

THE IMPACT OF CUSTOMER ONLINE WORD OF MOUTH ON BUILDING TRUST AND LOYALTY AT LATIKA BEAUTY CARE

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Abstract:

Background: Latika Beauty Care has shown significant revenue growth by leveraging online interactions with customers through organic and amplified online word of mouth (O-WoM). Choosing the best online word of mouth can enhance customer satisfaction, builds their trust and loyalty for brings their recommendations to other people being the new customer.

Purpose: The objectives of this study are to analyze the impact of O-WOM on customer satisfaction, trust, and loyalty, and to build a recommendation strategy to increase consumer word of mouth.

Design/methodology/approach: The study used quantitative methods supported by qualitative approaches, data was collected from 210 respondents who had used Latika's services. The study applies Structural Equation Modeling (SEM) to evaluate the influence of O-wom on key variables.

Finding/Result: The results indicate that both soft and hard selling O-wom have significantly impacted customer trust, satisfaction, and loyalty. Another result found that satisfaction has significantly impact on trust & loyalty. Trust has an impact on recommendations, but loyalty did not have impact on recommendation.

Conclusion: This study found that O-WOM soft selling & hard selling significantly drive the customer trust, satisfaction and loyalty, both trust & loyalty also give and impact in increasing purchasing recommendation by customer. The recommended strategy to increase consumer intention to recommend Latika Beauty Care Clinic services is strengthening trust, optimizing e-WOM, increasing consumer loyalty, developing pricing, product and promotion strategies.

Originality/value (State of the art): This study contributes to academic literature by identifying factors in building trust and loyalty of Latika Beauty Care Customers through online word of mouth soft selling and hard selling that never been analyzed before. And also, to give the management a recommendation in enhancing their marketing strategy as better than before.

Keywords: customer satisfaction, digital marketing, consumer loyalty, online word of mouth, customer trust

How to Cite:

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INTRODUCTION

The beauty clinic business continues to grow year after year, creating competitiveness both domestically and internationally. Goodstats (2022) states that interest in purchasing beauty products has increased significantly since 2017, reaching 11.99%, in line with the growth in Indonesian income, which has reached IDR 56 million annually. Based on a study by the Central Statistics Agency (BPS) in 2020, the cosmetics industry experienced a growth of 5.59%. Furthermore, this industry is expected to continue growing by 7% in 2021. This is the impact of the increasing trend of beauty products in Indonesia since the Covid-19 pandemic, with the emergence of the beauty vlogger trend. Difficult economic conditions and limited space for people to move around encourage people to attract attention and show their existence through the media online. The way people During the pandemic, people attracted attention through social media by live streaming, creating content on social media, and other platforms. This period encourages people to look attractive and flawless in front of the camera, so the best option is to undergo facial treatments to maximize their appearance and presentation.

This momentum has sparked public interest in self-care and created an opportunity for the Latika Beauty Care Clinic to capture the market share. From 2019 to 2022, the Latika Beauty Care Clinic, which includes products such as skin and facial care, recorded an annual revenue stream of 150 %. Attributed to the high level of online interaction between patients and clinics during the pandemic, which drove the decision to purchase products owned by Latika Beauty Care.

In the digital age, with its abundance of information, customer expectations regarding the results they receive from a product or service are increasing, which directly affects their level of satisfaction. This is in line with the Expectation Confirmation Theory Developed by Oliver (2010), which states that customer satisfaction is formed due to the perception of actual product performance that meets and exceeds their expectations. Increasingly intelligent and accessible information tends to encourage customers to have more specific and detailed expectations; therefore, businesses need to adapt by providing personalized and relevant experiences (Asakdiyah et al. 2023). In addition to satisfaction, loyalty and other factors must be considered. The greater the customer trust in

a product or service, the greater their loyalty to the product. Loyal customers continue to use products or services from the same company. Loyalty not only forms a strong foundation for a company but also reflects its potential for future growth (Gultom et al. 2020). Customer loyalty is achieved when a company consistently meets and exceeds customer expectations, which can be realized by providing the best service and offering high quality products (Hashem & Ali, 2019).

Latika Clinic capitalizes on this by employing various marketing and promotional strategies that are more accessible and offer more intense consumer connectivity than conventional marketing strategies. Marketing strategies using conventional media, including billboards, posters, brochures, appointing a famous figure, artist, or social media activist, become a brand ambassador. This has begun to be implemented by utilizing marketing media such as Instagram, TikTok, Twitter, Telegram, and Facebook. Locket (2018) stated that the use of social media, such as Facebook, Twitter, and YouTube, can promote brands and connect business actors with their target markets.

