

Maintaining Customer Loyalty: Analysis of Factors that Influencing Customer Loyalty to Local Beauty Mask

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ABSTRACT

The aim of this research is to identify the effects of customer experience, customer value, price, product quality, and service quality on customer loyalty through customer satisfaction. A quantitative survey methodology was employed, with 405 participants as survey respondents. In this study, we utilized SPSS version 26 for descriptive analysis and employed Partial Least Squares (PLS) to test causal relationships and assess the overall influence of each variable. Findings indicate that customer experience, customer value, product quality, and service quality positively or significantly influence customer loyalty, while price does not impact customer loyalty. Customer satisfaction is highly influenced by the quality of service provided, and customers tend to be more satisfied after regaining trust in the company. Customer satisfaction acts as a positive mediator between customer experience and customer loyalty. Customer satisfaction refers to the overall evaluation of the customer's experience with a product or service and the emotions generated from that experience. When customers are satisfied with their experience, they are likely to have positive emotions and remain loyal to the company.

ABSTRAK

Penelitian ini bertujuan untuk mengenali dampak pengalaman pelanggan, nilai pelanggan, harga, kualitas produk, dan kualitas layanan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Metode survei kuantitatif digunakan dalam studi ini, dengan partisipasi 405 responden survei. Dalam analisis, kami menggunakan SPSS versi 26 untuk analisis deskriptif dan PLS untuk menguji hubungan sebab-akibat serta menilai pengaruh variabel secara keseluruhan. Temuan menunjukkan bahwa pengalaman pelanggan, nilai pelanggan, kualitas produk, dan kualitas layanan secara positif atau signifikan mempengaruhi loyalitas pelanggan, sementara harga tidak memiliki pengaruh pada loyalitas pelanggan. Tingkat kepuasan pelanggan sangat dipengaruhi oleh kualitas layanan yang diberikan, dan pelanggan cenderung lebih puas setelah memperoleh kembali kepercayaan mereka pada perusahaan. Kepuasan pelanggan berperan sebagai mediator positif antara pengalaman pelanggan dan loyalitas pelanggan. Kepuasan pelanggan merujuk pada evaluasi keseluruhan pengalaman pelanggan dengan produk atau layanan, serta emosi yang timbul dari pengalaman tersebut. Saat pelanggan merasa puas dengan pengalaman mereka, mereka cenderung memiliki emosi positif dan tetap loyal terhadap perusahaan.



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INTRODUCTION

Maintaining a loyal customer base is crucial in the business world, particularly in an era of intense competition. This competition is particularly evident in the beauty sector, especially in the field of skincare. This is evidenced by the vast array of innovative skincare products being developed in Indonesia and the growing number of individuals sharing skincare information and it is becoming more challenging to keep customers loyal (Suhartono & Rahayu, 2021). In recent years, locally produced beauty products have gained popularity and are in high demand among consumers. Local beauty care items are more affordable and are considered safer and more appropriate for facial skin types in Indonesia.

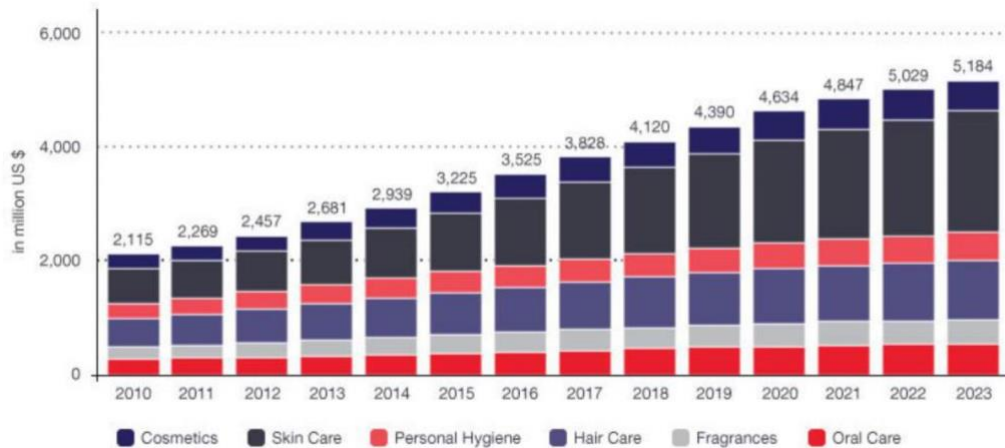


Figure 1 The Growth of Skincare in Indonesia

Source: (Cekindo.com, 2023)

Every year, the Indonesian beauty industry market grows and the public's excitement for it doesn't diminish, particularly when it comes to skincare goods. As reported by Kompas. id in 2023, Ignatius mentioned that the national cosmetics market is currently focused on domestic competition and has a long way to go before it can become a major player on the global stage. However, it is projected that within the next 10-15 years, Indonesia will become the fifth-largest cosmetics market in the world. The country's population of 275.77 million plays a crucial role in the growth of the beauty industry. Therefore, manufacturers need to maintain customer loyalty to local beauty care products to expand their domestic market share. There is significant potential for local facial care products and beauty masks to win over domestic consumers. This will enable businesses to compete more effectively and grow sustainably in an increasingly competitive market.

