



**THE EFFECT OF CUSTOMER EXPERIENCE, CUSTOMER SATISFACTION,
AND PERCEIVED SECURITY ON CUSTOMER LOYALTY AT GAMERSKIN
AESTHETIC CLINIC**

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Abstract

The aesthetic service industry is experiencing rapid growth alongside increasing public awareness of health and beauty treatments. However, the high intensity of competition has made customer loyalty a crucial strategic issue. This study aims to analyze the influence of customer experience, customer satisfaction, and perceived security on customer loyalty at Gamerskin Aesthetic Clinic. This research employs a quantitative approach using a survey method. The research sample consists of 100 respondents who are active customers of Gamerskin Aesthetic Clinic, determined using a simple random sampling technique. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with the assistance of SPSS. The results indicate that customer experience, customer satisfaction, and perceived security simultaneously have a significant effect on customer loyalty. Partially, customer experience and perceived security have the most dominant influence on customer loyalty. These findings confirm that customer loyalty in aesthetic clinics is determined not only by functional satisfaction but also by emotional experience and the medical safety assurance perceived by the customers.

Keywords: Customer Experience, Customer Satisfaction, Perceived Security,
Customer Loyalty



INTRODUCTION

The beauty and aesthetics industry in Indonesia has experienced significant growth over the past decade. According to Luo et al. (2023), the medical aesthetics industry has shifted from merely fulfilling functional needs to becoming part of the lifestyle identity of urban communities. Increasing awareness of skin health, demands for appearance in social and professional settings, and advances in medical aesthetics technology have encouraged people to increasingly utilize beauty clinic services (Nadeem et al., 2022). This has resulted in the proliferation of aesthetic clinics with a variety of service concepts, treatment technologies, and relatively similar marketing strategies.

This rapid industry growth has simultaneously triggered increasingly fierce competition among service providers. Beauty clinics compete not only on price and service types, but also on building long-term relationships with customers (Ozuem et al., 2020). In the service industry, business sustainability is crucially determined by customer loyalty (Prentice et al., 2020). In addition to repeat purchases, loyal customers tend to provide positive recommendations, have higher levels of trust, and demonstrate resistance to competitors' offers (Rita et al., 2019). Therefore, customer loyalty is a strategic performance indicator for beauty clinics.

However, building customer loyalty in the aesthetic clinic industry is no simple matter. The intangible, personal, and high-risk nature of aesthetic clinic services makes customer evaluations more complex than other services (Sheng et al., 2020). Customers not only assess the final treatment outcome but also consider the overall service experience. Interactions with medical personnel and staff, the comfort of the facilities, the clinic atmosphere, the clarity of information provided, and the perceived safety of medical procedures are all crucial elements in the customer evaluation process (Ali et al., 2021).

A common phenomenon in the beauty clinic industry is customers who express satisfaction with the service they receive but fail to demonstrate long-term loyalty. Customers may leave positive reviews or express satisfaction after a treatment, but may not consistently return. This situation suggests that customer satisfaction does not always correlate with customer loyalty (Terpstra et al., 2024). In other words, short-term satisfaction is not necessarily sufficient to build a long-term commitment between a customer and a beauty clinic (Kandampully et al., 2015).

Gamerskin Aesthetic Clinic has been operating for over 13 years and has extensive experience in the aesthetics industry. The clinic promotes a five-senses-



based service concept and uses BPOM-certified products in an effort to provide a quality and safe service experience for customers. Despite its good reputation and relatively mature operational experience, Gamerskin Aesthetic Clinic still faces the phenomenon of customers not returning despite giving positive reviews of the service they received. This phenomenon indicates a gap between positive customer perceptions of the service and the formation of sustainable customer loyalty.