The use of social media allows Latika Beauty Care Clinic customers to not only receive the information presented but also proactively research and verify the data obtained. To attract and retain clients, the company's management must be more open and focused on maintaining distinctive added value. However, this can be a boomerang for management if the expectations presented by management regarding online production of word-of-mouth do not correspond to reality, leading to dissatisfaction. Satisfaction issues are important for management to address to minimize customer decline; therefore, clinics must pay attention to customer criticism and suggestions to increase customer trust and ensure that their loyalty will also increase. The feedback provided by customers, summarized from several customers, shows that they believe in and are satisfied with the services provided by the clinic treatment that has been done.

Empirical studies have consistently been conducted by others, such as Pramadanti et al. (2023), who studied the impact of product quality, perceived value, and e-WOM (online word of mouth) mediated by brand trust. The results found that perceived value, e-WOM (online word of mouth), and brand loyalty have a positive and significant effect on brand trust. Dewi and Padmantly (2025) found that to build trust and enhance

positive interactions through online word of mouth, management must develop an effective strategy to increase satisfaction and customer loyalty in the digital ecosystem. Amallia and Utaminingsih (2025) studied the impact of brand trust and e-WOM on customer loyalty at MS Glow Aesthetic Clinic Malang and found that e-WOM and trust have a positive and simultaneous impact on customer loyalty. Brand trust also has a positive and partial impact on customer loyalty. The study has been done by Purwanda and Wati (2018) studied the impact of e-WOM, trust, and satisfaction on customer loyalty and found that e-WOM, trust, and satisfaction have a positive and significant impact on customer loyalty. Another study found that trust can mediate the impact of e-WOM on customer purchase decisions.

The main reason for this research is to find the variables that can build trust and loyalty through online word-of-mouth soft selling, online word-of-mouth hard selling, and customer satisfaction. All variables are expected to affect the recommendation. The difference between this study and the previous one is that the research sample is centered on the customers of Latika Beauty Care Clinics, specifically those who live in Bogor City and Bogor Regency. It cannot be denied that there are some similarities with the previous study, such as the use of variables such as e-WOM, trust, satisfaction, and loyalty. The other similarity is the use of SEM-PLS as a data analysis technique. However, in this study, the variable e-WOM (online word of mouth) is described more broadly through soft selling (organic) and hard selling (amplified). Previous studies have described this variable in general terms. In addition, the variable recommendation was never found in other studies.

Based on the background of the problem that has been previously stated, this research aims to analyze the demographics of customers who decide to make purchases at the Latika Beauty Care Clinic and analyze the influence of the effectiveness of communication online word-of-mouth towards satisfaction at Latika Beauty Care. The difference between this research and the previous one is the separation of online word-of-mouth into hard selling and soft selling, which had not been found previously. Similarly, no research has yet found recommendations as a dependent variable.

METHODS

This study was conducted in Bogor City and Regency. The location was chosen intentionally, considering that the Latika Beauty Care Clinic is in Bogor City and its target market is in Bogor City and the Regency. Data collection will begin in March 2025.

The sample selection in this study used a non-probability sampling method with purposive sampling, where the sample was determined based on specific criteria. The respondent criteria in the study were consumers domiciled in Bogor City and Regency who had received treatment or purchased products at the Latika Beauty Care Clinic within the past six months, with a total of 201 respondents.

The research method used in this study was a quantitative method using questionnaires given to customers of the Latika Beauty Care Clinic. The data used in this study were primary and secondary data. Primary data were obtained from a questionnaire containing a list of systematically arranged statements that were filled out by respondents based on their actual circumstances and completed by the respondents themselves. Data collection was conducted by distributing the online questionnaires through Google Forms widely to target respondents that were disseminated through social media. For this research, secondary data were obtained from journals, theses, scientific works, articles, and various related literature.

The data processing and analysis techniques used in this study were primarily used to extract information relevant to the research objectives. Data analysis is the process of simplifying data into a form that is easier to read and interpret. The analysis included descriptive and statistical analyses. This study used a quantitative analysis. Respondents' attitudes are qualitative data that will be measured using a scale so that the results are in the form of numbers, which are then processed using statistical methods. To analyze the quantitative data in this study, a Structural Equation Model (SEM) was used with SmartPLS 3.29. Data processing in this research consists of analysis, namely the outer model, which shows the relationship between indicators and constructs on validity and reliability. Next, the inner model was used to describe the relationship between the independent and dependent variables. Finally, hypothesis testing was performed to determine the influence of the independent variable on the dependent

variable. The measurement scale was measured using a five-level ordinal scale to state the respondents' answers, namely (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. The answers were written based on the Likert scale used for data processing with a structural equation model (SEM).

In this study, complete disclosure of variables was carried out using variable concepts, indicators, and measurement scales to obtain information data. In this study, the formulation of indicators for each indicator was developed based on the dimensions proposed by the theory of each variable. The variables examined in this study were online word-of-mouth (soft selling and hard selling), satisfaction, trust, loyalty, and purchasing recommendations. The online word-of-mouth variables (soft selling and hard selling) are reflected through four and five indicators, respectively. The satisfaction variable was reflected through a single indicator. Variable trust is reflected in four indicators. Variable loyalty is reflected in four indicators. The purchase recommendation variable was reflected through three indicators. All statements for interpreting the indicators were developed by the author.

