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## The Influence of Brand Image, Service and Product Quality on Customer Loyalty of Make-Up Artist Services in Yogyakarta

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### Abstract

Customer loyalty towards Make-Up Artist (MUA) services in the Special Region of Yogyakarta is the focus of this study, which seeks to investigate the effect of brand image, service quality, and product quality. The researchers in this study used a quantitative approach. All clients in the Special Region of Yogyakarta who have used the services of a Make-Up Artist (MUA) will be the focus of this research. In 2024, the research will take place between May and June. Primary and secondary data are both used in this study. The population's size is a mystery, and it's endless. We used the Leeshawn technique to choose 100 respondents for our research, which allowed us to achieve a 95% confidence level and a 5% margin of error. The quota sampling method is used in the data collecting strategy. In this study, we use brand image (X1), service quality (X2), and product quality (X3) as independent factors. The loyalty of customers is the dependent variable (Y). The study employs an operational definition that encompasses indicators and variables, with the measuring scale using a Likert scale. The instrument was subjected to validity and reliability assessment by the research team. A battery of standard hypothesis tests, including those for normalcy, multicollinearity, heteroscedasticity, and descriptive statistics, were used in the study. The SPSS statistics 27 is used in the data analysis procedure. Research conducted in the Special Region of Yogyakarta found that customer loyalty is positively and significantly impacted by the brand image, service quality, and product quality of Make-Up Artist (MUA) services.

### Keywords

Brand Image, Service Quality, Product Quality, Customer Loyalty.

## 1. Introduction

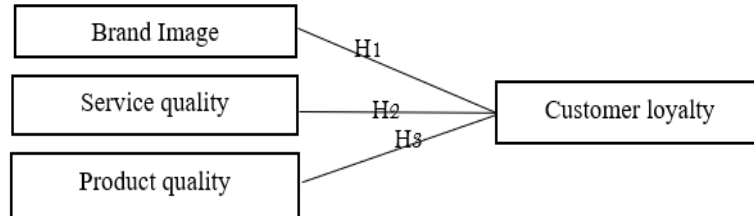
The increasing interest and need for women in beauty, especially make-up, has encouraged the very rapid development of the make-up industry in Indonesia, especially in the Special Region of Yogyakarta (Rahayu & Syafe'i, 2022; Aprileny et al., 2022). People see this development as a business opportunity to become a Make-Up Artist (MUA). The Make-Up Artist profession, which is involved in the art of make-up, has now attracted the interest of all groups, consisting of men and women. The increasing demand for Make-Up Artist services encourages MUA service providers to compete in maintaining and increasing customer loyalty. Customer loyalty is the key to long-term success in the service business. According to Diri et al. (2017), loyal consumers are more likely to return and use the same service again, as well as recommend their positive experiences to others. Several factors, including brand image, service quality, and product quality, influence customer loyalty towards Make-Up Artist (MUA) services (Hafidz & Muslimah, 2023). Customer loyalty has a significant impact on achieving the company's goals in maintaining its existence, because it is a crucial aspect that determines the company's success. Customer loyalty may be shaped by their previous experiences with the product. (Wicaksono, 2022).

Brand image has a crucial role in influencing service users, including the Make-Up Artist (MUA) industry (Dam & Dam, 2021; Rusandy, 2018). A strong brand image reflects customers' positive perceptions of service providers which are built through a professional reputation, impressive work portfolio and satisfying customer testimonials (Diputra & Yasa, 2021). A consistent and positive presence on social media also strengthens the brand image, making Make-Up Artists (MUA) better known and trusted by potential customers. Service quality refers to the level of adequacy of facilities, provision of excellent services, comfort, security, tranquility, and achievement of satisfactory results. This encourages management to consider how to improve service quality in the future (Milasari et al., 2021). This underlines the need to prioritize service quality as an important aspect of the company, alongside brand image. Service quality has significant weight in customers' minds when making purchasing decisions or engaging in repeat transactions (Widiyanto et al., 2020). Service customers will experience pleasure when they find excellent service quality (Anigomang et al., 2023).

