



**DECISIVE ASPECTS IN INCREASING CUSTOMER LOYALTY OF SAFARA
MAKEUP MUA SERVICES IN SEMARANG REGENCY****Dewinta Kumalasari¹****Universitas Sains dan Teknologi Komputer, Semarang, Indonesia**dewntakumala@gmail.com**Dewi Widyaningsih²****Universitas Sains dan Teknologi Komputer, Semarang, Indonesia**dewi@stekom.ac.id**Myra Andriana³****Universitas Sains dan Teknologi Komputer, Semarang, Indonesia**myra.andriana@stekom.ac.id

Abstract

This study was compiled to find out the role of brand reputation, Electronic Word of Mouth, Customer care excellence, and perceived value on customer loyalty of Safara MUA Makeup service in Semarang Regency. This study uses a quantitative approach, an explanatory type. The research population involved customers of Safara Makeup MUA services in Semarang Regency. A sample of 80 respondents was selected and valid through the purposive sampling method. Online survey techniques in data collection with questionnaires through google form. The data analysis technique used multiple linear regression. The results showed that some of the Electronic Word of Mouth and perceived value had a positive and significant influence on customer loyalty, while brand reputation and customer care excellence had no influence on customer loyalty. Other findings simultaneously, brand reputation, Electronic Word of Mouth, customer care excellence, and perceived value simultaneously have a positive and significant impact on customer loyalty. The implications of these findings are expected to provide information for business people in establishing more effective marketing strategies for business sustainability.

Keywords: Brand Reputation, Electronic Word of Mouth, Customer Care Excellence, Perceived Value, Customer Loyalty

INTRODUCTION



In today's digital era, old systems and processes need to be reviewed, and new technologies must be implemented so that businesses remain competitive and continue to grow technology and the internet have opened up new opportunities for businesses to reach wider markets and accelerate business growth (Widya Astuti et al., 2023). Purnomo (2024) reaseach revealed that digitalization through the use of e-commerce, social media and digital payment systems has become the main driver of MSME business transformation in Indonesia, because it is able to expand markets while increasing operational efficiency.

The beauty service industry in Indonesia has also continued to develop along with increasing public attention to personal appearance for daily activities and special occasions, including weddings, graduations, and photo sessions. One service that has developed rapidly is the Makeup Artist (MUA) business. The growth of social media has further increased the relevance of MUA services because customers increasingly share makeup results through photos and videos and use digital platforms to search for and evaluate service providers (Rahayu & Herlinawati, 2024). Safara Makeup is an MUA service provider in Semarang Regency that utilizes digital platforms to interact with customers and build engagement.

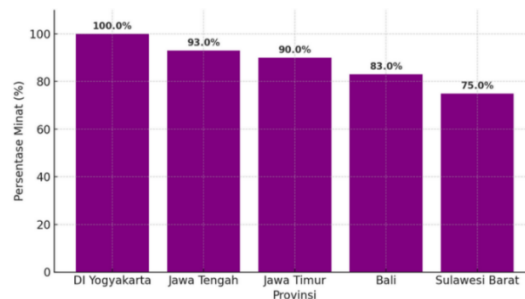


Figure 1.
MUA Search Data

Sources: Train, 2025

Figure 1 presents Google Trends search data for the keyword “MUA” in Indonesia during the observed period. Central Java recorded a search index of 93%, higher than East Java (90%), Bali (83%), and West Sulawesi (75%), while the highest search volume was recorded in the Special Region of Yogyakarta at 100%. These results indicate substantial public interest in MUA services, particularly in Central Java, and demonstrate the market opportunity for MUA businesses in the region. The increasing interest in beauty and makeup services therefore creates



opportunities as well as competition among service provider (Rahayu & Herlinawati, 2024).

For Safara Makeup, the increasing number of MUA service providers creates a challenge in maintaining customer loyalty. Although customers generally provide positive assessments of the service, positive perceptions do not necessarily guarantee that customers will repeatedly use the same MUA service or recommend it to others. This issue is important because repeat use and recommendations are essential for sustaining service businesses in a competitive market.

A preliminary survey of 20 Safara Makeup customers in Semarang Regency supports this problem. Brand reputation received a positive assessment of 86.8%, Electronic Word of Mouth (e-WOM) and customer care excellence each received 84.8%, perceived value received 83.3%, while customer loyalty reached 82.3%. These results indicate that customers generally perceive Safara Makeup positively in terms of reputation, information obtained through social media, customer service, and the benefits received relative to the sacrifices made. However, the lower percentage of customer loyalty compared with the four service-related perceptions indicates a potential gap between positive evaluations of service attributes and the formation of customer loyalty.

