

THE INFLUENCE OF CUSTOMER EXPERIENCE, CUSTOMER SATISFACTION AND CUSTOMER BONDING ON CUSTOMER LOYALTY ON SKINTIFIC SKINCARE PRODUCTS IN LHOKSEUMAWE CITY

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Abstract

This research aims to determine the influence of Customer Experience, Customer Satisfaction, Customer Bonding on consumer loyalty to Skintific Skincare Products (Case study of residents of Lhokseumawe City). The method used in sampling is non-probability sampling, accidental fiber sampling. With a total of 105 respondents. Primary data in this research was taken by interviewing and distributing questionnaires. The data analysis technique used is the multiple linear regression analysis method, Classic assumption test, Instrument Test (Validity and Reliability), hypothesis testing using the SPSS 26.0 program. The results of this test show simultaneously that Customer Experience, Customer Satisfaction, and Customer Bonding have a positive and significant effect on customer loyalty to Skintific Skincare products. Partially, each variable, namely Customer Experience, Customer Satisfaction and Customer Bonding, has a positive and significant effect on customer loyalty to Skintific Skincare products. The managerial implications in this research show that increasing Customer Experience, Customer Satisfaction, Customer Bonding, and customer loyalty to Skintific Skincare products. Scientific must continue to utilize these variables so that consumer loyalty increases. The higher the good customer experience with a product, the higher the customer loyalty to that product will be.

Keywords: *Customer Experience, Customer Satisfaction, Customer Bonding, Customer Loyalty*

INTRODUCTION

In the era of globalization, competition in the beauty industry is getting tighter. The emergence of various brands and products provides many choices to consumers. Many companies are competing to win the hearts of consumers, making the competition conditions between companies increasingly tight and causing companies to have to make various innovations to attract customers to use their products. Business actors need to implement effective marketing strategies to gain consumer loyalty. As in his research (dewi, 2021) found that business continues to grow rapidly along with globalization, this is indicated by the increasingly competitive marketing of products and services to consumers.

In the midst of the rapid development of Skincare, other companies are competing to create products that are superior to Skincare products that have already been present by claiming functions and formulas that are almost the same as skincare products in general, this is a challenge for other Skincare to create something more interesting to attract consumers. There are several Skincare products whose functions and formulas are almost the same as Skintific, namely Somethinc and Avoskin Skincare products. Here are the facial Skincare products with the highest sales value on Tokopedia in 2022:

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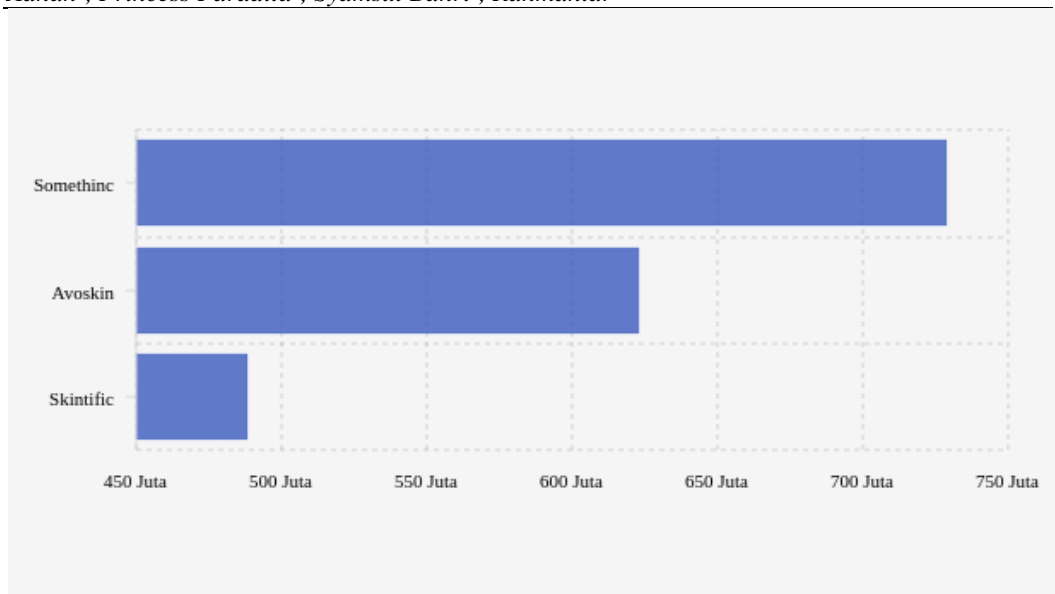


