

# THE INFLUENCE OF UTILITARIAN BENEFITS, SEXUAL ATTRACTIVENESS, AND SOCIAL INTERACTION SUCCESS ON SELF-ESTEEM (A Study on Beauty Clinic Users)

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## Abstract

The transformation of beauty standards has increased individuals' awareness of the importance of physical appearance. Beauty treatments are no longer perceived solely as efforts to enhance physical appearance but also as a means of improving psychological aspects, particularly self-esteem. Beauty standards today, largely shaped by social media, encourage individuals to engage in aesthetic treatments in order to obtain functional benefits, enhance perceived attractiveness, and achieve greater social acceptance. However, research examining the psychological dimensions of aesthetic service consumers remains relatively limited. Therefore, this study aims to analyze the influence of utilitarian benefits, sexual attractiveness, and social interaction success on self-esteem among beauty clinic consumers in Denpasar City. This research employed a quantitative approach with an associative design, involving 140 respondents selected through purposive sampling. The results indicate that utilitarian benefits, sexual attractiveness, and social interaction success have a positive and significant effect on self-esteem, with sexual attractiveness emerging as the most dominant variable. The research model explains 40.9% of the variance in self-esteem. This study provides theoretical contributions by extending consumer behavior research into the psychological domain and offers practical implications for beauty clinic managers in designing services that align with customers' psychological needs.

**Keywords:** *utilitarian benefits; sexual attractiveness; social interaction success; self-esteem; beauty clinic*

## INTRODUCTION

Appearance, particularly in the context of beauty care, has become one of the fastest-growing sectors worldwide (Nawiyah et al., 2023). Beauty is a socially constructed concept that continues to evolve through the influence of culture, media, and prevailing social norms (Wilmanda & Hariyanti, 2025). The development of beauty standards, particularly in Indonesia, has undergone significant changes in line with rapid technological advancements, especially in the use of social media (Fardouly & Vartanian, 2016). Social media plays a crucial role in shaping perceptions and serves as a platform that portrays ideal beauty standards (Wiana et al., 2025). This condition creates pressure for individuals to consistently maintain an attractive appearance, as reflected in the high consumption of beauty products and self-care treatments. Increasing public awareness of the importance of appearance and beauty care is no longer limited to physical aspects but has evolved into a need associated with self-image formation and individual self-confidence (Rom, 2025).

Based on the Indonesia FMCG Report, total sales in the Fast-Moving Consumer Goods (FMCG) sector on digital platforms reached IDR 57.6 trillion (Cisas.co.id, 2025). Among the four main categories, beauty and personal care emerged as the largest, with a value of IDR 28.2 trillion or 49% of total national sales. This indicates the dominance of beauty products in online FMCG transactions as well as the high level of consumer awareness in Indonesia regarding the importance of appearance. Furthermore, data from Katadata (2024) show that revenue from the beauty and personal care sector in 2022 reached USD 7.23 billion, equivalent to IDR 111.83 trillion (Cisas.co.id, 2025). The market value of beauty products has shown consistent growth, increasing from USD 5.91 billion in 2014 and projected to reach USD 9.59 billion by 2027. In line with this, the Indonesian Food and Drug Authority (BPOM) reported a 21.9% growth in the beauty industry within one year, marked by an increase in the number of companies from 913 to 1,010 in 2023 (Rahma Sulistya, 2024). These data indicate a growing awareness among individuals regarding beauty care. This increase is also driven by lifestyle changes and heightened awareness of self-image, where an attractive appearance is considered an important factor in enhancing self-confidence and social success

