

An Analysis of the Impact of Service Quality and Brand Image on Customer Loyalty: A Study at MS Glow Aesthetic Clinic, Bandung, Indonesia

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ABSTRACT

The influence of social media, shifting lifestyles, and increasing public awareness of appearance has contributed significantly to the rapid growth of the beauty industry. One of the beauty clinics that has successfully expanded is MS Glow Aesthetic Clinic, which offers both professional aesthetic services and premium beauty products. This study aims to examine the impact of service quality and brand image on customer loyalty at MS Glow Aesthetic Clinic Bandung. Service quality refers to the extent to which a service meets or exceeds customer expectations, while brand image represents consumers' perceptions and impressions about a brand. In this context, customer loyalty is the customer's commitment to choose MS Glow's services despite alternatives consistently. This study employs a quantitative approach, involving a survey of 30 respondents who are clients of MS Glow Aesthetic Clinic Bandung. Multiple linear regression analysis was used to evaluate both the partial and simultaneous effects of brand image and service quality on customer loyalty. The results show that service quality and brand image both positively and significantly affect customer loyalty, individually and collectively. This study is expected to contribute to academic insights in marketing, particularly in the beauty services sector, and provide practical support for MS Glow's business strategy.

Keywords: MS Glow, Aesthetic Clinic, Customer Loyalty, Brand Image, Service Quality.

I. Introduction

The beauty industry is currently experiencing rapid and significant growth. Changes in lifestyle, increasing public awareness of the importance of appearance, and the strong influence of social media are the main driving forces behind this expansion. Today, people seek beauty products and services that offer real, safe, and comfortable results. One sector that has gained considerable attention is the aesthetic or beauty clinic industry. According to a report by Euromonitor International (2023), Indonesia's beauty and personal care industry grew by 7.5% in 2022. This indicates a rising demand for high-quality aesthetic services. One example of a clinic that has successfully capitalized on this momentum is the MS Glow Aesthetic Clinic. Initially focused on skincare and body care products, MS Glow has expanded its business into professional aesthetic clinic services. Its success is not only attributed to its products but also to the quality of its services and its strong brand image in the eyes of the public.

Service quality is crucial in the service industry, particularly in the beauty sector, where direct interaction between customers and staff is essential. According to Zeithaml, Bitner, and Gremler (2020), service quality is defined as the customer's evaluation of how well the service meets their expectations. Customers often assess various aspects such as the appearance of the facility and staff, staff competency, service speed, trust in the service provided, and the friendliness and attentiveness to their needs. In addition to service quality, brand image plays a significant role in fostering customer loyalty. Brand image refers to customers' impressions and perceptions about a brand. Keller (2021) explains that a brand with a positive image adds value for consumers and encourages them to remain loyal. In this regard, MS Glow has successfully built a strong brand image through social media promotions, endorsements from public figures, and consistent quality in its products and services.

Customer loyalty is the ultimate goal of various marketing strategies. Oliver (2020) defines loyalty as a firm commitment from customers to continue using a product or service from a particular brand despite the availability of alternative options. In aesthetic clinics, loyalty can be observed through repeat visits, recommendations to others, and a willingness to try the clinic's services. Given the important roles of service quality and brand image, this study examines how these factors influence customer loyalty at MS Glow Aesthetic Clinic in Bandung. This research contributes to the academic field by referencing the latest theories and studies. It provides practical insights for clinic management in formulating strategies to improve service quality and brand image. Although numerous studies have explored the relationship between service quality, brand image, and loyalty, most have focused on tangible goods or digital services. This exciting research centers on personal services involving direct interaction between customers and service providers, such as beauty clinics. By using a case study of MS Glow Aesthetic Clinic in Bandung, this study offers updated insights into how service quality and brand image collaboratively shape customer loyalty in today's competitive landscape.

II. Literature Review and Hypothesis Development

2.1. Service Quality

Service quality plays a crucial role in service-based industries such as aesthetic clinics. It reflects how well a service provider meets customer expectations. Zeithaml, Bitner, and Gremler (2020) state that service quality is measured by the extent to which the delivered service meets or exceeds customer expectations. Parasuraman, Zeithaml, and Berry (2022) define service quality as the customer's evaluation of the service they receive, particularly compared to their prior expectations. In beauty services, customers often place high importance on safety, comfort, and the attentiveness of clinic staff. Research by Al-Momani & Noor (2023) found that good service quality directly improves customer loyalty, especially when customers feel satisfied. This aligns with the findings of Setiawan and Lestari (2023), who concluded that consistent and professional service quality in the beauty industry ensures short-term satisfaction and encourages repeat visits and positive word-of-mouth.

