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Judul Artikel : The Role of Emotional Brand Attachment and Customer Trust in Enhancing Customer Experience's Effect on Customer Loyalty Towards Beauty Clinics in Surabaya

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Penulis : Endah Kartika Sari dan **Serli Wijaya**, (2019)

No.	Tahapan Korespondensi	Tanggal
1.	Bukti penerimaan artikel yang disubmit pertama	10 Mei 2019
2.	Bukti hasil review pertama	15 Mei 2019
3.	Bukti konfirmasi submit revisi pertama, respon kepada reviewer, dan artikel yang diresubmit	15 Mei 2019
4.	Bukti penerimaan artikel setelah revisi	18 Mei 2019
5.	Bukti artikel diproses cetak oleh penerbit	7 Juni 2019

**1. Bukti penerimaan artikel yang
disubmit pertama
(10 Mei 2019)**



Serli Wijaya <serliw@petra.ac.id>

[ijbs] Submission Acknowledgement

Petra IJBS <ijbs@petra.ac.id>
To: "Mrs. Serli Wijaya" <serliw@petra.ac.id>

Fri, May 10, 2019 at 9:28 PM

Mrs. Serli Wijaya:

Thank you for submitting the manuscript, "The The Role of Emotional Brand Attachment and Customer Trust as Mediating Variables of Customer Experience's Effect on Customer Loyalty Towards Beauty Clinics in Surabaya" to Petra International Journal of Business Studies. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <http://ijbs.petra.ac.id/index.php/ijbs/authorDashboard/submission/39>

Username: serliw

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Petra IJBS

[Petra International Journal of Business Studies](#)

**2. Bukti hasil review pertama
(15 Mei 2019)**



Serli Wijaya <serliw@petra.ac.id>

[ijbs] Editor Decision

IJBS Editor-in-Chief <ijbs@petra.ac.id>
To: Serli Wijaya <serliw@petra.ac.id>

Wed, May 15, 2019 at 2:06 PM

Serli Wijaya:

We have reached a decision regarding your submission to Petra International Journal of Business Studies, "The The Role of Emotional Brand Attachment and Customer Trust as Mediating Variables of Customer Experience's Effect on Customer Loyalty Towards Beauty Clinics in Surabaya".

Our decision is: Revisions Required

IJBS Editor-in-Chief
ijbs@petra.ac.id

Reviewer A:
Recommendation: Accept Submission

Is the topic appropriate for publication in this journal?

Yes

Is the coverage of the topic sufficiently comprehensive and balanced?

Yes

General Feedback and Comments (for Author):

1. You need to synchronize your analysis on discussion section with the findings and not only quoting with the hypothesis testing but you are required to provide the findings (outer loading and mean score) that supported the logical thinking as the basis for your analysis.

2. Pls provide the analysis (logical thinking based on the data for direct and indirect effect section. When you compare and contrast you are required to explain the logical thinking between those two effects instead of rewriting the statistical data only.

Comments and recommendation (Only for the Editor - hidden to the Author):

Recommendation:

published with revisions

Reviewer B:
Recommendation: Revisions Required

Is the topic appropriate for publication in this journal?

Yes

Is the coverage of the topic sufficiently comprehensive and balanced?

Yes

General Feedback and Comments (for Author):

1. Please revise the spelling errors.
2. Please give transition phrases between para. 1 and 2 in page 1.
3. Pg. 2, "The literature has indicated that not many empirical research in this industry setting have been conducted. " -- provide justifications (cite scholars who claimed that, or use comments from your own meta-analytic works).
4. In the findings you've provided a mediating effect analysis, yet you haven't provide any mediating hypotheses beforehand. Please revise on the following: (a) provide mediating hypotheses, as well as their theoretical frameworks, (b) provide a more detailed mediating analysis (use bootstrapped significance value on indirect effect (not multiplications of direct effects) and use VAF (variance accounted for) values to determine full/partial/no mediation effects).

Comments and recommendation (Only for the Editor - hidden to the Author):

The article is publishable only when two major conditions are met:

1. Revised spelling errors and grammatical mistakes.
2. Revised indirect effect hypotheses and their analyses.

Recommendation:

published with revisions

Reviewer A:

Recommendation: Accept Submission

Is the topic appropriate for publication in this journal?

Yes

Is the coverage of the topic sufficiently comprehensive and balanced?

Yes

General Feedback and Comments (for Author):

1. You need to synchronize your analysis on discussion section with the findings and not only quoting with the hypothesis testing but you are required to provide the findings (outer loading and mean score) that supported the logical thinking as the basis for your analysis.
2. PIs provide the analysis (logical thinking based on the data for direct and indirect effect section. When you compare and contrast you are required to explain the logical thinking between those two effects instead of rewriting the statistical data only.