Based on this phenomenon, brand reputation, e-WOM, customer care excellence, and perceived value were selected as the four explanatory factors because they represent complementary dimensions of customer evaluation in MUA services. Brand reputation represents customers' perceptions of the credibility and reliability of the service provider. A strong reputation can influence customer trust and loyalty, although previous findings remain inconsistent (Singh et al. 2024; Marlius & Anwar, 2023; Barakat Ali 2022; Suwarno et al. 2023). Thus, examining brand reputation in the specific context of MUA services is necessary because a positive reputation may not automatically result in loyalty.

E-WOM represents the digital and social dimension of customer evaluation. Customers can use social media reviews, testimonials, comments, and shared experiences as sources of information when evaluating MUA services (Ip & Wu, 2025). Previous studies have reported that e-WOM can positively influence customer loyalty and repurchase intention (Rohim et al 2025; Lesmana & Balqiah 2023), although other findings indicate that its effect is not always significant (Fikri 2025). This inconsistency provides a basis for testing E-WOM in the MUA service context.



Customer care excellence represents the relational dimension of the service experience. Responsive, friendly, careful, and professional service can create positive customer experiences and support long-term relationship (Maulyan et al., 2022). Previous research has found a positive relationship between excellent customer service and loyalty (Yum & Yoo 2023; Umatin et al. 2024; Efendi et al. 2023), while other research has found no significant effect (JRSitinjak 2022). Therefore, its role in customer loyalty remains empirically relevant to examine.

Meanwhile, perceived value represents the customer's overall evaluation of the benefits received in comparison with the costs, time, effort, and risks involved in using a service. Customers who perceive that the benefits of a service are consistent with their expectations tend to be more willing to reuse the service (Prasetyani, 2024). Previous studies have demonstrated a positive relationship between perceived value and customer loyalty, both directly and through other service-related mechanisms (Fettry & Ali 2023; Wahyuni, 2024). Consequently, perceived value is relevant to understanding whether customers consider the makeup results, service experience, and price to be sufficiently worthwhile to encourage continued patronage.

The selection of these four factors is also supported by the SOR and Consumer Behavior Theory. SOR explains that attitudes, subjective influences, and perceived behavioral control can shape behavioral intentions (Erensoy et al., 2024). In the present context, customers' evaluations of reputation, e-WOM, service interactions, and perceived benefits can contribute to their intention to continue using a service. Consumer Behavior Theory further explains that consumers select, use, and evaluate services based on psychological, social, personal, and situational considerations (Schiffman & Kanuk, 2007). Thus, the four variables collectively capture reputational, social-digital, relational, and value-based considerations that may contribute to customer loyalty.

The research gap is therefore not only the inconsistency of previous findings but also the limited examination of these four factors simultaneously in the context of local MUA services. Previous studies have examined individual relationships between reputation, e-WOM, service quality or customer care, perceived value, and loyalty across different industries, while evidence specific to Safara Makeup in Semarang Regency remains unavailable. The preliminary survey further indicates an empirical gap between customers' positive perceptions of these factors and their comparatively lower level of loyalty.

Accordingly, the novelty of this study lies in integrating brand reputation, E-WOM, customer care excellence, and perceived value into a single empirical



model to explain customer loyalty in the MUA service industry, specifically among Safara Makeup customers in Semarang Regency. Rather than examining loyalty solely from the perspective of service quality or digital marketing, this study combines reputational, digital-social, relational, and value dimensions within one model. The study therefore seeks to determine both the individual and simultaneous influence of these factors on customer loyalty.

Based on the identified phenomenon and research gaps, this study aims to analyze the influence of brand reputation, Electronic Word of Mouth, customer care excellence, and perceived value on customer loyalty among Safara Makeup MUA service customers in Semarang Regency. The practical contribution of this research is to provide MUA service providers with empirical evidence for developing customer-retention strategies, particularly by identifying which customer-related factors require greater managerial attention to encourage repeat use and recommendations. The findings are also expected to contribute to the development of research on customer loyalty in the beauty service industry and provide a basis for future studies to examine different locations, samples, service providers, or additional variables.

LITERATURE REVIEW

Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian & Russel (1974) explains that external stimuli influence an individual's internal evaluation and subsequently generate behavioral responses. In this study, brand reputation, Electronic Word of Mouth (e-WOM), customer care excellence, and perceived value are positioned as relevant stimuli that shape customers' evaluations of Safara Makeup services, while customer loyalty represents the behavioral response. Brand reputation provides information about the credibility of the service provider, e-WOM provides social and digital information, customer care excellence reflects customers' service experiences, and perceived value represents customers' evaluation of benefits relative to sacrifices. This framework therefore provides a stronger conceptual basis for explaining how different aspects of MUA services can contribute to customer loyalty. The application of the S-O-R framework in consumer behavior is also supported by Hochreiter et al. (2023), who explain its relevance for understanding consumer responses.

