THE EFFECT OF SUSTAINABILITY MARKETING AND CUSTOMER VALUE ON CUSTOMER LOYALTY IN SKINCARE PRODUCTS

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Abstract

Sustainable marketing is a marketing concept well-used by companies in the current era. This study aims to test whether there is an effect of sustainability marketing and customer value on customer loyalty. This study uses quantitative research methods. The population in this study were ELSthetic Clinic consumers who were still actively buying products at ELSthetic clinics, namely 579. The sample that became the data source were consumers who were active at ELSthetic clinics in the Depok-West Java area. Data were obtained from the field through direct surveys of visiting patients. Data collection techniques in this study through Questionnaires, interviews and observations. The results of this study indicate that the influence of the variables people, planet, profit, product, price, place and promotion simultaneously or simultaneously have a significant effect on loyalty by 75%, where the most decisive variables that influence are people and promotion.

Keywords: Sustainability Marketing, Customer Value, Customer Loyalty, Skincare Products

1. INTRODUCTION

Indonesia's skincare industry, body and facial care products, has developed rapidly. In today's modern era, many women have realized the importance of caring for their bodies and faces. This makes women nowadays compete in beautifying themselves by using various kinds of skin care for their skincare to make their appearance look more attractive. This phenomenon occurs among urban communities, and people in various regions feel the same way.

As Indonesia's economic growth is increasing, according to the 2014 World Bank Ease of Doing Business Survey results, Indonesia ranks 114th out of 189 countries, up from 117th in 2013. (Swa.co.id, 29/01/2015)

Marketing has an essential role in the business world. The definition of marketing cannot be seen only as a simple activity, namely mass marketing, which emphasizes sales activities and distribution systems through a comprehensive sales network.

In purchasing decisions, customer value is one of the things that customers consider. Customer value is the difference between total customer value and total customer cost. Total customer value is a set of benefits expected by customers from certain products or services (Kotler, 2002). On the other hand, the ease of accessing news through digital channels blinds us to the many adverse side effects that occur due to the many products circulating in the market, impacting the consumers and the environment. This encourages consumers to look for alternative products that are friendlier to themselves and the environment. In the holistic marketing concept, it is understood that everything is significant in marketing, be it the

products produced, employees, competitors or the surrounding environment are essential. Therefore, a broader and integrated perspective requires an excellent analysis to see all of this.

The concept of sustainable marketing (Sustainable Marketing) is a marketing concept that is quite well used by companies in the current era where the new standard era where sustainability marketing emphasizes socially and environmentally responsible marketing activities, which can meet the needs of consumers and business people or companies, at this time and at the same time maintaining and enhancing the capabilities of future generations to be able to meet their needs (Kotler & Armstrong, 2012, p. 583). To make this sustainable marketing activity successful, it requires consumer involvement through concrete actions, namely consumerism and environmentalism. ELSthetic Clinic is a beauty clinic that exists to answer the high demand for quality skincare products for women in Indonesia, especially now in Depok City and its surroundings. ELSthetic Clinic always prioritizes the needs and desires of customers so that the input obtained from each community need becomes essential input for the company in planning marketing strategies to create customer satisfaction. In the face of increasingly widespread business competition, ELSthetic beauty clinics must improve the format of their business strategy. The marketing strategy used by prioritizing hygiene for her is the essential thing for beauty is the level of hygiene to survive amidst waves of competition to enter the market, as well as market segments that are loyal and latent consumers.

The marketing strategy is carried out by creating top-of-mind safe, and quality products. Another strategy carried out by ELSthetic is related to price, discount and cashback programs. This strategy ultimately aims to create good relationships with customers. In the positioning strategy, ELSthetic promotes quality and safe products that all groups can use. By implementing this strategy, it is expected that the sales achieved by ELSthetic can continue to increase. This is following management's expectations, where the strategy's ultimate goal is sustainability.

In practice, sometimes things go differently than management's expectations. This can be seen in ELSthetic sales for the 2018 – 2022 period, where in three years, the decline in sales was affected by the Covid-19 pandemic, namely in 2020, 2021 and 2022. Therefore, we are evaluating and improving management to adapt to the situation. Market after the Covid-19 pandemic. Based on this description, the researcher is interested in conducting further research to reveal the extent to which sustainability marketing and customer value influence customer loyalty in purchasing skincare. If sustainability marketing and customer value meet the requirements, they will get a positive response. They will receive a less favourable or even a negative response if they still need to fulfil it. To then be connected to the extent to which sustainability marketing and customer value influence customer loyalty in purchasing skincare. By looking at the problems above for this research, I chose "The Influence of Sustainability Marketing and Customer Value on Customer Loyalty in Purchasing Skincare.

Based on the background mentioned above, it is necessary to conduct comprehensive and measurable research to find out whether people, planet, profit, product, price, place, and promotion have a significant effect on customer loyalty in purchasing skincare and whether jointly or simultaneously sustainability marketing and customer value influences customer

loyalty in purchasing skincare. The research objective was to determine whether there is an influence between people, planet, profit, product, price, place, and promotion on customer loyalty in purchasing skin care at the ELSthetic Clinic. To find out whether sustainability marketing influences customer value together or simultaneously on customer loyalty in purchasing skin care at the ELSthetic Clinic.

The research results provide benefits in the form of input on the influence of sustainability marketing that can be used to evaluate, improve and improve service and product quality to have the maximum impact on the company. It was material for consideration and input to the skincare business industry when reviewing and testing the implementation of sustainability marketing regarding customer value and the aspects needed so that it can be implemented optimally as a business role model to develop information and provide added value to the needs of society through sustainability marketing and customer value towards customer loyalty.

State of Art is a researcher trying to present several new variables adapted to science and technology development. Green Marketing has a significant effect on customer loyalty and, in other studies, Customer Value, which is significant in sustainability marketing. It is hoped that business people will be the core of a business strategy that will encourage innovation and generate enthusiasm and loyalty for the company's internal customers.

Angeline Steviani conducted similar research, and Hatane Semuel/2017 entitled *"The Influence of Customer Value on Consumer Loyalty with Customer Satisfaction as an intervening variable for Shinjuku Beauty Salon"*, using quantitative methods, get the result that Customer Value has a positive and significant influence on Customer Satisfaction and Customer Loyalty. Meanwhile, Customer Satisfaction has a positive and insignificant effect on Customer Loyalty. Researchers suggest using a different analysis variable besides customer satisfaction. The aim is to enrich the analysis results of what factors influence customer loyalty.

The research entitled "The Effect of Green Marketing on Customer Satisfaction and Loyalty for the Naavagreen Natural Skin Care Malang Branch", conducted by Deby Anggarini, Suharyono/ 2017, using a quantitative method to produce Green Marketing is proven to have a significant effect on customer satisfaction and customer loyalty. Further research is expected to carry out similar research, which is carried out in more depth using research objects and different populations to validate this helivation.