(Tan, Otterbring, et al., 2024). This trend is no longer limited to women but has also expanded to men, who are increasingly showing interest in grooming and aesthetic products, thereby broadening market opportunities in the beauty industry (Nawiyah et al., 2023). This shift in societal perspective highlights that psychological factors, particularly self-appearance, play a significant role in shaping an individual's self-esteem (Shang, 2021). In the context of beauty care, this transformation is also reflected in the growing public interest in beauty clinic services as a means of enhancing appearance and developing a more positive self-perception (Montes-Montoya et al., 2025). Despite the rapid increase in the use of beauty clinic services (Zona Utara, 2025), research that comprehensively examines the actual psychological benefits of aesthetic treatments remains relatively limited. In essence, these services offer primary value in improving physical appearance, which conceptually has a significant relationship with the formation of consumers' self-esteem. Several studies still focus primarily on customer satisfaction and repurchase intention, such as the study by Yusria et al. (2024), which examines how service quality and brand image influence repurchase intention among beauty clinic consumers in Surakarta; the study by Adzanestra Nabila Khairunisa and Eko Giyartiningrum (2024), which analyzes the effect of customer satisfaction and service quality on repurchase intention in beauty clinics in Yogyakarta; and the study by Siregar et al. (2025), which investigates the influence of service quality and perceived value on repurchase intention at Clinic Stars Pematang Siantar. However, these studies do not focus on psychological aspects such as self-confidence. In contrast, the actual outcomes of aesthetic treatments can generate psychological changes, including increased perceptions of sexual attractiveness and social acceptance (social interaction success) (Dayan et al., 2025). This study is important given the increasing awareness of the importance of appearance in Indonesia. Society no longer perceives aesthetic treatments merely as efforts to enhance physical appearance but also as a means of influencing self-evaluation and the development of self-esteem. Therefore, this study aims to examine how utilitarian benefits (functional outcomes of treatments), sexual attractiveness (perceived sexual appeal), and social interaction success (effectiveness in social interactions) influence self-esteem. Additionally, this study is expected to provide valuable insights for beauty clinic managers in designing services and optimizing marketing strategies that align with customers' psychological needs and motivations.

## **LITERATURE REVIEW**

### **Self-esteem**

Self-esteem refers to an individual's subjective evaluation of their own worth or dignity as a person (Mahendika & Sijabat, 2023). Self-esteem plays an important role in an individual's psychological and social well-being and influences how individuals interact with their environment, make decisions, and cope with challenges. A study by Ladan Esmalian Khamseh (2020) shows that high self-esteem is associated with good mental health, positive social relationships, and success in various aspects of life. Conversely, low self-esteem can lead to anxiety, depression, and difficulties in social interaction (Arjona et al., 2024). Awareness of self-esteem has encouraged many individuals to focus on enhancing their positive self-perceptions through beauty treatments that offer tangible benefits (Harris & Orth, 2020). Self-esteem also refers to how individuals perceive themselves, reflecting the extent to which they evaluate various attributes and dimensions of the self, including good or bad, positive or negative, and worthy or unworthy (Rahardja, 2024). These perceptions influence individuals' behavior, attitudes, and responses. Monteiro et al. (2022) found that self-esteem is positively correlated with psychological well-being, life satisfaction, and job engagement and satisfaction, and negatively correlated with depression and anxiety.