Comments and recommendation (Only for the Editor - hidden to the Author):

Recommendation:

published with revisions

Reviewer B:

Recommendation: Revisions Required

Is the topic appropriate for publication in this journal?

Yes

Is the coverage of the topic sufficiently comprehensive and balanced?

Yes

General Feedback and Comments (for Author):

1. Please revise the spelling errors.
2. Please give transition phrases between para. 1 and 2 in page 1.
3. Pg. 2, "The literature has indicated that not many empirical research in this industry setting have been conducted. " -- provide justifications (cite scholars who claimed that, or use comments from your own meta-analytic works).
4. In the findings you've provided a mediating effect analysis, yet you haven't provide any mediating hypotheses beforehand. Please revise on the following: (a) provide mediating hypotheses, as well as their theoretical frameworks, (b) provide a more detailed mediating analysis (use bootstrapped significance value on indirect effect (not multiplications of direct effects) and use VAF (variance accounted for) values to determine full/partial/no mediation effects).

Comments and recommendation (Only for the Editor - hidden to the Author):

The article is publishable only when two major conditions are met:

1. Revised spelling errors and grammatical mistakes.
2. Revised indirect effect hypotheses and their analyses.

Recommendation:

published with revisions

**3. Bukti submit revisi pertama, respon
kepada reviewer, dan artikel yang
diresubmit
(15 Mei 2019)**



Serli Wijaya <serliw@petra.ac.id>

[ijbs] Editor Decision

Serli Wijaya <serliw@petra.ac.id>
To: IJBS Editor-in-Chief <ijbs@petra.ac.id>

Wed, May 15, 2019 at 6:12 PM

Dear IJBS Editor-in-Chief,

I have uploaded the revised manuscript along with improvement addressing two reviewer comments.

Reviewer 1:

1. You need to synchronize your analysis on discussion section with the findings and not only quoting with the hypothesis testing but you are required to provide the findings (outer loading and mean score) that supported the logical thinking as the basis for your analysis.

The synchronisation is completed by adding outer loading values as requested and analysis.

2. Pls provide the analysis (logical thinking based on the data for direct and indirect effect section. When you compare and contrast you are required to explain the logical thinking between those two effects instead of rewriting the statistical data only.

I decided not to include indirect relationships since they do not test as hypotheses.

Reviewer 2:

1. Please revise the spelling errors.

Done as requested.

2. Please give transition phrases between para. 1 and 2 in page 1.

Done as requested.

3. Pg. 2, "The literature has indicated that not many empirical research in this industry setting have been conducted." -- provide justifications (cite scholars who claimed that, or use comments from your own meta-analytic works).

Done as suggested. The justification is made by providing references of previous research indicating the lack of studies in the area chosen by the authors.

4. In the findings you've provided a mediating effect analysis, yet you haven't provide any mediating hypotheses beforehand. Please revise on the following: (a) provide mediating hypotheses, as well as their theoretical frameworks, (b) provide a more detailed mediating analysis (use bootstrapped significance value on indirect effect (not multiplications of direct effects) and use VAF (variance accounted for) values to determine full/partial/no mediation effects).

We decided not to include the explanation about indirect relationships since they do not test as hypotheses.

Thank you for your kind assistance. Look forward to hearing a positive feedback from you.

Best,
Serli

Serli Wijaya, Ph.D., CHE.

Senior Lecturer

Master of Management Program

Faculty of Economics

Petra Christian University

Jalan Siwalankerto 121-131 Surabaya

East Java - Indonesia

Website: www.petra.ac.id

Phone: +62 31 2983084

Mobile: +62 822 45787837

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The Role of Emotional Brand Attachment and Customer Trust as Mediating Variables of Customer Experience's Effect on Customer Loyalty Towards Beauty Clinics in Surabaya

Abstract

The growth of beauty and personal care products users in Indonesia has been increasing significantly in the past five years, higher than the industry's growth globally. This fact shows that cosmetics and skincare business in the country has a positive outlook in the years ahead. The increasing number of beauty clinics brands in the market has led to the more intense competition. Consumers are offered with more options to treat themselves better through personal care and beauty services. In order to survive in today's competitive industry, customer loyalty becomes a paramount. Literature has shown that customer loyalty is formed by many factors such as experience, trust and emotional attachment between the customers and the services providers. This study aimed to investigate the influence of customer experience on customer loyalty towards beauty clinics in Surabaya by examining the aspects of customers' emotional brand attachment and trust. The results showed that there was a positive and significant effect of customer experience on emotional brand attachment and customer trust, which in turn, leading to a significant and positive effect on customer loyalty.

Keywords: Customer experience, emotional brand attachment, customer trust, customer loyalty, beauty clinics.