Research conducted by S. Bom, J. Jorge, H.M. Ribeiro, and J. Marto / 2019 with the title "A Step Forward on Sustainability in the Cosmetics Industry: a review" uses qualitative methods to get the result that this study argues that the relationship between the sustainability of the cosmetics industry is a complex and multifaceted problem that cannot be evaluated taking into account only a single aspect, but using an integrated assessment related to the environmental, social and economic dimensions, of product quality and performance, drives developments in this field.
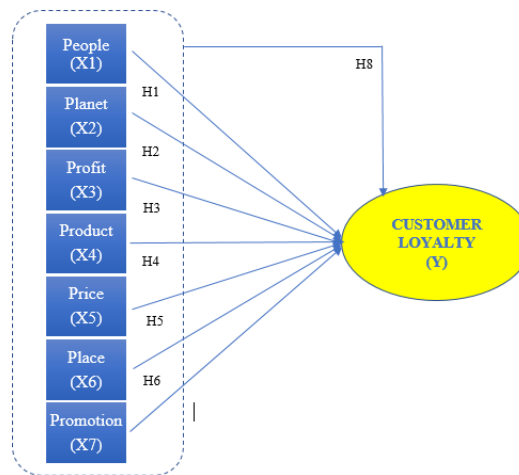
Figure 1: Thinking Framework

2.7 hypothesis

Based on the description of the framework above and to answer the problem identification, the writer can formulate a hypothesis as follows:

2.7.1 H1: There is a significant influence between people on customer loyalty in purchasing skin care at the ELSthetic clinic.

2.7.2 H2: There is a significant influence between planets on customer loyalty in purchasing skin care at the ELSthetic clinic.

2.7.3 H3: There is a significant influence between profit and customer loyalty in purchasing skin care at the ELSthetic clinic.

2.7.4 H4: There is a significant effect between product and customer loyalty in purchasing skin care at the ELSthetic clinic.

2.7.5 H5: There is a significant effect between price and customer loyalty in purchasing skin care at the ELSthetic clinic.

2.7.6 H6: There is a significant effect between place and customer loyalty in purchasing skin care at the ELSthetic clinic.

2.7.7 H7: There is a significant influence between promotion and customer loyalty in purchasing skin care at the ELSthetic clinic.

2.7.8 H8: There is a significant joint effect between sustainability marketing and customer value on customer loyalty in purchasing skin care at the ELSthetic clinic.

2. RESEARCH METHODS

The type of research used in this study is a quantitative research method. This research begins by examining existing theories and knowledge so that the causes of the problem arise. These problems were tested to determine acceptance or rejection based on data obtained from the field. This study has seven variables: variables X1 to X3 are Sustainability Marketing, X4 to X7 are Customer Value, and Y is Customer Loyalty.

The method for obtaining data in this study was through direct surveys of visiting patients, namely collecting information by compiling a list of questions asked to respondents and collecting data through questionnaires and interviews. Research with this method was carried out to obtain primary data. So, this study explains the effect of Sustainability Marketing and Customer Value on customer loyalty in purchasing skin care at the ELSthetic Clinic in Depok - West Java.

The population in this study were consumers of the ELSthetic Clinic who were still active in purchasing products at the ELSthetic clinic, namely 579. The city of Depok was chosen because the ELSthetic Clinic was in the Depok-West Java area. The data source sample is consumers who are active at ELSthetic clinics in the Depok-West Java area. The primary data in this study are the results of questionnaires distributed to ELSthetic Clinic consumers in the Depok city area, West Java. Secondary data was obtained from journals and literature books.

This study uses a Likert measurement scale and conducts questions and answers to ensure the information follows the problem under study. In this study, data analysis was used to perform data analysis, namely inferential statistics and descriptive statistics.) including measurement and model structure, outer and inner models and hypothesis testing. This study's PLS (Partial Least Square) analysis used the SMARTPLS version 3 program.

3. RESULTS AND DISCUSSION

3.1 Research result

3.1.1 Characteristics of Respondents

This is a characteristic of the respondents used in the research. This shows what the demographics of the respondents are based on, gender, study program, semester level and region of origin. By knowing the demographics of the respondents, we will know the characteristics of the respondents to ELSthetic customers.

Table 3.1. Characteristics of Respondents

Characteristics	Category	Total	Persentage
Gender	Male	5	5 %
	Female	95	95 %
Total		100	100 %
Age	15-25 Years	7	7%
	26-35 Years	21	21%
	36-45 Years	48	48%
	>45 Years	24	24%
Total		100	100%
Occupation	Student / Student	11	11%
	Employee / Entrepreneur	69	69%
	Housewife	20	20%
Total		100	100%

Source: Research Results, 2023 (Data processed)

Table 3.1. The above shows that in terms of gender, ELSthetic customers are more dominated by women, namely 95%, compared to men, which is only 5%. This shows that most of the customers, ELSthetic customers, are women.

When viewed from the age category, ELSthetic customers are more dominated by ages 36-45 years at 48%, followed by ages > 45 years at 24%, ages 26-35 years by 21%, and the remaining 7% aged 5-25 years. This shows that ELSthetic customers are dominated by ages between 36-45 years.

Furthermore, when viewed based on work, ELSthetic customers are more dominated by employees / self-employed people who account for 69%, homemakers at 20%, while for students or students, only 11%.

3.1.2 Results of Descriptive Analysis (Respondents' Responses)

Based on the results of research involving 100 ELSthetic customer respondents, below is presented a description of the respondents' responses related to each of the independent variables studied as follows:

3.1.2.1 People Frequency Distribution (X1)

Based on the results of the research, below the authors present respondents' responses regarding the item statement of the people variable as follows:

Table 3.2: Respondents' Responses to the People Variable

No	Indicator	STS		TS		R		S		SS		Score	Interpretation
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	(n=f(X)/n)
1	Safe for skin	1	1%	2	2%	4	4%	73	73%	20	20%	409	4.09
2	Handle skin complaints	2	2%	6	6%	22	22%	57	57%	13	13%	373	3.73
3	Friendly service	1	1%	3	3%	17	17%	60	60%	19	19%	393	3.93
4	Used by pregnant women & teenagers	1	1%	2	2%	29	29%	46	46%	22	22%	386	3.86
Average		1.3	1.3%	3.3	3.3%	18.0	18.0%	59	59%	19	18.5%	390.3	3.9

Source: Research Results, 2023 (Data processed)

Table 3.2. The above shows respondents' responses to the people variable, starting from the first indicator, which is safe for the skin, to the last indicator, which pregnant women and teenagers can use. In the first indicator, which is safe for the skin, 73% of respondents answered that they agreed, and 20% answered that they strongly agreed, with an interpretation score of 4.09 (agreed). This shows that most respondents agree it is safe for the skin to affect ELSthetic customer loyalty. On the second indicator, namely being able to handle skin complaints, as many as 57% of respondents answered that they agreed, and 13% answered that they strongly agreed, with an interpretation score of 3.73 (agreed). This shows that the majority of respondents agree that being able to handle skin complaints also affects ELSthetic customer loyalty.

