technique, namely taking respondents as samples based on chance, that is, anyone who happens to meet the researcher can be used as a sample if the person who happened to be met is suitable as a data source with the main criteria being male customers of beauty clinics in the city of Medan. In determining the number of samples, the researcher used Hair's approach, namely five respondents for each question asked (Hair, Ortinau, and Harrison 2021). Thus the researcher uses 18 indicators, to determine the number of samples as follows, 18 x 5 = 90 respondents. In this study, the sample size was 90 male customers using a questionnaire. This research was conducted at 3 beauty clinics in Medan City, namely: W Beauty Skincare, Natasha Skincare, and Dr. Geeta Aesthetics. Research Time October 2024 to November 2024.

This research analysis uses SPSS 25 with instrument tests to test validity and reliability and associative tests to test the influence between variables. The associative test is a research problem formulation that asks about the relationship between two or more variables. The research associative test uses a comparison of the count value with the critical value found in the t-distribution table. If the count value is greater than the critical value, the independent variable has an influence on the dependent variable (Ghozali, 2016).

**Table 1.** Definition of Variable Operationalization

| No. | Dimensions | Indicator | Source |
|---|---|---|---|
| 1. | Customer Experiance (X1) 1. Sense 2. Feel 3. Think 4. Act 5. Relate. | 1. Senses owned by humans as a tool to feel the products and services offered. | Schmitt (1999) |
| | | 2. Flavor is displayed through ideas, fun, and a reputation for customer service. | |

| No. | Dimensions | Indicator | Source |
|---|---|---|---|
| | | 3. Experiences demand intelligence to create cognitive and problem-solving experiences by creatively engaging consumers. | |
| | | 4. Designed to create a physical body-related consumer experience. | |
| | | 5. Connections to other people, other social groups (such as occupations, lifestyles), or broader social identities. | |
| 2 | Customer Value (X2) 1. Emotional value 2. Social value 3.Quality/performance value 4.Price/value of money | 1. Emotional value, which refers to the positive feelings or emotions that arise when using the product. | (Soutar & Sweeney, 2001) |
| | | 2. Social value refers to the product's ability to improve consumers' social self-concept. | |
| | | 3. Quality/performance value refers to the benefits derived from the product through both short-term and long-term cost reduction. | |
| | | 4. The indicator in this study is the price/value of money, which refers to the benefits obtained from the perception of the expected product performance about price. | |

| No. | Dimensions | Indicator | Source |
|---|---|---|---|
| 3 | Customer Loyalty 1.Attitudinal Loyalty | 1. Willing to Recommend To Others 2. Would like to say positive things 3. Willingness To Be A Loyal Customer | (Amin, 2016; Saini dan Singh, 2020) |
| | 2. Behavioral Loyalty | 1. Switching intentions | |

## 4. RESULTS

**Multiple Linear Regression Analysis**

Table 2. Multiple Linear Regression Analysis

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 5.525 | 3.180 | | 1.737 | .086 |
| | Customer Experiance | .343 | .121 | .274 | 2.824 | .006 |
| | Customer Value | .412 | .112 | .358 | 3.685 | .000 |
| a. Dependent Variable: Customer Loyalty | | | | | | |

**Y= 5,525 + 0,343 X1 + 0,412 X2 + e**

a. The constant ($\beta 0$) is 5.525. This value can be interpreted if the value of Customer Experience (X1) and Customer Value (X2) is 0, then the value of the dependent variable Consumer Loyalty (Y) is 5.525, assuming other variables remain the same.

b. The coefficient ($\beta 1$) is 0.343. This value means that when the Customer Experience (X1) variable increases by one unit, the Consumer Loyalty (Y) variable increases by 0.343.

c. The coefficient ($\beta 2$) is 0.412. This value means that when the Customer Value (X2) variable increases by one unit, the Consumer Loyalty (Y) variable increases by 0.412.

Tabel 3. Test Coefficient of Determination R2

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .518[a] | .268 | .252 | 2.63245 | 2.038 |
| a. Predictors: (Constant), Customer Value, Customer Experience | | | | | |
| b. Dependent Variable: Customer Loyalty | | | | | |

It is known that the Adjusted R Square value is 0.268. This value means that the Customer Experience and Customer Value variables are able to influence Consumer

Loyalty by 26.8 percent, the remaining 74.2 percent is explained by other variables or variable factors not explained in this study.