1. Introduction

The need for beauty and personal care products in Indonesia is inevitable and has become part of urban lifestyle. The growth of beauty and personal care products users in Indonesia has been increasing significantly in the past five years for 15 per cent in average, higher than the industry's growth globally (Tashandra, 2018). The size of the market becomes larger consisting of not only adults but also the millennials age-group. Besides, the users are not merely dominated by upper social class groups only, but also middle and even lower social class groups (Wulandari, 2016). Personal appearance is important to support performance, since it could enhance someone's self-confidence both in social and professional contexts. For professionals, the need for personal care and aesthetic services is even higher since they do not have enough time to DIY (Do-It-Yourself) personal care at home. Following the market demand's growth of personal and beauty care products, the proliferation of beauty or esthetical clinics can also be found particularly in big cities like Jakarta, Bandung, and Surabaya. A large number of aesthetic clinics entering the industry, leading to the increased competition among the players (Winarto, 2013).

Having said this, customer loyalty becomes crucial to survive in the business and win the competition (Hu, 2009). Rajumesh (2014) argues that one of the main indicators of a company's sustainability is its ability to maintain their existing customers. Levy and Hino (2016) define loyalty as a customer's commitment to repurchase the products or services of the same company or brand in the future. Literature has shown that building customer loyalty may take a long process and require strong commitment from the management to. Levy and Hino (2016) state

that memorable experience, customer attachment with the company, and customer trust are three essential aspects that need to be developed to retain the customers. In the case of beauty and personal care services, those three aspects are paramount. As stated by Malar, Krohmer, Hoyer, and Nyffenegger (2011), experience that is created after consuming a product or service would bring a certain level of customer's trust towards the purchased brand. As a consequence, customer trust has a positive and significant impact on customer loyalty (Flavian and Guinalú, 2006). Meanwhile, customer's emotional brand attachment level aroused from the experiences would depend on the type of experiences that were offered. Emotional brand attachment is defined as a bond that links consumers with a specific brand and it involves emotional feelings towards the brand (Barreda, Nusair, Wang, Bigihan, & Okumus, 2013). When the experience of consuming a product or service is positive, it will increase the customer's level of trust and their emotional attachment with the brand (Ardyan, Kurnianingsih, Rahmawan, Wibisono, & Winata, 2016).

Given the fact that the size of beauty and personal care market in Indonesia is getting larger, an empirical research to understand the behaviour of consumers of this market is needed. The literature has indicated that not many empirical research in this industry setting have been conducted. Therefore, the aim of this study was to examine the relationships between customer experience, emotional brand attachment, customer trust and customer loyalty in the beauty clinics industry. It is anticipated that the findings of this study could provide a significant contribution to the consumer behaviour literature.

2. Literature Review

2.1. Customer Experience

Today's consumers are not only interested in buying a product seeking for the functional benefits, but also considering the choices that they could make based on different product experience offered by the marketers (Zarantonello and Schmitt, 2010). According to Pullman and Gross (2004), delivering a good experience would drive customer loyalty not only through the functional designs, but also would create an emotional attachment with the brand or product. Customer experience is obtained when consumers consume a product or service. As such, every customer has different experiences even when consuming the same product or service. There are four dimensions of an identified experience, namely: 1) sensory; 2) affective; 3) intellectual; and 4) behavioral dimension (Rajumesh 2014). First, the sensory dimension that refers to customers' senses including visual, auditory, and tactile. This sensory dimension is exposed directly when customer has the first moment-of-truth encounter with product consumed or service delivered. Second, the affective dimension that includes consumers' feelings that are associated with the brand, thus, the emotional attachment is developed. Third, the intellectual dimension that reflects consumer's perception towards their understanding or knowledge that are linked with the brand. The last experiential dimension is the behavioral dimension, which exposes customer's lifestyles and interactions with the brand.

2.2. Emotional Brand Attachment

Malar et al., 2011 define emotional brand attachment as an emotional bond that connects consumers with a specific brand and involves certain feelings toward the brand. According to Barreda et al., (2013) emotional brand attachment is a form of brand association with consumers which poses a longer bond leading to a strong and continuous commitment between the consumer and the brand itself. This then makes the company to use the brand as a vehicle to build a strong emotional connection with its customers in the hope of encouraging loyalty and

as a return, leading to profitability for the company itself (Hung, 2014). In a similar way, Malar et al. (2011) and Thomson (2015) state that emotional brand attachment has three inter-related dimensions namely: affection, passion and connection. First, affection includes feelings such as cherished, loved, friendly, peaceful, and everything else that reflects warm feelings consumers had about a brand. Second, passion includes feelings like excited, thrilled, captivated and everything else that reflects strong feeling that directs consumers toward a brand. Third, connection dimension which includes feeling of being connected and bonded with the brand. Meanwhile, Levy and Hino (2016) explain that emotional brand attachment can be measured using the following indicators: 1) consumer has a unique relationship with the brand; 2) consumer feel a sense of belonging in the products they purchase; and 3) the product is suitable with the consumer's personality.