Likewise, with the third indicator, namely friendly doctor and nurse services, as many as 60% of respondents agree, and 19% strongly agree with an interpretation score of 3.93 (agree). This also shows that most respondents agree that the friendly service of doctors and nurses influences ELSthetic customer loyalty. The results of the fourth indicator research are that pregnant women and adolescents can use it. As many as 46% of respondents agree, and 22% strongly agree, with an interpretation score of 3.86 (agreed). It also shows that most respondents agree that pregnant women and adolescents can use it to affect ELSthetic customer loyalty.

Furthermore, it was stated that in total, for the people variable, after being average, it turned out that there were 59% of respondents answered agree and 19% answered strongly agree with an interpretation score of 3.9 (agree). This shows that most respondents agreed that the people variable also influences ELSthetic customer loyalty.

3.1.2.2 Planetary Frequency Distribution (X2)

Based on the results of the research, below the authors present respondents' responses regarding the planet variable statement items as follows:

Table 3.3. Respondents' Responses to Planet Variables

No	Indicator	STS		TS		R		S		SS		Score	Interpretation
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	(n=f(X)/n)
1	No harmful chemicals	1	1%	1	1%	7	7%	55	55%	36	36%	424	4.24
2	Disposable packaging	3	3%	4	4%	20	20%	56	56%	17	17%	380	3.8
3	Bleach is harmless	2	2%	6	6%	14	14%	55	55%	23	23%	391	3.91
4	Natural ingredient	2	2%	8	8%	25	25%	51	51%	14	14%	367	3.67
Average		2	2.0%	4.8	5%	17	17%	54.25	54.3%	23	23%	390.5	3.9

Source: Research Results, 2023 (Data processed)

Table 3.3. The above shows respondents' responses to planetary variables from the first indicator. Namely, there are no harmful chemicals using natural ingredients to the last indicator. In the first indicator, no hazardous chemicals, 55% of respondents agreed, and 36% answered firmly, with an interpretation score of 4.24 (agreed). This shows that most of the respondents agreed to say that the influence of the planet caused by the absence of harmful chemicals also affects ELSthetic customer loyalty.

In the second indicator, namely, packaging that is only used once, 56% of respondents agreed, and 17% answered that they strongly agreed, with an interpretation score of 3.8 (agreed). This shows that the majority of respondents agreed to say that packaging that is only used once also affects ELSthetic customer loyalty.

Likewise, with the third indicator, namely, bleach is not dangerous, as many as 55% of respondents answered that they agreed, and 23% answered that they strongly agreed, with an interpretation score of 3.91 (agreed). This shows that most respondents agree that bleach is harmless and affects ELSthetic customer loyalty.

The results of the fourth indicator research, namely using natural materials, were as many as 51% of respondents answered agree and 14% answered strongly agree with an interpretation score of 3.67 (agreed). Most respondents agree that using natural ingredients also influences ELSthetic customer loyalty.

It was then conveyed that after being averaged for the planetary variable, it turned out that 54.25% of the respondents answered agree, and 23% answered strongly agree with an interpretation score of 3.9 (agree). This shows that most of the respondents agreed to say that planetary variables also affect customer loyalty.

3.1.2.3 Profit Frequency Distribution (X3)

Based on the results of the research, below the authors present the respondents' responses regarding the profit variable statement items as follows:

Table 3.4. Respondents' Responses to Profit Variables

No	Indicator	STS		TS		R		S		SS		Score	Interpretation
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	(n=f(X)/n)
1	Affordable prices	1	1%	11	11%	17	17%	53	53%	18	18%	376	3.76
2	Price according to quality	1	1%	10	10%	21	21%	54	54%	14	14%	370	3.7
3	Prices according to benefits	0	0%	15	15%	19	19%	51	51%	15	15%	366	3.66
4	Value meets expectations	0	0%	9	9%	22	22%	46	46%	23	23%	383	3.83
Average		0.5	0.5%	11	11%	20	20%	51.0	51.0%	17.5	17.5%	373.8	3.7

Source: Research Results, 2023 (Data processed)

Table 3.4. The above shows the respondents' responses to the profit variable, starting from the first, an affordable price, to the last indicator, a value that meets expectations. In the first indicator, namely affordable prices, 53% of respondents answered that they agreed, and 18% answered that they strongly agreed, with an interpretation score of 3.76 (agreed). Most respondents agree that affordable prices also affect ELSthetic customer loyalty.

In the second indicator, namely price according to quality, 54% of respondents agreed, and 14% answered strongly agree, with an interpretation score of 3.7 (agree). This shows that most respondents agreed that price in accordance with quality also influences ELSthetic customer loyalty.

Likewise with the third indicator, namely price according to benefits, as many as 51% of respondents agreed, and 15% answered strongly agree with an interpretation score of 3.66 (agree). This shows that most respondents agreed that the price in accordance with the benefits affects ELSthetic customer loyalty.

The results of the fourth indicator research are values that meet expectations. As many as 46% of respondents answered they agree, and 23% answered strongly agree, with an interpretation score of 3.83 (agree). This shows that most respondents agreed that value that meets expectations also influences ELSthetic customer loyalty.

It was then conveyed that in total, for the profit variable after being average, it turned out that the data obtained was that 51% of respondents answered agree and 17.5% answered strongly agree with an interpretation score of 3.7 (agree). This shows that most respondents agree that profit affects ELSthetic customer loyalty.

3.1.2.4 Product Frequency Distribution (X4)

Based on the research results, below the authors present the responses of respondents regarding the variable product statement items as follows:

Table 3.5. Respondents' Responses to Product Variables

No	Indicator	STS		TS		R		S		SS		Score	Interpretation
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	(n=f(X)/n)
1	Make confident	0	0%	3	3%	5	5%	60	60%	32	32%	421	4.21
2	Skin looks bright	0	0%	0	0%	4	4%	55	55%	41	41%	437	4.37
3	No redness effect	0	0%	6	6%	22	22%	52	52%	20	20%	386	3.86
4	Simple packaging	1	1%	2	2%	13	13%	63	63%	21	21%	401	4.01
Average		0.3	0.3%	2.8	2.8%	11	11.0%	57.5	57.5%	28.5	28.5%	411.3	4.1

Source: Research Results, 2023 (Data processed)

Table 3.5. The above shows the respondents' responses to product variables, from the first, namely creating confidence, to the last indicator, namely simple packaging. In the first indicator, namely building self-confidence, 60% of respondents answered that they agreed, and 32% answered that they strongly agreed, with an interpretation score of 4.21 (agree). This shows that most of the respondents agreed to say that creating self-confidence also influences ELSthetic customer loyalty.

In the second indicator, namely making the skin look bright, 55% of respondents answered that they agreed, and 41% answered that they strongly agreed, with an interpretation score of 4.37 (agreed). This shows that most respondents agreed that making the skin look bright also affects ELSthetic customer loyalty.

Likewise, with the third indicator, namely, the no redness effect, as many as 52% of respondents answered that they agreed, and 20% answered that they strongly agreed, with an interpretation score of 3.86 (agree). This shows that most respondents agree there is no redness effect on ELSthetic customer loyalty.