Figure 1.1 Highest Sales Level On Tokopedia

Source: databoks

In the table above, it can be seen that Skintific Skincare products are ranked the lowest in sales on E-commerce Tokopedia in 2022. This is a challenge for companies to pay more attention to consumer needs and to be more innovative in creating products with various formulas, so that consumers are more interested in using Skintific products. However, on the Sociolla Online Review page, there are good reviews of Skintific products, so that prospective buyers can see consumer satisfaction or dissatisfaction with Skintific products on the platform.

Loyalty is a concept that reflects a customer's loyalty and attachment to a particular brand, product, or service. It is not only about how often a customer buys a product or uses a service, but also about the level of satisfaction, trust, and emotional attachment they have to the brand or company. Customer loyalty is often a primary goal for many businesses because having loyal customers can provide a variety of benefits, such as stable revenue, positive word-of-mouth promotion, and the ability to withstand competition from competitors.

One of the factors that influences a consumer's consumer loyalty is *Customer Experience*. Customer Experience is a customer's impression of a product over time and is also the result of interactions that consumers have with a product. According to Rahmawati (2020) Customer experience is an experience that can create personal value, making consumers interested in products or services or companies so that they have an influence on businesses to be more successful. Customer Experience that creates Customer Loyalty. In previous research conducted by (Ardianti, 2022) it was stated that Customer Experience has a significant effect on Customer Loyalty.

Other factors that can influence customer loyalty are: *Customer Satisfaction*, the extent to which customers are satisfied with the products, services, or experiences they receive from a business or organization. According to Daryanto (2019), consumer satisfaction is an emotional assessment of consumers after consumers use a product where consumer expectations and needs are met. Based on research conducted by Hakim (2021), it states that Customer Satisfaction has a relationship and is in the same direction as Customer Loyalty, so the more satisfied consumers are, the more it will trigger the emergence of Consumer Loyalty. Customer Satisfaction or customer satisfaction is very important in the process of creating loyalty with customers. Customer satisfaction can

measure the level of consumer satisfaction after using the product and can also measure how well the company provides a sense of satisfaction while trying to meet customer needs through buying and selling interactions. According to Hakim (2019) explains that Customer Satisfaction has a direct and directional relationship with customer loyalty, so the more satisfied a consumer is, the more it will trigger the emergence of Customer Loyalty.

The problem that occurs with Customer satisfaction is the quality of the product that does not match the consumer's problems so that it does not meet consumer expectations, causing dissatisfaction, it is hoped that consumers who have purchased the product can see the ingredients contained in the product. In an era of very tight competition, Skintific also creates bonds with consumers to create consumer loyalty to their products. According to Richard (2018) Customer bonding is a process where marketers try to build or maintain the trust of their customers so that each other benefits each other in the relationship. To bind customers, companies must be able to get 37% in the minds of consumers so that their products get a good perception in the minds of consumers and create good relationships to build an exchange of benefits between the two parties. Meanwhile, from a study conducted by Syfit (2020) From the results of his research, it is explained that Customer Bonding has a significant influence on Customer Loyalty. This is because with the Customer Bonding Strategy, you can find out customer demand so that you can create Loyal customers. The problem that occurs in creating Customer Bonding is the lack of responsiveness, customers feel that their input is ignored or the response to their questions or problems is slow, this can damage the bond with customers and not being able to provide a personal and relevant experience can reduce the level of Customer Bonding or ties with customers.