### **Utilitarian benefits**

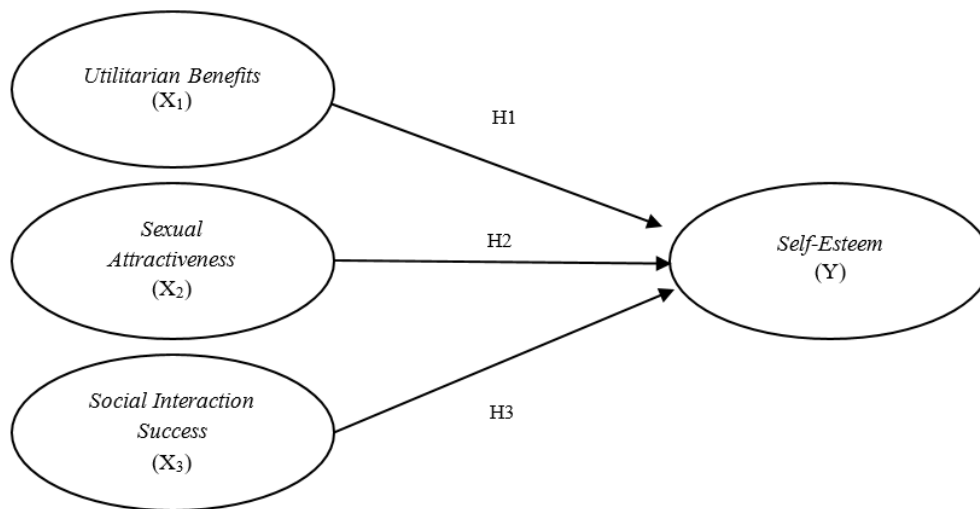
Utilitarian benefits are functional, practical, and efficiency-oriented benefits that fulfill consumers' needs (Wang, 2017). In the context of beauty treatments, these benefits can be assessed based on treatment effectiveness, durability of results, improvement of skin conditions, and other functional outcomes. The findings of Kussudyarsana and Indraswari (2022) indicate that utilitarian benefits have a significant effect on customer satisfaction, as they create a sense of achievement in attaining expected results. When outcomes meet expectations, they can trigger an increase in self-esteem, as individuals feel more capable of controlling their physical appearance (Apaolaza-Ibanez et al., 2011). Beyond tangible outcomes, beauty treatments also enhance individuals' perceptions of their physical and sexual attractiveness (Khamseh, 2020). In the beauty clinic context, utilitarian benefits are reflected in the effectiveness of results, reliability, professionalism of service providers, and consumers' perceptions of the tangible value of the services (Datta & Ghosh, 2022). Furthermore, services that are efficient, reliable, professional, and capable of delivering expected results can strengthen positive self-perception and improve users' self-esteem (Yoon & Kim, 2020).

### **Sexual Attractiveness**

Sexual attractiveness refers to an individual's ability to attract others in a sexual context (Shaheen & Batool, 2019). Physical attractiveness plays a significant role in how individuals perceive themselves and how they are evaluated in social contexts (Tan, Folwarczny, et al., 2024). Research by Khamseh et al. (2020) indicates that individuals who undergo beauty treatments experience a significant increase in sexual self-esteem. This suggests that perceiving oneself as more attractive, particularly in terms of sexual appeal, can be an important factor in building self-esteem, especially in modern societies where appearance is considered a form of social capital (Sun et al., 2018). An enhanced perception of oneself as sexually attractive also increases confidence in social interactions, thereby creating greater opportunities for positive social responses (Cerrahi et al., 2024).

### **Social Interaction Success**

Social interaction success refers to an individual's ability to interact effectively with others and build positive relationships (Yildirim et al., 2024). When individuals feel accepted and receive positive feedback from their surrounding environment, their confidence and self-esteem tend to increase (Schie et al., 2023). In the context of beauty clinics, effective treatments not only improve physical appearance but also facilitate more confident social interactions. A study by Aladwan et al. (2023) indicates that most respondents choose aesthetic procedures to enhance social interaction and achieve better social acceptance. This suggests that physical changes resulting from beauty treatments not only influence how individuals perceive themselves but also how they are perceived and accepted within their social environment, as aesthetic treatments can improve appearance impressions, social skills, and confidence in social interactions (Elzen et al., 2023). The conceptual framework of this study illustrates the relationships among several interrelated variables, namely utilitarian benefits, sexual attractiveness, and social interaction success on self-esteem. Specifically, utilitarian benefits influence self-esteem, sexual attractiveness influences self-esteem, and social interaction success influences self-esteem.



Source: Adapted from Apaolaza-Ibanez et al. (2011).

Referring to the theoretical review and previous studies indicating relationships between functional service benefits, perceived attractiveness, social interaction success, and the formation of self-esteem, this study formulates the following hypotheses.