According to Bago et al. (2022), product quality refers to the features of a product or service that enable it to effectively meet client needs (Ziaullah et al., 2014). Because this has such a profound effect on one of the most fundamental aspects of marketing, it serves to emphasize how important product quality is. The quality of the products used by Make-Up Artists (MUA) includes make-up materials, tools and other equipment used during make-up sessions. High quality products show the Make-Up Artist's (MUA) commitment to the safety and health of customers' skin, in addition to providing a smooth and long-lasting final result (Aryani & Rosinta, 2010). Apart from that, it is possible to get more personalized and optimal results by adjusting product selection based on consumers' needs and skin type in order to increase the level of satisfaction and the possibility of customers returning to use the Make-Up Artist (MUA) services in the future (Melati, 2024).

The background explanation and existing phenomena, the researcher is interested in making observations regarding the influence of brand image, service quality and product quality on customer loyalty of make-up artist (MUA) services in the special region of Yogyakarta. This researcher has a problem formulation of how brand image influences customer loyalty for make-up artist services. The influence of service quality on satisfaction and loyalty of Make-Up Artist (MUA) service customers. The influence of product quality on satisfaction and loyalty of

Make-Up Artist (MUA) service customers. Based on the problem formulation above that has been described, a framework of thought can be described.



**Figure 1.** Research Framework

- H1:** *Brand Image has a positive and significant effect on customer loyalty.*
- H2:** *Service quality has a positive and significant effect on customer loyalty*
- H3:** *Product quality has a positive and significant effect on customer loyalty*

## **2. Research Method**

This research uses quantitative methods to collect primary data from users of Make-Up Artist (MUA) services in the Special Region of Yogyakarta through the use of a Google Forms survey. The population in this research are regular clients of Make-Up Artist (MUA) services in certain areas in Yogyakarta. The samples in this research are regular clients of Make-Up Artist (MUA) services. A random sampling mechanism was used in this investigation. Selecting a subset of the population randomly from a larger population without paying attention to pre-existing characteristics or classifications is known as random sampling (Sugiyono, 2018). Part of the population in the form of a sample is selected for research purposes so that it can accurately reflect the entire population. Meanwhile, the Leeshawn formula is often used in survey research to find an appropriate sample size when the population is unknown or unlimited.

## **3. Research Result**

The results of the validity test for various variables in this study show that all statement items have a correlation value greater than the R table value of 0.195, so they are declared valid. In the Brand Image variable (X1), seven statement items were tested and all were valid, with correlation values ranging from 0.270 to 0.728. The item with the highest correlation value is Brand Image 7 (0.728) and the lowest is Brand Image 4 (0.270). For the Service Quality variable (X2), six statement items were tested with correlation values ranging from 0.333 to 0.428. The item with the highest correlation value is Service Quality 3 (0.428) and the lowest is Service Quality 4 (0.333). The Product Quality variable (X3) was also tested with five statement items, and all of them were valid with correlation values between 0.283 to 0.499. The item with the highest correlation value is Product Quality 1 (0.499) and the lowest is Product Quality 4 (0.283). The Customer Loyalty (Y) variable has three statement items with correlation values ranging from 0.335 to 0.463. The item with the highest correlation value is Customer Loyalty 3 (0.463) and the lowest is Customer Loyalty 2 (0.335). The validity test results show that all statement items in each variable have an adequate level of validity.

**Table 1.** Validity test

Variable	Statement items	Correlation	R table	Information
Brand Image (X1)	BI1	0.514	0.195	Valid
	BI2	0.440	0.195	Valid
	BI3	0.299	0.195	Valid
	BI4	0.270	0.195	Valid
	BI5	0.353	0.195	Valid
	BI6	0.661	0.195	Valid
	BI7	0.728	0.195	Valid
Service Quality (X2)	SQ1	0.353	0.195	Valid
	SQ2	0.384	0.195	Valid
	SQ3	0.428	0.195	Valid
	SQ4	0.333	0.195	Valid
	SQ5	0.364	0.195	Valid
	SQ6	0.337	0.195	Valid
Product Quality (X3)	PQ1	0.499	0.195	Valid
	PQ2	0.302	0.195	Valid
	PQ3	0.330	0.195	Valid
	PQ4	0.283	0.195	Valid
	PQ5	0.428	0.195	Valid
Customer Loyalty (Y)	CL1	0.358	0.195	Valid
	CL2	0.335	0.195	Valid
	CL3	0.463	0.195	Valid