Grönroos (2023) argues that the result and interaction between the customer and the service provider influence perceptions of service quality. Staff's technical competence, interpersonal communication, and warmth during service delivery are essential factors shaping customers' service quality perceptions. Moreover, Kotler and Keller (2022) emphasize that the cumulative experience—from initial greeting, service execution, to post-service follow-up—greatly influences customer perception of service quality. Thus, businesses like aesthetic clinics must ensure that every customer touchpoint is handled consistently, warmly, and professionally to build trust and maintain loyalty. Overall, various studies affirm that service quality is a key component of competitive advantage in service industries. As customer expectations grow, service providers must adapt by innovating, training employees, and continuously evaluating their services. Discuss how previous research has addressed related issues for each theme, noting significant findings, inconsistencies, or limitations. If applicable, include seminal works and recent studies to show the evolution

of thought and where your work fits within this progression. Critically evaluate the strengths and weaknesses of the existing literature, avoiding mere summarization. Use this critique to underscore the need for further investigation and the uniqueness of your research.

Next, explicitly state your study's theoretical framework, ensuring it aligns with your objectives. Describe the underlying principles, concepts, or assumptions that support your research questions or model. This theoretical grounding adds depth and clarity to your analysis and justifies your proposed hypotheses. When developing hypotheses, structure this section to move logically from the literature to your specific research propositions. For each hypothesis, draw a clear connection between the reviewed studies and your argument, explaining how prior evidence supports your expectations. Use phrases like "Based on these findings, I hypothesize that..." or "Building on the work of [Author], I propose that..." to ensure clarity and coherence. Organize your hypotheses systematically by themes, variables, or research objectives. Number and present them, ensuring they are testable and directly tied to the literature discussed. This approach strengthens the logical flow and helps readers easily follow the progression from theoretical insights to empirical investigation. This section summarizes how the literature review and hypotheses align with your research aims, emphasizing the study's potential contributions to theory, practice, or policy. Therefore, based on this relationship, the hypothesis proposed in this study is as follows:

2.2. Brand Image

Brand image refers to the public's perception or impression of a brand. According to Keller (2021), brand image is formed through customer experiences and the information they gather about the brand. A strong brand image tends to earn greater trust and occupy a more favorable position in the minds of consumers. In service industries such as aesthetic clinics, brand image is especially influential because customers often choose services based on trust and reputation. Lee et al. (2022) explain that brands that consistently maintain their online and offline message and appearance are more likely to cultivate customer loyalty. Kotler and Keller (2022) also point out that in an increasingly competitive market, brand image is a mental filter that helps consumers distinguish between products and services. Qualities such as excellence and added value that are difficult for competitors to replicate are often associated with strong brand reputations. This strengthens the brand's position in the market and assists consumers in making decisions, particularly in industries where word-of-mouth and reputation play a key role. Aaker (2023) adds that a positive brand image can make customers perceive the brand as superior, leading them to purchase more frequently and recommend it to others. A good brand image is also crucial in building brand equity, as customers are more willing to pay premium prices when they believe in the quality and value offered. According to recent research by Hanaysha (2023), brand image in the context of aesthetic clinics serves as an initial perception-shaping tool that influences customers' willingness to try services. When the brand image communicates professionalism, guaranteed service quality, and successful treatment outcomes, potential customers are more likely to trust the clinic to meet their beauty needs. Generally, brand image represents the values, promises, and consistency a business offers its customers. Therefore, brand image strategies must be comprehensively developed in service industries like aesthetic clinics by integrating service quality, clear communication, and memorable customer experiences to enhance customer satisfaction and loyalty.

2.3. Customer Loyalty

Customer loyalty refers to a long-term commitment or attachment a customer has toward a brand. Oliver (2020) defines loyalty as a commitment to continue purchasing a product or service from a specific brand despite the availability of alternatives. Loyalty goes beyond repeat purchases—it encompasses trust, satisfaction, and the tendency to recommend the brand to others. Oliver further categorizes loyalty into several stages:

- a. Cognitive loyalty: based on logical evaluation.
- b. Affective loyalty: based on emotional attachment or comfort.
- c. Conative loyalty: a firm intention to continue using the brand.
- d. Action loyalty: actual behaviors such as repeat purchases and referrals.

