The Influence of Digital Marketing, Service Quality, and Product Innovation on Customer Loyalty in Beauty Industry

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ABSTRACT

The beauty industry in Indonesia is experiencing rapid development, driven by ever-changing beauty trends and increasing digital penetration. This study aims to analyze the influence of digital marketing strategies, service quality, and product innovation on customer loyalty at Beauty Eyebrow Lash and Nail Jakarta. Data were collected through a survey of 99 active customer respondents using a questionnaire based on a Likert scale of 1-5. Data analysis techniques included multiple linear regression, normality test (Kolmogorov-Smirnov), multicollinearity test (VIF), heteroscedasticity test (Glejser), F-test for simultaneous effects, and t-test for partial effects on customer loyalty. The results of the analysis show that the three independent variables have a positive and significant effect on customer loyalty, both partially and simultaneously. Digital marketing strategies, such as collaboration with influencers, superior service quality, and relevant product innovation, have been shown to increase customer engagement and commitment. This study concludes that these factors significantly contribute to strengthening customer loyalty at Beauty Eyebrow Lash and Nail Jakarta, supporting the business's success in facing increasingly tight competition in the beauty industry.

Keywords*: Beauty Industry, Customer Loyalty, Digital Marketing, Product Innovation, Service Quality*

ABSTRAK

Industri kecantikan di Indonesia mengalami perkembangan pesat, seiring dengan tren kecantikan yang terus berubah dan meningkatnya penetrasi digital. Penelitian ini bertujuan menganalisis pengaruh strategi pemasaran digital, kualitas pelayanan, dan inovasi produk terhadap loyalitas pelanggan di Beauty Eyebrow Lash and Nail Jakarta. Data dikumpulkan melalui survei terhadap 99 responden pelanggan aktif dengan kuesioner berbasis skala Likert 1-5. Teknik analisis data menggunakan regresi linier berganda, uji normalitas (Kolmogorov-Smirnov), uji multikolinearitas (VIF), uji heteroskedastisitas (Glejser), serta uji F untuk pengaruh simultan dan uji t untuk pengaruh parsial terhadap loyalitas pelanggan. Hasil analisis menunjukkan bahwa ketiga variabel independen memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan, baik secara parsial maupun simultan. Strategi pemasaran digital, seperti kolaborasi dengan influencer, kualitas pelayanan yang unggul, serta inovasi produk yang relevan, terbukti meningkatkan keterlibatan dan komitmen pelanggan. Penelitian ini menyimpulkan bahwa faktor-faktor tersebut sangat berpengaruh dalam memperkuat loyalitas pelanggan di Beauty Eyebrow Lash and Nail Jakarta, yang berkontribusi pada kesuksesan bisnis mereka dalam menghadapi persaingan industri kecantikan yang semakin ketat.

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***Kata kunci**: Industri Kecantikan, Loyalitas Pelanggan, Pemasaran Digital, Inovasi Produk, Kualitas Pelayanan*

INTRODUCTION

The beauty industry in Indonesia is experiencing rapid development, with a projected growth of 6%-8% per year until 2025. This growth is supported by changing trends and the increasing penetration of digital technology. Social media has become the primary platform for spreading beauty trends (Siddiqui, 2021), further strengthening its role in shaping consumer preferences. A study by Chaffey & Ellis-Chadwick (2019) emphasized that digital marketing has great potential to reach a wide audience and influence their decisions.

The beauty industry currently prioritizes a holistic experience that includes convenience, personalization, and emotional connection with the brand. Customer loyalty, according to Oliver (1999), is a strong commitment to continue using a product or service despite the presence of many competitors. Digital marketing strategies, service quality, and product innovation are the key factors in building this loyalty (Lu et al., 2019; Zhou et al., 2021; Habibie et al., 2024). Digital marketing through social media and influencers has been proven effective in creating emotional customer engagement (Ranjan & Read, 2016; Delbaere et al., 2021). Additionally, product innovation that aligns with both global and local trends plays a major role in maintaining brand appeal in the eyes of consumers (Afiftama & Nasir, 2024; Wijaya & Wahyudi, 2024). By adopting a strategy that focuses on customer needs and emotional engagement, brands can establish stronger, more relevant, and more valuable long-term relationships. This not only increases satisfaction but also strengthens consumer loyalty to the brand.