Local beauty mask products are becoming increasingly popular among Indonesian consumers as a type of facial care or skincare product. The skincare market in Indonesia is quite large, and various products are competing to enter the market by offering a range of benefits. The use of local beauty mask products is also increasing due to the innovations made by local producers, both in terms of materials and product manufacturing processes. This allows manufacturers to increase their market share by retaining existing customers and attracting new customers with more innovative and high-quality products. Kartika

Runiasari explains that this growth is partly due to the increasing awareness among people about taking care of themselves, which has surged during the COVID-19 pandemic.



Figure 2 Best-selling on the marketplace August 2022 and May 2023

Source: (Digimind.id, 2022)

The number of people using face masks increased significantly between mid-2022 and early 2023. Figure 2 illustrates that 1.2 million consumers include face masks in their regimen to take care of their appearance. Then, as seen in Figure 3, the number of buyers of face masks increased dramatically to 2.1 million, indicating the growing demand and popularity of this product for facial care. The rise in the number of users suggests that face masks are now a highly sought-after skincare product and are an essential component of people's attempts to preserve and take care of their skin. In this environment, researching the variables influencing customer loyalty to locally produced beauty mask products is becoming more and more crucial for planning sales strategies.

The research landscape on the relationship between customer experience and customer loyalty appears to be characterized by conflicting findings. On one hand, Jeffany et al. (2021) study underscores the significant impact of customer experience on customer loyalty, indicating that positive and satisfying experiences with products or services tend to foster brand loyalty and repeat purchases. Conversely, Kurniah & Awaluddin (2022) research presents a contrasting perspective, asserting that customer experience does not wield a significant influence on customer loyalty. Instead, they propose a direct correlation between loyalty enhancement and perceived value, suggesting that customer assessments, particularly in terms of the cost-value differential, play a pivotal role in fostering loyalty. This divergence in findings highlights a notable research gap in understanding the nuanced dynamics between customer experience, perceived value, and customer loyalty, warranting further investigation to reconcile these disparities and provide a comprehensive understanding of the factors driving customer loyalty in diverse contexts.

A noticeable research gap exists in the understanding of the relationship between customer value and customer loyalty, as indicated by conflicting findings in the studies

conducted by two different researchers. Zakaria et al. (2021) report a significant influence of customer value on customer loyalty, suggesting that the perceived value by customers plays a crucial role in fostering loyalty. In contrast, Ni Luh et al. (2021) research contends that customer value does not exert a significant impact on customer loyalty. This disparity in results highlights the need for further exploration and synthesis of existing research to ascertain the nuanced dynamics between customer value and loyalty.

In addition, research on the impact of price on customer loyalty has yielded intriguing results. Djumarno et al. (2018) study reveals a significant influence of price on customer loyalty, suggesting that pricing strategies play a crucial role in shaping customer allegiance. However, contrasting findings arise from Mulyono & Wahyudi (2021) research, indicating that price does not wield a significant influence on customer loyalty. This divergence in outcomes further contributes to the existing research gap, as it underscores the complexity and variability in the relationship between pricing and customer loyalty across different studies.

The results of Rizki & Prabowo (2022) research on the connection between customer loyalty and product quality are fascinating. Their research shows that customer loyalty is strongly influenced by product quality, meaning that customers who are happy with the products or services they use are more likely to be brand loyal and make repeat purchases. Contradictory findings, however, appear in (Hartanto & Andreani, 2019) research, indicating that consumer loyalty is not much impacted by product quality. This disparity in results points to a research vacuum and emphasizes the need for more investigation to fully understand the complex dynamics of how product quality may or may not promote customer loyalty in various settings.

The investigations by Kris and Aslinda highlight the research gap in the link between customer loyalty and service quality. According to Kris H et al. (2023) study, client loyalty is heavily influenced by service quality, indicating that satisfied customers are more likely to remain loyal. Aslinda et al. (2022) research, on the other hand, offers a different viewpoint, suggesting that customer loyalty is not much impacted by service quality. This discrepancy in results highlights a research vacuum and highlights the need for more studies to clarify the many variables that influence how service quality affects customer loyalty. Addressing this research gap is essential for gaining a comprehensive understanding of the factors shaping customer loyalty and providing insights that can inform businesses and marketers in diverse contexts.