The results of the fourth indicator research, namely simple packaging, as many as 63% of respondents answered that they agreed, and 21% answered that they strongly agreed, with an interpretation score of 4.01 (agreed). This shows that most respondents agree that simple packaging influences ELSthetic customer loyalty.

It was then conveyed that in total, for product variables, after being average, it turned out that 57.5% of respondents answered agree, and 28.5% answered strongly agree with an interpretation score of 4.1 (agree). This shows that most of the respondents agreed to say that products affect ELSthetic customer loyalty.

3.1.2.5 Price Frequency Distribution (X5)

Based on the results of the research, below the authors present the respondents' responses regarding the price variable statement items as follows:

Table 3.6. Respondents' Responses to the Price Variable

No	Indicator	STS		TS		R		S		SS		score	Interpretation
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	(n=f(X)/n)
1	Affordable prices	0	0%	1	1%	10	10%	65	65%	24	24%	412	4.12
2	Discounts	0	0%	2	2%	11	11%	61	61%	26	26%	411	4.11
3	Prices include VAT	3	3%	10	10%	20	20%	50	50%	17	17%	368	3.68
4	Price according to quality	3	3%	8	8%	18	18%	51	51%	20	20%	377	3.77
Average		1.5	1.5%	5.3	5.3%	14.8	14.8%	56.8	56.8%	22	21.8%	392.0	3.9

Source: Research Results, 2023 (Data processed)

Table 3.6. The above shows respondents' responses to the price variable from the first, an affordable price, to the last indicator, namely the price according to quality. In the first indicator, namely affordable prices, 65% of respondents answered that they agreed, and 24% answered that they strongly agreed, with an interpretation score of 4.12 (agreed). Most respondents agreed that affordable prices also affect ELSthetic customer loyalty.

In the second indicator, namely price discounts, 61% of respondents answered that they agreed, and 26% answered that they strongly agreed, with an interpretation score of 4.11 (agreed). This shows that the majority of respondents agreed to say that price discounts also affect ELSthetic customer loyalty.

Likewise, with the third indicator, price, including VAT costs, as many as 50% of respondents answered that they agreed, and 17% answered that they strongly agreed, with an interpretation score of 3.68 (agreed). This shows that most respondents agreed that the price, including the VAT fee, affects ELSthetic customer loyalty.

The results of the fourth indicator research, namely price according to quality, as many as 51% of respondents answered agree and 20% answered strongly agree with an interpretation score of 3.77 (agree). This shows that most respondents agreed that price in accordance with quality also influences ELSthetic customer loyalty.

It was then conveyed that in total, for the price variable, after being average, it turned out that 56.8% of the respondents answered agree, and 22% answered strongly agree with an interpretation score of 3.9 (agreed). This shows that most respondents agree that price affects ELSthetic customer loyalty.

3.1.2.6 Place Frequency Distribution (X6)

Based on the results of the research, below the authors present the respondents' responses regarding the place variable statement items as follows:

Table 3.7: Respondents' opinion of the place variable

No	Indicator	STS		TS		R		S		SS		score	Interpretation
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	(n=f(X)/n)
1	Strategic location	1	1%	2	2%	6	6%	66	66%	25	25%	412	4.12
2	Reachable	1	1%	4	4%	24	24%	55	55%	16	16%	381	3.81
3	Large parking area	0	0%	7	7%	16	16%	56	56%	21	21%	391	3.91
4	Clean and comfortable clinic	0	0%	2	2%	13	13%	65	65%	20	20%	403	4.03
average		0.5	1%	3.8	3.8%	14.8	14.8%	60.5	61%	21	20.5%	396.8	4.0

Source: Research Results, 2023 (Data processed)

Table 4.7. The above shows respondents' responses to the place variable starting from the first, namely strategic location to the last indicator, namely a clean and comfortable clinic. In the first indicator, namely strategic location, 66% of respondents answered that they agreed and 25% answered that they strongly agreed with an interpretation score of 4.12 (agreed). This shows that most of the respondents agreed to say that the strategic location also influences ELSthetic customer loyalty.

In the second indicator, namely the location is easy to reach, as many as 55% of respondents answered that they agreed and 16% answered that they strongly agreed with an interpretation score of 3.81 (agreed). This shows that most of the respondents agreed that the easy-to-reach location also influences ELSthetic customer loyalty.

Likewise with the third indicator, namely a large parking area, as many as 56% of respondents answered that they agreed and 21% answered that they strongly agreed with an interpretation score of 3.91 (agree). This shows that most of the respondents agreed to say that large parking areas also affect ELSthetic customer loyalty.

The results of the fourth indicator study, namely a clean and comfortable clinic, as many as 65% of respondents answered that they agreed and 20% answered that they strongly agreed with an interpretation score of 4.03 (agreed). This shows that the majority of respondents agreed to say that clean and comfortable clinics also affect ELSthetic customer loyalty.

It was then conveyed that in total for the place variable, after being averaged it turned out that there were 60.5% of the respondents who answered agree and 21% answered strongly agree with an interpretation score of 4 (agree). This shows that the majority of respondents agree that place affects ELSthetic customer loyalty.

3.1.2.7 Promotion Frequency Distribution (X7)

Based on the results of the study, below the authors present the responses of respondents regarding the promotion variable statement items as follows:

Table 3.8. Respondents' Responses to Promotion Variables

No	Indicator	STS		TS		R		S		SS		score	Interpretation
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	(n=f(X)/n)
1	Brochures and labels	2	2%	10	10%	24	24%	47	47%	17	17%	367	3.67
2	Discounts and vouchers	3	3%	10	10%	28	28%	42	42%	17	17%	360	3.6
3	Marketplaces	3	3%	16	16%	24	24%	41	41%	16	16%	351	3.51
4	Social media	2	2%	15	15%	19	19%	47	47%	17	17%	362	3.62
average		2.5	3%	13	13%	24	24%	44.3	44.3%	16.8	16.8%	360.0	3.6

Source: Research Results, 2023 (Data processed)

Table 4.8. The above shows respondents' responses to the promotion variable starting from the first, namely brochures and labels, to the last indicator, namely advertisements on social media. In the first indicator, namely brochures and etiquette, 47% of respondents answered that they agreed and 17% answered that they strongly agreed with an interpretation score of 3.67 (agreed). This shows that most of the respondents agreed to say that brochures and labels also influence ELSthetic customer loyalty.

In the second indicator, namely discounts and vouchers, 42% of respondents answered that they agreed and 17% answered that they strongly agreed with an interpretation score of 3.6 (agree). This shows that most of the respondents agreed to say that discounts and vouchers affect ELSthetic customer loyalty.

Likewise with the third indicator, which is easy to find on the marketplace, as many as 41% of respondents answered that they agreed and 16% answered that they strongly agreed with an interpretation score of 3.51 (agreed). This shows that most of the respondents agree that being easy to find in the marketplace effects ELSthetic customer loyalty.

The results of the fourth indicator research, namely advertising on social media, as many as 47% of respondents answered that they agreed and 17% answered that they strongly agreed with an interpretation score of 3.62 (agreed). This shows that the majority of respondents agree that advertising on social media also influences ELSthetic customer loyalty.

