Multidisciplinary Output Research For Actual and International Issue (MORFAI Journal) ISSN (e): 2808-6635
Volumes 5 No. 3 (2025)

PATIENT LOYALTY IS INFLUENCED BY ELECTRONIC WORD OF MOUTH (E-WOM), SERVICE QUALITY AND PROMOTION AT THE SANUS AESTHETIC CLINIC

Rizki Aprilia[1], Hery Winoto Tj.[2]
[1 2] Universitas Kristen Krida Wacana, Jakarta
Email: prili.mail88@gmail.com; hery.winoto@ukrida.ac.id

Received : March 13, 2025
Revised : March 28, 2025
Accepted : April 15, 2025
Published : May 23, 2025
DOI : https://doi.org/10.54443/morfai.v5i3.2961
Publish Link : https://radjapublika.com/index.php/MORFAI

Abstract

This study examines the influence of Electronic Word of Mouth (eWOM), service quality, and promotion on patient loyalty at Sanus Aesthetic Clinic in Tangerang. Despite the clinic's strategic location, patient numbers declined by 11% from 2023 to 2024, prompting an investigation into factors affecting loyalty. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) on survey data from 100 patients, the study tests three hypotheses. Results indicate that promotion significantly enhances patient loyalty, while eWOM and service quality show no statistically significant impact. The findings suggest that effective promotional strategies—such as discounts, referral programs, and value-added offers—play a crucial role in retaining patients, whereas online reviews and perceived service quality may not be decisive factors for loyalty in this context. These insights provide practical recommendations for aesthetic clinics to prioritize targeted promotions to sustain and grow their patient base.

Keywords: ***Electronic Word of Mouth (eWOM), service quality, promotion, patient loyalty, aesthetic clinic***

INTRODUCTION

As time progresses, various types of businesses have emerged across different sectors, including fashion, tourism, transportation, culinary, and personal care. Focusing on the personal care industry, many businesses have been established with different target markets, leading to intense competition. To succeed, businesses must adopt strategies that improve electronic word of mouth (eWOM), service quality, and promotional efforts to attract and satisfy customers.

Customer loyalty is a crucial aspect of business success. It reflects repeat purchases, price tolerance, and customer recommendations. Loyal customers not only continue using the products or services but also serve as informal promoters, enhancing brand recognition and stability in business revenue. Factors influencing loyalty include eWOM, service quality, and promotion. Loyalty provides long-term benefits and financial stability for businesses.

According to Samuel and Lianto (2014), electronic word of mouth (eWOM) is a powerful platform where consumers share opinions online, offering wider reach and higher effectiveness than offline WOM. Through social media, blogs, and e-commerce platforms, eWOM spreads both positive and negative reviews that influence potential customers. As such, eWOM plays a significant role in building customer loyalty.

In addition to eWOM, service quality is essential for fostering loyalty. It helps businesses build strong relationships with customers. Service quality is defined as the gap between customer expectations and the actual service received (Lupioadi, 2018). High service quality leads to greater customer satisfaction, which in turn encourages continued patronage and resistance to competitors' offers. Thus, service quality is key to customer retention and long-term profitability.

In addition to service quality, promotion is a key component of the marketing mix, alongside pricing, product, and distribution. Even if a product is high-quality, affordable, and easily accessible, without effective promotion, sales may remain low. Good product quality can expand market reach and fulfill customer satisfaction. To build customer loyalty, businesses must offer effective promotions and appropriate pricing. Sanus Aesthetic Clinic is a personal care business located at Jl. Dr. Soetomo 85, Karang Tengah, Tangerang. The clinic's strategic location on a main road in Tangerang contributes to its accessibility. The following data presents monthly visitor numbers as an indicator of patient loyalty.

Table 1. Monthly Number of Visitors in 2023–2024

Year	2023 Number of Patients	Year	2024 Number of Patients
January	181	January	179
February	159	February	124
March	164	March	213
April	176	April	142
May	175	May	140
June	175	June	148
July	179	July	156
August	184	August	145
September	158	September	123
October	160	October	207
November	190	November	168
December	175	December	113
Total	2076	Total	1858
Percentage			**-11%**

Source: Sanus Aesthetic Clinic

The table presents monthly patient data from 2023 and 2024 at Sanus Aesthetic Clinic, showing a decline in patient numbers. In 2023, the clinic had a total of 2,076 patients, while in 2024 the number dropped to 1,858—an 11% decrease. The clinic's monthly target is 150 patients; this was consistently met in 2023 but often not reached in 2024. A preliminary survey of six patients revealed that the decline in loyalty was due to factors such as limited eWOM or online reviews, dissatisfaction with services, and ineffective promotions. Patient loyalty significantly impacts the clinic, as loyal patients tend to return regularly and recommend the clinic to others. Based on this background, the researcher is interested in studying the influence of Electronic Word of Mouth (eWOM), service quality, and promotion on patient loyalty at Sanus Aesthetic Clinic.