2.3. Customer Trust

Gul (2014) defines customer trust as the belief that a consumer has toward a company or service provider would meet his or her needs. When a consumer trust a company, he has a strong belief in the quality of the company's products and services. In the context of the service industry, Levy and Hino (2016) state that trust is associated with customers' expectation and a belief that service providers would act as promised. Such a belief implies dedication for reducing the cost of negotiating agreements (Sahin, Zehir, & Kitapci, 2012). Gul (2014) in his study measured customer trust using these following indicators: 1) the product makes consumers feel safe. 2) the products and services of the company are quality guaranteed. Similarly, Levy and Hino (2016) explain that customer trust can be measured by these indicators: 1) the product is trustworthy; and 2) the product has fulfilled its obligations to consumers. Levy and Hino (2016) contend that trust is significantly influenced by customer satisfaction and also have an effect on consumer loyalty.

2.4. Customer Loyalty

A simple definition of loyalty as stated by Rajumesh (2014) is an act demonstrated by consumers to frequently purchase the same brand over time, while brand loyalty is viewed as a preference, commitment or purchase intention behaviour that customers perform to buy the same product or service's brand (Rajumesh, 2014). In a more comprehensive way, Levy and Hino (2016) describe customer loyalty as the promise of a buyer to buy a product, service, and certain brand of one organization over a period of time consistently, regardless of the products and new innovations from the competitors introduced to the market. In this case, customers are voluntarily remaining loyal to stay with the company's brand and not willing to switch to other brand or companies. Gul (2014) in his research measured customer loyalty using these indicators: 1) if necessary, consumers will make some small sacrifices so that they can continue to use these products and services; 2) consumers tend to praise and are willing too defend the product; and 3) consumers will tend to praise and defended the product.

2.5. The Relationship Among Customer Experience, Emotional Brand Attachment, Customer Trust and Customer Loyalty – Hypotheses Development

Experience occurs when consumers consume or use products and services (Brakus, Schmitt, & Zarantonello, 2009). Experience is a complex aspect, which includes four dimensions; sensory, affective, intellectual and behavioral. Nowadays, experince has been widely accepted by brand managers as a brand strategy tool in addition to the conventional brand building techniques. Consumers who have positive experience with certain products or services will behave as loyal consumers for these products or services (Rajumesh, 2014). This happens because consumers accumulate their positive experiences in the pas so that affective loyalty is created, which in turn, encourages customer loyalty. Previous studies have confirmed that consumer experience

of the product or service has a significant effect on customer loyalty. Consumers who have positive experiences with certain brands behave as loyal customers for the brand. Research conducted by Rajumesh (2014) revealed that customer experience had a positive and significant influence on customer loyalty. Similarly, Brakus et al. (2009) in their study also found that consumer experience significantly influenced consumer loyalty.

Customer experience when consuming product and service is likely to touch the consumers' emotional side rather than the cognitive side. Emotional aspect relates to feeling, fantastic and fun. Experience that is able to touch the emotional side of consumers will lead to consumer attachment to specific brands or products (Ardayan et al. 2016). Sahin et al. (2012) state that customer's experience with a product or service will determine his or her satisfaction towards the product or service purchased. Satisfaction is a state wherein a customer evaluate their expectations shaped prior to the purchase or consumption of the product with the actual performance of the product. A study by Ardayan et al. (2016) and Baser et al. (2015) showed that past purchasing experience increased consumer confidence. In other words, customer experience has a positive and significant influence on customer trust. Past purchase experience will increase someone's confidence in buying the same product or choosing the same brand in the future. In addition, past purchasing experience will increase consumer confidence.

Consumer motivation to purchase a brand or a product are derived by either utilitarian or hedonic values. Utilitarian tends to show a more rational whereas hedonic values will drive a more emotional buying decision. This includes comfort, being pampered, practical, relaxed, feel respected, safe, sophisticated, and being accepted. Such emotions tend to play a strong role in the decision-making process regarding loyalty behavior in various segments (Pullman and Gross, 2004). Levy and Hino (2016) describe that emotional attachment is the result of long-term relationships between service providers and customers, occurring during service experience and is the result of the company's holistic marketing efforts. In their research, Levy and Hino (2016) found that emotional brand attachment has a positive and significant influence on customer loyalty. Customer emotions have been recognized as important factors in customer valuation and behavioral intentions. Positive customer emotions will make customers give a high value to a product so that the high value will make consumers be loyal to a product. In addition, Pullman and Gross (2004) also showed that basic emotions have a positive and significant influence on consumer loyalty. Building loyalty between service providers and customers means creating a history of mutual interaction, which can lead to customer trust and direct bonding between service providers and customers. This bonding can assist how service providers can meet customers' unique emotional needs. As such, the emotions felt by customers can foster customer loyalty to a product.