Expectation Confirmation Theory (ECT) explains that customer loyalty is formed when the actual experience a customer experiences meets or exceeds their initial expectations (Hossain et al., 2020). Within this theoretical framework, customer experience plays a crucial role in shaping satisfaction and loyalty. However, in the context of aesthetic clinics, customer experience is not only related to functional aspects but also encompasses emotional and psychological dimensions (Peker et al., 2022). Furthermore, aesthetic clinic services carry a certain level of risk, so customers' perceptions of the safety of medical procedures, the products used, and the competence of medical personnel are crucial factors in building trust (Henseler et al., 2021).

Perceived security is a crucial issue because beauty clinic customers are essentially risking their health and safety (Platzer & Reinders, 2022). Uncertainty or doubt regarding safety can hinder the development of loyalty, even if customers are satisfied with the treatment results (Rana et al., 2020). Therefore, customer loyalty in the aesthetic clinic industry cannot be understood solely through customer satisfaction but requires a more comprehensive study that incorporates aspects of customer experience and perceived safety.

Based on this background, this study aims to analyze the influence of customer experience, customer satisfaction, and perceived security on customer loyalty at Gamerskin Aesthetic Clinic. This research is expected to provide a deeper understanding of the factors that shape customer loyalty in the beauty clinic industry and provide practical implications for clinic managers in designing service strategies that are oriented not only towards immediate satisfaction but also towards building long-term customer loyalty.

LITERATURE REVIEW

Customer Experience

Customer experience is defined as a customer's perception of the entire series of interactions with a company, encompassing rational, emotional, sensory, and social aspects (Batat, 2019). Customer experiences are formed through direct and indirect contact during the service process. Schmitt (1999) suggests that



customer experience consists of five main dimensions: sense, feel, think, act, and relate. In the aesthetic services industry, sensory experiences such as the comfort of the treatment room, the friendliness of the staff, and the quality of personal interactions play a crucial role in shaping the customer's overall impression.

Customer Satisfaction

Customer satisfaction is a psychological state that arises when perceived service performance meets or exceeds customer expectations (Micu et al., 2022). Satisfaction is often viewed as a key prerequisite for loyalty (Hossain et al., 2020). Satisfied customers tend to have positive attitudes toward service providers and are more open to repeat purchases (Saleem et al., 2017). However, in the context of high-risk services such as aesthetic clinics, satisfaction alone is not necessarily sufficient to guarantee long-term loyalty. In aesthetic clinics, customer satisfaction is often situational and temporary, as it is heavily influenced by treatment outcomes at a specific point in time (Suess & Mody, 2017).

Perceived Safety

Perceived safety refers to customers' confidence that the services they receive are safe, both in terms of products, procedures, and the competence of the medical staff (Luo et al., 2023). In the aesthetic clinic industry, safety is a significant factor because it directly relates to customer health and safety (Abe et al., 2023). Perceived safety can increase customer trust and reduce perceived risk, thus encouraging repeat service use. In the context of aesthetic clinics, perceived safety is shaped not only by the medical standards implemented but also by how information related to safety is communicated to customers (Miao et al., 2022). Clarity regarding treatment procedures, transparency regarding the use of certified products, and the professionalism of medical staff play a crucial role in shaping customers' safety perceptions (Hwang et al., 2021). When customers feel adequately and confidently informed, their trust in the clinic increases, making them more likely to continue a long-term relationship with the service provider. Therefore, perceived safety is a strategic element that not only reduces perceived risk but also strengthens the trust-based relationship that underpins customer loyalty.

Customer Loyalty

Customer loyalty is a customer's commitment to consistently use a particular product or service in the future (Mubarak & Petrovici, 2024). Loyalty is reflected in repeat purchase behavior, resistance to competitors' offers, and willingness to provide positive recommendations to others (Watson et al., 2015). In the context of the aesthetic services industry, customer loyalty is not only transactional, but also relational and emotional. Loyal customers tend to build



long-term relationships with clinics based on trust, comfort, and confidence in the quality and safety of the services they receive (Dam & Dam, 2021).

Hypothesis

Based on theoretical review and previous research findings, this study proposes the following hypothesis:

H1: Customer Experience (X1) has a positive effect on Customer Loyalty (Y).