H1 : Utilitarian Benefits (X1) have a positive and significant effect on Self-esteem (Y)

Utilitarian benefits refer to the functional and instrumental aspects of a product or service, where consumers evaluate time, cost, and energy efficiency in obtaining the expected quality (Soe et al., 2025). A study by Alfisyahrin et al. (2024) states that utilitarian value in services significantly influences customer satisfaction and repurchase intention, as consumers assess products or services based on their ability to fulfill expected functional needs and objectives. In line with Kazeminia et al. (2023), there is a positive relationship between the outcomes of aesthetic procedures and self-esteem, indicating that perceptions of functional benefits impact self-esteem. Aesthetic procedures can help improve self-esteem and foster a more positive self-concept (Salomao et al., 2021). Functional utilitarian benefits in facial treatments that enhance appearance result in statistically significant improvements in psychosocial well-being and various domains of individuals' quality of life (Pereira & Hassan, 2022).

H2 : Sexual Attractiveness (X2) has a positive and significant effect on Self-esteem (Y)

Sexual attractiveness involves perceptions of physical appeal that influence intimate interactions and self-perception. It refers to an individual's perception of their own sexual appeal, including the evaluation of physical appearance and the belief that they are attractive and possess sexual appeal to others (Amos & McCabe, 2015). Research by Khamseh and Mahmood Nodargahfard (2020) shows that individuals who undergo beauty treatments experience a significant increase in sexual self-esteem. Similarly, Bale and Archer (2013) found that perceptions of physical attractiveness and appearance significantly influence self-esteem. Individuals' perceptions of having an attractive physical appearance positively and significantly affect self-esteem, meaning that the higher the perceived physical attractiveness, the higher the level of self-esteem (Nunu, 2023). Other findings indicate that body image, particularly related to physical appearance, has a significant impact on how individuals perceive themselves and their level of self-esteem (Harvey & Chasan-Taber, 2023).

H3 : Social Interaction Success (X3) has a positive and significant effect on Self-esteem (Y)

Social interaction success refers to an individual's ability to interact effectively with others and build positive relationships (Junge et al., 2020). The findings of Aladwan et al. (2023) indicate that most respondents choose aesthetic procedures to improve their social interaction abilities and gain better social acceptance. Research by Sarwar et al. (2022) shows that stronger social relationships with family and friends can reduce perceptions of depression among adolescents. In line with Birkeland et al. (2014), peer acceptance has a positive and significant effect on self-esteem. Perceived social support from close individuals also significantly influences one's self-esteem (Karunaratne, 2022). Pradinavika and Baiduri (2023) state that social support has a significant and positive effect on self-esteem, as individuals with strong social support tend to have higher self-esteem.

## **METHOD**

This study employed a quantitative approach with an associative design to analyze the influence of utilitarian benefits, sexual attractiveness, and social interaction success on the self-esteem of beauty clinic users. Data were collected through structured questionnaires distributed to respondents in Denpasar City, which was selected due to the high intensity of beauty treatment service usage and relatively high population density (BPS Province of Bali, 2024). The research variables consisted of one dependent variable, namely self-esteem, and three independent variables, namely utilitarian benefits, sexual attractiveness, and social interaction success, each measured using indicators adapted from previous research instruments. The population of this study comprised all beauty clinic users in Denpasar City, with a total sample of 140 respondents determined based on the number of research indicators. The sampling technique used was non-probability sampling with a purposive sampling method, targeting respondents aged at least 18 years who had undergone or were currently undergoing beauty treatments within the past 6–12 months. The research instrument was tested using validity and reliability tests to ensure the accuracy and consistency of measurements, with a five-point Likert scale used to assess respondents' answers.

Data analysis was conducted using descriptive statistics to describe respondent characteristics and inferential statistics through multiple linear regression to examine the effect of independent variables on self-esteem. One of the requirements for applying multiple linear regression is the fulfillment of classical assumptions; therefore, prior to hypothesis testing, the data were tested for normality, multicollinearity, and heteroscedasticity to ensure that the regression model met the criteria for proper analysis (Mutmainah, 2024). The regression model was used to explain the relationship between functional treatment benefits, perceived sexual attractiveness, and social interaction success on individuals' self-evaluation. All data processing was carried out using statistical software to obtain objective and measurable results. Variable measurement was conducted using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." Each dimension and variable in this study was measured using questionnaire items developed based on relevant theoretical frameworks. The scale used in this study was a five-point Likert scale for each statement in the questionnaire covering all variables mentioned above.