Trust is considered a special psychological state such as in the case of loyalty and that can only occur in certain matters. When a customer trusts a product, he has strong confidence in the quality of the products and services provided. Customers with a high trust level to a company or a brand will show willingness to make a repeat purchasing (Idrees, Xinping, Shafi, et al, 2015). Flavián and Guinalú (2006) claim that the higher level of trust will lead to the stronger customer loyalty level. Trust is a significant mediating variable between customer behavior before and after purchasing certain products. Idrees et al., (2015) in their study revealed that customer trust had a positive and significant influence on consumer loyalty. It is apparent that when a brand fulfills its promise, consumers can trust the company to produce high-quality products or services as well as a continually pleasant experience that creates long-term memories. A consumer who trusts a company is expected to trust its brand, which in turn, increase the level of consumer loyalty toward the product.

Based on the above discussions on the relationships among the examined concepts, five hypotheses were formulated as follows:

H₁: Customer experience has a positive and significant effect on customer loyalty

H₂: Customer experience has a positive and significant effect on emotional brand attachment

H₃: Customer experience has a positive and significant effect on customer trust

H₄: Emotional brand attachment has a positive and significant effect on customer loyalty

H₅: Customer trust has a positive and significant effect on customer loyalty

Those above hypotheses put a basis for proposing the conceptual model below:

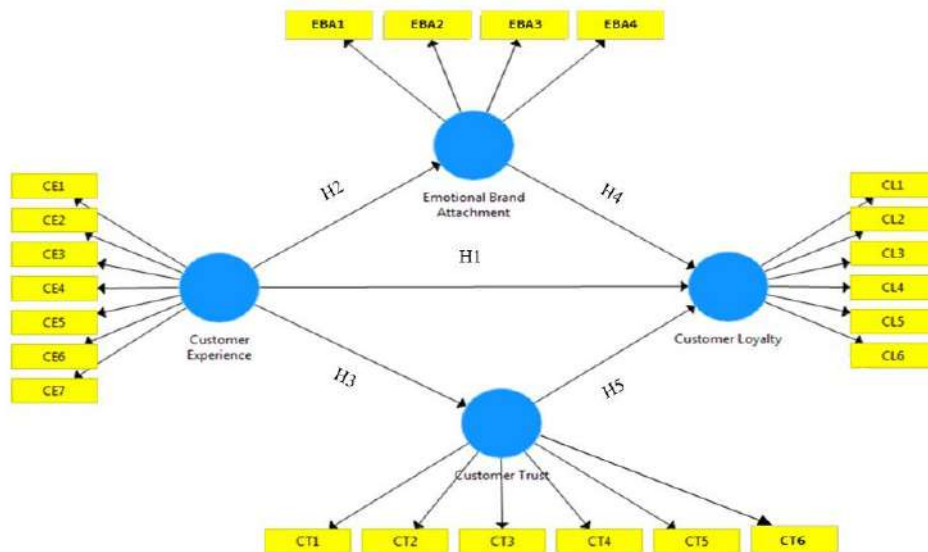


Figure 1. Conceptual Model

3. Methods

This study applied a quantitative approach in which the hypothesis testings were accomplished to test relationships among the examined variables. The population were all customers (females or males) of the aesthetic clinics and the aesthetic clinics in Surabaya. The sampling sites chosen were six leading medium-upscale beauty clinics in Surabaya namely: 1) Erha Clinic; 2) Profira Clinic; 3) Natasha Clinic; 4) Miracle Clinic; 5) Emde Clinic; and 6) Jayanata Clinic. Samples were selected purposively meaning that they had to meet criteria that are aligned with the purpose of the study, as follows: 1) samples aged above 17 years old; 2) at least had a service at one of the six beauty clinics at least within six months when the data collection was conducted in November 2018.

A survey was completed to obtain the primary data. The sample size was determined based on a minimum sample size as suggested by Hair, Anderson, Thatam, and Balcak (1998) that for multivariate analysis, the samples can be as many as 5-10 times of total observable variables. On this basis, a total of 230 samples were approached since total observable variables developed in the questionnaire were 23 items.

The questionnaire consisted of three parts: 1) screening questions (2 items); 2) demographic profiles and behavioural questions related to beauty clinic service (8 items); and 3) main concepts of customer experience, customer trust, emotional brand attachment, and customer loyalty. The items or empirical indicators for each concept were developed based on the

literature review conducted previously. There were 7 questions to measure customer experience (Sahin et al.); 4 questions to measure emotional brand attachment (Levy & Hin, 2006); 6 items to measure customer trust (Gul, 2014; Levy & Hin, 2006); and 6 questions to measure customer loyalty (Gul, 2014). Altogether there were 23 close-ended questions. A five-Likert scale from 1 (strongly disagree) to 5 (strongly agree) was used to measure part 3 of the questionnaire. A pilot study of 30 respondents was completed prior to the survey, and all items were found valid and reliable. The Partial Least Squares (PLS) path modelling method was selected using SmartPLS 3.0 software for the estimation of the structural model.