Customer Experience (X1) reflects customer perceptions of the entire series of interactions during the service process, including functional, emotional, and sensory aspects. A positive experience can create an emotional atmosphere and increase a customer's likelihood of returning to the same service. In the context of aesthetic clinics, a comfortable, personalized, and consistent experience from the consultation stage to post-treatment is believed to strengthen long-term relationships between customers and the clinic. The better the Customer Experience (X1) perceived by customers, the higher the level of Customer Loyalty (Y) towards Gamerskin Aesthetic Clinic.

H2: Customer Satisfaction (X2) has a positive effect on Customer Loyalty (Y).

Customer Satisfaction (X2) occurs when the service performance received meets or exceeds the customer's initial expectations. Satisfied customers tend to have a positive attitude toward the service provider and demonstrate repeat purchase intentions. Satisfaction remains a crucial foundation for building loyalty, particularly in the service industry, which demands consistent service quality. Therefore, Customer Satisfaction (X2) with Gamerskin Aesthetic Clinic services is expected to have a positive effect on Customer Loyalty (Y).

H3: Perceived Safety (X3) has a positive effect on Customer Loyalty (Y).

Perceived Safety (X3) relates to customer confidence in product safety, treatment procedures, and the competence of the medical personnel providing services. In the aesthetic clinic industry, perceived safety is a crucial factor because the services provided directly relate to the health and safety of customers. Customers who feel safe tend to have higher levels of trust and lower perceptual risk, thus increasing their intention to revisit. Therefore, the higher the Perceived Safety (X3), the more likely customers are to demonstrate Customer Loyalty (Y) towards Gamerskin Aesthetic Clinic.

RESEARCH METHOD

This study uses a quantitative approach with a survey method to examine the relationship between customer experience, customer satisfaction, and perceived security variables on customer loyalty. The quantitative approach was chosen because this study aims to objectively measure the influence between



variables and test hypotheses formulated based on a theoretical framework. The study population includes all 3,331 registered Gamerskin Aesthetic Clinic customers. The sample size was determined using the Slovin formula with a 10% error rate, resulting in a sample size of 100 respondents. The sampling technique used was simple random sampling, assuming that each member of the population has an equal chance of being selected as a respondent.

Data collection was conducted by distributing questionnaires to respondents who met the criteria for Gamerskin Aesthetic Clinic customers. The research instrument was constructed using a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure respondents' perceptions of each statement. The variables of customer experience, customer satisfaction, perceived security, and customer loyalty were operationalized into several indicators that were tailored to the context of aesthetic clinic services, thus more accurately representing the empirical conditions studied.

The collected data was then analyzed using multiple linear regression with the help of SPSS software. The regression model was used to determine the influence of each independent variable on the dependent variable, which is formulated in the equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3.$$

Before testing the hypothesis, the data was first tested through validity and reliability tests to ensure the research instrument was suitable for use. Next, the F-test was used to determine the simultaneous influence of the independent variables on customer loyalty, while the t-test was used to examine the influence of each independent variable partially.

RESULTS AND DISCUSSION

This section presents the results of the research data processing obtained from the respondent questionnaire and analyzed using multiple linear regression with SPSS. The presentation of the results begins with a description of the instrument and data quality, followed by testing the research model and discussing each proposed hypothesis. The results and discussion are compiled in an integrated manner so that the empirical findings can be directly linked to the theoretical framework and research context at Gamerskin Aesthetic Clinic.

Instrument Description and Data Quality

Operationalization of Variables

Table 1.