The growth of Skincare usage in Lhokseumawe City is very rapid and makes Skincare Skintific sellers in Lhokseumawe City have to think of various ways to increase consumer satisfaction and be able to outperform their competitors in making sales. To avoid the negative impact of declining sales, sellers must pay more attention to the experience and satisfaction of consumers with Skincare Skintific products in Lhokseumawe City. One of the consumer behaviors that sellers need to pay attention to in increasing sales is the attitude of Customer Loyalty. Rusmiati and Rizki (2018) define customer loyalty as the strength of the relationship between an individual's relative attitude towards a unit (brand, service, store or supplier) and repeat purchases.

This Skintific product is not suitable for use by teenagers under 17 years old and cannot be used by pregnant and lactating mothers because the content of this product contains active substances such as retinol which are not good for use by pregnant and lactating mothers, thus creating consumer limitations in using this Skintific Skincare product. The attitude or desire of consumers to use this product is still minimal because the price is quite expensive, causing consumers to think twice about using this product because if it is not suitable, consumers will experience losses and also some consumers feel that the routine of using Skincare takes too much time. They feel they don't have enough time to use Skincare. The next problem is the unfulfilled expectations of consumers who use the Skincare because each individual's skin type is different so that the skincare product does not provide results that match what is claimed on the product, causing consumers not to buy the product again. Relationship Bonding or relationship bond with customers, this Skintific company does not create a special platform to accommodate all complaints from its consumers, so consumers who have used the product can only provide their reviews on general platforms such as Female Daily or Sociolla.

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LITERATURE REVIEW

Definition of Marketing

According to Adnan (2021), Marketing management functions to provide information about a product to consumers, influence decisions that will be taken by consumers, and create economic value for a product. Furthermore, according to Hery and Rahmawati (2021), marketing management is defined as a skill to obtain, maintain, and communicate superior consumer value.

Marketing Mix

Marketing Mix or marketing mix is a collection of marketing variables that are combined and controlled by a company to produce the desired response from the target market. Simply put, the marketing mix is a strategy used to increase sales by combining various marketing activities at one time. (Hendrayani, 2021).

Customer Experience

Mahmoudi (2020) customer experience is the result of a combination of emotional or rational perceptions of customers when interacting directly or indirectly in a business. Customer experience is an experience that can create personal value to make customers interested in products or services or companies so that they have an influence on businesses to be more successful (Rahmawati et al. 2020).

Customer Satisfaction

According to Kotler and Keller in Priansa, (2018) states that consumer or customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the expected product performance (results) to the expected performance or results. Consumer satisfaction is defined as the overall attitude shown by consumers towards goods or services after they obtain and use them.