Furthermore, it was stated that in total for the promotion variable, after being averaged it turned out that there were as many as 44.3% of respondents who answered agreed and 16.8% answered strongly agreed with an interpretation score of 3.6 (agreed). This shows that the majority of respondents agree that promotion affects ELSthetic customer loyalty.

3.1.2.8 Customer Loyalty Frequency Distribution (Y)

Based on the results of the research, below the authors present the responses of respondents regarding the item statement of the student loyalty variable as follows:

Table 3.9: Respondents' Responses to Loyalty Variables

No	Indicator	STS		TS		R		S		SS		Score	Interpretation
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	(n=f(X)/n)
1	Repeat purchase	1	1%	3	3%	21	21%	57	57%	18	18%	388	3.88
2	Trust the best product	1	1%	4	4%	24	24%	55	55%	16	16%	381	3.81
3	Meet expectations	3	3%	2	2%	24	24%	53	53%	18	18%	381	3.81
4	Nourish skin	1	1%	5	5%	15	15%	64	64%	15	15%	387	3.87
5	Unaffected by high prices	2	2%	1	1%	10	10%	64	64%	23	23%	405	4.05
6	Loyal to the product	3	3%	0	0%	17	17%	62	62%	18	18%	392	3.92
7	Buying other ELSthetic Products	0	0%	2	2%	11	11%	65	65%	22	22%	407	4.07
8	Recommend	0	0%	3	3%	12	12%	68	68%	17	17%	399	3.99
RATA-RATA		1.4	1.4%	2.5	2.5%	16.8	16.8%	61	61.0%	18.4	18.4%	392.5	3.9

Source: Research Results, 2023 (Data processed)

Table 3.9. The above shows the respondents' responses to the student loyalty variable starting from the first, namely repurchasing, to the last indicator, namely recommending. In the first indicator, namely making repeat purchases, 57% of respondents answered that they agreed, and 18% answered that they strongly agreed, with an interpretation score of 3.88 (agreed). This shows that most respondents agree that customers are loyal to ELSthetic. On the second indicator, believing that ELSthetic products are the best, 55% of respondents agreed, and 16% answered that they strongly agreed, with an interpretation score of 3.81 (agreed). This shows that most respondents agree that customers are loyal to ELSthetic. Likewise with the third indicator, namely fulfilling expectations, as many as 53% of respondents agreed, and 18% strongly agreed with an interpretation score of 3.81 (agreed). This shows that most respondents agree that customers are loyal to ELSthetic.

The results of the fourth indicator research, namely, products can nourish the skin, as many as 64% of respondents answered that they agreed, and 15% answered that they strongly agreed, with an interpretation score of 3.87 (agreed). This shows that most respondents agree that customers are loyal to ELSthetic. Likewise, with the fifth indicator, which does not affect high prices, as many as 64% of respondents answered that they agreed, and 23% answered that they strongly agreed, with an interpretation score of 4.05 (agree). This shows that most respondents agree that customers are loyal to ELSthetic. The results of the sixth indicator research, namely loyalty to the product, as many as 62% of respondents agreed, and 18% strongly agreed with an interpretation score of 3.92 (agree). This shows that most respondents agree that customers are loyal to ELSthetic. Likewise, with the seventh indicator, namely buying other ELSthetic products, as much as 65% of respondents agreed and 22% answered strongly agreed with an interpretation score of 4.07 (agreed). This shows that most respondents agree that customers are loyal to ELSthetic. The results of the eighth indicator research, namely recommending, as many as 68% of respondents answered that they agreed, and 17% answered that they strongly agreed, with an interpretation score of 3.99 (agreed). This shows that most respondents agree that customers are loyal to ELSthetic. Furthermore, it was stated that after being averaged for the customer loyalty variable, it turned out that there were as many as 61% of respondents who answered agree, and 18.4% answered strongly agree with an interpretation score of 3.9 (agree). This shows that most respondents agree that customers are loyal to ELSthetic.

3.1.3 Research Data Analysis / Partial Least Square (PLS) Model Scheme

Based on the conceptual framework that has been prepared, the structural model in this study is as follows:
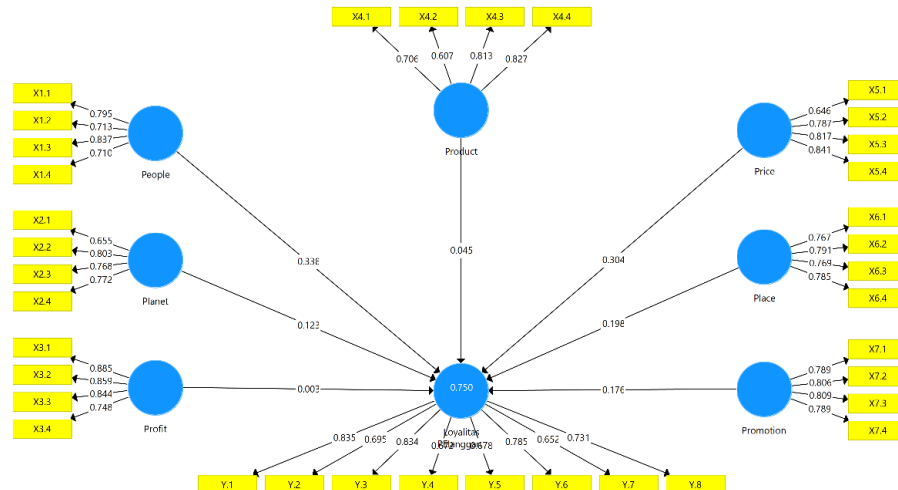

Figure 2: Proposed Structural

(Source: Output SmartPLS, 2023)

The structural model is made by designing the relationship between latent variables. Exogenous latent variables in this study are people, planet, profit, product, price, place and promotion variables. The endogenous variable in this study is customer loyalty. This model was tested on one group of subjects, namely ELSthetic customers. The results of testing the construct validity and reliability are explained in the following outer model stages:
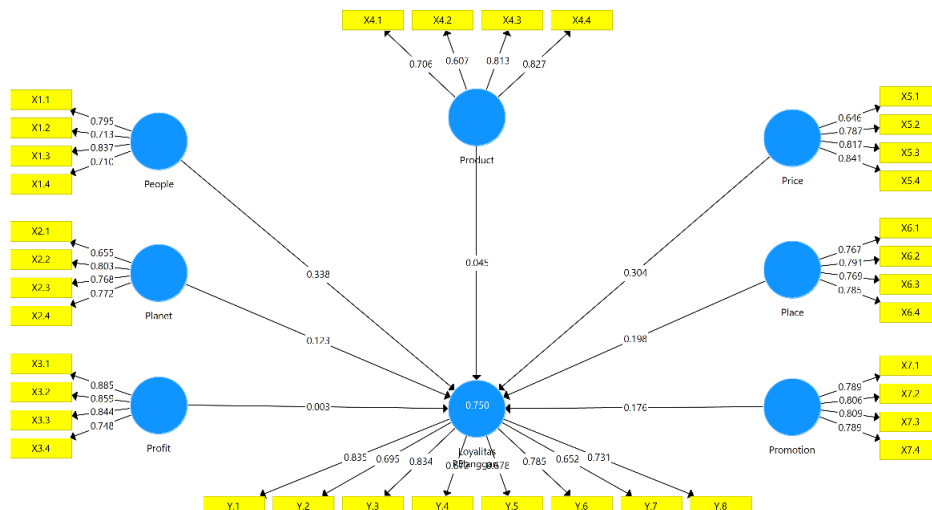

Figure 3: Measurement Model Evaluation Results (Outer Model)

(Source: Output SmartPLS, 2023)

3.1.4 Measurement Model Evaluation Results (Outer Model)

The next step is to evaluate the measurement model (Outer Model). Starting with conducting a construct validity test in which there is convergent validity, this convergent validity is done by looking at the loading factor value, the AVE value, and the discriminant validity value which is indicated by the cross loading value. Then the next stage, namely reliability testing is carried out by taking into account the value of composite reliability and Cronbach alpha.