REVIEW OF LITERATURE

Theoretical Concept

Patient Loyalty

Patient loyalty refers to behaviors related to a brand, including the likelihood of renewing a contract, switching brands, or enhancing a product's positive image. If a product fails to meet patient expectations, patients may respond through "exit" (stopping purchases) or "voice" (expressing dissatisfaction directly to the company). According to Tjiptono (2014), customer loyalty is defined as repeat purchases, which can result from market dominance—where the product becomes the only available option—or from continuous promotional efforts that persuade customers to repurchase. In the absence of market dominance or aggressive promotions, loyal customers still tend to repurchase their preferred brand despite the availability of alternatives.

Sangadji and Sopiah (2013) define customer loyalty as a customer's commitment to consistently repurchase a specific product or service in the future, even when external factors or marketing efforts might influence behavior. Kotler and Keller (2013) state that loyalty stems from meeting customer expectations, which are shaped by past purchase experiences, opinions from friends and family, and promises or information from marketers or competitors.

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) refers to product, service, or brand-related information or recommendations shared online through platforms such as social media, blogs, forums, review sites, emails, or text messages. It includes both positive and negative statements made by current, potential, or past consumers (Thurau et al., 2004). With technological advancements, especially in internet connectivity, word of mouth has evolved from personal

communication to digital communication, known as e-WOM. Unlike traditional word of mouth (WOM), which is delivered face-to-face, e-WOM requires the internet as a medium. According to Yulianto et al. (2017), e-WOM consists of consumer opinions about products or companies shared online. Damayanti (2020) adds that e-WOM includes messages based on consumer purchase experiences and serves as a channel for sharing product information, including quality and service aspects.

Service Quality

Service quality is the customer's evaluation of the gap between the service they receive and what they expect (Hasanah, 2017). According to Kotler and Keller (2013), quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations. Mauludin (2013) explains that service quality reflects the difference between customer expectations and actual service received. High service quality encourages patients to build strong relationships with service providers, enabling providers to better understand and meet patient needs. When service meets or exceeds expectations, it is perceived as high quality; if it falls short, it is seen as poor. Quality service satisfies customer needs and expectations, while poor service leads to dissatisfaction. Therefore, service quality is crucial and should always focus on customer satisfaction.

Promotion

Promotion is a key element of the marketing mix used to introduce products or services to consumers, helping them become aware of what a company offers. It serves not only as a communication tool between a company and its consumers but also as a means to influence purchasing decisions based on consumer needs and desires (Lupiyoadi, 2018). According to Kotler and Armstrong (2018), promotion involves activities that communicate a product's value and persuade target customers to make a purchase.

Previous Research

Research on e-WOM, service quality, and promotion in relation to patient loyalty has been widely conducted by previous researchers. These studies have provided valuable insights and contributions to help businesses determine effective approaches to attract consumers to purchase their products.

Conceptual Framework

The conceptual framework is a diagram that illustrates the relationship patterns between variables. In this research, there are four variables to be tested: e-WOM, service quality, promotion, and patient loyalty. The researcher's framework of thought is as follows:

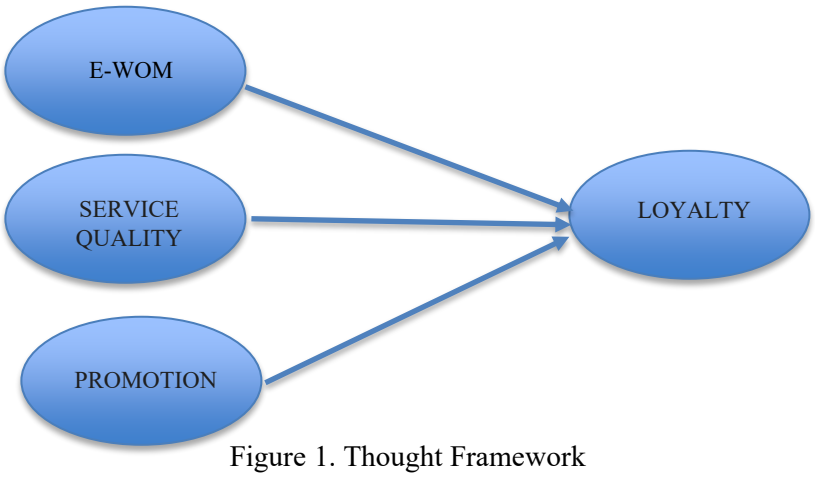

Figure 1. Thought Framework

From the conceptual framework above, it can be described that e-WOM, service quality, and promotion all have an influence on patient loyalty.

Hypothesis Development

Based on the problem formulation and literature review, the following hypotheses are proposed:

1. **The Effect of e-WOM on Patient Loyalty**
   Based on a study by Rizkyta et al. (2024), e-WOM has a positive and significant effect on patient loyalty. Therefore, the hypothesis is:
   H1: e-WOM (X1) has a positive and significant effect on patient loyalty (Y) at Sanus Aesthetic Clinic.
2. **The Effect of Service Quality on Patient Loyalty**
   According to research by Anisa (2016), Barus et al (2021), and Kurniawan et al (2022), service quality has a positive and significant effect on patient loyalty. Therefore, the hypothesis is:
   H2: Service quality (X2) has a positive and significant effect on patient loyalty (Y) at Sanus Aesthetic Clinic.
3. **The Effect of Promotion on Patient Loyalty**
   Based on a study by Kusumayanti et al. (2021), promotion has a positive and significant effect on patient loyalty. Therefore, the hypothesis is:
   H3: Promotion (X3) has a positive and significant effect on patient loyalty (Y) at Sanus Aesthetic Clinic.