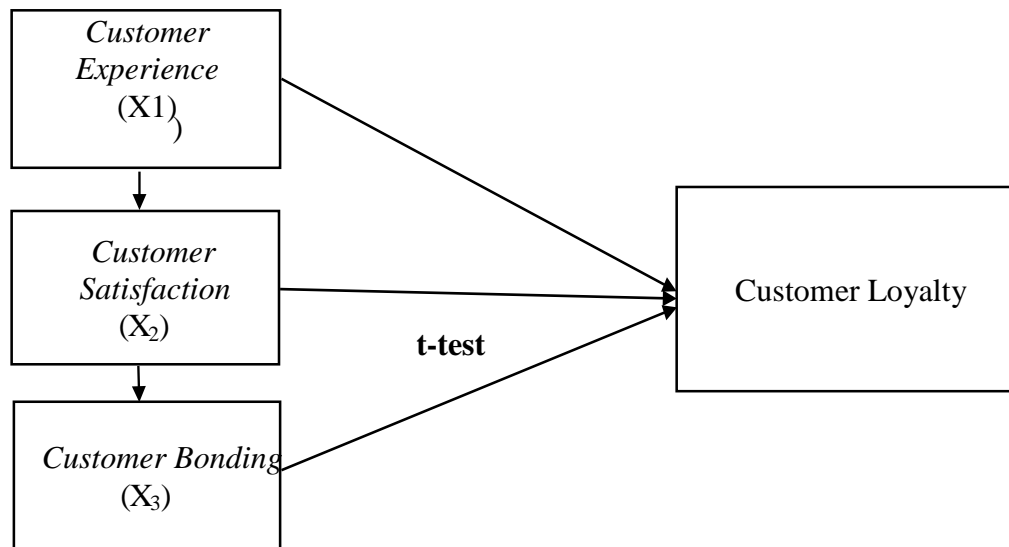
Customer Bonding

Smith in Damri (2018) Customer bonding is a process where marketers try to build and maintain the trust of their customers so that each other benefits each other in the relationship. From the customer's perspective, Customer bonding is a decision-making process that leads to the selection of companies where products and services will be purchased, while from the marketer's product, Customer Bonding is a long-term strategic view that will strengthen and inspire every element of the marketing mix.

Customer Loyalty

Loyalty literally means loyalty, which is a person's loyalty to an object. (Rusmiati, 2018) defines customer loyalty as the strength of the relationship between an individual's relative attitude towards a unit (brand, service, store, or supplier) and repeat purchases.

Conceptual Framework



Hypothesis

Based on the background, problem formulation, research objectives and the description above, several hypotheses were obtained, namely:

- H1 : *Customer Experience* influence on customer loyalty of Skintific Skincare in Lhokseumawe City.
- H2 : *Customer Satisfaction* influence on customer loyalty of Skintific Skincare in Lhokseumawe City.
- H3 : *Customer Bonding* influence on customer loyalty of Skintific Skincare in Lhokseumawe city.

IMPLEMENTATION METHOD

Location and Object of Research

This research will be conducted in Lhokseumawe City, because the respondents who will be met are consumers who use Skintific Skincare Products in Lhokseumawe City which are spread throughout the districts such as Banda Sakti District, Muara Dua District, Muara Satu District and Blang Mangat District. The objects of the study are Customer Experience, Customer Satisfaction and Customer Bonding and customer loyalty.

Population and Sample

The population in this study were consumers who used Skintific Skincare Products in Lhokseumawe City whose number was not known for sure (infinite). If the sample size is too large, such as 400 respondents, the method becomes very sensitive so that it is difficult to obtain a good measure of goodness of fit. So it is recommended that the minimum sample size is 5-10 observations for each estimated parameter. If the sample size is too large, it will be difficult to obtain a suitable model, so the recommended sample size is between 100 and 200 respondents. The Hair formula (2018) for calculating the number of samples in the study Based on the Hair formula guidelines, the calculation of the number of samples used in this study is 105 respondents. Based on

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the number of indicators plus the number of variables, namely $(17 + 4) \times 5 = 105$ respondents. \

Data Collection Techniques

One of the techniques used in data collection in this study is by using a questionnaire. Sugiyono (2017) questionnaires are data collection carried out by providing a set or written statement to respondents to be answered. This study uses a questionnaire containing questions given to respondents to be answered or responded to. Submitting a list of questions through a questionnaire given to consumers according to the title of the study using Likert.

RESULTS AND DISCUSSION

Validity Test

Table 1 Validity Test Results

No	Question Indicators	Mark <i>r_{hitung}</i>	Mark <i>r_{tabel}</i>	Note
1	Customer Experience (X1)			
	1. Question 1	0.710	0.191	Valid
	2. Question 2	0.732	0.191	Valid
	3. Question 3	0.766	0.191	Valid
	4. Question 4	0.717	0.191	Valid
	5. Question 5	0.715	0.191	Valid
2	Customer satisfaction(X2)			
	1. Question 1	0.730	0.191	Valid
	2. Question 2	0.767	0.191	Valid
	3. Question 3	0.773	0.191	Valid
3	Customer Bonding(X3)			
	1. Question 1	0.849	0.191	Valid
	2. Question 2	0.675	0.191	Valid
	3. Question 3	0.823	0.191	Valid
	4. Question 4	0.709	0.191	Valid
	Customer Loyalty (Y)			
	Question 1	0.625	0.191	Valid
	Question 2	0.392	0.191	Valid
	Question 3	0.573	0.191	Valid
	Question 4	0.648	0.191	Valid
	Question 5	0.676	0.191	Valid