Consumer Behavior Theory

Consumer behavior theory describes the process by which individuals select, purchase, use, and evaluate products or services to satisfy their needs and



preferences (Schiffman & Kanuk, 2007). These behaviors are influenced by psychological, personal, social, and situational factors. Therefore, understanding consumer behavior is important for MUA service providers to increase customer satisfaction, trust, and loyalty. Fettry & Ali (2023) also show that perceptions of the value of service and innovation can drive emotional attachment as well as repurchase intent.

Hypothesis Development

The role of Brand Reputation in Customer Loyalty

Brand reputation reflects customers' overall perceptions of a brand's credibility, reliability, and standing. Within the S-O-R framework, reputation functions as a stimulus that provides customers with information for evaluating the service provider. A favorable reputation can strengthen trust and encourage customers to maintain their relationship with the brand. Rahmansyah, M.R. & Moko, (2021) found that brand reputation has a positive and significant effect on consumer loyalty, while Marlius & Anwar (2023) reported a positive and significant relationship between brand image and customer loyalty. Therefore, a stronger brand reputation is expected to increase customer loyalty toward Safara Makeup.

H1 : Brand reputation plays a positive and significant role in customer Loyalty.

The role of Electronic Word of Mouth on customer loyalty

Electronic Word of Mouth (E-WOM) represents digital information, reviews, recommendations, and experiences shared by consumers. As a social and digital stimulus within the S-O-R framework, E-WOM can influence customers' evaluation of an MUA service before and after service use. Fitriasari & Ahmadi, (2025) emphasize the importance of E-WOM in influencing consumer interest, while (Ramadhana & Masreviastuti, 2021) found that E-WOM and service quality positively affect customer loyalty in MUA services. Research by Wijaya et al (2021) also found that E-WOM affects customer loyalty. Therefore, favorable E-WOM is expected to strengthen customer loyalty toward Safara Makeup.

H2 : Electronic Word of Mouth plays a positive and significant role in Customer Loyalty.

The role of customer care excellence in customer loyalty

Customer care excellence refers to the ability of a service provider to provide responsive, professional, and superior service experiences. In the S-O-R framework, customer care excellence represents a service-related stimulus experienced directly by customers. Positive interactions can create favorable



evaluations and encourage customers to maintain relationships with the service provider. Maulyan et al (2022) found that service excellence can improve company image and influence customer loyalty, while Umatin et al., (2024) found a positive and significant effect of excellent customer service on loyalty. Therefore, better customer care excellence is expected to increase customer loyalty toward Safara Makeup.

H3 : Customer care excellence plays a positive and significant role in Customer Loyalty.

The role of perceived value in customer loyalty

Perceived value represents customers' evaluation of the benefits received compared with the costs or sacrifices incurred. Within the S-O-R framework, perceived value reflects customers' internal evaluation of the service experience and its benefits. Chandrawati & Vidyanata, (2022) explain that customers evaluate products or services based on benefits, quality, and price. Sand & Noble (2022) found a significant effect of perceived value on customer loyalty, while Chandrawati & Vidyanata (2022) found that perceived value for money has a positive and significant effect on customer loyalty. Therefore, higher perceived value is expected to strengthen customer loyalty toward Safara Makeup.

H4: Perceived value plays a positive and significant role in Customer Loyalty.

The role of brand reputation, Electronic Word of Mouth, customer care excellence, perceived value in customer loyalty.

Customer loyalty is an important behavioral outcome for service businesses because retaining customers supports business sustainability (Maulyan et al., 2022). Based on the S-O-R framework, brand reputation, E-WOM, customer care excellence, and perceived value represent complementary stimuli and evaluation dimensions that can collectively influence customers' behavioral responses. Previous studies support the relevance of these factors: Marlius & Anwar (2023) found a relationship between brand-related perceptions and loyalty, Rohim et al (2025) found a positive effect of E-WOM on loyalty, Umatin et al. (2024) found a positive effect of customer care excellence, and Noer (2025) found a positive effect of perceived value. Therefore, the four factors are expected to simultaneously contribute to customer loyalty.

H5 : Brand reputation, Electronic Word of Mouth, customer care excellence, perceived value contribute positively and significantly to Customer Loyalty.