RESEARCH METHOD

Research Object

The research object refers to the location where the research is conducted. This study is conducted on patients at Sanus Aesthetic Clinic located at Jl. Dr. Soetomo 85, Karang Tengah, Tangerang.

Population and Sample

According to Kuncoro (2013), the population is the complete group of elements that the researcher is interested in studying. Sukandarrumidi (2012) defines the population as the entire set of research objects, which may include tangible or abstract objects, events, or phenomena that are the data source with specific and similar characteristics. The population in this study is the patients of Sanus Aesthetic Clinic.

A sample is a subset of the population with specific characteristics. This research uses non-probability sampling, specifically incidental sampling, to determine the research sample. Non-probability sampling does not give each element of the population an equal chance to be selected (Sugiyono, 2018). The sample in this study includes frequent visitors to Sanus Aesthetic Clinic. The purposive sampling technique is used, which involves selecting a specific group based on predefined criteria aligned with the research objectives (Sugiyono, 2018).

The inclusion criteria for the sample are:

1. Patients of Sanus Aesthetic Clinic
2. Frequent visitors to Sanus Aesthetic Clinic

According to Hair (2019), a sample is a subset of a population, consisting of selected members. Hair (2019) suggests that the sample size depends on the number of indicators used. Specifically, the sample size should be equal to the total number of indicators multiplied by 5 to 10. Based on this guideline, this study sets a sample size of 90 respondents at the minimum, calculated by multiplying all variable indicators (18 indicators × 5 = 90).

Operational Variables

Independent variables are factors or conditions assumed to influence the dependent variable. In this study, e-WOM is the independent variable X1, service quality is X2, and promotion is X3. The dependent variable in this study is patient loyalty (Y).

Table 2. Operational Definition of Variables

No	Variable	Researcher's Definition	Indicators
1.	E-WOM (X1)	Electronic Word of Mouth (E-WOM) is information or recommendations about a product, service, or brand shared electronically through online platforms such as social media, forums, blogs, review sites, and text messages or emails. E-WOM is similar to traditional word of mouth (WOM), but the information or recommendations are shared electronically.	1. Reviews or comments. 2. Number of followers 3. Content 4. Interactions or reactions 5. Influencer impact
2.	Service Quality (X2)	Service quality is a form of customer evaluation of the level of service received compared to the expected service level.	1. Tangibles 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy
3.	Promotion (X3)	Promotion is one of the marketing mix tools. Through promotional activities, companies can introduce a product or service to consumers, allowing consumers to become aware of the product or service offered.	1. Promotion quality 2. Promotion timing 3. Promotion frequency 4. Relevance or appropriateness
4.	Customer Loyalty (Y)	Patient loyalty is behavior related to the brand of a product, including the likelihood of renewing contracts in the future, how likely patients are to change their support for the brand, and the desire of patients to enhance the positive image of a product.	1. Regular repurchasing 2. Buying across product or service lines 3. Recommending to others 4. Showing resistance to competitor's attraction

Data Collection Technique

Data collection was carried out using questionnaires, which are a method of gathering information through written questions to obtain reports about the respondent's personal details or what they know (Arikunto, 2014). The questionnaires were distributed by the researcher to the respondents.

Data Analysis Technique

Partial Least Squares (PLS)

Partial Least Squares (PLS) is a powerful analysis method, often called soft modeling, as it eliminates the assumptions of Ordinary Least Squares (OLS) regression, such as the need for normally distributed multivariate data and no multicollinearity issues among exogenous variables (Ghozali, 2018).

Descriptive Analysis

Descriptive analysis is used to present data in a clear and simplified manner, making it easier to understand. It involves summarizing, organizing, and presenting data to make it comprehensible (Wiyono, 2001). According to Sanusi (2012), descriptive statistics can be used when explaining data from a single variable. Common descriptive measures include frequency and mean.

Model Measurement (Outer Model)

Evaluation of the measurement model (outer model) is done to assess its validity and reliability. The outer model with reflective indicators is evaluated through convergent and discriminant validity, composite reliability, and Cronbach's alpha for the indicator block. Meanwhile, the outer model with formative indicators is evaluated by examining the substantive content, comparing relative weights, and checking the significance of the indicator (Ghozali, 2018). The analysis of the outer model is based on several indicators:

- **Convergent Validity**: Measures the correlation between constructs and latent variables. It is evaluated by checking the standardized loading factor, with values expected to be >0.7. A value between 0.5-0.6 is acceptable.
- **Discriminant Validity**: Compares the square root of the average variance extracted (AVE) for each construct with correlations among constructs. If the square root of AVE is higher than the correlation with other constructs, it is considered to have good discriminant validity. The expected AVE value is >0.5.
- **Composite Reliability**: Indicates the reliability of the measurement tool. A composite reliability value of >0.7 indicates high reliability.