Source: Research Results Data processed 2024

Based on Table 1 above, the value of all answers to the indicators of the variables Customer Experience, Customer Satisfaction, and Customer Bonding and Customer Loyalty. To measure the variables in this study, each has a large correlation from rtable. The rtable value for $(df) = n-2 = 105-2 = 103$. Then the rtable value is 0.191. Based on the results in the table, it can be concluded that all indicators of the answers in this study are declared valid.

Reliability Test

Table 2 Reliability Test Results

Variables	Cronbach's Alpha	Information
<i>Customer Experience</i>	0.787	Reliable
<i>Customer Satisfaction</i>	0.805	Reliable
<i>Customer Bonding</i>	0.804	Reliable
Customer Loyalty	0.726	Reliable

Source: Research results Data processed 2024

Based on table 2, it can be seen that the Cronbach's Alpha value of the Customer Experience variable (X1) is 0.787, the Cronbach's Alpha value of the Customer Satisfaction variable (X2) is 0.805, and the Cronbach's Alpha value of the Customer Bonding variable (X3) is 0.804, the Cronbach's Alpha value of the Customer Loyalty variable (Y) is 0.726. So from these results it shows that the Cronbach's Alpha results of each variable are >0.60 so all variables can be declared reliable.

Multiple Linear Regression Test

Table 3 Multiple Linear Regression

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	BStd. Error	Beta		
(Constantine)	167,060 16,543		10,098	,000
<i>Customer Experience</i>	,272 ,068	,349	3,983	,000
<i>Customer Satisfaction</i>	,220 ,052	,315	4,214	,000
<i>Customer Bonding</i>	,167 ,052	,285	3,243	,002

Source: Research Results Data processed 2024

From the SPSS data processing results, the regression results can be written as follows:

$$Y = 167,060 + 272 + 220 + 167 + e$$

The interpretation of the above equation is as follows:

1. The α value of 167.060 is a constant or condition when the Customer Loyalty variable has not been influenced by other variables, namely the Customer Experience variable (X1), Customer Satisfaction (X2), Customer Bonding (X3). If the Independent variable does not exist, the Customer Loyalty variable does not change.
2. β_1 (regression coefficient value X1) of 0.272, shows that the Customer Experience variable has a positive influence on Customer Loyalty, which means that every 1 unit increase in the Customer Experience variable will affect Customer Loyalty by 0.272.
3. β_2 (regression coefficient value X2) of 0.220, indicates that the Customer Satisfaction variable does not have a positive influence on Customer Loyalty, which means that every 1 unit increase in the Customer Satisfaction variable will

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not affect Customer Loyalty by 0.220, assuming that the variable is not feasible in this study.

4. β_4 (regression coefficient value X3) of 0.167, shows that the Customer Bonding variable has a positive influence on Customer Loyalty, which means that every 1 unit increase in the Customer Bonding variable will affect Customer Loyalty by 0.167.

Results of the Correlation Coefficient (R) and Determination (R²) Test

Table 5 Results of Determination Coefficient Test

Model Summary				
Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	,845	,715	,706	24,600

Source: Research Results Data processed 2024

The correlation coefficient test is used to determine the value that indicates the strength or weakness of the relationship between the two variables studied. Based on the test results, the data shows that the correlation coefficient (R) is 0.845 or 84.5%. This value indicates that the relationship between the variables Customer Experience, Customer Satisfaction and Customer Bonding to customer loyalty is positive. While the Determination Coefficient aims to measure how far the model's ability to apply variations to the dependent variable. The determination coefficient value is between zero and one ($0 < R^2 < 1$). If the value is small, the dependent variable is very limited. A value close to one means that the independent variable provides almost the same information needed to predict variations in the dependent variable simultaneously. Can be seen in the table .. as follows:

4.2.1 The Influence of Customer Experience on Customer Loyalty

Based on the results of multiple linear regression research using the t-test to show the Customer Experience variable (X1) has an effect or is significant on Customer Loyalty (Y) on Skintific products, so that the results can be concluded as accepted. As in previous research where Customer Experience is a good or bad experience felt by customers when using and feeling the product or service. H_1 (Wiyata et al., 2020).