Beauty Eyebrow Lash Wax and Nail is a premium beauty salon located in a strategic area of West Jakarta. Through a promotional strategy utilizing social media and influencers, the salon has successfully increased brand awareness and built customer loyalty. Internal company data shows that 34.7% of customers are loyal, while the remaining 65.3% are new customers. To retain loyal customers while attracting new ones, a combination of digital marketing strategies, improved service quality, and relevant product innovation is needed. Service quality is a key factor in creating a positive experience for customers (Ali et al., 2021; Sutriani et al., 2024). According to Parasuraman et al. (1988), service quality consists of five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. High-quality service can increase customer satisfaction and strengthen long-term relationships. Research by Zeithaml et al. (1996) and Aini et al. (2022), shows that service quality has a significant impact on customer loyalty.

In addition, product innovation is an important element in responding to changing trends. Beauty consumers are increasingly interested in services or products that not only meet aesthetic needs but also reflect values such as sustainability and clean beauty. A study by Lee et al. (2021) in South Korea revealed that product innovation plays a major role in customer retention, especially in the competitive beauty sector. However, similar research in Indonesia is still limited, so further exploration is needed to understand how product innovation affects customer loyalty in the local market. By considering three main variables—digital marketing strategy, service quality, and product innovation—this study aims to provide strategic contributions to beauty industry players in Jakarta. Through in-depth analysis, this study is expected to offer relevant insights for business actors in designing marketing strategies, improving service quality, and creating innovations that meet customer needs.

METHODS

This study employs a quantitative approach with a survey method (Syahrizal et al., 2023) to examine the impact of digital marketing strategies, service quality, and product innovation on customer loyalty at Beauty Eyebrow Lash Wax and Nail Jakarta. The study focuses on active customers, with a sample of 99 individuals selected through purposive sampling. The sample criteria include customers who have used the service at least twice and follow the salon's social media. Data were collected via a 1–5 Likert scale questionnaire. The research variables include digital marketing strategies (social media and influencers), service quality (SERVQUAL dimensions), product innovation (alignment with beauty trends), and customer loyalty (commitment to continued use). The research instrument was tested for validity using Pearson correlation and for reliability with Cronbach's alpha (minimum value of 0.7). Data analysis involved classical assumption tests, including normality (Kolmogorov-Smirnov), multicollinearity (Variance Inflation Factor), and heteroscedasticity tests. Once the assumptions were met, multiple linear regression analysis was performed to assess the effect of independent variables on customer loyalty, both simultaneously and partially. Hypothesis testing used the F-test for joint effects and the t-test for individual variables. Data analysis was performed using Statistical Product and Service Solutions (SPSS) version 21. The findings are presented in a statistical table and interpretation, providing insights into how digital marketing strategies, service quality, and product innovation contribute to customer loyalty. This research aims to offer strategic recommendations for enhancing loyalty in the beauty industry.

RESULTS

The distribution of respondent characteristics by gender and age was chosen because it provides insight into the factors that influence the research results. Gender and age are considered important variables in understanding respondent patterns. The data presented shows the proportion of each group in this study. This distribution analysis will aid in interpreting the research results by considering the demographic characteristics of the respondents.