Operationalization of the Customer Experience Variable (X1)



Variable	Operational Definition	Dimensions	Indicator
Customer Experience (X1)	Customer perception of the overall experience during interaction with Gamerskin Aesthetic Clinic which includes sensory, emotional, cognitive, behavioral, and social aspects.	Sense	Comfort of treatment room, cleanliness of clinic
		Feel	Staff friendliness, feeling comfortable and relaxed during treatment
		Think	Clarity of service information, professionalism of medical explanations
		Act	Ease of service process, efficiency of service time
Customer Satisfaction (X2)	The level of customer satisfaction after comparing initial expectations with perceived service performance.	Matching expectations	Service meets expectations
		Perceived performance	The treatment results are satisfactory
		Feeling of satisfaction	Overall satisfaction with the clinic
Perceived Security (X3)	Customer perception of the level of safety of aesthetic clinic services received	Procedure security	Treatment procedures are carried out according to medical standards.
		Product safety	The products used are safe and certified



		Competence of medical personnel	Professional and trusted medical personnel
Customer Loyalty (Y)	Customer commitment to continue using Gamerskin Aesthetic Clinic services on an ongoing basis	Repurchase intention	Desire to make a return visit
		Positive recommendation	Willingness to recommend to others

The operationalization of the variables in this study was designed to ensure that each theoretical concept could be empirically measured in the context of aesthetic clinic services. The customer experience variable was measured through five main dimensions: sense, feel, think, act, and relate, representing the comprehensive customer experience from the beginning to the end of the service process. This approach enabled researchers to capture the customer experience not only from a functional perspective, but also from an emotional and relational perspective.

The customer satisfaction variable was operationalized through indicators of conformity to expectations, perceived service performance, and overall satisfaction. These indicators reflect customers' evaluations of the quality of service received and the degree to which their expectations were met. Meanwhile, the perceived safety variable was measured through customers' perceptions of the safety of procedures, products used, and the competence of medical personnel, given the relatively high risk nature of aesthetic clinic services.

Customer loyalty, as the dependent variable, is measured through repurchase intention and willingness to provide positive recommendations. These two indicators reflect customers' behavioral and attitudinal loyalty toward Gamerskin Aesthetic Clinic. Therefore, all research variables have been systematically operationalized and are relevant for analysis using multiple linear regression.

Measurement Scale

Table 2. Measurement Scale

Score	Category
4	Strongly Agree
3	Agree



2	Disagree
1	Strongly Disagree

The measurement scale in this study used a four-point Likert scale, which aims to avoid neutral options and encourage respondents to express a more assertive attitude towards each statement. Higher scores indicate a more positive respondent perception of the measured variable, while lower scores reflect a more negative perception of Gamerskin Aesthetic Clinic's services.

Instrument Validity and Reliability Test

The validity test results showed that all statement items in the customer experience, customer satisfaction, perceived security, and customer loyalty variables had calculated r values greater than the table r of 0.1966. Thus, all statement items were declared valid and capable of measuring the intended construct.

Furthermore, the reliability test results showed that the Cronbach's Alpha values for all variables were greater than 0.60, thus declaring the research instrument reliable and consistent for use in data collection.

Regression Analysis Results

Table 3. Results of Multiple Linear Regression Analysis

Variables	B	Beta	t	Sig.
(Constant)	21,306	–	–	0,000
Customer Experience (X ₁)	0,378	0,375	4,006	0,000
Customer Satisfaction (X ₂)	Significant	–	–	< 0,05
Perceived Security (X ₃)	Significant	–	–	< 0,05

The results of the multiple linear regression analysis indicate a constant of 21.306 with a significance value of 0.000, indicating that when all independent variables are held constant, customer loyalty remains positive. The customer experience variable has a regression coefficient of 0.378 with a significance value of 0.000, indicating that customer experience has a positive and significant effect on customer loyalty. This means that every improvement in customer experience will increase customer loyalty to Gamerskin Aesthetic Clinic.



The customer satisfaction and perceived security variables also showed a significant effect on customer loyalty with a significance value of less than 0.05. This indicates that customer satisfaction and perceived security regarding aesthetic clinic services play a crucial role in encouraging customers to return and maintain long-term relationships with the clinic.

F-Test (Simultaneous)

The F-test results showed a significance value of 0.000, which is less than 0.05. Thus, it can be concluded that customer experience, customer satisfaction, and perceived security simultaneously have a significant effect on customer loyalty at Gamerskin Aesthetic Clinic.