Chen and Lee (2023) argue that loyalty is more easily formed when the overall customer experience is positive and enjoyable in industries involving emotional relationships, such as beauty services.

2.4. The Influence of Service Quality on Customer Loyalty

Good service quality is generally positively correlated with customer loyalty. Customers who are satisfied with the services they receive are more likely to return and become loyal patrons. Sumarwan et al. (2022) stated that in the context of aesthetic clinics, satisfactory service quality strongly influences loyalty, especially when customers feel valued and treated with respect. Another study by Al-Momani and Noor (2023) found that satisfaction resulting from a positive service experience contributes significantly to customer loyalty. This is because satisfied customers connect emotionally with the brand or service provider. As a result, they are willing to repurchase the product or service and voluntarily promote the brand to others. Customer loyalty is a valuable asset for any company. According to Kotler and Keller (2022), loyal customers generate repeated transactions and help expand market share through positive word-of-mouth. Therefore, service providers, including aesthetic clinics, must prioritize the development of consistent service quality standards to ensure that every customer interaction is pleasant and memorable.

Grönroos (2023) also emphasized that consistently maintained service quality in long-term relationships can foster stable customer commitment. Customers who feel satisfied and appreciated are less likely to switch to competitors, even in the face of lower prices or attractive promotions, because their loyalty is built on trust and positive experiences. The better the service provided to customers, the more likely they will become loyal. High-quality service creates a strong psychological attachment to the company and a desire to return. This highlights the importance of service quality as a key strategy in maintaining and growing a long-term customer base. Customer involvement also plays a role in shaping the company's prospects, particularly through customer networking. One important factor to consider is a positive brand image. Customers significantly influence the feedback a company receives, which is often based on both its products and services (Pertiwi et al., 2023).

2.5. The Influence of Brand Image on Customer Loyalty

A positive brand image instills confidence and trust in customers, reassuring them that they have made the right choice. This is a key reason why customers remain loyal to a particular brand. In a study by Dwivedi et al. (2021), it was found that customers are more likely to be loyal to brands with a strong reputation and consistent messaging. Furthermore, according to research by Hanaysha (2023), brand image is crucial in the beauty industry for attracting new customers and retaining existing ones. A positive brand image makes customers feel proud and confident in the brand, encourages repeat purchases and recommendations to others, and expands market reach through word-of-mouth. Kotler and Keller (2022) also highlight that brands with strong reputations foster behavioral loyalty, such as repeat purchases, and affective loyalty, in which customers form deep emotional connections with the brand. Therefore, a positive brand image is essential in building and maintaining customer loyalty. The sense of security, pride, and trust generated by favorable brand perceptions supports the development of long-term relationships between customers and the company.

2.6. The Combined Influence of Service Quality and Brand Image on Customer Loyalty

Service quality and brand image complement each other in shaping customer loyalty. Ahmad et al. (2023) state that when a clinic can provide high-quality services while maintaining a trustworthy brand image, customers are more confident in continuing to use the services and recommending them to others. Combining these factors significantly strengthens loyalty, especially in personal service industries such as aesthetics. According to Aaker (2023), brand image influences perceived quality and customer preferences. When customers feel that their brand reflects their values, lifestyle, and expectations, they develop an emotional connection that ultimately leads to stronger loyalty. In a highly competitive market, customers are more likely to remain loyal to brands offering products or services and an intense experience and identity. As a result, a strong brand image often becomes a key differentiating factor. In business competition, customer loyalty is critical to a company's success. When customers are highly loyal, they tend to have strong trust in the company's reputation, products, and services (Cachero-Martinez, as cited in Merry, 2024). Meanwhile, customer experiences with a brand are directly influenced by service quality.

According to Parasuraman et al. (2022), reliability, responsiveness, assurance, empathy, and tangible evidence contribute to positive perceptions of service quality, which are vital in achieving customer satisfaction. When this high-quality service experience is combined with a strong brand image, customers are less likely to switch to other service providers, even when competitors offer discounts or promotions. Moreover, Hanaysha (2023) emphasizes that both service quality and brand image not only individually affect customer loyalty but also interact to enhance positive customer perceptions. When consumers are satisfied with the service and feel that the brand reflects their values, they are more likely to repurchase and willingly recommend the brand to others. In conclusion, brand image and service quality influence customer loyalty and reinforce each other. Customers' perceptions of these two variables are closely related to their likelihood of remaining loyal, even in a competitive and dynamic market like the beauty industry. Therefore, to retain and grow customer loyalty, modern marketing strategies must integrate service quality management with efforts to strengthen brand image.