Positive Customer Experience is a key driver of customer loyalty, fostering satisfaction, trust, and emotional attachment, ultimately encouraging repeat business and positive recommendations (Japariato & Nugroho, 2020). This aligns with the findings of Yosephine Simanjuntak & Purba (2020), emphasizing the influential role of Customer Experience in product or service usage on Customer Loyalty. They underscore the significance of providing exceptional service and establishing necessary business models in informal education services. Additionally, ensuring product delivery meets customer needs is highlighted as a crucial aspect of building trust. These insights are further supported by

Nirawati et al. (2020), who discovered that delivering a positive customer experience and exceeding expectations, not only satisfies clients but also builds trust – essential components for establishing lasting connections and retaining customers. Besides that, Al Ansori & Andjarwati (2022) research adds that positive Customer Experience, fostering emotional connection and brand loyalty, often includes personalization and meeting specific needs. Rita & Trimulyani (2022) explain that contributing to this narrative by revealing that positive Customer Experience significantly enhances Customer Loyalty through improved brand image, creating positive brand associations and recommendations. Collectively, these studies emphasize the importance of positive Customer Experience in building and sustaining strong customer loyalty through various dimensions such as trust, personalization, and positive brand associations.

H1: Customer Experience has a significant positive effect on Customer Satisfaction for local beauty mask products.

High Customer Value significantly influences positive Customer Loyalty, as indicated by various studies. M Hasfar et al. (2020) emphasize the substantial positive relationship between Customer Value and Loyalty, attributing it to perceived benefits relative to product or service costs. This correlation leads to increased satisfaction, repeat business, and positive word-of-mouth recommendations. Zakaria et al. (2021) further support this, highlighting the positive link between Customer Value and Loyalty, emphasizing the importance of high customer value as a good cost-benefit ratio, leading to increased satisfaction and willingness to continue business. Ni Luh et al. (2021) add that high customer value helps build trust, a key factor in long-term relationships, and fosters emotional connections between customers and brands. Manurung & Zuliestiana (2020) reinforces this perspective, stating that high Customer Value significantly enhances brand image, creating positive associations and recommendations. Additionally, Poani et al. (2021) conclude that increasing Customer Value positively impacts loyalty, emphasizing the perceived benefits concerning product or service costs. Overall, these studies collectively underscore the critical role of Customer Value in cultivating and sustaining strong Customer Loyalty.

H2: Customer Value has a significant positive effect on Customer Satisfaction for local beauty mask products.

Fair and competitive pricing significantly influences positive Customer Loyalty, as highlighted by various studies. Putra et al. (2022) stress the positive correlation between price and customer loyalty, emphasizing its importance in determining customer value. Competitive pricing not only enhances satisfaction but also fosters trust and fairness, contributing to increased loyalty. Anggaraini & Budiarti (2020) further support this, underlining the positive relationship between fair and competitive pricing and customer loyalty. A good cost-benefit ratio creates value for customers, leading to increased satisfaction and a willingness to continue business. Pramudita et al. (2022) contribute by emphasizing the significant positive relationship between pricing and customer loyalty. Offering reasonable prices for products or services that meet customer needs creates perceived value, leading to satisfaction and future business. Mulyono & Wahyudi (2021)

echoes this sentiment, stating that fair and competitive pricing builds trust, a key factor in long-term relationships, and enhances customer loyalty. Finally, Suhartono & Rahayu (2021) highlight the positive impact of reasonable and justifiable pricing on customer loyalty. Fair pricing prevents customers from seeking alternative options, fostering loyalty. In summary, these studies collectively underscore the pivotal role of pricing in building and maintaining strong customer loyalty through factors such as value creation, satisfaction, trust, and fairness.

H3: Price has a significant positive effect on Customer Satisfaction of local beauty mask products.

High Product Quality significantly influences positive Customer Loyalty, as highlighted by various studies. Anggarawati (2021) emphasizes the positive relationship between product quality and customer loyalty, attributing it to the crucial role of product quality in determining customer satisfaction and fostering repeat business. (Nafiah & Trihudiyatmanto, 2021) supports this, stating that high-quality products meeting or exceeding expectations result in increased satisfaction and a willingness to continue business. Lengkong et al. (2021) add that high-quality products lasting longer enhance satisfaction and build trust, contributing to loyalty. Rachmawati & Santika (2022) reinforces this perspective, stating that high-quality products enhance brand image and customer loyalty. Rizki & Prabowo (2022) conclude that the positive relationship between product quality and customer loyalty indicates a higher likelihood of customer loyalty to a company providing high-quality products or services. In summary, these studies underscore the pivotal role of product quality in building and maintaining strong customer loyalty through factors such as satisfaction, trust, and brand image.

H4: Product Quality has a significant positive effect on Customer Satisfaction with local beauty mask products.