For reflective indicators, the outer model is tested with the above methods. For formative indicators, a different test is applied:
Significance of Weights: The weight of the formative indicator must be significant.
Multicollinearity: Multicollinearity is tested by examining the VIF value. If VIF <10, there is no multicollinearity.

Structural Model Evaluation (Inner Model)

To assess the structural model with PLS, R-Square values are used for each endogenous latent variable as a measure of predictive power. R-Square tests the goodness of fit of the model. Changes in R-Square explain the effect of certain exogenous latent variables on endogenous variables. R-Square values of 0.67, 0.33, and 0.19 represent strong, moderate, and weak models, respectively (Chin, 1998). The R-Square value indicates how much variance of the construct is explained by the model. Additionally, structural model evaluation can be performed using Q predictive relevance (predictive sample reuse). Q predictive relevance values of 0.02, 0.15, and 0.35 indicate weak, moderate, and strong models.

The evaluation continues by assessing the significance of the relationships between variables using bootstrapping procedures. Bootstrapping is a non-parametric approach for estimating the precision of PLS. It resamples the original sample. Hair et al. (2019) recommend using 5,000 bootstrap samples, though Ghozali (2018) suggests 200 samples are sufficient to correct the standard error of PLS estimates. Significance levels are tested with t-values: 1.65 (10% significance), 1.96 (5% significance), and 2.58 (1% significance).

Table 3. Summary of Rule of Thumb for Structural Model Evaluation

Criteria	Rule of Thumb
R-Square	0.67, 0.33, and 0.19 indicate strong, moderate, and weak models (Chin, 1998) 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models (Hair et al., 2019)
Effect Size	0.02, 0.15, and 0.35 (small, medium, and large)
Q^2 Predictive Relevance	$Q^2 > 0$ indicates the model has predictive relevance, while $Q^2 < 0$ indicates the model lacks predictive relevance
q^2 Predictive Relevance	0.02, 0.15, and 0.35 (weak, moderate, and strong)
Significance (two-tailed)	t-value 1.65 (significance level = 5%), and 2.58 (significance level = 1%)

Hypothesis Testing

Hypothesis testing can be assessed through the t-statistic value and the probability value. When testing hypotheses using statistical values, for a 5% alpha level, the t-statistic value used is 1.96. Thus, the criteria for accepting or rejecting

the hypothesis are: Ha is accepted and H_0 is rejected if the t-statistic > 1.96. To accept or reject the hypothesis based on probability, Ha is accepted if the p-value < 0.05.

RESULTS AND DISCUSSION

1. Descriptive Profile of Respondents

a. Respondents' Gender

The frequency results based on gender among patients at Sanus Aesthetic Clinic are as follows:

Table 4. ***Respondents' Gender***

Gender	Frequency	Percentage
Male	38	38%
Female	62	62%
Total	**100**	**100%**

b. Respondents' Age

The frequency results based on age among patients at Sanus Aesthetic Clinic are as follows:

Table 5. ***Respondents' Age***

Age Range	Frequency	Percentage
< 20 years	28	28%
20 – 35 years	66	66%
36 – 50 years	4	4%
> 50 years	2	2%
Total	**100**	**100%**

Source: Primary data processed by the author, 2025

Based on Table 5, there are 66 respondents in the 20–35 years age group. The second largest group is under 20 years, followed by the 36–50 years age group, with the smallest number of respondents over 50 years old. This indicates that the majority of respondents are in the 20–35 years age range.

2. Descriptive Analysis of Respondents' Perception or Assessment of Research Variables

The results of the descriptive analysis on the perception variables of service quality, product innovation, EWOM, loyalty are as follows:

- Lowest perception score: 1
- Highest perception score: 5
- Interval = (5 - 1) / 5 = 0.80

Based on this, the perception categories are defined as follows:

- 1.00 – 1.80 = Strongly Disagree
- 1.81 – 2.60 = Disagree
- 2.61 – 3.40 = Neutral
- 3.41 – 4.20 = Agree
- 4.21 – 5.00 = Strongly Agree

a. Electronic Word of Mouth Variable

Table 6. Assessment of the Electronic Word of Mouth Variable

No.	Variable	Percentage	Criteria
1	WOM1	3.88	Good
2	WOM2	3.89	Good
3	WOM3	4.40	Good
4	WOM4	4.11	Good
5	WOM5	3.96	Good
	Average	**4.04**	**Good**

Source: Processed Primary Data by the Author, 2025

b. Service Quality

Table 7. Assessment of the Service Quality Variable

No.	Variable	Percentage	Criteria
1	KP1	4.33	Good
2	KP2	3.87	Good
3	KP3	4.09	Good
4	KP4	3.94	Good
5	KP5	3.69	Good
	Average	**3.98**	**Good**

Source: Processed primary data by the author, 2025.