## **RESULTS AND DISCUSSION**

The respondents involved in this study totaled 140 individuals. All respondents met the predetermined criteria, namely being at least 18 years old and having undergone or currently undergoing beauty treatments at beauty clinics in Denpasar City within the past 6–12 months. The characteristics of the respondents are presented in the following table.

**Tabel 1. Respondent Characteristics**

No	Variable	Classification	Number of Respondents (persons)	Percentage (%)
1	Gender	Male	13	9,3%
		Female	127	90,7%
		<b>Total</b>	<b>140</b>	<b>100%</b>
2	Age	18-28 Years	119	85%
		> 28 Years	21	15%
		<b>Total</b>	<b>140</b>	<b>100%</b>
3	Monthly Budget/Expenditure on Appearance	< IDR 100.000	5	3,6%
		IDR 100.000 – 400.000	77	55%
		IDR 500.000 – 100.000.000	46	32,9%
		IDR > 1.000.000	12	8,6%
		<b>Total</b>	<b>140</b>	<b>100%</b>
4	Treatment Focus	Basic Skincare/Beauty Treatment	115	82,1%
		Skin Rejuvenation & Anti-Aging	12	8,6%
		Body Aesthetics	6	4,3%
		Medical & Dermatology Consultation	7	5%
		<b>Total</b>	<b>140</b>	<b>100%</b>
5	Occupation	Student	105	75%
		Private Employee	20	14,3%
		Civil Servant	3	2,1%
		Entrepreneur	10	7,1%
		Beauty/Salon Staff	2	1,4%
		<b>Total</b>	<b>140</b>	<b>100%</b>

Source: Processed primary data, 2026

The respondent characteristics based on gender indicate that the majority were female, totaling 127 respondents (90.7%), while male respondents accounted for 13 individuals (9.3%). This finding shows that beauty treatment consumers are predominantly female. Based on age classification, respondents aged 18–28 years constituted the majority at 85%, while those above 28 years accounted for 15%. This indicates that beauty treatments are currently dominated by individuals aged 18 to 28 years, commonly referred to as Generation Z. In terms of monthly expenditure on appearance, out of 140 respondents, 5 individuals (3.6%) spent less than IDR 100,000, 77 respondents (55%) spent between IDR 100,000 and IDR 400,000, 46 respondents (32.9%) spent between IDR 500,000 and IDR 1,000,000, and 12 respondents (8.6%) spent more than IDR 1,000,000. These data indicate that, in general, respondents predominantly allocate a monthly budget of IDR 100,000–400,000 for their appearance.

Based on treatment focus, the majority of respondents (115 individuals or 82.1%) chose basic skincare or beauty treatments. This was followed by skin rejuvenation and anti-aging treatments (12 respondents or 8.6%), body aesthetic treatments (6 respondents or 4.3%), and medical and dermatological consultations (7 respondents or 5%). These findings indicate that respondents predominantly prefer basic skincare treatments. Regarding occupation, the majority of respondents were students, totaling 105 individuals (75%). This was followed by private employees (20 respondents or 14.3%), civil servants (3 respondents or 2.1%), entrepreneurs (10 respondents or 7.1%), and beauty/salon staff (2 respondents or 1.4%). Thus, the data indicate that respondents who are students represent the dominant group engaging in beauty treatments.

**Tabel 2. Classical Assumption Test Results**

Classical Assumption Test Results			
Category	Test Method/Variable	Value	Criteria
Normality	Kolmogorov-Smirnov	p = 0,084	p > 0,05
Heteroscedasticity	Breusch-Pagan	p = 0,383	p > 0,05
	Utilitarian Benefits	0,687	VIF < 10
Multicollinearity (VIF)	Sexual Attractiveness	0,712	VIF < 10
	Social Interaction Success	0,834	VIF < 10

Source: Processed primary data, 2026

A good regression model must satisfy the classical assumptions prior to hypothesis testing (Mutmainah, 2024). The classical assumption test is conducted to ensure that the results meet the fundamental requirements for regression analysis. In the initial classical assumption test, namely the normality test, this study involved 140 respondents. Based on the initial normality test results, the data violated the normal distribution assumption. Therefore, the researcher conducted an outlier analysis and removed data from 6 respondents. After this process, the final sample size used in this study was 134 respondents. Subsequently, the classical assumption tests were re-conducted, and the results are presented above.