4. Findings

Total participants were 230 respondents. Male respondents were only 20 per cent (n=48) out of total participants, in other words, 79.1 per cent respondents were females (n=182). The majority of respondents were aged 24-29 years old (44.3%) and 30-35 years old (21.7%), working as employees and sel-employed or entrepreneurs. Sixty per cent of total respondents obtained an undergraduate degree (n=138). In terms of the income, most respondents had an average monthly income between IDR 3.5-6.9 million (41.3%) and those who earned IDR 7-999 million/month were about 25% of total participants.

The PLS path model analysis illustrates that all measures met the commonly accepted threshold for assessing the reliability and validity of the constructs. Table 1 shows the details of the construct reliability and validity. First, all the constructs' average variance extracted values were above the minimum criteria of 0.50, suggesting satisfactory convergent validity. Second, the indicators' cross-loadings inform that no indicator loaded higher on an opposing construct. Third, all indicators displayed significant standardized loadings above 0.700 ($p < .001$), demonstrating indicator reliability. Correspondingly, all constructs obtained high Cronbach's alpha (α) and composite reliability values greater than 0.800, entailing adequate internal consistency. Finally, all values of Stone-Geisser's Q2 were significantly above zero, providing satisfactory evidence of the model's predictive relevance.

Table 1. Construct Validity and Reliability

Constructs	Indicators	Outer Loading	AVE	Communality	CR
Customer Experience ($\alpha = 0.870$)	Comfortable clinic interior	0.766	0.563	0,563	0.900
	Facial treatment meets my expectation	0.757			
	Pleasant fragrance in the clinic	0.725			
	Nice music background played	0.731			
	The clinic represents my personality	0.713			
	The treatment makes my skin brighter	0.753			
	Relaxing treatment	0.803			
Emotional Brand Attachment ($\alpha = 0.803$)	Good relationship with the doctors & therapist	0.782	0.628	0,563	0.628
	Proud to be a customer of the clinic	0.805			
	Served well in the clinic	0.801			
	The products of the clinics fits my needs	0.783			
Customer Trust ($\alpha = 0.872$)	Feel comfortable with the service	0.780	0.611	0.743	0.611
	Trust the doctors and therapists' qualifications	0.781			
	Products sold are good in quality	0.808			
	The treatment procedures are clear	0.810			
	Secured feeling when treated	0.753			
	The clinics care for my needs	0.756			
Customer Loyalty	Willing to pay more prices	0.803	0.663	0.677	0.663
	Telling positive experiences to others	0.861			

$(\alpha = 0.898)$	Willingness to visit the clinics in the future	0.854			
	I am satisfied with the service & treatment	0.821			
	Willingness to ask my family/relatives	0.821			

Figure 2 demonstrates the outcome of the structural model test. The non-parametric bootstrap analysis revealed that most of the proposed relationships were significant. Concerning hypothesis testing, all hypotheses were supported. Specific hypothesis test results are displayed in Table 2.

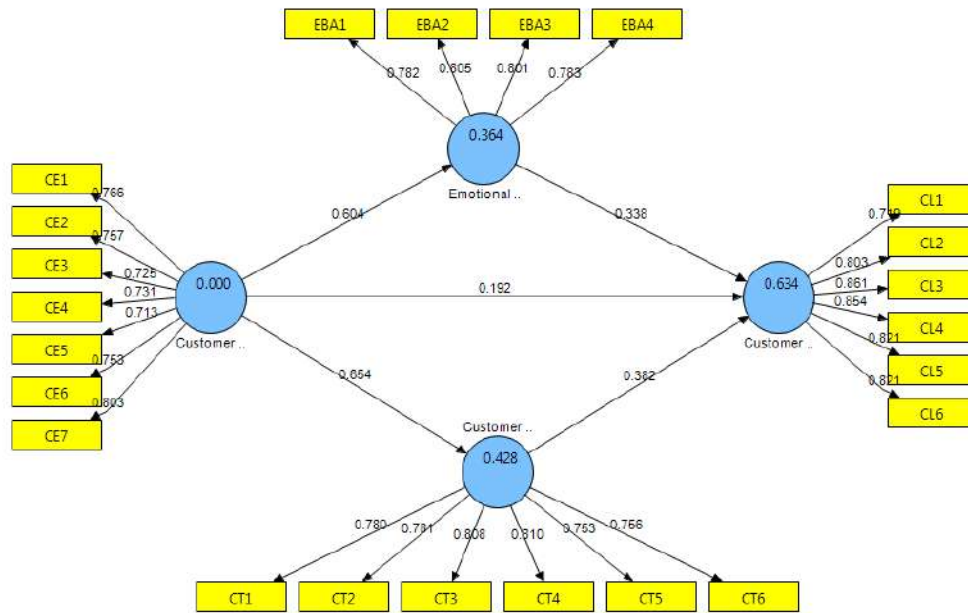


Figure 2. Results of the Proposed Model

Table 2. Results of Hypothesis Testing

Hypothesis	Influence	Path Coefficients	t-statistic	Result	Supported?
H1	Customer Experience → Customer Loyalty	0.192	2.634	significant	Yes
H2	Customer Experience → Emotional Brand Attachment	0.604	12.595	significant	Yes
H3	Customer Experience → Customer Trust	0.654	13.297	significant	Yes
H4	Emotional Brand Attachment → Customer Loyalty	0.338	4.842	significant	Yes
H5	Customer Trust → Customer Loyalty	0.382	5.115	significant	Yes