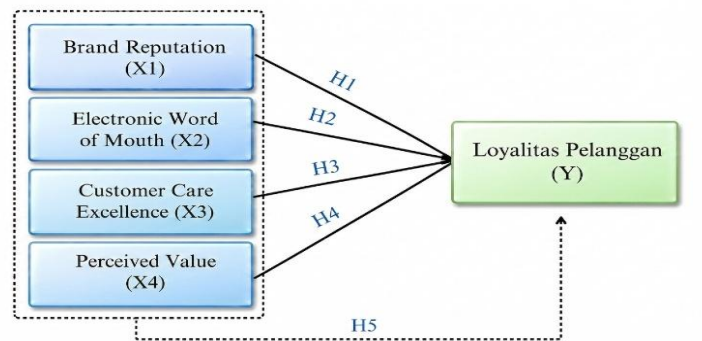


Figure 2.
Conceptual Model

RESEARCH METHOD

This study employed a quantitative explanatory approach to examine the causal relationships between customer loyalty as the dependent variable and brand reputation, Electronic Word of Mouth (e-WOM), customer care excellence, and perceived value as independent variables (Scott, 2023). The population consisted of customers who had used Safara Makeup MUA services in Semarang Regency. The study involved 80 respondents selected through purposive sampling. The sample size was determined based on Roscoe's *rule of thumb*, as cited in Sugiyono (2023), which provides a general guideline for determining an adequate sample size in quantitative research. The sample of 80 respondents was considered adequate for this explanatory study because it falls within the recommended range for behavioral research and provides sufficient observations for examining the relationships among the five research variables. Respondents were required to be customers of Safara Makeup MUA services in Semarang Regency and to have used the service at least once during the previous one year.

Data collection was conducted through an online questionnaire using Google Forms with a Likert scale. The research was conducted during January–March 2026. The questionnaire items were developed based on established indicators from previous studies: brand reputation was measured using indicators from Marlius & Anwar (2023) and Varian Jastine (2020); e-WOM was measured using indicators from Khotimah (2025) and Tasya (2023), based on the e-WOM concept discussed by Bambauer-Sachse in Alfian et al. (2019); customer care excellence was measured using indicators from Kartikasari & Syafitri (2016) and Maulyan et al. (2022); perceived value was measured using indicators from Hong as cited in Natanael et al. (2023), based on the concept of Zeithaml (1988) in Nurhaliza (2022); and customer loyalty was measured using indicators from



(Sutriani et al., 2024). Data were analyzed using multiple linear regression with IBM SPSS Statistics 26. The analysis included validity, reliability, regression, partial hypothesis, and simultaneous hypothesis tests (Ghozali, 2021).

Table 1.
Variable Operational Definition

Research Variables	Variable Operational Definition	Indicator
Brand reputation	According to Haryanto & Susilowati (2021), brand reputation can encourage consumers to make a repeat purchase based on a positive perception of the quality of the previous service.	According to the journal Marlius & Anwar (2023); Varian Jastine (2020): 1. Good company/brand name. 2. Reputation compared to competitors 3. Brand awareness 4. Ease of recall by customers
Electronic Word of Mouth	According to Bambauer-Sachse in Alfian et al (2019), <i>e-WOM</i> is the opinion of users who are an important source of information for consumers in considering purchases.	According to research by Khotimah (2025); Tasya (2023): 1. Intensity 2. Valensi opinion 3. Review content 4. Source <i>credibility</i>
Customer care excellence	According to Maulyan et al (2022) The best type of service is the one that emphasizes the client's needs, speed, and fluency in interacting.	According to research by Kartikasari & Syafitri (2016); Maulyan et al (2022): 1. Attitude 2. Caution 3. Action 4. Penampilan 5. Responsibilities
Perceived Value	According to Zeithaml (1988) in Nurhaliza (2022), perceived value is the economic, social, and relational benefits that customers receive by considering financial costs, time, effort, and risk.	According to research by Hong in Natanael et al. (2023): 1. Product benefits 2. Service benefits 3. Personal benefits 4. Price Cost



Customer Loyalty	According to research by Sutriani et al. (2024), customer satisfaction is one of the main factors of loyalty, as a positive attitude towards brands encourages customers to keep using the service in the long run.	According to research by Sutriani et al. (2024):
		1. <i>Repeat purchase</i> 2. Recommendation 3. <i>Resistance to switching</i> 4. Emotional attachment

RESULTS AND DISCUSSION

Descriptive Analysis

The study grouped the characteristics of 80 respondents based on gender, age, and frequency of service use.