Table 1. Respondent Characteristics by Gender and Age

Variables		Frequency	Percent	Valid Percent	Cumulative Percent	Description
Gender	Men	5	5.1	5.1	5.1	Valid
	Women	94	94.9	94.9	100.0	Valid
Age	18-25 Y.O.	42	42.4	42.4	42.4	Valid
	26-20 Y.O.	45	45.5	45.5	87.9	Valid
	>30 Y.O.	12	12.1	12.1	100.0	Valid

Source: Primary Data Processed by Researchers (2024)

Based on Table 1, the characteristics of respondents based on gender and age show a clear pattern. In terms of gender, the majority of respondents are women, with a total of 94 respondents (94.9%), while men only number 5 respondents (5.1%). This shows a significant gender imbalance in the research sample, which needs to be considered in further analysis if gender affects the variables studied. Meanwhile, for the age category, the majority of respondents are in the 18-30 year age range, with the 18-25 year age group covering 42.4% and the 26-30 year age group reaching 45.5%. The combination of these two age groups covers 87.9% of all respondents, indicating that most participants are young adults. Only 12.1% of respondents are over 30 years old, indicating a smaller representation of this age group in the research sample. The Cumulative Percent in this table shows that all respondents are included in the existing categories, both in terms of gender and age. Thus, the demographic characteristics of respondents who are dominated by women and young age can affect the results of the study, which needs to be considered in the context of further data interpretation.

Reliability testing was conducted to ensure that the research instruments used have good internal consistency. In this study, reliability was measured using Cronbach's Alpha. The Cronbach's Alpha value indicates that respondents provided consistent answers to the statements in the questionnaire. Therefore, the data obtained can be trusted for further analysis.

Table 2. Reliability Test Results

Analysis	Value
Conbrach's Alpha	0.976
Conbrach's Alpha based on Std. Items	0.976
N of item	24

Source: Primary Data Processed by Researchers (2024)

Based on Table 2, the results of the reliability analysis of the research instrument are presented, using Cronbach's Alpha statistics to measure the internal consistency of the 24 items. The Cronbach's Alpha value of 0.976 indicates that the instrument has very high reliability. Generally, a Cronbach's Alpha value greater than 0.7 is considered reliable, while a value approaching 1 indicates excellent internal consistency. With a value of 0.976, this instrument is highly reliable, meaning that all items used to measure the same construct are interrelated and support each other in measuring the intended variable. This also indicates that variations in respondent scores are more influenced by actual differences in the variables being measured, rather than by measurement errors in the instrument. Furthermore, the Cronbach's Alpha value based on standardized items shows the same result, 0.976, confirming that the instrument's reliability is maintained even after the standardization of the items. This ensures that the reliability of the instrument is not affected by the standardization process, and the results obtained remain valid and reliable. Overall, based on these results, the research instrument is considered to have excellent internal consistency and is ready to be used for data collection in further research.

Table 3. Normality Test Results

Social Web Promo	Statistic	df	Sig.
2	0.113	22	0.200
3	0.260	2	
4	0.136	43	0.045
5	0.099	31	0.200

Source: Primary Data Processed by Researchers (2024)

Based on Table 3, the results of the Kolmogorov-Smirnov normality test for the Promo Web Social variable, which measures the distribution of data across several groups, are shown. In the first row, the Kolmogorov-Smirnov test statistic value is 0.113 with 22 degrees of freedom and a significance value (Sig) of 0.200. Since the p-value is greater than 0.05, this data is considered normally distributed. In the second row, no statistical or significant value is recorded, which may be caused by the sample size being too small or other issues with the calculation. In the third row, the Kolmogorov-Smirnov test statistic value is 0.136 with 43 degrees of freedom and a significance value of 0.045. Since the p-value is less than 0.05, this data is not normally distributed. Finally, in the fourth row, the Kolmogorov-Smirnov test statistic value is 0.099 with 31 degrees of freedom and a significance value of 0.200. Since the p-value is greater than 0.05, this data is also normally distributed.

The multicollinearity test is conducted to ensure that there is no high linear relationship between the independent variables in the multiple linear regression model. This test is performed using the Variance Inflation Factor (VIF) and Tolerance values. The heteroscedasticity test is conducted to ensure that the residual variance of the regression model is constant (homoscedasticity). Failure to meet this assumption will result in biased and inefficient regression estimation results. In this study, the heteroscedasticity test was performed using the Glejser method, where the absolute value of the residuals is used as the dependent variable. The t-test aims to examine the effect of each independent variable on the dependent variable individually.