The normality test using the Kolmogorov–Smirnov method produced a value of 0.084, which is greater than the significance level of 0.05. Thus, it can be concluded that the data are normally distributed, and the normality assumption has been fulfilled. The heteroscedasticity test using the Breusch–Pagan method resulted in a significance value of 0.383, which is greater than 0.05. This indicates that the regression model does not exhibit heteroscedasticity. Furthermore, the multicollinearity test shows that the tolerance values for the variables utilitarian benefits, sexual attractiveness, and social interaction success are all greater than 0.1, and the VIF values are less than 10. This indicates that there is no multicollinearity in the regression model. Therefore, it can be concluded that this study satisfies all classical assumptions.

**Tabel 3. Multiple Linear Regression Results**

Independent Variables	$\beta$	p-value	Interpretation
Constant	0,749	-	-
Utilitarian Benefits	0,234	0,002	Significant
Sexual Attractiveness	0,342	<0,001	Significant
Social Interaction Success	0,220	0,003	Significant
<b>Model Fit</b>			
F-value	31,7		
Sig. (F)	<0,001		
Adjusted R <sup>2</sup>	0,409		

Source: Processed primary data, 2026

The results of the multiple linear regression analysis produced the equation:  $Y = 0.749 + 0.234X_1 + 0.342X_2 + 0.220X_3$ , indicating that all independent variables have a positive effect on the self-esteem of beauty clinic customers. This regression equation reflects the direction of each independent variable toward the dependent variable. The interpretation of the regression model is as follows: Utilitarian benefits have a positive and significant effect on self-esteem, with a coefficient value of  $\beta = 0.234$  and a significance value of 0.002 ( $p < 0.05$ ). This indicates that the more effective the utilitarian benefits perceived by customers after undergoing beauty treatments, the higher their self-esteem. Fulfilled utilitarian benefits lead to customer satisfaction with their treatment decisions, thereby enhancing their self-esteem. Sexual attractiveness also has a positive and significant effect on self-esteem, with a coefficient value of  $\beta = 0.342$  and a significance value of  $< 0.001$  ( $p < 0.05$ ). This suggests that when customers receive greater attention from others in terms of sexual appeal after undergoing beauty treatments, their self-esteem increases. Furthermore, social interaction success has a positive and significant effect on self-esteem, with a coefficient value of  $\beta = 0.220$  and a significance value of 0.003 ( $p < 0.05$ ). This indicates that the higher the success of customers in social interactions after undergoing beauty treatments, the higher their self-esteem. Based on the regression results, sexual attractiveness has the largest coefficient value (0.342), compared to social interaction success (0.220) and utilitarian benefits (0.234). This indicates that sexual attractiveness is the most dominant variable

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influencing the self-esteem of beauty clinic customers. Therefore, an increase in perceived sexual attractiveness following beauty treatments contributes the most to enhancing customers' self-esteem compared to other independent variables. Based on the F-test results presented in Table 3, the regression model is statistically significant in explaining the dependent variable,  $F(3,130) = 31.70$ ,  $p < 0.05$ . This indicates that utilitarian benefits (X1), sexual attractiveness (X2), and social interaction success (X3) simultaneously influence self-esteem (Y) among beauty clinic customers. The coefficient of determination ( $R^2$ ) is 0.409, meaning that 40.9% of the variance in self-esteem is explained by utilitarian benefits, sexual attractiveness, and social interaction success, while the remaining 59.1% is influenced by other variables not examined in this study.