Various studies have shown that positive Customer Loyalty is greatly influenced by High Service Quality. Anabila et al. (2022) have pointed out that the literature on relationship marketing has documented a relationship between customer satisfaction, loyalty, and service quality, where meeting or exceeding expectations leads to satisfaction and ultimately loyalty. Kris H et al. (2023) have confirmed that loyalty is positively impacted by excellent service quality, leading to satisfied customers returning and recommending. Djumarno et al. (2018) have also affirmed that loyalty is significantly influenced by high service quality, which fosters satisfaction and encourages repeat usage. Aslinda et al. (2022) have highlighted the importance of quality service in enhancing customer loyalty, by fostering satisfaction and potential recommendations. Ni Luh et al. (2021) have supported these findings, stating that positive service quality significantly contributes to loyalty by enhancing satisfaction, encouraging repeat business, and potential recommendations. However, if service quality falls short, customers may seek alternatives, potentially leading to loss of business.

H5: Service Quality has a significant positive effect on Customer Satisfaction with local beauty mask products.

Research by Sugiharto & Wijaya (2020) shows that customer satisfaction mediates the link between customer experience and loyalty. Positive emotions and loyalty result from satisfied customers. Putri et al. (2021) find a positive relationship between customer delight and loyalty, with positive experiences driving customer return and recommendations. Rachmawati & Santika (2022) highlights the positive link between customer satisfaction and loyalty, emphasizing trust and perceived value. Chandra et al. (2021) connect customer satisfaction to loyalty through positive word-of-mouth and emotions. Manurung & Zuliestiana (2020) research supports customer delight's impact on loyalty through positive feelings and trust. In summary, these studies stress the crucial role of customer satisfaction and delight in fostering and sustaining customer loyalty.

H6: Customer Satisfaction has a significant positive effect on Customer Loyalty for local beauty mask products.

Positive Customer Experience significantly contributes to Customer Satisfaction, as evidenced by various studies. Rita & Trimulyani (2022) emphasizes a significant positive relationship between customer experience and customer satisfaction, stating that positive experiences lead to increased satisfaction and positive emotions such as joy and happiness. Jeffany et al. (2021) reinforces this by highlighting that when a company exceeds customer expectations, it leads to positive emotions and increased satisfaction. Wangania et al. (2022) note that personalized experiences are positively received by customers, increasing the likelihood of satisfaction and positive emotions. Zakaria et al. (2021) support the idea that positive customer experiences create unforgettable moments, fostering satisfaction and positive emotions, while Jumawar & Nurmartian (2021) state that positive customer experiences create a sense of community among customers, enhancing satisfaction and positive emotions. In summary, customer experience plays a crucial role in building and sustaining customer satisfaction by fostering positive emotions such as joy and happiness.

H7: Customer Experience has a significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator in local beauty mask products.

Positive Customer Value significantly contributes to Satisfaction, as seen in several studies. Poani et al. (2021) emphasize the positive relationship between customer value and satisfaction, particularly through personalized experiences. Abadi et al. (2020) supports this, highlighting that perceiving high benefits relative to costs leads to satisfaction and the desire for continued business. Mayasari et al. (2022) notes that understanding and meeting customer needs create perceived value, increasing satisfaction and potential future business. Rompas et al. (2020) find that high customer value enhances brand image, leading to positive brand associations. Wangania et al. (2022) conclude that increased customer value corresponds to higher satisfaction. In essence, customer value plays a pivotal role in enhancing satisfaction through perceived benefits and cost considerations.

H8: Customer Value has a significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator for local beauty mask products.

Positive Price Perception significantly influences Customer Satisfaction. Sari & Sukawati (2020) highlight the crucial role of fair and competitive pricing in generating joy and

satisfaction. Yunanto (2022) support this, noting that such pricing builds trust, fostering long-term satisfaction. Anggaraini & Budiarti (2020) finds a positive relationship between price and customer pleasure, creating perceived value and positive emotions. (Trianto et al., 2022) confirm that fair prices contribute to customer pleasure and positive emotions. However, acknowledges the complexity, emphasizing the need for a balanced approach to drive satisfaction. In summary, these studies emphasize fair and competitive pricing as pivotal in influencing customer satisfaction positively (Suhartono & Rahayu, 2021).

H9: Price has a significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator for local beauty mask products.

High Product Quality significantly influences positive Customer Satisfaction. Lengkong et al. (2021) emphasizes the positive relationship between product quality and customer satisfaction, attributing it to the crucial role of product quality in determining satisfaction. Nafiah & Trihudiyatmanto (2021) support this, stating that high-quality products meeting or exceeding expectations result in increased satisfaction. Widyakto et al. (2020) add that high-quality products, meeting safety and health standards, enhance satisfaction, contributing to customer retention. Al Aliyah & Istiyanto (2022) reinforce this perspective, stating that reliable and consistent high-quality products lead to increased satisfaction. Satria (2021) conclude that the positive relationship between product quality and customer satisfaction indicates a higher likelihood of customer satisfaction. In summary, these studies underscore the pivotal role of product quality in building and maintaining strong customer satisfaction.