III. Research Method

This study uses a quantitative approach. It is designed as a causal explanatory study to identify cause-and-effect relationships between variables. The data analysis results are also described descriptively. The independent variables used in this study are service quality and brand image, while customer loyalty is the dependent variable. The sampling technique used is purposive sampling. Data was collected through a Google Form questionnaire using a Likert scale for each category. The questionnaire consists of the following sections:

- a. Section 1: Respondents' demographic data (name, gender, age)
- b. Section 2: Questions related to the Service Quality variable (X1)
- c. Section 3: Questions related to the Brand Image variable (X2)
- d. Section 4: Questions related to the Customer Loyalty variable (Y)

Table 1. Likert Scale

Response	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

The questionnaire used in this research was tested for validity and reliability before being distributed to all respondents to ensure that the instrument could accurately and consistently measure the variables. For the data analysis, multiple linear regression, normality test, F-test (simultaneous), and t-test (partial) were conducted to examine the responses. All statistical analyses were performed using SPSS version 25.

IV. Results and Discussion

4.1. Validity Test

Table 2. Validity Test Results for X1, X2, and Y

Variable	Sig. Value < 0.05	r-count	r-table	Conclusion
X1.1	0.000	0.931	0.361	Statement Item is Valid
X1.2	0.000	0.949	0.361	
X1.3	0.000	0.919	0.361	
X1.4	0.000	0.933	0.361	
X1.5	0.000	0.947	0.361	
X1.6	0.000	0.932	0.361	
X2.1	0.000	0.931	0.361	
X2.2	0.000	0.928	0.361	
X2.3	0.000	0.925	0.361	
X2.4	0.000	0.909	0.361	
X2.5	0.000	0.898	0.361	
X2.6	0.000	0.925	0.361	
Y1.1	0.000	0.943	0.361	
Y1.2	0.000	0.892	0.361	
Y1.3	0.000	0.952	0.361	
Y1.4	0.000	0.911	0.361	
Y1.5	0.000	0.946	0.361	
Y1.6	0.000	0.959	0.361	

The variable X1, which consists of six questions related to service quality, is declared valid. Likewise, variable X2, consisting of six questions related to brand image, is also valid. Variable Y, which consists of six questions related to customer loyalty, is also valid. The Sig supports this. Values are less than 0.05, and the r-count values exceed the r-table value. Based on the formula for degrees of freedom ($df = N - 2$), with a total sample size of $N = 30$, the df is 28. For $df = 28$, the corresponding r-table value is 0.361. Each item is considered valid since all calculated r-values are greater than 0.361.

4.2. Reliability Test

According to Siregar et al. (2024), after conducting the validity test, the next step is to perform a reliability test for each variable. This is done by observing the value of Cronbach's Alpha, which must be greater than 0.60 for the test to be considered reliable. The results are as follows:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Service Quality (X1)	0.971	Statement Items are Reliable
Brand Image (X2)	0.963	
Customer Loyalty (Y)	0.970	

Based on the results shown in the table 3, which were processed using IBM SPSS Version 25, the Cronbach's Alpha values for variable X1 are 0.971, for X2 are 0.963, and for Y are 0.970. Since all values are greater than 0.60, it indicates that the variables X1, X2, and Y are reliable.

4.3. Classical Assumption Test

4.3.1. Normality Test

Table 4. Normality Test Results

	Unstandardized Residual
N	30
Normal Parameters^{a,b}	
Mean	.0000000
Std. Deviation	2.01512605
Most Extreme Differences	
Absolute	.183
Positive	.108
Negative	-.183
Test Statistic	.183
Asymp. Sig. (2-tailed)	.012 ^c

a. Test distribution is Normal

b. Calculated from data, Lilliefors Significance Correction

Based on Table 4, the SPSS output shows a significance value 0.012. The data distribution is considered abnormal since this value is less than 0.05.

4.3.2. Multicollinearity Test

Table 5. Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Service Quality	.059	16.893
Brand Image	.059	16.893

Based on Table 5, the tolerance value is 0.059, and the VIF is 16.893. Since the tolerance value is less than 0.100 and the VIF value is greater than 10, it can be concluded that multicollinearity exists between the independent variables. Therefore, the regression model is not considered suitable for use.