Based on the descriptive analysis results in Table 7, the average respondent rating for service quality is 3.98, which falls into the "agree" category. The highest rating is found in the first indicator (4.33), while the lowest is in the fifth indicator (3.69). This indicates that patients at Sanus Aesthetic Clinic have given favorable evaluations of the aspects of tangibles, reliability, responsiveness, assurance, and empathy.

c. Promotion

Table 8. Assessment of the Promotion Variable

No.	Variable	Percentage	Criteria
1	PRO1	3.94	Good
2	PRO2	4.10	Good
3	PRO3	4.15	Good
4	PRO4	4.20	Good
Average	4.09	Good	

Source: Primary data processed by the author, 2025.

Based on the descriptive analysis in Table 8, the average rating given by respondents for promotion is 4.09. The highest rating is for indicator 4 with a score of 4.20, and the lowest is for indicator 1 with a score of 3.94. This indicates that respondents agree with the promotion variable, as it falls within the 3.40–4.19 range. It shows that patients at Sanus Aesthetic Clinic are satisfied with the promotion quality, timing, frequency, and relevance.

d. Loyalty

Table 9. Assessment of loyalty variable

No.	Variable	Percentage	Criteria
1	LOY1	4.26	Good
2	LOY2	4.12	Good
3	LOY3	4.39	Good
4	LOY4	4.09	Good
	Average	**4.21**	**Good**

Based on the descriptive analysis results shown in Table 9, the average rating of respondents' loyalty is 4.21. The highest rating occurred in the third indicator with a score of 4.39 (High), while the lowest rating occurred in the fourth indicator with a score of 4.09 (High). This indicates that the respondents have agreed with the loyalty variable, as it falls within the range of 3.40 – 4.19. This shows that patients at Sanus Aesthetic Clinic are satisfied with repeat purchases, buying across product or service lines, recommending to others, and showing resistance to competing offers.

3. Structural Equation Modelling Analysis

The quantitative analysis used in this study is Structural Equation Modelling (SEM) with the SMARTPLS 4.0 program. SEM is a statistical technique that allows the simultaneous testing of complex relationships. This analysis was chosen to examine the gradual effects of eWOM, service quality and product innovation on customer loyalty, as well as the effect of eWOM, service quality and product innovation on customer loyalty. This analysis also aims to test the research hypotheses presented in the previous chapter. To conduct the analysis using the SEM PLS method, several testing stages are required:

1. **Construct Validity Test**

Construct validity is used to assess how accurately a measurement represents the actual concept. The construct validity test includes:

a) **Convergent Validity (Outer Loading)**

Convergent validity tests each construct in the model's unidimensionality by evaluating the outer loading of each construct's indicator. An indicator is considered reliable if its value is greater than 0.70. A loading factor between 0.50 and 0.60 can still be maintained for models in the development stage. Based on these criteria, indicators with loading factors below 0.50 are excluded from the analysis.

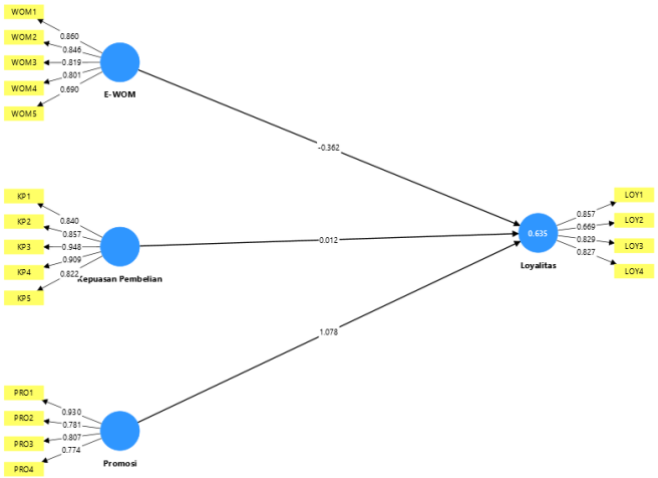

Figure 2. Construct Validity Analysis Results
Source: SmartPLS Output, 2025

Based on Figure 2 above, it can be seen that all loading factors are above 0.5. Therefore, all indicators for the variables of electronic word of mouth, service quality, promotion, and loyalty can be considered valid. The results of the test are obtained from the Convergent Validity Indicator Test (outer loading) table, as explained in the following table.