H10: Product Quality has a significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator in local beauty mask products.

High Service Quality significantly influences positive Customer Satisfaction. Anabila et al. (2022) found that service quality positively impacts customer satisfaction. Good service quality encompasses various aspects, meeting or exceeding customer expectations. Indriyanti & Irene (2020) emphasize the positive influence of service quality on customer satisfaction. When a company provides good service quality, customers feel valued and recognized. Hadiwijaya et al. (2021) discover that excellent service quality positively affects customer satisfaction, leading to customer retention. Kris H et al. (2023) find that service quality significantly impacts customer satisfaction, fostering loyalty. Aslinda et al. (2022) investigate that high-quality service enhances customer satisfaction and may lead to recommendations. In summary, these studies collectively underscore the crucial role of service quality in positively influencing and maintaining high levels of customer satisfaction.

H11: Service Quality has a significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator for local beauty mask products.

RESEARCH METHODS

This quantitative study uses a variety of analytical techniques to examine native beauty masks in Indonesia. Due to practical limitations, the survey, which targets consumers aged 15 and above, employs a sample taken from the general population. The inquiry explores

factors such as perceived value, product quality, price, and service quality. Online surveys sent using Google Forms, which is renowned for its effectiveness and automated analysis, are used in data collecting. Purposive sampling, which aims for about 200 responders, guarantees a diversified representation, according to a study by Hair et al. (2010), multiplying the number of indicators by five to ten determines the number of representative samples. Since there are mediating factors, the researcher analyzes using Partial Least Squares (PLS). Because there are mediating factors that mediate or link the independent and dependent variables, the PLS approach is employed (Solling Hamid & Suhardi M, 2019). IBM Statistics SPSS 26 is used for descriptive analysis focusing on demographic data. A Coefficient of Determination (R Square) Test, a Reliability Test, a Direct Effect, and an Indirect Effect are examples of quantitative studies.

RESULTS and DISCUSSION

405 analytical data were obtained via random only assigning questionnaires to respondents for about a month. The inhabitants of Batam completed and submitted this questionnaire using a Google form. The table below displays this data.

Table 1 Questionnaire Distribution Data

Information	Number of Respondents
Collected questionnaires	405
Questionnaires that are not filled out completely	0
Testable questionnaire	405

Source: Primary Data processed by Researchers, 2023

Data was collected using 405 questionnaires in total. Since there were no surveys that were unsuitable or incomplete, none of them were eliminated. A total of 405 respondents were available for analysis in this way.

Table 2 Respondents Based on Gender

Information	Frequency	Percentage
Male	358	88.4%
Female	47	11.6%
Total	405	100%

Source: Primary Data processed by Researchers, 2023

Out of the 430 people who responded, 47 were men which makes up 11.6% of the total. The remaining 358 respondents were women, accounting for 88.4% of the total. These findings suggest that the majority of those who participated in the research were women. Moreover, most users of cosmetics are female, and cosmetics are considered a fundamental requirement for women.

Table 3 Respondents Based on Age

Information	Frequency	Percentage
< 17 Years	13	3.2%
17 - 24 Years	185	45.7%

25 – 32 Years	63	15.6%
33 – 40 Years	55	13.6%
> 40 Years	89	22%
Total	405	100%

Source: Primary Data processed by Researchers, 2023

The questionnaire data revealed that 3.2% of the respondents were under 17 years old, with a total of 13 respondents. The age group with the highest number of respondents was 17 to 24 years, which accounted for 45.7% of the total respondents, followed by the 25 to 32 years old group with 15.6% or 63 respondents. The 33 to 40 years age group had 55 respondents, accounting for 13.6%, while respondents over 40 years old were 89, representing 22% of the total respondents. These findings indicate that the respondents aged 17 to 24 years dominated the questionnaire compared to other age groups.

Table 4 Respondents Based on Occupation

Information	Frequency	Percentage
Student	139	34.3%
Civil servants	127	31.4%
Private sector employee	95	23.5%
Self-employed	26	6.4%
Housewife	4	1%
Other	14	3.4%
Student/Students	405	100%
Total	139	34.3%

Source: Primary Data processed by Researchers, 2023

The largest group of individuals who took part in the survey were students, with a total of 139 participants, making up 34.3% of the respondents. This was followed by civil servants, who had a total of 127 participants, accounting for 31.4% of the respondents. The third largest group were private employees, who had a total of 95 participants, comprising 23.5% of the respondents. The survey also included entrepreneurs, with a total of 26 participants, making up 6.4% of the respondents. Furthermore, there were 4 housewives who participated in the survey, accounting for 1% of the respondents, whilst 14 respondents had other professions making up 3.4% of the respondents. These other professions included positions such as honorary teachers, koas and beauty advisors.