3.1.4.1 Construct Validity Test

The outer loading value of the model can be seen in the following table:

Table 3.10: Loading Factor

Variable	Indicator	Outer Loading	Rule of Thumb	Conclusion
People	X1.1	0.795	0,6	Valid
	X1.2	0.713	0,6	Valid
	X1.3	0.837	0,6	Valid
	X1.4	0.710	0,6	Valid
Planet	X2.1	0.655	0,6	Valid
	X2.2	0.803	0,6	Valid
	X2.3	0.768	0,6	Valid
	X2.4	0.772	0,6	Valid
Profit	X3.1	0.885	0,6	Valid
	X3.2	0.859	0,6	Valid
	X3.3	0.844	0,6	Valid
	X3.4	0.748	0,6	Valid
Product	X4.1	0.706	0,6	Valid
	X4.2	0.607	0,6	Valid
	X4.3	0.813	0,6	Valid
	X4.4	0.827	0,6	Valid
Price	X5.1	0.646	0,6	Valid
	X5.2	0.787	0,6	Valid
	X5.3	0.817	0,6	Valid
	X5.4	0.841	0,6	Valid
Place	X6.1	0.767	0,6	Valid
	X6.2	0.791	0,6	Valid
	X6.3	0.769	0,6	Valid
	X6.4	0.785	0,6	Valid
Promotion	X7.1	0.789	0,6	Valid
	X7.2	0.806	0,6	Valid
	X7.3	0.809	0,6	Valid
	X7.4	0.789	0,6	Valid
Customer loyalty	Y.1	0.835	0,6	Valid
	Y.2	0.695	0,6	Valid
	Y.3	0.834	0,6	Valid
	Y.4	0.672	0,6	Valid
	Y.5	0.678	0,6	Valid
	Y.6	0.785	0,6	Valid
	Y.7	0.652	0,6	Valid
	Y.8	0.731	0,6	Valid

Source: Research Results, 2022 (Data processed)

Based on the results of the data processing above, the values of the above instruments already meet the criteria, which are more than 0.6. Based on table 4.10 on the People variable, the largest loading factor value is found in statement $X_1.3$ of 0.837 which contains the statement "The friendly service of doctors and nurses made me choose ELSthetic skin care." In the Planet variable, the largest loading factor value is in statement $X_2.2$ of 0.803 which contains the statement "ELSthetic Skin Care uses disposable packaging that can be recycled".

In the Profit variable, the largest loading factor value is in statement $X_3.1$ of 0.885 which contains the statement "The price of ELSthetic skin care is quite affordable compared to similar products".

In the Product variable, the largest loading factor value is found in statement $X_4.4$ of 0.827 which contains the statement "ELSthetic simple skincare packaging makes it easy to carry anywhere". In the Price variable, the largest loading factor value is in statement $X_5.4$ of 0.841 which contains the statement "The price of ELSthetic skin care is in accordance with the quality offered".

In the Place variable, the largest loading factor value is found in the X statement 6.4 of 0.785 which contains the statement "ELSthetic Clinic is clean and comfortable so it makes me want to visit again". In the Promotion variable, the largest loading factor value is in statement $X_7.3$ of 0.809 which contains the statement "ELSthetic Skin Care is easy to find on marketplaces like Shopee". And in the Customer Loyalty variable, the largest loading factor value is found in statement Y.1 of 0.835 which contains the statement "I regularly repurchase ELSthetic skin care" .

a) Discriminant Validity

To test discriminant validity, cross loading values are used. The following is the cross loading value of each indicator on the research variables:

Table 3.11: Fornell-Larcker Criterion Discriminant Validity

Indicator	Loyalty (Y)	People (X₁)	Place (X₆)	Planet (X₂)	Price (X₅)	Product (X₄)	Profit (X₃)	Promotion (X₇)
Loyalty (Y)	0.739							
People (X₁)	0.733	0.766						
Place (X₆)	0.635	0.484	0.778					
Planet (X₂)	0.614	0.583	0.464	0.752				
Price (X₅)	0.694	0.538	0.546	0.476	0.776			
Product (X₄)	0.580	0.523	0.467	0.480	0.494	0.743		
Profit (X₃)	0.309	0.333	0.078	0.309	0.084	0.248	0.836	
Promotion (X₇)	0.357	0.224	0.163	0.199	0.106	0.316	0.587	0.798

Source: Research Results, 2023 (Data processed)

Table 3.11. Above shows that each indicator on the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

b) Average Variance Extracted (AVE)

In addition to observing the cross loading value, discriminant validity can also be known through other methods, namely by looking at the average variance extracted (AVE) value for each indicator, it is required that the value must be > 0.5 for a good model.

Table 3.12: Average Variance Extracted (AVE)

Variable	AVE	Role of Thumb	Description
People (X_1)	0.586	0,5	Valid
Planet (X_2)	0.565	0,5	Valid
Profit (X_3)	0.698	0,5	Valid
Product (X_4)	0.553	0,5	Valid
Price (X_5)	0.603	0,5	Valid
Place (X_6)	0.605	0,5	Valid
Promotion (X_7)	0.637	0,5	Valid
Loyalty (Y)	0.546	0,5	Valid

Source: Research Results, 2023 (Data processed)

Table 3.12 above shows that the AVE value of the internal audit variable, the competency of the account officer and the effectiveness of financing risk management is > 0.5. Thus it can be stated that each variable has good discriminant validity.