Table 2.
Respondent Characteristics

Features	Quantity	Percentage (%)
Gender		
Men	7	9%
Women	73	91%
Age:		
17-24	31	39%
25-34	33	41%
>34	16	20%
Occupation:		
Student / Student	27	34%
Employees	35	44%
Entrepreneurship	11	14%
Others	7	9%
Frequency of Service Usage:		
One-Time	37	46%
Twice	25	31%
>Twice	18	23%
Total	80	100%

Based on the table 2. We can see that out of 80 respondent, as many as 7 people (9%) are male and 73 people (91%) are female. Thus, the majority of MUA service users in this study are women. Based on age, respondents aged 17–24



years were 31 people (39%), 25–34 years old as many as 33 people (41%), and >34 years old as many as 16 people (20%). Based on occupation, as many as 27 respondents (34%) were students, 35 people (44%) were employees, 11 people (14%) were entrepreneurs, and 7 people (9%) had other jobs. Meanwhile, based on the frequency of service use, as many as 37 respondents (46%) used the service once, 25 people (31%) twice, and 18 people (23%) more than twice.

Data Quality Analysis

Validity Test

Table 3.
Validity Test Result

Variable	Item	Calculation	Table R	Results
Brand reputation (X1)	I think Safara Makeup is widely known for its professional image and credibility (X1.1)	0.590	0.1852	Valid
	Safara Makeup's positive image was an important factor in my decision to choose it (X1.2)	0.463	0.1852	Valid
	In my neighborhood, Safara Makeup is a popular and frequently used MUA (X1.3)	0.528	0.1852	Valid
	Safara Makeup was the first choice that came to my mind when looking for a MUA (X1.4)	0.423	0.1852	Valid
Electronic Word of Mouth (X2)	I actively browse social media to know more about Safara Makeup (X2.1)	0.670	0.1852	Valid
	I found a lot of positive comments and testimonials about Safara Makeup on various online platforms (X2.2)	0.442	0.1852	Valid
	Safara Makeup's visual content on social media helped me judge the professionalism and makeup results (X2.3)	0.516	0.1852	Valid
	I believe more in the original reviews from customers who have experienced Safara Makeup (X2.4) firsthand	0.481	0.1852	Valid



Customer Care Excellence (X3)	The Safara Makeup team is known for its friendliness and courteous attitude in serving customers (X3.1)	0.380	0.1852	valid
	Safara Makeup shows concern by understanding and customizing services according to clients' requests (X3.2)	0.544	0.1852	Valid
	Safara Makeup responded quickly and kindly to my inquiry (X3.3)	0.667	0.1852	Valid
	The professional attitude and appearance of the Safara Makeup team adds to my confidence in the quality of their service (X3.4)	0.568	0.1852	Valid
	Punctuality is one of Safara Makeup's strengths in maintaining customer satisfaction (X3.5)	0.666	0.1852	Valid
Perceived value (X4)	Safara Makeup Makeup Results Are Durable and Look Neat (X4.1)	0.414	0.1852	Valid
	I feel comfortable during the makeup process (X4.2)	0.367	0.1852	Valid
	I feel personally satisfied after using the services of Safara Makeup (X4.3)	0.547	0.1852	Valid
	In my opinion, the cost of Safara's makeup services is comparable to a satisfactory and professional makeup result (X4.4)	0.572	0.1852	Valid
Customer Loyalty (Y)	I intend to use Safara Makeup services again next time (Y.1)	0.710	0.1852	Valid
	I would recommend Safara Makeup to others (Y.2)	0.656	0.1852	Valid
	The satisfaction I feel drives me to continue to be a loyal customer of Safara Makeup (Y.3)	0.492	0.1852	Valid
	Safara Makeup is able to adjust makeup results according to my character and personal preferences (Y.4)	0.542	0.1852	Valid

Source: primary data, processed by SPSS IMB 26



Based on the validity test results above, the calculated r-value is greater than the r-table value of 0.1852. Therefore, it can be concluded that all indicators are valid (Ghozali, 2021).

Reliability Test

A questionnaire is considered reliable if an individual's responses to the statements are consistent or stable over time; a variable is considered reliable if it yields a value of *Cronbach's Alpha* > 0,60 (Ghozali, 2021).

Table 4.
Reliability Test Results

Variable	Cronbach Alpha	Minimum Reliability	Remarks
Brand reputation (X1)	0.743	0.60	reliable
Electronic Word of Mouth (X2)	0.755	0.60	reliable
Customer care excellence (X3)	0.812	0.60	reliable
Perceived value (X4)	0.737	0.60	reliable
Customer Loyalty (Y)	0.823	0.60	reliable

Source: primary data, processed by SPSS IMB 26

Classic Assumption Test

Normality Test

The normality test used in this study is the Kolmogorov-Smirnov test using SPSS 26.0 (Ghozali, 2021).