**Table 4.** Simultaneous Significance Test (F Test)

| ANOVAᵃ | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 221.210 | 2 | 110.605 | 15.961 | .000ᵇ |
| | Residual | 602.890 | 87 | 6.930 | | |
| | Total | 824.100 | 89 | | | |
| a. Dependent Variable: Customer Loyalty | | | | | | |
| b. Predictors: (Constant), Customer Value, Customer Experience | | | | | | |

It is known that the Fcount value is 15.961 and the Sig value. Is 0.000. It is known that Fhitung 15.961> Ftabel 3.10 and sig value, 0.000 <0.05, it is concluded that the Customer Experience and Customer Value variables simultaneously have a positive and significant effect on consumer loyalty in beauty clinics.

**Tabel 5.** Partial Significance Test (t-test)

| Coefficientsᵃ | | | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 5.525 | 3.180 | | 1.737 | .086 |
| | Customer Experiance | .343 | .121 | .274 | 2.824 | .000 |
| | Customer Value | .412 | .112 | .358 | 3.685 | .000 |
| a. Dependent Variable: Customer Loyalty | | | | | | |

Based on Table 6, it is known that the Customer Experience count is 2.824. the table is sought with the t distribution table using a = 5%: 2 = 2.5% (2-sided test) with degrees of freedom df = n-k-2 where n is the number of respondents and k is the number of independent variables so that it is obtained or 90-2-1 = 87. The t-table result obtained is 1.662. Thus the count is greater than the table (2.824> 1.662), and it is concluded that H0 is rejected and Ha is accepted.

Based on the results of the study, it is known that customer experience has a significant positive effect on customer loyalty, which means that if the experience of good consumers has increased, consumer loyalty to the clinic will increase. This is because consumer experience when making a purchase can shape a behavior. When getting good service, the consumer will repeat the purchasing behavior.

This is in line with research showing that customer experience has a significant positive partial effect on customer loyalty with customer experiences such as ease of use, comfort, and enjoyment (Saputra et al., 2023), in line with research (Tu et al., 2024)..

Based on Table 6, it is known that the count is 3.685. the table is sought with the t distribution table using a = 5%: 2 = 2.5% (2-sided test) with degrees of freedom df = n-k-2 where n is the number of respondents and k is the number of independent variables so that it is obtained or 90-2-1 = 87. The t-table result obtained is 1.662. Thus the count is greater than the table (3.685> 1.662), and it is concluded that H0 is rejected and Ha is accepted.

The results of customer value are supported by research that states that customer value has a significant positive effect on customer satisfaction (Mardikawati & Farida, 2013). Customer value is needed so that visitors who come not only get products in the form of tourism services but visitors also get value in the form of fulfilling expectations at the cost that has been incurred, and in line with the results of research by (Indah Febriyanti & Tuti, 2023; Amril et al., 2019; Donny et al., 2018).

## 5. DISCUSSION

This study aims to explore the effect of independent variables, namely customer experience and customer value variables on customer loyalty. All initial hypotheses presented in this paper have been confirmed. This study found that customer experience and customer value significantly and positively affect customer loyalty and also these two variables together affect customer loyalty. Thus, the findings of this study answer the 3 main research questions posed. These findings can enrich research findings on customer loyalty. In addition, based on the results of this research paper provides recommendations to entrepreneurs to focus more on customer experience and assessment of their business activities.

## 6. CONCLUSION

After a thorough analysis and discussion, the following are some conclusions from this study:

a. Customer experience has a significant positive effect on customer loyalty, which means that if the good experience that consumers have increases, consumer loyalty will also increase. It can be concluded that H0 is rejected and Ha is accepted.

b. Customer Value has a significant positive effect on customer loyalty, which means that if consumer assessment of the brand increases, consumer loyalty will also increase. It can be concluded that H0 is rejected and Ha is accepted.

c. Together, customer experience and customer value have a significant positive effect on customer loyalty, which means that if consumers have a good experience and high

assessment, consumer loyalty will increase. It can be concluded that H0 is rejected and Ha is accepted.

## LIMITATION

This study has several limitations, among others, the first is that this study only tests 2 independent variables, namely Customer Experience and Customer Loyalty, while other factors such as customer satisfaction, trust, and brand image, are not analyzed where these factors may also contribute to Customer Loyalty, the second is that this study uses a research sample that includes 90 male customer respondents who use 3 beauty clinics in Medan, so the results may not be generalizable to all male skincare users in other regions. This limitation can provide opportunities for future researchers to examine different variables, provide a more comprehensive insight into the factors that influence customer loyalty, and provide opportunities for future researchers to expand sample coverage.

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