3.1.4.2 Reliability Test

The following is the composite reliability value of each variable used in this study:

Table 3.13: Composite Reliability

Variable	Composite Reliability	Role of Thumb	Description
People (X_1)	0.849	0,6	Reliable
Planet (X_2)	0.838	0,6	Reliable
Profit (X_3)	0.902	0,6	Reliable
Product (X_4)	0.830	0,6	Reliable
Price (X_5)	0.857	0,6	Reliable
Place (X_6)	0.860	0,6	Reliable
Promotion (X_7)	0.875	0,6	Reliable
Loyalty (Y)	0.905	0,6	Reliable

Source: Research Results, 2023 (Data processed)

Table 3.13. Above shows that the composite reliability value of all research variables is > 0.6. These results indicate that each variable meets composite reliability so that it can be concluded that all variables have a high level of reliability.

a) Cronbach Alpha

The following is the Cronbach alpha value of each variable:

Table 3.14: Cronbach Alpha

Variable	Cronbach Alpha	Role of Thumb	Description
Product (X_1)	0.762	0,7	Reliable
People (X_1)	0.762	0,7	Reliable
Planet (X_2)	0.747	0,7	Reliable
Profit (X_3)	0.856	0,7	Reliable
Product (X_4)	0.741	0,7	Reliable
Price (X_5)	0.775	0,7	Reliable
Place (X_6)	0.785	0,7	Reliable
Promotion (X_7)	0.812	0,7	Reliable
Loyalty (Y)	0.879	0,7	Reliable

Source: Research Results, 2023 (Data processed)

Table 3.14. Above shows that the Cronbach alpha value of each research variable is > 0.7. Thus these results can indicate that each research variable has met the requirements for the Cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

3.1.5 Results of Structural Model Evaluation (Inner Model)

The results of the bootstrapping process on the structural model can be seen in the following figure:
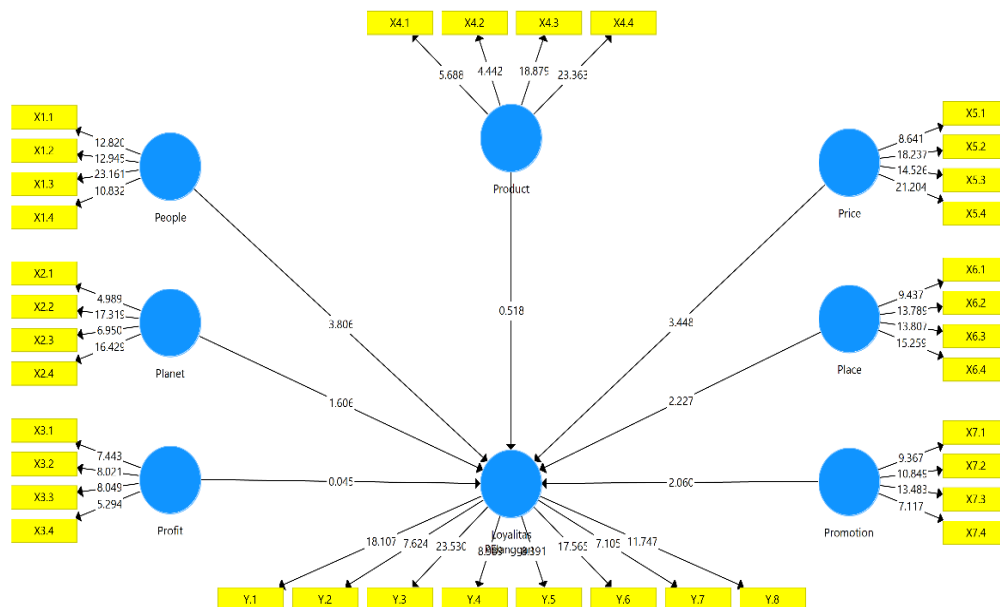

Figure 4: Bootstrapping Process Results

(Source: Output SmartPLS, 2023)

3.1.5.1 Path Coefficient Test Results

Evaluation of the path coefficient is used to show how strong the effect or influence of the independent variable is on the dependent variable. Path coefficient values range from -1 to +1. The path coefficients get closer to the +1 value, the stronger the relationship between the two constructs. A relationship that is closer to -1 indicates that the relationship is negative (Sarstedt et al., 2017).

Based on Figure 4.3, it is known that the path coefficient value (original sample) of people on loyalty is 0.338, which is positive, which means that people have a positive effect on loyalty. The path coefficient value (original sample) of place on loyalty is 0.198, which is positive, which means that place has a positive effect on loyalty. The value of the path coefficient (original sample) price on loyalty is 0.304, which is positive, which means that price has a positive effect on loyalty. The value of the path coefficient (original sample) of promotion on loyalty is 0.176, which is positive, which means that promotion has a positive effect on loyalty.

Based on the description of these results, the variable that has a significant effect in this model has a path coefficient close to +1 with a positive number. This shows that the closer the path coefficient value is to +1, the stronger the two constructs are

3.1.5.2 Model Feasibility Test Results (Goodness of Fit)

Based on the data processing that has been done using the smartPLS 3.2.9 program, the R-Square value is obtained as follows:

Table 3.15: R-Square Value

Variable	Nilai R-Square	criteria
Customer loyalty	0,750	strong

Source: Research Results, 2022 (Data processed)

Table 3.15 above shows that the R-Square value for the customer loyalty variable is 0.750. This means that the structural model is an independent variable on which the dependent variable is stated strong. The influence of the variables people, planet, profit, product, price, place and promotion together or simultaneously on loyalty is 75%, so the influence of all exogenous constructs people, planet, profit, product, price, place and promotion on customer loyalty is strong, while another 25% is influenced by other variables not examined in this study.

3.1.6 Results of Hypothesis Testing Direct Effects (direct effects)
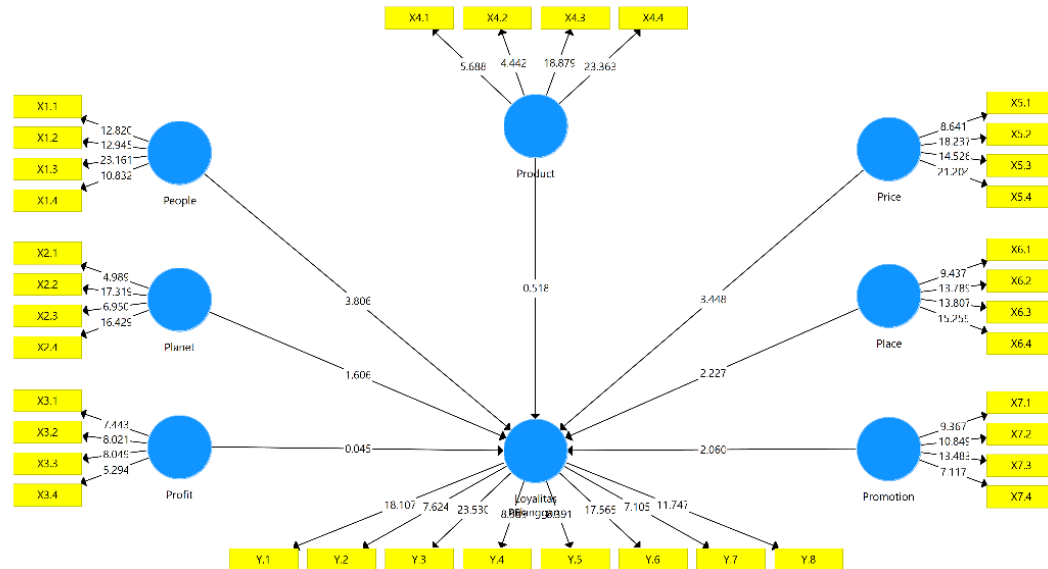

Figure 5: Hypothesis Testing Results

(Source: Output SmartPLS, 2023)