Table 4. Results of Multicollinearity Test, Heteroscedasticity and t Statistic Test (Partial Test)

Analysis	Variables	Un-std. Coef. B	Un-std. Coef. Std. Error	Std, Coef. Beta	t	Sig.	Tolerance	VIF
Multikolinearitas	(Constant)	6.679	1.674		3.990	<0.001		
	Digital Marketing Strategy	-0.019	0.084	-0.025	-0.226	0.822	0.349	2.867
	Service Quality	0.371	0.107	0.374	3.472	<0.001	0.375	2.667
	Product Innovation	0.397	0.098	0.466	4.039	<0.001	0.326	3.064
Heteroscedasticity and t Statistic Test (Partial Test)	(Constant)	6.010	1.044		5.755	<0.001		
	Digital Marketing Strategy	-0.210	0.052	-0.567	-4.024	<0.001	0.349	2.867
	Service Quality	0.116	0.067	0.237	1.741	0.085	0.375	2.667
	Product Innovation	-0.092	0.061	0.218	-1.496	0.138	0.326	3.064

Source: Primary Data Processed by Researchers (2024)

Based on Table 4, the results of the multiple linear regression analysis are presented, focusing on multicollinearity, heteroscedasticity, and t-test statistics for partial tests. In terms of multicollinearity, the results show that there is no serious problem because all Variance Inflation Factors (VIF) are below 10, indicating no high correlation between the independent variables. For the t-test, the Digital Marketing Strategy variable has a B coefficient of -0.019 with a t value of -0.226 and a significance of 0.822, indicating that this variable does not have a significant effect on the dependent variable. In contrast, Service Quality and Product Innovation show a significant effect, with B coefficients of 0.371 and 0.397, respectively, and significant t values (3.472 and 4.039, $p < 0.001$). Service quality has a standardized beta of 0.374, while product innovation has a larger standardized beta of 0.466, indicating that product innovation has a stronger effect on the dependent variable. In the second model, Digital Marketing Strategy remains significant with a strong negative effect ($B = -0.210$, $t = -4.024$, $p < 0.001$), while Service Quality and Product Innovation are not significant at the 0.05 level. Overall, these results indicate that service quality and product innovation have a significant impact, although some variables are less influential at a stricter level of significance.

The multiple linear regression model used satisfies the assumption of being free from multicollinearity, ensuring that the relationships between the independent variables do not affect the interpretation of the regression results. This model can be applied for further analysis of the effects of digital marketing strategy, service quality, and product innovation on customer loyalty. Although there are indications of heteroscedasticity in the Digital Marketing Strategy, this effect can be minimized by using the robust regression method to ensure that the estimation results remain unbiased. Overall, the regression model mostly meets the assumption of homoscedasticity. Since the significance is less than 0.05, it can be concluded that the Digital Marketing Strategy has a negative and significant effect on Customer Loyalty. This suggests that an increase in the digital marketing strategy tends to decrease customer loyalty, indicating the need to review the current marketing strategy.

Table 5. Multiple Linear Regression

Statistic	Value
R	0.585
R Square	0.342
Adjusted R Square	0.321
Std. Error of the Estimate	0.488

Source: Primary Data Processed by Researchers (2024)

Based on Table 5, the R value of 0.585 indicates a moderate relationship between the independent variables (Digital Marketing Strategy, Service Quality, and Product

Innovation) and the dependent variable (Customer Loyalty). This suggests a significant but not overly strong relationship. The Adjusted R Square value of 0.321 indicates that 32.1% of the variation in Customer Loyalty can be explained by the three variables. The remaining 67.9% is influenced by other factors not measured in this model. Thus, although there is a fairly good relationship, many external factors still influence Customer Loyalty.