Table 2 shows that customer experience's effect on customer loyalty as indicated by the t-statistic value of 2.634, meaning that this value is greater than the t-table of 1.96. This implies that customer experience has a significant effect on customer loyalty. Next, the effect of customer experience on emotional brand attachment as shown by the t-statistic value of 12.595 that is greater than the t-table of 1.96. This indicates that customer experience has a significant effect on emotional brand attachments. The coefficient of influence of the effect of customer experience on customer trust as seen by the t-statistic value of 13.297 meaning that this value is greater than the t-table constitutes 1.96. This result indicates that customer experience has a significant effect on customer trust. Further, the effect of emotional brand attachment on customer loyalty as indicated by the t-statistic value of 4.842 implies that this value is larger

than t-table constitutes 1.96. It indicates that emotional brand attachment has a significant effect on customer loyalty. In terms of the effect of customer trust on customer loyalty, the t-statistic value of 5.115 is greater than the t-table of 1.96, meaning that customer trust has a significant effect on customer loyalty. Table 3 presents the indirect effect of two mediating variables that intervene the relationship between customer experience and customer loyalty. Based on the preceding results, it can be summarised that five hypotheses that were proposed in the literature review section can be all accepted.

Table 3. Results of Indirect Effect of Emotional Brand Attachment and Customer Trust as Mediating Variables

Influence	Influence Coefficients
Customer Experience → Emotional Brand Attachment → Customer Loyalty	$0.604 \times 0.338 = 0.204$
Customer Experience → Customer Trust → Customer Loyalty	$0.654 \times 0.382 = 0.250$

As illustrated in Table 3, the value of the indirect effect of emotional brand attachment in intervening the influence of customer experience on customer loyalty is 0.204, of which it is larger than the direct effect on customer loyalty customer experience which is only 0.192 (see Table 2 hypothesis 1). This indicates that emotional brand attachment is proven to become a mediating variable between customer experience and customer loyalty. This implies that emotional brand attachment is an important variable that needs to be existed in enhancing the level of customer loyalty as a result of the experience quality perceived by the customers after receiving personal care service or treatment in the beauty clinics. With regard to the role of customer trust, the calculation of the indirect effect in Table 3 shows that the indirect effect of customer trust in mediating the influence of customer experience on customer loyalty is equivalent to 0.250. This value is greater than the direct effect of customer experience on customer loyalty that is only 0.192 (see Table 2 hypothesis 1). This finding indicates that customer loyalty is able to moderate partial mediating effect on customer loyalty customer experience. Accordingly, it can be expressed that customer trust is an important variable an important variable that needs to be existed in enhancing the level of customer loyalty as a result of the experience quality perceived by the customers after receiving personal care service or treatment in the beauty clinics. To enable customers to remain loyal with the beauty clinics, trust towards the clinics need to be developed.

5. Discussions

As can viewed in Table 2, the proposed H₁ that there is a positive effect of customer experience on customer loyalty is accepted. This means the better the quality of experiences provided and felt by the customers, the higher the level of likelihood the customers remain loyal with the company. This result is consistent with previous studies conducted by Rajumesh (2014) and Brakus et al. (2009) that also revealed that customer experience had a positive and significant impact on customer loyalty. In other words, when consumers has a positive experience with a product or service they purchase, the consumers will become loyal. In the case of beauty clinics, providing a good experience for the customers is very critical. Visiting a beauty clinic means the customer would expect to get a personalised care and treatment both from the doctors and the therapists. Out of seven indicators of customer experience portrayed in Table 1, relaxing treatment is found as the biggest indicator reflecting the quality of experience that is valued by the respondents. Such a relaxing treatment is highly expected by the customers since it can be considered as the main motivating factor for customers to go to beauty clinics.