The results of the reliability test in this research show that the Brand Image variable has a Cronbach's Alpha value of 0.706, which exceeds the reliability standard of 0.60, so this variable is declared reliable. However, other variables show different results. Service Quality has a Cronbach's Alpha value of 0.312, which is far below reliability standards, but is still declared reliable in the table. Product quality also has a low Cronbach's Alpha value, namely 0.121, but is also declared reliable even though it does not meet the established standards. Customer Loyalty has a Cronbach's Alpha value of 0.561, slightly below the reliability standard of 0.60, but is still categorized as reliable in this table. Overall, the results of the reliability test show that only the Brand Image variable meets the specified reliability criteria, while the other variables show an inadequate level of reliability but are still categorized as reliable, meaning that this research's claims can be trusted. Statements measuring each variable received consistent answers from respondents

**Table 2.** Reliability Test

Variables	Cronbach's Alpha	Reliable Standards	Information
Brand Image	0.706	0.60	Reliable
Service quality	0.312	0.60	Reliable
Product quality	0.121	0.60	Reliable
Customer loyalty	0.561	0.60	Reliable

The normality test carried out on normal parameters includes a mean value of 0.0000000 and a standard deviation of 0.06400911. The largest difference value (Most Extreme Differences) is 0.096 for absolute values, 0.096 for positive values, and -0.085 for negative values. The test statistic obtained was 0.096. The test results show that the asymptotic significance value (Asymp. Sig (2-tailed)) is 0.023. Based on these results, it can be concluded that the data is not normally distributed because the significance value is below the 0.05 significance level. The resulting value on

Asymp Sig. amounting to 0.023 > 0.05, this provides support for the hypothesis that the data is normally distributed.

**Table 3.** Normality test

<b>N</b>	<b>100</b>	
Normal Parameters	Mean	0.0000000
	Std. Deviation	0.06400911
Most Extreme Differences	Absolute	0.096
	Positive	0.096
	Negative	-0.085
Statistical Tests		0.096
Asymp. Sig 2-tailed		0.023

The tolerance for brand image, service quality and product quality are greater than or equal to 0.1 and the VIF value is < 10. Thus, symptoms of heteroscedasticity do not occur. The results of the investigation did not show any signs of multicollinearity.

**Table 4.** Multicollinearity Test

<b>Model</b>	<b>Statistics Tolerance</b>	<b>VIF</b>
Brand image	0.904	1.106
Service quality	0.482	2.076
Product quality	0.469	2.132

To summarize the multiple regression equation, we can use data showing the results of multiple linear regression analysis:  $Y = 3.263 + 0.031 X_1 + 0.170 X_2 + 0.168 X_3$  [ The constant value of 3.263 has a positive sign. If the sign is positive, then the relationship between the two variables is in the same direction. Results in a value of 3.263 for the customer loyalty variable (Y) when all independent factors, including brand image (X1), service quality (X2), and product quality (X3), are included. There is a positive relationship between brand image (X1) and customer loyalty (Y), which is indicated by a positive regression coefficient value of 0.031 for brand image (X1). This implies that for every one-point increase in brand image (X1), there will be a 0.031-point increase in customer loyalty (Y).

service quality (X2) and customer loyalty (Y) are positively correlated, that is, for every one-point increase in X2, Y will increase by 0.170 points. This is because the coefficient value of X2 is 0.170 which is positive. A positive coefficient value of 0.168 for product quality (X3) indicates that there is a positive relationship between product quality (X3) and customer loyalty (y). For example, a one-point increase in product quality (X3) will lead to a 0.168-point increase in customer loyalty (Y). According to the regression equation, brand image loyalty, service quality, and product quality significantly influence consumer loyalty. Of all that, service quality has the greatest impact on customer loyalty, with a value of 0.170.