Table 10. Outer Loadings and AVE Indicator Test Table

Variable	Item	Outer Loading	AVE	Description
Electronic Word of Mouth	WOM1	0.860	0.649	Valid
	WOM2	0.846		Valid
	WOM3	0.819		Valid
	WOM4	0.801		Valid
	WOM5	0.690		Valid
Service Quality	KP1	0.840	0.768	Valid
	KP2	0.857		Valid
	KP3	0.948		Valid
	KP4	0.909		Valid
	KP5	0.822		Valid
Promotion	PRO1	0.930	0.638	Valid
	PRO2	0.781		Valid
	PRO3	0.807		Valid
	PRO4	0.774		Valid
Loyalty	LOY1	0.857	0.681	Valid
	LOY2	0.669		Valid
	LOY3	0.829		Valid
	LOY4	0.827		Valid

According to Hair et al. (2019), an indicator is considered valid if its AVE value is above 0.5 or if all the outer loading dimensions of the variable have loading values > 0.5, thus meeting the criteria for convergent validity. The validity test results show that all indicators have outer loading coefficients above 0.5, and AVE values range from 0.638 to 0.768, all of which are above 0.5. Therefore, all indicators can be considered valid.

b) **Discriminant Validity (Cross Loading)**

The second validity test uses Discriminant Validity, which is an analysis to assess construct validity by evaluating the Square Root of AVE (Average Variance Extracted), comparing the correlations between constructs. A model is considered to have adequate discriminant validity if the square root of AVE for each construct is greater than the correlation between that construct and other constructs in the model. This can be shown in the PLS output as displayed in Table 11:

Table 11. Discriminant Validity

	Ewom	Service Quality	Loyalty	Promotion
Ewom	0.805			
Service Quality	0.878	0.877		
Loyalty	0.578	0.646	0.779	
Promotion	0.862	0.883	0.776	0.825

Source: SmartPLS output, 2025

4. Q2 Predictive Relevance

In addition to examining the R-square value, the PLS model is also evaluated by looking at the Q-square predictive relevance of the model and its parameter estimates. A Q-square value > 0 indicates that the model has predictive relevance, while a Q-square value ≤ 0 suggests that the model has low predictive relevance (Chin, 1998). The Q-square calculation is done using the formula:

$Q2 = 1 – (1 – R12)$

Where R12 is the R-square of the endogenous variable.

The Q2 value ranges from $0 < Q2 < 1$, where the closer it is to 1, the better the model. The Q2 value is equivalent to the total coefficient of determination in path analysis.

Based on the above coefficient of determination, the Q-square value can be calculated as follows:

$Q2 = 1 – (1 – 0.635)$

$Q2 = 1 – 0.365$

$Q2 = 0.635$

The Q2 coefficient of 0.635 indicates that the total effect of the variables electronic word of mouth, service quality, and promotion on loyalty is 63.5%. The remaining 36.5% is explained by other variables. A Q2 value > 0 shows that the model has predictive relevance.

5. Structural Test (Impact Test / Hypothesis Test)

Hypothesis testing can be performed by examining the significance level and the path parameters between latent variables. The hypotheses are proposed to understand the relationship between each hypothesized construct. The decision-making is based on the direction of the relationship and the significance of the model testing between constructs, which is the output of the inner weights using the Smart PLS 4 software, as shown in Figure 3.

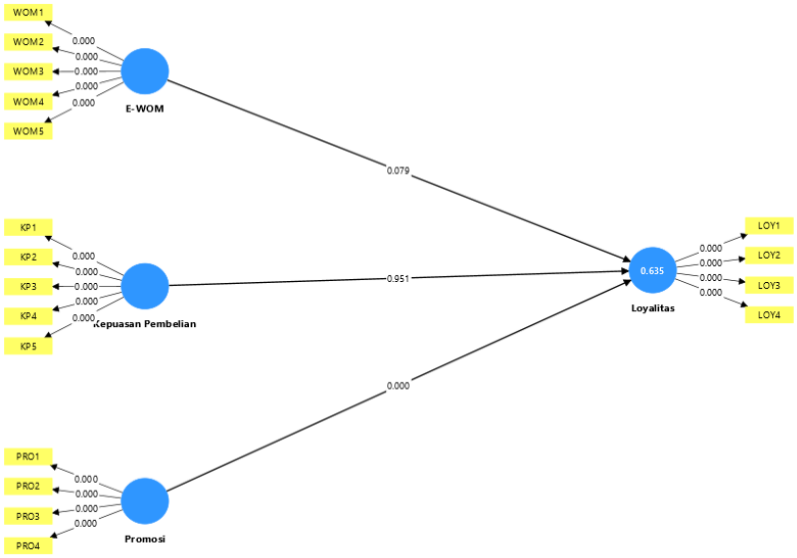

Figure 3. T-Test Results
Source: SmartPLS output, 2025

Hypothesis Testing

Hypothesis testing is performed using Path Analysis. Path analysis is a multivariate data analysis method used to test hypotheses with the goal of understanding the direct and indirect effects of a set of causal variables on the outcome variables. The path analysis results reveal the relationships between the constructs as follows:

Table 12. Results of Testing the Relationship Between Constructs (Hypothesis Testing)

Original Sample	T-Statistic	P-Values	Remarks
Ewom -> Loyalty	-0.362	1.758	0.079
Service Quality-> Loyalty	0.012	0.061	0.951
Promotion -> Loyalty	1.078	4.912	0.000

a) The table above shows the relationships between constructs:
The effect of electronic word of mouth (X1) on loyalty (Y) shows an estimated coefficient of -0.362, a t-statistic of 1.758, and a probability of 0.079 > 0.05. It can be concluded that electronic word of mouth (X1) does not affect loyalty (Y). Therefore, hypothesis (H1) is rejected or unsupported.
b) The effect of service quality (X2) on loyalty (Y) shows an estimated coefficient of 0.012, a t-statistic of 0.061, and a probability of 0.951 > 0.05. It can be concluded that service quality (X2) does not affect loyalty (Y). Therefore, hypothesis (H2) is rejected or unsupported.
c) The effect of promotion (X3) on loyalty (Y) shows an estimated coefficient of 1.078, a t-statistic of 4.912, and a probability of 0.000 < 0.05. It can be concluded that promotion (X3) has a positive effect on loyalty (Y). Therefore, hypothesis (H3) is accepted or cannot be rejected.