In Table 2, the proposed H₂ that there is a positive effect of customer experience on emotional brand attachment is also accepted. This result indicates that the better the quality of experiences provided and felt by the customers, the higher the level of likelihood the customers would have a stronger emotional attachment with the company or the brand. The finding confirms previous studies that were completed by Ardyan et al. (2016) that showed a significant effect of customer experience on emotional brand attachment. When engaging with a product or service, customers are likely to be stimulated emotionally than rationally. Ardyan et al. (2016) explain that emotional aspect relates to feeling, fantastic and fun. It is therefore, service providers which are able to offer any experience touching the emotional side of consumers will have a bigger chance to create a stronger emotional attachment from their customers (Sukoco and Hartawan, 2011). In relation to beauty clinics, building a strong emotional brand attachment becomes the key of success in retaining the customers. As stated earlier, such an attachment will only be achieved when the company is able to create a positive experience for the customers. As seen in Table 1, proud to be a customer of the clinic is revealed as the biggest indicator reflecting customer's emotional brand attachment. As such, beauty clinics should consistently offer a good quality service so that customers would have a positive impression of the quality of experience they have received.

Moreover, Table 2 shows that the proposed H₃ that there is a positive effect of customer experience on customer trust is accepted. This result implies an important fact that the better the quality of experiences provided and felt by the customers, the higher the level of customers will trust the company. This result accords with previous research conducted by Ardyan et al. (2016) that showed a significant impact of customer experience on customer trust. Both past and current experiences received by the customers will encourage them to be more confident buying the product or service from the same company or same brand in the future. The relationship between customer experience and customer trust offers an important highlight by beauty clinics to pay attention on the quality of experience they provide to their customers since it would shape the trust of the customers. Once the customers trust on the quality of the clinics it would be easier to retain them to be loyal with the companies.

With regards to H₄, the finding seen in Table 2 confirms that there is a positive effect of emotional brand attachment on customer loyalty, thus H₄ is accepted. This result indicates that the stronger the emotional attachment of customers with a particular company or a brand, the higher likelihood for customers to become loyal with the company or brand. This finding aligns with by previous research taken by Levy and Hino (2016) that also proved the emotional brand attachment's significant effect on customer loyalty. Strong emotional attachment that the customers have towards the brand is a result of a continuous relationship between service provider and its consumers. For beauty clinic management, creating positive emotions of their consumers will encourage them to give good assessment about the aesthetic and personal care services that are experienced by the customers. As such, this positive attachment will lead to customers' intentions to stay loyal with the clinics for a long period.

In relation to H₅, the finding seen in Table 2 confirms that there is a positive effect of customer trust on customer loyalty, thus H₅ is accepted. This implies that the higher the level of customer trust with a particular company or a brand, the higher likelihood for customers to become loyal with the company or brand. This result confirms previous studies of Flavian and Guinaliu (2006) and Gul (2014) which found that customer trust had a positive and significant impact on customer loyalty. The literature has shown that customer trust towards a product or service would directly influence them to stay loyal with the company since they do not need to think twice to make a repeat purchase. If a brand fulfills its promise, trust is developed and it goes

stronger in correlation with the long-term relationships built between the company and its customers. In this situation, purchase decision will be made straight away without bothering to search for the information for the products they are going to buy.

6. Conclusion and Recommendations

This study aims to determine the effect of customer experience on customer loyalty through the mediating roles of customer trust and emotional brand attachment. The results of this research have confirmed previous studies that had been conducted in various industry settings. This study was taken in the context of beauty clinics in Surabaya that offer aesthetic and personal care service and treatment. The concepts that selected to be investigated in this study appeared to be very relevant with the nature of the industry, that is, the beauty clinics, that lean on primarily on personalised experience delivered to the customers. It is therefore two recommendations are offered to the beauty clinics management. First, it is important to ensure that both doctors and therapists in the clinics to provide a consistent treatment that would create a positive experience for the customers, particularly to make them feel relaxed during and after the treatment. Last, the management should develop clear and consistent treatment procedures for all customers, since this aspect is found to be the highest reflector that could make customers feel proud as a member of the clinics, which in turn, create a higher level of customer trust toward the clinics.

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**4. Bukti penerimaan artikel setelah revisi
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Notifications

**[ijbs] Editor Decision**

2019-05-18 09:46 AM

Serli Wijaya:

We have reached a decision regarding your submission to Petra International Journal of Business Studies, "The The Role of Emotional Brand Attachment and Customer Trust as Mediating Variables of Customer Experience's Effect on Customer Loyalty Towards Beauty Clinics in Surabaya".

Our decision is to: Accept Submission

IJBS Editor-in-Chief

ijbs@petra.ac.id

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**5. Bukti artikel diproses cetak oleh
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Notifications

**[ijbs] Editor Decision**

2019-06-07 04:24 AM

Serli Wijaya:

The editing of your submission, "The The Role of Emotional Brand Attachment and Customer Trust as Mediating Variables of Customer Experience's Effect on Customer Loyalty Towards Beauty Clinics in Surabaya," is complete. We are now sending it to production.

Submission URL: <http://ijbs.petra.ac.id/index.php/ijbs/authorDashboard/submission/39>

IJBS Editor-in-Chief
ijbs@petra.ac.id

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