Table 5.
Normality Test Result

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	80
Asymp. Sig. (2-tailed)	0,200 ^{c,d}

Source: primary data, processed by SPSS IMB 26

Based on the result of the normality test presented in Table 5, it is known that the value of Asymptotic significance for all independent variables and dependent variables is 0.200. This value is higher than the significance level of 0.05 ($0.200 > 0.05$), so it can be concluded that the research data meet the assumption of normality or are distributed normally.

Multicollinearity Test



To detect the presence or absence of multicollinearity in a regression analysis, we can examine the VIF (Variance Inflation Factor) and tolerance values, if the tolerance value is greater than 0.10 and the VIF is less than 10, then multicollinearity is not present (Ghozali, 2021).

Table 6.
Multicollinearity Test Results

Variable	Tolerance	LIVE	Remarks
Brand reputation	0.624	1,603	No multicollinearity
Electronic Word of Mouth	0.457	2,187	No multicollinearity
Customer care excellence	0.408	2,452	No multicollinearity
Perceived Value	0.519	1,926	No multicollinearity

Source: primary data, processed by SPSS IMB 26

Heteroscedasticity Test

The heteroskedasticity test is used to determine whether the disturbance variable in the regression equation have the same variation, provided that the significance value > 0.05 (Ghozali, 2021).

Table 7.
Heteroscedasticity Test Results

Variable	sig	Remarks
Brand reputation	0.377	No heteroscedasticity
Electronic Word of Mouth	0.076	No heteroscedasticity
Customer care excellence	0.501	No heteroscedasticity
Perceived Value	0.459	No heteroscedasticity

Source: primary data, processed by SPSS IMB 26

Multiple Linear Regression Coefficient Test

The multiple linear regression coefficient test is used to explain the relationship and influence of each independent variable on the dependent variable (Ghozali, 2021).

Table 8.
Multiple Linear Regression Coefficient Test Result

Coefficientsa					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Beta	Beta	t
	Say.				
1 (Konstan)		0,131	1,607		,082
Brand reputation		0,161	0,102	0,146	1,578



Electronic Word of Mouth	0,309	0,112	0,297	2,758	0,007
Customer care excellence	0,145	0,097	0,170	1,492	0,140
Perceived Value	0,334	0,109	0,309	3,052	0,003

Source: primary data, processed by SPSS IMB 26

The regression model equations formed based on the result of the research are:

$$Y = 0.131 + 0.161X_1 + 0.309X_2 + 0.145X_3 + 0.334X_4 + e$$

T test (Partial)

Based on table 8, it can be concluded that the influence of each independent variable on the dependent variable can be deduced:

- The t-value of the brand reputation variable is 1.578, which means < 1.666 , and the sig. value of the brand reputation variable is $0.119 > 0.05$, so it can be concluded that brand reputation has no effect on customer loyalty (Y). (H1 rejected).
- The t-value of the Electronic Word of Mouth variable is 2.758, which means > 1.666 , and the sig. value of the Electronic Word of Mouth variable is $0.007 < 0.05$, so it can be concluded that Electronic Word of Mouth has a significant influence on customer loyalty (Y). (H2 accepted).
- The t-value of the customer care excellence variable is 1.492, which means < 1.666 , and the sig. value of the customer care excellence variable is $0.140 > 0.05$, so it can be concluded that customer care excellence has no effect on customer loyalty (Y). (H3 rejected).
- The calculated t-value of the perceived value variable is 3.052, which means > 1.666 , and the sig. value of the perceived value variable is $0.003 < 0.05$, so it can be concluded that perceived value has a significant influence on customer loyalty (Y). (H4 accepted).

F Test (Simultaneous)

The F-test is used to determine whether there is a simultaneous or collective effect of the independent variables on the dependent variable, at a significance level of 0.05 (Ghozali, 2021).

Table 9.
Test F Result (Simultaneous)
ANOVA ^a

Model	Sum of Squares	df	Mean Square	F	Say.
1 Back	200,321	4	50,080	28,352	0,000 ^b



residual	132,479	75	1,766
Total	332,800	79	

Source: primary data, processed by SPSS IMB 26

Based on the hypothesis test results (F-test), the simultaneous significance value of the regression model is 0.000. This value is lower than the significance level of 0.05 ($0.000 < 0.05$), and the calculated F-value exceeds the F-table value ($28.352 > 2.49$) this it can be concluded that H5 is accepted, meaning that the independent variables namely brand reputation, Electronic Word of Mouth, customer service excellence, and perceived value simultaneously have a significant effect on the dependent variable, customer loyalty.

Coefficient of Determination (R^2)

The coefficient of determination aims to measure the extent to which the model can explain the variation in the dependent variable (Ghozali, 2021) .