## Discussion

The results of this study indicate that utilitarian benefits have a positive and significant effect on self-esteem, suggesting that the greater the functional benefits perceived by customers, the higher their self-esteem after undergoing beauty treatments. This finding is consistent with previous studies, which state that cosmetic procedures that produce tangible results can enhance individuals' self-concept and self-confidence (Kazeminia et al., 2022; Salomao et al., 2021). When treatments lead to visible improvements in appearance, customers tend to evaluate themselves more positively, thereby increasing their self-esteem. In line with sociometer theory, utilitarian benefits also strengthen perceptions of social acceptance, which ultimately contribute to higher self-esteem (Evangelista et al., 2022).

The findings of this study also show that sexual attractiveness has a positive and significant effect on self-esteem, indicating that the greater the increase in perceived physical attractiveness after beauty treatments, the higher the level of self-esteem. Research by Bale and Archer (2013) states that perceptions of physical attractiveness and appearance significantly influence self-esteem. Similarly, Nunu (2023) found that individuals' perceptions of their physical attractiveness have a positive and significant effect on self-esteem, meaning that the higher the perceived attractiveness, the higher the level of self-esteem experienced. From the perspective of sociometer theory, self-esteem functions as an indicator of social acceptance; therefore, perceptions of sexual attractiveness can enhance positive social responses received by individuals, thereby strengthening self-esteem (Leary & Baumeister, 2000).

Furthermore, social interaction success in this study shows a positive and significant effect on self-esteem, indicating that the higher the success of customers in engaging in social interactions after undergoing beauty treatments, the higher their self-esteem. This finding is consistent with previous studies (Birkeland et al., 2014; Karunarathne, 2022; Pradinavika & Baiduri, 2023), which suggest that peer acceptance and social support have a positive and significant influence on self-esteem. From the perspective of sociometer theory, self-esteem serves as an internal indicator of perceived social acceptance (Leary & Baumeister, 2000). Therefore, success in establishing positive social interactions enhances perceptions of social acceptance and ultimately strengthens self-esteem. Thus, the findings of this study are consistent with the sociometer theory framework.

## CONCLUSION

This study concludes that utilitarian benefits, sexual attractiveness, and social interaction success significantly influence the self-esteem of beauty clinic customers. These findings indicate that customers' self-esteem in beauty services is not influenced by a single factor, but rather by multiple interrelated aspects, namely perceived treatment benefits, improvements in appearance, and supportive social interaction experiences. Specifically, sexual attractiveness demonstrates a more dominant influence on self-esteem compared to utilitarian benefits and social interaction success. This suggests that customers place greater emphasis on perceived improvements in physical attractiveness as the primary factor in building self-esteem after undergoing treatments. This pattern reveals that changes in aesthetic aspects play the most dominant role in shaping self-evaluation, particularly in strengthening self-confidence and a positive self-image, compared to functional benefits and social interaction experiences.

In terms of managerial implications, the findings indicate that sexual attractiveness is the most dominant factor in enhancing customer self-esteem. Therefore, beauty clinics are encouraged to place greater emphasis on the social benefits of enhanced personal attractiveness resulting from beauty treatments. Clinics can communicate that such treatments not only provide physical aesthetic improvements but also help customers feel more confident and comfortable in social interactions. Enhanced perceptions of personal attractiveness may ultimately support individuals in building more positive social relationships, including forming romantic relationships or attracting partners. Thus, beauty clinic services should not only focus on aesthetic outcomes but also on the psychological and social benefits experienced by customers. This study has several limitations, including the sample scope, which is limited to beauty clinic customers in a specific area, and the use of a cross-sectional quantitative approach based on

self-reported data. In addition, this study examines only three independent variables; therefore, other factors that may influence self-esteem have not been explored. Future research is recommended to develop a more comprehensive model by incorporating variables such as body image satisfaction or social comparison as mediators, and perceived social support as a moderator to better examine underlying psychological mechanisms. Furthermore, the use of mixed-method approaches or field experiments may provide deeper insights into the psychological processes underlying the relationship between beauty service experiences and self-esteem.

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