**Table 5.** Multiple Linear Regression Test

<b>Model</b>	<b>Unst. Coef. B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>T</b>	<b>Sig.</b>
(Constant)	3.263	1.164		2.804	0.006
Brand Image	0.031	0.032	0.087	0.970	0.335
Service quality	0.170	0.057	0.378	2.955	0.004
Product quality	0.168	0.073	0.292	2.287	0.025

Analysis of the relationship between the dependent variable and each independent variable on the influence of Brand Image (X1) on customer loyalty (Y). It is known

that the Brand Image variable (X1) has a t-value of 0.970 and a t-table value of 1.661. Because the t-value is greater than the t-table value, the significance level is 0.335, which is higher than 0.05. Thus, the fact that brand image variables significantly influence consumer loyalty has been well proven. The influence of service quality (X2) on customer loyalty (Y). The calculated t value for the Service Quality variable (X2) is 2.955, which is higher than the t table value of 1.661, and the significance level is 0.004, which is smaller than the threshold of 0.05. This shows that the service quality variable has a significant effect on customer loyalty, because the null hypothesis and the accepted hypothesis have been fulfilled. The influence of product quality (X3) on customer loyalty (Y). The Product Quality Variable (X3) is known to have a calculated t value of 0.287 which is lower than the t table value of 1.661 and a significance level of 0.025 which is higher than the threshold of 0.05. In other words, the product quality variable is recognized as having a large influence on customer loyalty, while rejection of this variable indicates that this variable is not significant.

**Table 6.** F test

Model	Sum of Squares	Df	Mean Square	f	Sig
Regression	35.875	3	11.958	35.971	<0.001 <sup>b</sup>
Residual	31.915	96	0.332		
Total	67.790	99			

F test results, the calculated f value of 35.971 exceeds the f table value of 3.09. The significance level is 0.000 which is smaller than 0.05. Therefore, it can be concluded that the variables Brand Image (X1), Service Quality (X2), and Product Quality (X3) together have a significant effect on Customer Loyalty. As a result, the variables Brand Image (X1), Service Quality (X2), and Product Quality (X3) are closely related and have a direct impact on consumer loyalty. Ho's hypothesis findings indicate that Brand Image, Service Quality, and Product Quality do not have a substantial impact on Consumer Loyalty. However, Ha's hypothesis shows that Brand Image, Service Quality, and Product Quality together have a considerable influence on Customer Loyalty.

**Table 7.** Determinant Coefficient Test

R	R Square	Adj. R Square	Std. Error of the Estimate
0.727	0.529	0.515	0.57658

Table 7, R<sup>2</sup> is 0.529, which means that the influence of brand image (X1), Service Quality (X2) and Product Quality (X3) on Customer Loyalty (Y) of MUA services in the Special Region of Yogyakarta is 0.529% while the remaining 0.429% is influenced by other variables

#### 4. Discussion

The Influence of Brand Image on Customer Loyalty based on the results of the hypothesis test (t test), brand image has a positive and significant effect on customer loyalty. It can be seen from t-count (0.970) > t\_(table) (1.1661) and the significance value is 0.0335 < 0.05. Which means that hypothesis H<sub>1</sub> in this study is accepted. The regression coefficient is positive, indicating that customer loyalty towards Make-Up Artist (MUA) services in the Special Region of Yogyakarta is correlated with their brand image (Handayani, et al., 2021). Specifically, customer loyalty increases as brand reputation improves. Conversely, when brand reputation decreases, customer loyalty also decreases (Rusmahafi & Wulandari, 2020). To increase consumer loyalty, it is very important to consider and further improve the

brand image. Regarding the average respondent who gave an affirmative answer to brand image indicators (Wijaya et al., 2020; Muharam et al., 2021). The main brand image indicator is the consensus from the majority of respondents that the Make-Up Artist (MUA) brand in the Special Region of Yogyakarta is widely known. The majority of respondents in the second indication stated that they strongly agreed that Make-Up Artists (MUA) in the Special Region of Yogyakarta had a different personality compared to other brands. A study conducted by FoEh and Anggoro (2022) found that brand reputation influences consumer loyalty positively and significantly. A study conducted by Saridewi and Nugroho (2022) also found that brand reputation has a significant and positive effect on consumer loyalty.