Table 10.

Determination Coefficient Results

Model Summary

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^{to}	.602	.581	1.32906

Source: primary data, processed by SPSS IMB 26

Based on the R Square value in Table 10, the *R Square value* is 0.602 or 60.2%, so it can be explained that the independent variables (X1), (X2), (X3), (X4) have a relationship of 60.2% with the dependent variable (Y), and the remaining 39.8% are influenced by other factors outside the study.

The role of brand reputation in customer loyalty of Safara Makeup MUA services in Semarang Regency.

The results show that brand reputation has a positive but not significant effect on customer loyalty, with a regression coefficient of 0.161, a t-value of 1.578, and a significance value of 0.119 (>0.05). Therefore, H1 is rejected. This finding indicates that although customers may have a positive perception of Safara Makeup's professional image, credibility, popularity, and position compared with competitors, these perceptions are not sufficient to significantly encourage customer loyalty. According to the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian and Russell (1974) brand reputation can be viewed as an external stimulus that shapes customers' evaluations before producing a behavioral response. However, the results indicate that this stimulus does not independently generate a significant response in the form of loyalty. In



the context of MUA services, brand reputation may play a greater role during the initial stage of selecting a service provider, whereas continued loyalty may depend more on customers' direct experience with the makeup results, service benefits, and overall value received. This finding differs from Rahmansyah and Moko (2021) and Marlius and Anwar (2023), who found that brand reputation has a significant effect on customer loyalty. The difference may be related to the characteristics of MUA services and the presence of other variables in the model. In this study, customers may place greater emphasis on actual experiences, recommendations from other users, and the benefits received from the service than on brand reputation alone. Thus, a positive reputation remains important as a supporting stimulus, but it does not have a significant independent effect on customer loyalty in this research.

The role of Electronic Word of Mouth in customer loyalty of Safara Makeup MUA services in Semarang Regency.

The results indicate that Electronic Word of Mouth has a positive and significant effect on customer loyalty, with a regression coefficient of 0.309, a t-value of 2.758, and a significance value of 0.007 (<0.05). Therefore, H2 is accepted. This finding demonstrates that information shared by customers through online reviews, testimonials, social media, and other digital platforms can strengthen loyalty toward Safara Makeup. In accordance with the S-O-R framework of Mehrabian and Russell (1974), e-WOM can be positioned as an external stimulus that provides customers with information and social cues. These stimuli are processed through customers' internal evaluations, including their perceptions of service credibility, quality, and suitability, before contributing to a behavioral response. In the context of MUA services, e-WOM is particularly relevant because potential and existing customers cannot fully evaluate the service before experiencing it themselves. Reviews, testimonials, visual content, and experiences shared by previous customers can therefore reduce uncertainty and provide additional evidence regarding the quality and professionalism of the service. The significant finding is consistent with Fitriasari and Ahmadi (2025), Ramadhana & Masreviastuti (2021), Wijaya et al., (2021) who found that e-WOM contributes positively to customer behavioral outcomes, including loyalty. Therefore, the findings confirm that e-WOM is an important stimulus that can strengthen customers' positive evaluations and ultimately encourage loyalty toward Safara Makeup.

The role of customer care excellence in customer loyalty of Safara Makeup MUA services in Semarang Regency.



The results show that customer care excellence has a positive but not significant effect on customer loyalty, with a regression coefficient of 0.145, a t-value of 1.492, and a significance value of 0.140 (>0.05). Therefore, H3 is rejected. The positive coefficient indicates that better customer care tends to be associated with higher customer loyalty, but the effect is not statistically significant in this study. Based on the S-O-R framework proposed by Mehrabian and Russell (1974), customer care excellence can be considered an external service stimulus because customers experience the attitude, responsiveness, attention, professionalism, and punctuality of the service provider directly. However, the insignificant result indicates that these service interactions do not independently generate a sufficiently strong behavioral response toward loyalty. One possible explanation is that customers may perceive good customer care as a basic expectation of professional MUA services rather than as a distinctive advantage of Safara Makeup. When friendliness, responsiveness, attention, and punctuality are already considered normal service standards, their presence may prevent dissatisfaction but may not be sufficient to create strong loyalty. Customer loyalty may require additional differentiation, such as consistently satisfactory makeup results, credible recommendations, and benefits that customers perceive as proportional to the price paid. This finding differs from Maulyan et al. (2022) and Umatin et al. (2024), who found a significant positive relationship between service-related factors and customer loyalty. The difference may be related to the specific characteristics of MUA services and the simultaneous influence of other variables in this study. The significant effects of e-WOM and perceived value indicate that customers may give greater consideration to recommendations from other users and their overall evaluation of benefits relative to costs. Therefore, customer care excellence remains important for service delivery, but it does not independently have a significant effect on customer loyalty in the Safara Makeup context.