Table 5 Reliability Test

	Cronbach's Alpha	Composite Reliability	Information
Customer Experience	0,887	0,886	Reliable
Customer Loyalty	0,918	0,917	Reliable
Customer Satisfaction	0,937	0,937	Reliable
Customer Value	0,904	0,902	Reliable
Price	0,857	0,855	Reliable
Product Quality	0,898	0,897	Reliable
Service Quality	0,917	0,916	Reliable

Source: Primary Data processed by Researchers, 2023

If a variable has Composite Reliability values > 0.70 and Cronbach's Alpha values > 0.70 , it is considered trustworthy. The results indicate that all the variables meet the required threshold value for both Cronbach's Alpha and Composite Reliability, as indicated by their values of > 0.70 . This implies that all the variables are reliable, and the data obtained from these variables can be considered accurate for further analysis.

Table 6 Adjusted R Square Test

Variabel	R Square	R Square Adjusted	Information
Customer Loyalty	0,639	0,638	Medium
Customer Satisfaction	0,820	0,817	Strong

Source: Primary Data processed by Researchers, 2023

Customer Satisfaction influences Customer Loyalty by 63.9%, according to the Adjusted R-Square value of 0, 639, or 63.9%. The remaining 36.1% of the variable is impacted by other factors. Additionally, the variable measuring customer satisfaction has an Adjusted R-Square value of 0.820, or 82%. This means that 82% of the variation in customer satisfaction is influenced by the variables measuring customer experience, customer value, price, product quality, and service quality, with the remaining 18% being influenced by other factors.

Table 7 Path Coefficients (Direct Effect)

Hypothesis	Sample Mean	T Statistics	P Values	Information
Customer Experience → Customer Satisfaction	0,147	2,796	0,005	Positive Significant
Customer Satisfaction → Customer Loyalty	0,800	27,038	0,000	Positive Significant
Customer Value → Customer Satisfaction	0,183	2,929	0,003	Positive Significant
Price → Customer Satisfaction	0,102	1,722	0,085	Non-Significant
Product Quality → Customer Satisfaction	0,188	2,925	0,004	Positive Significant
Service Quality → Customer Satisfaction	0,356	5,966	0,000	Positive Significant

Source: Primary Data processed by Researchers, 2023

H1: Customer Experience has a significant positive effect on Customer Satisfaction for local beauty mask products. The Customer Experience and Customer Satisfaction variables have a T-Statistics value of 2.796 and a P-Values value of 0.005. In the table, it is also found that the Customer Experience variable has a significant positive influence of 0.147 on the Customer Satisfaction variable. This explains that the higher the value of the Customer Experience variable, the higher the sense of satisfaction or Customer Satisfaction for Local Beauty Mask Customers. The local beauty mask product has been reported to deliver benefits to customers, who also feel at ease while using it. Furthermore, a survey conducted among customers indicates that they are satisfied with the results obtained through the use of the

local beauty mask product. The explanation regarding this matter is also approved by several previous studies (Manurung & Zuliestiana, 2020) which show that Customer Experience has a significant and positive effect on Customer Satisfaction. This also proves that the phenomenon of using local beauty masks can create a good and positive image of local products. As a result of this image, customer loyalty is formed towards local beauty masks.

H2: Customer Value has a significant positive effect on Customer Satisfaction for local beauty mask products. The T-Statistics value of 2.929 and a P-Values value of 0.003 indicate that the variables of Customer Value and Customer Satisfaction are significant. The table shows that the Customer Value variable has a positive influence of 0.183 on the Customer Satisfaction variable. This implies that as the value on the Customer Value variable increases, the level of Customer Satisfaction for Local Beauty Mask Customers also increases. The local beauty mask product is well-received by customers who find that it meets their preferences. According to them, the local beauty mask is capable of delivering products that cater to their individual facial needs. According to Kurniah & Awaluddin (2022) and Kurniah & Awaluddin (2022) support this explanation by demonstrating that Customer Value has a significant and positive impact on Customer Satisfaction. These studies also indicate that local beauty masks offer benefits that create a positive image of local products, resulting in customer loyalty towards them.