4.2.2 The Influence of Customer Satisfaction on Customer Loyalty

Based on multiple linear regression research using the t-test to show that the Customer Satisfaction variable (X2) has an influence or is significant to Customer Loyalty (Y) on Skintific products, so that the results can be concluded as accepted. As in the research conducted by researchers H_2 (Keni et al., 2019) stated that customer satisfaction has a significant influence on customer loyalty. This is also reinforced by (Pahlevi et al., 2021) which states that there is a positive and significant influence on customer satisfaction and customer loyalty. So that consumer satisfaction has an influence on increasing consumer loyalty.

4.2.3 The Influence of Customer Bonding on Customer Loyalty

Based on the results of multiple linear regression research using the t-test to show that the Customer Bonding variable (X3) has a significant effect on Customer Loyalty (Y) on Skintific products, it can be concluded that it is accepted. The results of this study are also in accordance with previous research conducted by H_3 (Khalikussabir,

2022)which states that customer ties have a positive and significant effect on customer loyalty. This research is in line with research conducted by(Asari, 2020)which shows that customer bonding has a significant effect on customer loyalty. One way to form a bond is through customer bonding.

Conclusion

Based on the results of the research test that has been conducted with the title Customer Experience, Customer Satisfaction, and Customer Bonding towards Customer Loyalty on Skintific Skincare Products. Therefore, the conclusion of this study is as follows:

1. Customer Experience variables partially have a positive and significant effect on Customer Loyalty to Skintific Skincare products. This means that the better the customer experience provided by the Skintific Skincare company, the more it will increase Customer Loyalty.
2. Customer Satisfaction variable has a positive and significant effect on Customer Loyalty to Skintific Skincare products. This means that the more customer satisfaction is fulfilled, the more it will increase Customer Loyalty.
3. Customer Bonding variable has a positive and significant effect on Customer Loyalty. This means that with the bond built by the company with consumers, it will create Customer Loyalty to Skintific Skincare products.
4. Customer Experience, Customer Satisfaction and Customer Bonding variables have a positive and significant influence on customer loyalty of consumers of Skintific skincare products in Lhokseumawe City.

Suggestion

Based on the results of the discussion above, the suggestions that the author will convey are:

1. It is recommended for skintific companies to maintain the good customer experience that has been created, continue to provide better product quality and continue to help consumers overcome any problems in using the skincare.
2. It is expected for the Skintific Skincare company to maintain customer satisfaction when using the product, so that consumers will continue to be loyal to using Skintific Skincare products.
3. It is recommended that the Skintific Skincare company continue to improve good relations with consumers and accommodate all consumer complaints regarding Skintific Skincare products.
4. It is suggested to further researchers to conduct research with other variables that are indicated to have an influence on customer loyalty, especially on other skincare products such as Somethinc, Avoskin, and so on, and it is hoped that sellers can improve more attractive strategies.consumers so as to create customer loyalty.

Research Limitations

In this research The researcher has several research limitations that may make this writing less than perfect, including:

1. This study has limitations in terms of reading journal references because this study has not been widely studied before, making it difficult to obtain references.
2. This study only uses Customer Loyalty variables consisting of Customer Experience, Customer Satisfaction, and Customer Bonding as independent variables, therefore it is expected that further research can add various other variables.
3. The author's limited knowledge in compiling this thesis means that this research is still far from perfect, so it is necessary to carry out further research in the future.

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