Discussion of Research Findings

Electronic Word of Mouth (eWOM) Does Not Affect Loyalty

PLS analysis shows no relationship between eWOM and loyalty. This is because for many patients, direct experiences at the clinic (e.g., service quality, comfort, staff interaction) may have a greater impact than reviews or recommendations from others. Patients who are satisfied with the care they receive may be more likely to return to the clinic, even if eWOM presents less positive reviews. Additionally, not all patients are heavily influenced by online

reviews, as some may trust information from friends, family, or personal experiences more than what they read online. Thus, eWOM may not significantly influence their decision to return. Patients at Sanus Aesthetic Clinic likely have diverse backgrounds and preferences, with the medical care they receive being more important than others' online opinions. Therefore, even if eWOM offers a view of the clinic, their loyalty does not fully depend on what others say. Patients who already have a strong relationship with the clinic may not be heavily swayed by online reviews.

Service Quality Does Not Affect Loyalty

PLS analysis shows no relationship between service quality and loyalty. This could be due to factors such as price and accessibility. Even if patients are satisfied with the service, they may find the prices too high or prefer more affordable alternatives. Economic factors like treatment costs and clinic location can influence their decision to not return, despite being satisfied with the service. Additionally, temporary satisfaction or a one-time experience may not guarantee long-term loyalty. Although patients may be satisfied after a visit or two, they may not yet feel emotionally attached to the clinic. For example, even if the service is good, if the treatment results don't meet expectations or issues arise later, the initial satisfaction may fade, and patients may choose another clinic. The lack of relationship between service quality and loyalty may also stem from changing patient expectations over time. What satisfied them before may no longer be enough to maintain their loyalty. Changes in personal preferences or standards related to aesthetics, medical treatments, or services may affect their decision to remain loyal to a specific clinic, even if they were previously satisfied. Additionally, satisfaction at Sanus Aesthetic Clinic may vary among individuals, as some may be pleased with one aspect of service but dissatisfied with another, like the registration process, wait times, or staff attention. This dissatisfaction could reduce loyalty, even if satisfaction exists in other areas.

Promotion Has a Positive Impact on Loyalty

PLS analysis shows that promotion positively influences loyalty. This means that the better the promotion by Sanus Aesthetic Clinic, the greater the loyalty of its patients. One effective promotional strategy is offering more value than what patients pay, such as "discounts on future services" or "discounted treatment packages." This makes patients feel they are getting more benefits for their money, increasing the likelihood of their return. Promotions can also enhance the patients' perception of the clinic. When the clinic offers attractive promotions, patients feel that the clinic cares about their needs, strengthening the emotional bond and loyalty. For example, a "Referral Program" where patients refer others and receive additional services or discounts can create stronger ties with the clinic.

The positive relationship between promotion and loyalty can also stem from promotions creating positive, memorable experiences. If patients feel they received quality service at an affordable price through a promotion, this creates positive memories, making them more likely to return. A satisfying experience, combined with competitive pricing and promotional benefits, can deepen patient satisfaction and increase loyalty. Additionally, promotions designed to encourage repeat visits, such as offering discounts or free services after the second or third visit, can further enhance loyalty. If these promotions are consistent and ongoing, patients will perceive additional benefits from continuing to use the clinic’s services, extending the patient-clinic relationship.

CONCLUSION

This empirical study was conducted on patients of Sanus Aesthetic Clinic. The final sample for this research consisted of 100 survey respondents. Based on the findings and discussions presented in the previous chapter, the following conclusions can be drawn:

1. **Electronic Word of Mouth has no Impact on Loyalty.**
2. **Service Quality has no Impact on Loyalty.**
3. **Promotion has a Positive Impact on Loyalty.**

REFERENCES

Agung, K. H. (2006). *Analisis pengaruh Kualitas Layanan, Komitmen dan Kepercayaan terhadap Loyalitas Konsumen (Studi Kasus Pada Nasabah Tabungan Simpeda Bank Jateng)* (Doctoral dissertation, Program Pascasarjana Universitas Diponegoro).

Anisa (2016). *Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Café Ngopi Doeloe Teuku Umar Kota Bandung*, *Repository of Universitas Pendidikan Indonesia*.

Arikunto, S. (2014). *Prosedur Penelitian Suatu Pendekatan Praktis*. Jakarta: Rineka Cipta.