H3: Price has a significant positive effect on Customer Satisfaction of local beauty mask products. A variable can be said to influence other variables if it has a T-Statistics value > 1.96 and P-Values < 0.05 . The relationship between Price and Customer Satisfaction has a T-statistics value of 1.722 and a P-value value of 0.085, this shows that Price has no significant effect on Customer Satisfaction. This is in line with research conducted by (Mulyono & Wahyudi, 2021). In the table, it is also found that the Price variable has a significant positive influence of 0.102 on the Customer Satisfaction variable. It is recognized by customers that the prices of beauty masks from local brands differ from one another, but they believe that some of the prices offered are not within their budget. This explains that the higher the value of the Price variable, the higher the sense of satisfaction or Customer Satisfaction of Local Beauty Mask Customers. This also proves that the cheap price of local beauty masks does not necessarily create a good and positive image for local products. As a result of this image, customers are wary of local beauty masks.

H4: Product Quality has a significant positive effect on Customer Satisfaction with local beauty mask products. The variables of Customer Satisfaction and Product Quality have a P-values value of 0.004 and a T-statistics value of 2.925. The table indicates that there is a noteworthy positive effect of 0.188 from the Product Quality variable on the Customer Satisfaction variable. Several customers have expressed their satisfaction with the quality of the beauty mask products available locally, stating that they are true to the promises made in advertisements. Additionally, customers are pleased with the variety of masks offered by local beauty product manufacturers, as they cater to diverse customer needs. This explains

why local beauty mask customers feel more satisfied or satisfied with their purchase when the value of the Product Quality variable is greater. Several earlier research (Aslinda et al., 2022; Yunanto, 2022) that demonstrate that Product Quality has a large and positive influence on Customer Satisfaction further support the explanation for this issue.

H5: Service Quality has a significant positive effect on Customer Satisfaction with local beauty mask products. The T-Statistics value for the Customer Satisfaction and Service Quality variables is 5.966, whereas the P-Values value is 0.000. The table indicates that there is a noteworthy positive correlation of 0.356 between the Service Quality and Customer Satisfaction variables. Local beauty mask product companies are highly regarded by customers for their attentive approach towards customer needs. These companies are known for providing clear and concise information about their products, which instills a sense of security and trust in customers. Customers appreciate the efforts these companies make to ensure their satisfaction and feel confident in their ability to make informed decisions about their purchases. This explains why local beauty mask customers feel more satisfied or satisfied with their experience when the value of the Service Quality variable is greater. Several earlier studies (Anabila et al., 2022; M Hasfar et al., 2020; Widyastuti, 2021) corroborate the explanation for this issue. These studies demonstrate that service quality has a sizable and favorable impact on customer satisfaction.

H6: Customer Satisfaction has a significant positive effect on Customer Loyalty for local beauty mask products. The T-Statistics value for the Customer Satisfaction and Customer Loyalty variables is 27.038, whereas the P-Values value is 0.000. Additionally, the Customer Loyalty variable has a strong positive effect of 0.800 on the Customer Satisfaction variable, as seen in the table. Based on the survey that was carried out, it can be inferred that numerous clients are content with the standard of products and services offered by the nearby beauty masks. Furthermore, the clients have expressed that the beauty mask products from the local store are consistently able to meet their requirements. This explains why local beauty mask customers' customer loyalty increases with a greater value on the customer satisfaction variable. This explanation also aligns with other earlier research findings (Kurniah & Awaluddin, 2022) demonstrating that customer satisfaction has a noteworthy and favorable impact on customer loyalty.

Table 8 Indirect Effect

Hypothesis	Sample Mean	P Values	Information
Customer Experience → Customer Satisfaction → Customer Loyalty	0,117	0,005	Significant
Customer Value → Customer Satisfaction → Customer Loyalty	0,147	0,004	Significant
Price → Customer Satisfaction → Customer Loyalty	0,082	0,087	Non- Significant
Product Quality → Customer Satisfaction → Customer Loyalty	0,150	0,004	Significant

Service Quality → Customer Satisfaction → Customer Loyalty	0,285	0,000	Significant
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Source: Primary Data processed by Researchers, 2023

H7: Customer Experience has a significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator in local beauty mask products. With a P-value value of 0.005 and a Sample Mean of 0.117, the Customer Experience toward Customer Loyalty variable, which is mediated by the Customer Satisfaction variable, provides significant findings. Local beauty masks are preferred by consumers over foreign brands due to their superior aesthetics and perceived advantages while maintaining user comfort. Additionally, all respondents to a recently conducted survey expressed satisfaction with the outcomes provided by regional beauty mask brands. This outcome aligns with earlier research (Yosephine Simanjuntak & Purba, 2020) yielding the same findings customer experience plays a role in encouraging local beauty mask consumers to stick with local beauty mask brands.

H8: Customer Value has a significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator for local beauty mask products. With a P-value of 0.004 and a Sample Mean of 0.147, the Customer Value towards the Customer Loyalty variable—which is mediated by the Customer Satisfaction variable—has significant findings. The energy customers put into using local beauty masks is believed to be matched by the benefits they receive. Moreover, a significant number of customers claim that local beauty masks offer customized products that cater to their individual facial requirements. The results are consistent with earlier studies (Poani et al., 2021) These findings show that the variables of customer value and customer loyalty can be mediated by customer satisfaction.