Table 6. F-test result

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	168.496	3	56.165	16.438	0.000
Residual	324.604	95	3.417		
Total	493.100	98			

Source: Primary Data Processed by Researchers (2024)

Based on Table 6, the ANOVA test results show an F value of 16.438 with a significance level (Sig.) of 0.000. Since the Sig. value is less than 0.05, it can be concluded that the regression model is significant. This indicates that Digital Marketing Strategy, Service Quality, and Product Innovation together have a significant influence on Customer Loyalty. The F statistical test is used to assess the effect of all independent variables simultaneously on the dependent variable. Based on the ANOVA results, the F-count value is 16.438 with a significance level (Sig.) of 0.000. This value is compared to the F-table value at degrees of freedom (df1 = 3, df2 = 96), which is typically around 2.70 for an alpha level of 0.05. Since F-count > F-table and Sig. < 0.05, the null hypothesis (H0) is rejected. Therefore, it can be concluded that, simultaneously, Digital Marketing Strategy, Service Quality, and Product Innovation significantly influence Customer Loyalty.

DISCUSSION

The results of this study indicate that the current digital marketing strategy needs to be re-evaluated, as it has been found to negatively impact customer loyalty. This decline in loyalty can be attributed to the ineffectiveness of the approach used to understand consumer behavior digitally. For example, the content presented does not align with customer expectations or is less relevant to their needs, thus diminishing their attachment to the brand. In this context, research by Chaffey & Smith (2017) shows that poorly personalized digital marketing can lead to decreased customer interest in the brand. They argue that a more segmented and data-driven strategy is more effective in increasing customer loyalty. Additionally, research by Wasfika et al. (2024) and Alpiana et al. (2024) emphasizes that strategic management is crucial in digital marketing.

Research conducted by Kingsnorth (2022) and Theodorakopoulos & Theodoropoulou (2024) emphasizes the importance of understanding customers when designing digital marketing strategies. Without proper adjustments to customer needs, digital marketing risks not only failing to increase loyalty but also causing customer dissatisfaction, which can lead to higher churn rates. Therefore, it is necessary to review the elements of the current digital marketing strategy to create a more satisfying and relevant experience for customers. In this context, although service quality and product innovation do not have a significant effect individually on customer loyalty, their combined contribution is significant. This finding aligns with research by Hadi et al. (2019) and Rashid et al. (2020), which shows that both service quality and product innovation influence customer loyalty. Research by Wilson et al. (2020) suggests that companies should integrate superior service quality with relevant product innovation to meet evolving customer expectations. The combination of the two has proven to be more effective than focusing on one aspect alone, as both contribute to a more holistic experience for customers. Therefore, it is recommended that companies improve both aspects simultaneously as part of a more comprehensive strategy to increase customer loyalty.

Thus, multiple linear regression analysis involving the t-statistic test (partial test) and the F-statistic test (simultaneous test) provides a comprehensive picture of the factors that influence customer loyalty at Beauty Eyebrow Lash Wax and Nail in Jakarta. These findings can serve as a basis for companies to formulate more effective strategies to increase customer loyalty. The results of this study indicate that the three independent variables contribute significantly to customer loyalty, with service quality being the most dominant factor. Consistent digital marketing strategies and relevant product innovations are key to maintaining customer loyalty in a competitive market. These findings are in line with relationship marketing theory and previous research, which highlights the importance of emotional relationships between customers and brands.

CONCLUSION

This study demonstrates that digital marketing strategies, service quality, and product innovation significantly influence customer loyalty at Beauty Eyebrow Lash Wax and Nail Jakarta. These three variables positively contribute to customer commitment to continue using the services offered. Digital marketing strategies, which involve the use of influencers and social media, have proven effective in increasing brand awareness and fostering emotional engagement with customers. Superior service quality, which includes dimensions of reliability, responsiveness, assurance, empathy, and physical evidence, plays a crucial role in creating a positive customer experience. Additionally, product innovation that aligns with beauty trends is a key factor in attracting customer attention, especially in the highly competitive beauty industry. The study's results indicate that a holistic approach, combining digital marketing, quality service, and product innovation, can both maintain loyal customers and attract new ones. The managerial implications of these findings emphasize the importance of continuously evaluating and updating marketing strategies, improving service quality, and developing products to meet market needs and preferences. Thus, companies can sustain a competitive advantage in the ever-growing beauty industry. This study provides valuable strategic insights for business stakeholders to support long-term business growth.

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