The Effect of Service Quality on Customer Loyalty, the results of the hypothesis test (t test), show that service quality influences customer loyalty significantly and positively. It can be seen from  $t\_count (2.995) > t\_table (1.1661)$  and the significance value is  $0.004 < 0.05$ . Which means that hypothesis H<sub>1</sub> in this study is accepted. Service quality shows that the quality of service provided by Make-Up Artists (MUA) in the Special Region of Yogyakarta will increase customer loyalty. Service satisfaction is an important skill needed to meet client demands, which indicates that service quality results from the provider's capacity to adjust expectations and meet customer needs (Diputra & Yasa, 2021). To outperform its competitors, Make-Up Artists (MUA) in the Special Region of Yogyakarta must improve their services by offering higher quality. The most important factor is meeting customer expectations in terms of service quality (Indarto et al., 2022).

Regarding the average of participants who gave an affirmative answer to the indication of service quality. The main indicator of service quality is that the majority of respondents strongly agree that the communication and interaction of Make-Up Artists (MUA) in the Special Region of Yogyakarta is very professional. Of course, the second indicator of service quality is that the majority of respondents strongly agree that the services offered by Make-Up Artists (MUA) in the Special Region of Yogyakarta are very competent. The third indicator of service quality is that the majority of respondents strongly agree that Make-Up Artist (MUA) services in the Special Region of Yogyakarta are always on time and appropriate. The fourth indicator is that the majority of respondents strongly agree that Make-Up Artist (MUA) services in the Special Region of Yogyakarta are always quick in responding to requests and complaints from consumers. Natalia's (2010) study shows that service quality has a significant and quite profitable impact on customer loyalty. Saridewi & Nugroho (2022) research found that service quality has a significant and beneficial effect on customer loyalty.

The Influence of Product Quality on Customer Loyalty, the results of the hypothesis test (t test), identified that product quality has a positive and significant influence on customer loyalty. It can be seen from  $t\_count (0.287) < t\_table (1.1661)$  and the significance value is  $0.025 > 0.05$ . Which means that hypothesis H<sub>1</sub> in this study is accepted. The findings from this research indicate that product quality has a profitable and substantial impact on customer loyalty towards Make-Up Artist (MUA) services in the Special Region of Yogyakarta (Susanto et al., 2022). This phenomenon may often be associated with a mismatch between the quality of MUA services and customer preferences, thus having a significant impact on the choice to use Make-Up Artist (MUA) services in the Special Region of Yogyakarta. A study conducted by Putra (2022) provides evidence that product quality has a positive and significant impact on customer loyalty.

## **5. Conclusion**

The results of observations and discussions regarding the influence of brand image, service quality and product quality on the loyalty of customers of Make-Up Artist (MUA) services in the Special Region of Yogyakarta show that positively and

significantly, brand image influences the loyalty of users of Make-Up Artist (MUA) services in the Special Region of Yogyakarta. The hypothesis which is thought to have a positive and significant influence between brand image and customer loyalty is proven to exist. Positively and significantly, service quality has an influence on customer satisfaction with Make-Up Artist (MUA) services in the Special Region of Yogyakarta. The hypothesis which is thought to have a positive and significant effect between service quality on customer loyalty towards Make-Up Artist (MUA) services in the Special Region of Yogyakarta is proven to exist. Product quality influences consumer loyalty for Make-Up Artist (MUA) services in the Special Region of Yogyakarta. The hypothesis which is thought to have a positive and significant effect between product quality and customer loyalty for Make-Up Artist (MUA) services in the Special Region of Yogyakarta has not been proven true. The results of the f test show that simultaneously the variables of brand image, service quality and product quality influence the variable of customer loyalty. From the calculation results of the coefficient of determination ( $R^2$ ) it shows that the variable customer loyalty can be explained by the variables brand image, service quality and product quality.

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