H9: Price has a non-significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator for local beauty mask products. Because the sample mean is 0.082 and the P-value value is 0.087, the price towards customer loyalty, which is mediated by the customer satisfaction variable, has negligible outcomes. The data is pa(Mulyono & Wahyudi, 2021)ch by (Mulyono & Wahyudi, 2021). Customers recognize that prices for beauty masks from local brands differ, but they believe that these prices are not necessarily more affordable compared to those of other masks. Additionally, customers express that local beauty mask brands rarely offer discounts during purchases, and they feel that the high prices do not always reflect the quality of the products. These findings demonstrate that the variables of price and customer loyalty cannot be mediated by customer satisfaction.

H10: Product Quality has a significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator in local beauty mask products. With a P-value value of 0.004 and a Sample Mean of 0.150, the impact of Product Quality on Customer Loyalty, as mediated by the Customer Satisfaction variable, yields significant findings. Based on the results of the survey, it is evident that a large number of customers are content with the quality of the product, citing that it is both long-lasting and user-friendly. Furthermore, they believe that the quality of the product is consistent with what was advertised. According to research by Anggarawati (2021) these results show that Customer Satisfaction might operate as a mediator between the variables Product Quality and Customer Loyalty.

H11: Service Quality has a significant positive effect on Customer Loyalty with Customer Satisfaction as a mediator for local beauty mask products. The Customer Satisfaction variable mediates the relationship between Service Quality and Customer Loyalty. The results show significant results with a P-value value of 0.000 and a Sample Mean of 0.285. These findings show that the variables of service quality and customer loyalty are proven to be mediated by customer satisfaction. Local beauty mask products are perceived by customers as always meeting their needs, and each company provides precise and comprehensive information about their products. This perception leads customers to believe that the quality of service offered by local beauty mask products is exceptional. This presentation also demonstrates how service quality is one of the elements that encourage consumers of local beauty masks to stick with such items as in previous research (Aslinda et al., 2022).

CONCLUSIONS

The culmination of a meticulous study involving 405 respondents, users of local beauty masks, reveals a nuanced understanding of the relationships between various factors. While hypotheses 1 and 2, postulating positive and significant connections between Customer Experience and Customer Satisfaction, and between Customer Value and Customer Satisfaction, respectively, were substantiated, Hypothesis 3, predicted a similar relationship between Price and Customer Satisfaction. Hypothesis 4, positing a positive link between Product Quality and Customer Satisfaction, was upheld, consistent with prior research. The acceptance of Hypotheses 5 and 6, indicating a positive and significant relationship between Service Quality and Customer Satisfaction, underscores the study's robustness. Furthermore, Hypotheses 7 and 8, highlighting positive and significant associations between Customer Experience and Customer Value with Customer Loyalty, mediated by Customer Satisfaction, were validated. In contrast, Hypothesis 9, anticipating a connection between Price and Customer Loyalty, was negated, challenging existing perspectives. Finally, Hypotheses 10 and 11, establishing a positive and significant relationship between Product Quality and Customer Loyalty, mediated by Customer Satisfaction, were confirmed. This critical and meticulous analysis based on empirical evidence provides valuable insights into the local beauty industry, offering nuanced perspectives that contribute to a comprehensive understanding of customer satisfaction and loyalty dynamics in the context of local beauty products.

Throughout the course of the research, the researcher encountered several difficulties and constraints. The generalizability of the findings was impacted by the inability to obtain data and information regarding the number of users or enthusiasts of local beauty mask products. The utilization of Google Forms through social media as a means of data collection introduced subjectivity risks due to limited control over respondents. The validity of the results was jeopardized by obstacles encountered during data analysis, including indicators that failed to meet criteria. Concerns were raised about the potential mismatch between respondents' answers and actual conditions due to the use of questionnaires. Additionally, finding supporting articles for non-significant hypothesis results proved challenging. The

study emphasizes the importance of acknowledging and addressing these limitations to ensure more accurate and reliable research outcomes.

The research suggests key managerial implications for the local beauty industry. Focus on improving Customer Experience and Customer Value to enhance satisfaction. While the Price and satisfaction link isn't significant, align pricing with perceived value. Maintain a strong emphasis on Product Quality for customer satisfaction and loyalty. Strategize to enhance Service Quality for positive impacts on satisfaction and loyalty. Recognize Customer Satisfaction as a central mediator among various factors and consistently monitor and improve it. Despite the insignificant link between Price and Loyalty, avoid relying solely on pricing strategies. These insights can strategically improve customer satisfaction and loyalty in the local beauty industry.

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