Barus, I.R.G., Tj, HW., Wahyoedi, S. (2021). *The Effects of Trust and Service Quality on Customer Loyalty of Islamic Banks Moderated By Religiosity (A Study of Islamic Bank Customers in Jakarta)*, BIRCI-Journal.

Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research, 43*(3), 345-354.

Chin, W. W. (1998). *The Partial Least Squares Aproach to Structural Equation. Modeling*. *Modern Methods for Business Research.*

Damayanti, Y. (2020). Kajian literatur efektivitas electronic word of mouth (eWOM) dalam meningkatkan minat beli konsumen di sosial media. *Jurnal Manajemen Dan Inovasi (MANOVA), 2*(1), 31–45. https://doi.org/10.15642/manova.v2i1.354

Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS. 25*. Semarang: Badan Penerbit Universitas Diponegoro.

Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019) When to Use and How to Report the Results of PLS-SEM. European Business Review, 31, 2-24. https://doi.org/10.1108/EBR-11-2018-0203

Harahap, M. I. (2022). Analisis kualitas pelayanan pengiriman barang terhadap kepuasan konsumen pada PT Pos Indonesia (Persero) Regional I Sumatera. *Jurnal Ilmu Komputer, Ekonomi dan Manajemen (JIKEM), 2*(1).

Hasanah, N. (2017). Pengaruh kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan Depot Madu Jaya Tarakan. *Jurnal Universitas Borneo Tarakan*.

Hennig-Thurau, T., et al. (2004). Electronic word-of-mouth via customer-opinion platforms: What motivates customers to articulate themselves on the internet? *Journal of Interactive Marketing, 18*(1), 38-52.

Imam, G. (2018). *Aplikasi analisis multivariate dalam program IBM SPSS* (5th ed.). Semarang: Badan Penerbit Universitas Diponegoro.

Kotler, P., & Keller, K. L. (2013). *Manajemen pemasaran* (13th ed.; B. Sabran, Trans.). Jakarta: Erlangga.

Kotler, P. (2009). *Manajemen pemasaran* (13th ed.). Jakarta: Indeks.

Kotler, P., & Armstrong, G. (2018). *Prinsip-prinsip pemasaran* (Vol. 1). Jakarta: Erlangga.

Kuncoro, M. (2013). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Jakarta: Erlangga.

Kurniasari, R. (2020). Pengaruh fasilitas kantor, disiplin kerja, dan kompetensi pegawai terhadap kualitas pelayanan. *Jurnal Manajemen, 10*(1), 89-104.

Kurniawan, Y., Tj, HW., Fushen., F (2022). *Pengaruh Kualitas Layanan Dan Penanganan Keluhan Terhadap Loyalitas Pasien BPJS Dimediasi Oleh Kepuasan Pelanggan (Studi Pada Pasien Pengguna BPJS Kesehatan Di RSIA Bunda Sejahtera), Jurnal Manajemen dan Administrasi Rumah Sakit Indonesia (MARSI)*, *6*(1).

Kusumayanti, D., Christie GB, G., Mulyana, M. (2021). *Pengaruh Promosi Penjualan Dan Kualitas Layanan Terhadap Loyalitas Konsumen Fanatic Coffee Bogor*, *JIMKES*, 9(3).

Lupiyoadi, R. (2018). *Manajemen pemasaran jasa*. Jakarta: Salemba Empat.

Mauludin, H. (2013). *Marketing research: Panduan bagi manajer dan pimpinan perusahaan*. Jakarta: Elex Media Komputindo.

Purnamasari, D., & Yulianto, E. (2018). Analisis electronic word of mouth terhadap keputusan pembelian produk smartphone Oppo dengan brand image dan brand trust sebagai variabel moderator. *Jurnal Administrasi Bisnis (Jab), 54*(1), 92–100.

Rizkyta, A., Widayanto., Farida, N. (2024). *Pengaruh eWOM (Electronic Word of Mouth) dan Kualitas Pelayanan Terhadap Loyalitas Konsumen melalui Kepuasan sebagai Variabel Intervening (Studi pada Konsumen Shopee Kota Semarang)*, Jurnal Ilmu Administrasi Bisnis, 13(1).

Samuel, H., & Lianto, A. S. (2014). Analisis eWOM, brand image, brand trust, dan minat beli produk smartphone di Surabaya. *Jurnal Manajemen Pemasaran, 8*(2), 47-54.
Sangadji, E. M., & Sopiah. (2013). *Perilaku konsumen*. Yogyakarta: Andi.
Sanusi, A. (2012). *Metodologi Penelitian Bisnis, Cetakan Kedua*. Bandung: Salemba Empat
Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: CV. Alfabeta.
Sukandarrumidi. (2012). *Metodologi penelitian* (4th ed.). Yogyakarta: Gadjah Mada University Press.
Tjiptono, F. (2014). *Pemasaran jasa: Prinsip, penerapan, dan penelitian*. Yogyakarta: Andi Offset.
Wiyono, B.B. (2001). *Statistik Pendidikan: Buku Ajar Mata Kuliah. Statistik*. Fakultas Ilmu Pendidikan Universitas Malang. Malang.