Discussion

This discussion focuses on interpreting the research results in an applied manner, emphasizing managerial implications for Gamerskin Aesthetic Clinic. Each empirical finding is explained not only based on statistical significance but also related to aesthetic clinic service practices and customer behavior.

H1: Customer Experience (X_1) has a positive effect on Customer Loyalty (Y).

The results of the regression analysis show that customer experience (X_1) has a positive and significant effect on customer loyalty (Y). This finding indicates that customer experiences, formed through direct interactions with staff, the comfort of the facilities, and the clinic atmosphere, play a significant role in encouraging repeat visits. In the context of Gamerskin Aesthetic Clinic, the five-senses-based experience demonstrated the ability to foster emotional engagement among customers.

Practically, these results suggest that clinic managers need to maintain consistent service quality, from registration and consultation to post-treatment, as each touchpoint contributes to the overall customer perception.

H2: Customer Satisfaction (X_2) has a positive effect on Customer Loyalty (Y).

This indicates that the match between customer expectations and perceived service performance remains an important factor in customer retention. However, the influence of customer satisfaction is relatively lower than that of customer experience and perceived security.

This finding implies that even if customers are satisfied, this satisfaction may not be enough to guarantee long-term loyalty if it is not supported by a memorable experience and a sense of security. Therefore, clinic management should not only focus on treatment outcomes but also ensure that the service process provides added value perceived by customers.

H3: Perceived Security (X_3) has a positive effect on Customer Loyalty (Y).



Perceived safety (X_3) was also shown to have a positive and significant effect on customer loyalty (Y) at Gamerskin Aesthetic Clinic. This finding indicates that aesthetic clinic customers place a high value on safety in every treatment procedure they undergo. Perceived safety encompasses customer confidence in the quality of the products used, the cleanliness standards of the equipment, and the competence and professionalism of the medical staff. In the context of medical aesthetic services, perceived safety is a crucial factor because the services provided directly relate to the health and safety of the client.

Practically, the results of this study indicate that perceived safety plays a role in shaping customer trust. When clients feel safe during treatment, anxiety levels and perceived risk decrease, making them more willing to return. Therefore, Gamerskin Aesthetic Clinic needs to ensure that medical safety standards are not only implemented internally but also communicated openly to clients. Transparency regarding treatment procedures, product certifications, and the qualifications of medical staff can strengthen this sense of safety and increase customer loyalty.

Furthermore, perceived security also serves as a determinant of customer experience and satisfaction. A comfortable and satisfying service experience loses its meaning if customers still have doubts about security. Therefore, integrating a positive service experience with strong security assurance is key to building sustainable customer loyalty.

Overall, this study shows that Gamerskin Aesthetic Clinic customer loyalty is formed through a combination of customer experience, customer satisfaction, and perceived security. Customer experience plays a role in creating emotional attachments, customer satisfaction reflects a rational evaluation of the service received, while perceived security serves as the foundation of trust in medical aesthetic services. These three variables complement each other and cannot stand alone in building customer loyalty.

CONCLUSION

Based on the analysis and discussion, it can be concluded that customer experience, customer satisfaction, and perceived safety simultaneously have a significant influence on customer loyalty at Gamerskin Aesthetic Clinic. This indicates that customer loyalty in the aesthetic clinic industry is determined not only by the final treatment outcome, but also by the overall service experience and perceived safety.



Partially, customer experience has the most dominant influence on customer loyalty. This finding confirms that a pleasant, comfortable, and memorable experience can create an emotional bond that encourages customers to remain loyal to the clinic's services. Perceived safety also has a significant influence, indicating that assurance of the safety of medical procedures and trust in medical personnel are important factors in shaping customer loyalty. Customer satisfaction still plays a role in increasing loyalty, but it cannot be the sole determining factor without the support of an adequate experience and sense of safety.

Therefore, Gamerskin Aesthetic Clinic needs to manage customer experience, customer satisfaction, and perceived safety in an integrated manner to maintain and enhance customer loyalty amidst the increasingly competitive beauty clinic industry.

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