The role of perceived value on customer loyalty from Safara Makeup MUA services in Semarang Regency.

The results demonstrate that perceived value has a positive and significant effect on customer loyalty, with a regression coefficient of 0.334, a t-value of 3.052, and a significance value of 0.003 (<0.05). Therefore, H4 is accepted. This finding indicates that customers are more likely to remain loyal when they perceive that the benefits obtained from Safara Makeup are appropriate relative to the costs incurred. According to the S-O-R theory proposed by Mehrabian and Russell (1974), customer loyalty as a behavioral response can emerge after customers



process and evaluate the stimuli associated with their service experience. In this study, perceived value represents customers' evaluation of the benefits received, including makeup results, comfort, personal satisfaction, and the appropriateness of the price. When customers perceive that these benefits are comparable to or exceed the costs and efforts incurred, they are more likely to develop favorable behavioral responses, including repeat use and recommendations. This finding is consistent with Sand & Noble (2022), and Chandrawati & Vidyanata (2022), who found that perceived value has a positive effect on customer loyalty. The results also show that perceived value has the largest standardized coefficient ($\beta = 0.309$), indicating its relatively stronger contribution to customer loyalty compared with the other independent variables. Thus, the findings emphasize that creating benefits that customers consider worthwhile is an important factor in strengthening loyalty toward Safara Makeup.

The role of brand reputation, Electronic Word of Mouth, customer care excellence, and perceived value on customer loyalty of Safara Makeup MUA services in Semarang Regency.

The F-test results show that brand reputation, Electronic Word of Mouth, customer care excellence, and perceived value simultaneously have a significant effect on customer loyalty, with an F-value of 28.352 and a significance value of 0.000 (<0.05). Therefore, H_5 is accepted. The R Square value of 0.602 indicates that 60.2% of the variance in customer loyalty can be explained by the four independent variables, while the remaining 39.8% is influenced by other factors outside the research model. According to the S-O-R theory proposed by Mehrabian and Russell (1974), customer behavior can result from the combined influence of various external stimuli that are processed through customers' evaluations before generating a behavioral response. In this study, brand reputation, e-WOM, customer care excellence, and perceived value represent different stimuli related to customers' information, service experiences, and evaluations. Although brand reputation and customer care excellence do not have significant partial effects, the four variables collectively have a significant effect on customer loyalty. This indicates that customer loyalty toward Safara Makeup is better understood as the result of a combination of several factors rather than a single factor. The finding is in line with previous studies by Marlius and Anwar (2023), Rohim et al. (2025), Umatin et al. (2024), and Noer (2025), which demonstrate that reputational, informational, service-related, and value-related factors are relevant to customer behavioral outcomes. Therefore, Safara Makeup should integrate efforts to maintain a positive reputation, encourage positive e-



WOM, provide consistent customer care, and create strong perceived value to support long-term customer loyalty.

CONCLUSION

Based on the research findings, it can be concluded that the variables of Electronic Word of Mouth and perceived value each have a positive and significant effect on customer loyalty for Safara Makeup services in Semarang Regency, which is proven through a t-test with a calculated t-value of $2.758 > 1.66$ and $sig. 0.007 < 0.05$ for Electronic Word of Mouth, as well as $3.052 > 1.66$ and $sig. 0.003 < 0.05$ for perceived value. Meanwhile, the variables of brand reputation and customer care excellence did not have a significant effect on customer loyalty of Safara Makeup MUA services in Semarang Regency, with a t-value of $1.578 < 1.66$ and $sig. 0.119 > 0.05$ for brand reputation, and $1.492 < 1.66$ and $sig. 0.140 > 0.05$ for customer care excellence. However, simultaneously the four variables brand reputation, Electronic Word of Mouth, customer care excellence, and perceived value have a significant influence on customer loyalty of Safara Makeup MUA services in Semarang Regency, which is shown by a significance value of $0.000 < 0.05$. Although brand reputation and customer care excellence do not have a significant effect, both still need to be maintained as part of the supporting strategy, especially in maintaining the best service and customer loyalty.

The study was limited by the scope of respondents, which included only customers jasa MUA Safara Makeup in Semarang Regency. The characteristics of customers in this region may differ from other regions. Therefore, the results cannot be fully generalized to other regions. The implications of these findings are expected to provide information for business people in establishing more effective marketing strategies for business sustainability. It can also support future researchers in expanding the context, samples, and inputs of other variables.

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