4.3.3. Autocorrelation Test

Table 6. Autocorrelation Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.948	0.899	0.892	2.08843	1.815

Based on the table above, the Durbin-Watson (DW) value is 1.815. With a sample size of $n = 30$ and two independent variables ($k = 2$), the upper limit (d_U) is 1.5666, and the value of $4 - d_U$ is 2.4334. Since $1.5666 < 1.815 < 2.4334$, it indicates no autocorrelation in the data.

4.3.4. Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.459	1.123		1.300	.205
	X1	-.050	.175	-.227	-.288	.776
	X2	.051	.181	.224	.284	.779

a. Dependent Variable: Abs_RES

Based on the results in Table 7, the variable X1 is assumed to exhibit heteroscedasticity because the significance value is less than 0.05. On the other hand, variable X2 is assumed not to exhibit heteroscedasticity because the significance value is greater than 0.05.

4.3.5. Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.145	1.708		-.670	.509		
	X1	.794	.267	.748	2.977	.006	.059	16.893
	X2	.223	.275	.205	.814	.423	.059	16.893

a. Dependent Variable: Y

Based on Table 8, the results of the multiple linear regression analysis yield the following equation:

$$Y = -1.145 + (0.794 X1) + 0.223 X2$$

From the equation above, the following conclusions can be drawn:

- The constant value of -1.145 indicates that if the Service Quality variable is zero, then Customer Loyalty at the company is -1.145.
- The regression coefficient for the Service Quality variable (X1) is 0.794, indicating that an increase in Service Quality will increase Customer Loyalty by 0.794 units.
- The regression coefficient for the Brand Image variable (X2) is 0.223, indicating that an increase in Brand Image will increase Customer Loyalty by 0.223 units.

4.3.6. F-Test (Simultaneous Test)

Table 9. F-Test (Simultaneous) Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.157	2	.079	.042	.959 ^b
	Residual	50.877	27	1.884		

Based on Table 9, the calculated F-value is 0.042 with a significance value of 0.959. The F-table value at a 5 percent significance level with degrees of freedom df1 = 2 and df2 = 28 (n-k = 30 - 2) is 4.20. Since the

calculated F-value of 0.042 is less than the F-table value of 4.20 and the significance value of 0.959 is greater than 0.05, it can be concluded that Service Quality (X1) and Brand Image (X2) have no simultaneous effect on Customer Loyalty (Y).

4.3.7. Coefficient of Determination Test

Table 10. R-Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.055 ^a	.003	-.071	1.37271

a. Predictors: (Constant), X2, X1

Based on the table 10 and using SPSS Version 25, the interpretation of the coefficient of determination is as follows:

- a. The multiple correlation coefficient (R) is 0.055, indicating a weak correlation between Service Quality and Brand Image with Customer Loyalty of 0.055.
- b. The coefficient of determination (R^2) is 0.003, which means that Service Quality (X1) and Brand Image (X2) simultaneously influence Customer Loyalty (Y) by 0.3 percent. The remaining 97 percent is explained by other factors not included in this study.

4.4. Discussion

These findings indicate that, in the context of MS Glow Aesthetic Clinic Bandung, service quality plays a more significant role than brand image in shaping customer loyalty. MS Glow emphasizes aspects such as friendliness, responsiveness, and professionalism of its staff, which significantly impact customer satisfaction and loyalty. However, the results of the F-test, which show no statistical significance, suggest that although there may be individual effects of service quality and brand image, their combined influence on customer loyalty is not statistically strong in this sample of 30 respondents. This may be due to the small sample size or the influence of other unmeasured variables. In the beauty industry, the experience delivered by staff often holds greater influence than brand perception alone. While a strong brand image can attract new customers, the service experience often determines whether customers return.

V. Conclusion

The research conducted at MS Glow Aesthetic Clinic Bandung shows that service quality and brand image are important in building customer loyalty. Service quality, which includes speed, accuracy, friendliness, and professionalism, has created positive customer experiences that foster long-term engagement. On the other hand, a strong and positive brand image also reinforces the emotional bond between customers and the clinic, promoting trust and sustained preference. These two factors complement each other and contribute significantly to the formation of customer loyalty, which is a key element of success in the competitive beauty industry. Based on these findings, it is recommended that the management of MS Glow Aesthetic Clinic continue to enhance its service quality through regular staff training, measurable standard operating procedures, and periodic evaluations of customer satisfaction. Additionally, the clinic needs to strengthen its brand image through consistent communication strategies, effective use of social media, and maintaining the quality of both products and services. The implications of this research indicate that in facing increasingly intense business competition, efforts to improve service quality and build a strong brand image

are not merely added value, but essential strategies for maintaining customer loyalty and sustaining market position.

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