The following are the results of hypothesis testing obtained in this study through the inner model, and the path coefficients which include the significance of the independent variable to the dependent variable can be seen in table 3.16

Table 3.16: Value of Relationship between Variables (direct effects) T-Statistics and P-Values Path coefficients

Hipotesis	Pengaruh	Original Sampel	T-Statistics	P-Values	Hasil
H1	People => Loyalty	0.338	3.806	0.000	Accepted
H2	Planet => Loyalty	0.123	1.606	0.109	Rejected
H3	Profit => Loyalty	0.003	0.045	0.964	Rejected
H4	Product => Loyalty	0.045	0.518	0.605	Rejected
H5	Price => Loyalty	0.304	3.448	0.001	Accepted
H6	Place => Loyalty	0.198	2.227	0.026	Accepted
H7	Promotion => Loyalty	0.176	2.060	0.040	Accepted

Source: Research Results, 2023 (Data processed)

3.2 DISCUSSION

3.2.1 H1: People have a significant effect on Customer Loyalty

The first hypothesis examines the direct relationship between product variables on customer loyalty. Based on table 4.17. It is known that the T-statistic is worth 3,806, this value is > 1.96, and the P-Values is 0,000, which means <0.05, so it can be concluded that there is a positive

and significant influence of people on customer loyalty. Thus H1, which states that people have a significant influence, is accepted.

Based on table 4.17, the product directly influences customer loyalty by 0.338, which means that if the product increases by one unit, loyalty can increase by 33.8%. This influence is positive.

The hypothesis test results showed that the people variable influences customer loyalty. This shows that customer loyalty is greatly affected if ELSthetic products are safe for the skin, can handle skin complaints, the services of doctors and nurses are friendly, and pregnant women and teenagers can use the products.

3.2.2 H2: Planet has a significant effect on Customer Loyalty

The second hypothesis examines the direct relationship between planetary variables on customer loyalty. Based on table 4.17. It is known that the T-statistic is 1,606, this value is <1.96, and the P-Values is 0.109, which means > 0.05, so it can be concluded that the planet has no positive and significant effect on customer loyalty. Thus H2, which states that the planet has a significant influence, is rejected.

The hypothesis test results showed that the planet variable has no significant effect on customer loyalty. This shows that customer loyalty is not affected by the absence of harmful chemicals in the product, packaging that is only used once, bleach is not dangerous and uses natural ingredients.

3.2.3 H3: Profit has a significant effect on customer loyalty

The third hypothesis examines the direct relationship between profit variables on customer loyalty. Based on table 4.17. It is known that the T-statistic is worth 0.045. This value is <1.96, and the P-Values is 0.964, which means > 0.05, so it can be concluded that profit has no positive and significant effect on customer loyalty. Thus H3, which states that profit has a significant effect, is rejected.

The hypothesis test results showed that the profit variable has no significant effect on customer loyalty. This shows that customer loyalty is independent of affordable prices, prices according to quality, benefits, and value that meets expectations.

3.2.4 H4: Products have a significant effect on customer loyalty

The fourth hypothesis examines the direct relationship between profit variables on customer loyalty. Based on table 4.17. It is known that the T-statistic is 0.518, this value is <1.96, and the P-Values is 0.605, which means > 0.05, so it can be concluded that the product has no positive and significant effect on customer loyalty. Thus H4, which states that profit has a significant effect, is rejected.

The hypothesis test results showed that the product variable has no significant effect on customer loyalty. This shows that customer loyalty is not influenced by products that can make you feel confident, make your skin look bright, have no redness and have simple packaging.

3.2.5 H5: Price has a significant effect on customer loyalty

The fifth hypothesis examines the direct relationship between price variables on customer loyalty. Based on table 4.17. It is known that the T-statistic is worth 3,448, this value is > 1.96, and the P-Values is 0.001, which means <0.05, so it can be concluded that there is a positive and significant effect of price on customer loyalty. Thus H5, which states that price has a significant effect, is accepted.

Based on table 4.17, the price directly affects customer loyalty by 0.304, which means that if the price increases by one unit, loyalty can increase by 30.4%. This influence is positive.

The hypothesis test results showed that the price variable affects customer loyalty. This shows that customer loyalty is greatly influenced if ELSthetic products are affordable, there are discounts, the price includes VAT costs, and the price follows quality.

3.2.6 H6: Place has a significant effect on Customer Loyalty

The sixth hypothesis examines the direct relationship between place variables on customer loyalty. Based on table 4.17. It is known that the T-statistic is 2,227, this value is > 1.96, and the P-Values is 0.026, which means <0.05, so it can be concluded that there is a positive and significant place effect on customer loyalty. Thus H6, which states that place has a significant effect, is accepted.

Based on table 4.17, the place directly influences loyalty by 0.198, which means that if the place increases by one unit, loyalty can increase by 19.8%. This influence is positive.

The hypothesis test results showed that the place variable affects customer loyalty. This shows that customer loyalty is greatly affected if ELSthetic products are located strategically, are easy to reach, have ample parking areas, and have clean and comfortable clinics.

3.2.7 H7: Promotion has a significant effect on customer loyalty

The seventh hypothesis examines the direct relationship between promotion variables on customer loyalty. Based on table 4.17. It is known that the T-statistic is worth 2,060, this value is> 1.96, and the P-Values is 0.040, which means <0.05, so it can be concluded that there is a positive and significant influence of promotion on customer loyalty. Thus H7, which states that promotion has a significant effect, is accepted.

Based on table 4.17, the promotion directly affects loyalty by 0.176, which means that if promotion increases by one unit, loyalty can increase by 17.6%. This influence is positive.

The hypothesis test results showed that the promotion variable affects customer loyalty. This shows that customer loyalty is greatly affected if ELSthetic carries out promotions using brochures and labels, discounts and vouchers, products that are easy to find on the marketplace and advertises on social media.

3.2.8 H8: People, Planet, Profit, Product, Price, Place, and Promotion together or simultaneously have a significant effect on Customer Loyalty

Table 4.16 shows that the R-Square value for the customer loyalty variable is 0.750. This means that the independent variable structural model of the dependent variable is robust. In other words, the influence of the variables people, planet, profit, product, price, place and promotion simultaneously or simultaneously have a significant effect on loyalty by 75%, where the most decisive variables that influence are people and promotion.

4. CONCLUSION

Following the descriptions above and the results of the analysis and interpretation of the data described earlier, it can be concluded that people significantly affect customer loyalty. Planet has no significant effect on customer loyalty. Profit has no significant effect on customer loyalty. Product has no significant effect on customer loyalty. Price has a significant effect on customer loyalty. The place has a significant effect on customer loyalty. The promotion has a significant effect on customer loyalty. Sustainability Marketing is represented by three variables, namely People, Planet, Profit and Customer Value which are represented by four variables, namely Product, Price, Place, and Promotion, which have a significant effect on customer loyalty. Of the seven variables, two variables are the most influential, namely People and Promotion.

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