According to Ranti et al. (2023), electronic word of mouth (e-WOM) or online word of mouth plays an important role in influencing purchasing decisions in the media online before purchasing a product or service because potential consumers can obtain various information through e-WOM. According to Jesslyn and Loisa (2019), electronic word of mouth or online word of mouth has a positive and significant influence on customer loyalty. This aligns with research by Negara (2021), which states that e-WOM significantly influences customer or consumer loyalty. Furthermore, research by Purwanda and Wati (2018) found that e-WOM, trust, and satisfaction have a positive and significant influence on customer loyalty. Furthermore, research by Amallia and Utaminingsih (2025) proves that brand trust and e-WOM partially have a positive effect on customer loyalty. Furthermore, according to Nabawi and Siregar (2024), e-WOM has a positive and significant effect on customer satisfaction. Furthermore, research by Yulianto and Soesanto (2019) states that e-WOM has a significant effect on Lazada consumer trust in Semarang. Therefore, e-WOM is one of the most influential factors affecting consumer trust, satisfaction, and loyalty. Based on this description, the first to fourth hypotheses proposed in this study are as follows:

- H₁: Online word of mouth (soft selling) has a significant impact on the trust of Latika Beauty Care consumers.
- H₂: Online word of mouth (soft selling) has a significant impact on Latika Beauty Care consumer satisfaction.
- H₃: Online word of mouth (hard selling) has a significant impact on the consumer loyalty of Latika Beauty Care
- H₄: Online word of mouth (hard selling) has a significant impact on Latika Beauty Care consumer satisfaction

Consumer satisfaction is a feeling that consumers have regarding the results of a product or service that appears after comparing the results of the product with the expected product (Rizkyta et al. 2024). According to Rizkyta et al. (2024) proved that consumer satisfaction has a positive and significant effect on consumer loyalty. This is in line with Gultom et al. (2020), where consumer satisfaction has a positive influence on consumer loyalty. Not only that, consumer satisfaction also influences consumer trust (Gultom et al. 2020). Based on this description, the fifth, sixth, seventh, and eighth hypotheses proposed in this study are as follows:

- H₅: Consumer satisfaction has a significant impact on the trust of Latikaa Beauty Care consumers
- H₆: Consumer satisfaction has a significant impact on the consumer loyalty of Latika Beauty Care
- H₇: Consumer satisfaction has a significant impact on the purchase recommendation of Latika Beauty Care
- H₈: Consumer loyalty has a significant impact on the trust of Latika Beauty Care consumers

In this context, consumer loyalty can be interpreted as a commitment held by consumers to repurchase a product or service in the future (Rizky et al. 2024). Consumer loyalty is an important factor for business actors because, with consumer loyalty, companies will be able to continue producing their products or services. The more consumers who are loyal to a particular company's products or services, the more profits the company will make. Therefore, consumer loyalty needs to be maintained and preserved so that consumers do not switch to other products. In addition, Purwanda and Wati (2018) proved that trust has a positive and significant influence on consumer loyalty. This is in line with research by Lestari (2016), which proved that the existence of trust (trust) in a brand. Certain factors have a positive and significant influence on consumer loyalty. The existence of consumer loyalty indicates that there is an influence on consumer trust in the product. Based on this description, the ninth and tenth hypotheses proposed in this study are as follows:

H₉: Trust has a significant impact on Latika Beauty Care purchase recommendations

H₁₀: Consumer loyalty has a significant impact on Latika Beauty Care purchase recommendations

Understanding and selecting the right communication strategy, especially in the digital Era, can help increase customer trust and loyalty. Latika Beauty Care Clinic has grown into a new entity that offers a dimension of care by prioritizing strong online interaction. The high level of public interest in consulting via social media, namely Instagram and e-commerce platforms such as Shopee, Tokopedia, and TikTok, has created a new competitive landscape for the aesthetic clinic industry in Bogor City in general. Online interactions conducted by the Latika Beauty Care Clinic through the distribution of social media, also known as online word of mouth. In this study, two types of variables will be used, namely independent variables (Online Word of Mouth/ Organic Word of Mouth and Online Word of Mouth/ Amplified Word of Mouth), mediating variables (Consumer Satisfaction, Trust, and Consumer Loyalty), and the dependent variable (Recommendation). The initial stage was to identify each variable used in this study. Next, the analysis used in this study was the structural equation model (SEM) to analyze the influence of factors that influence consumer satisfaction, trust, consumer loyalty, and recommendations, and to analyze the relationship between each latent variable and the indicators that describe it. Based on the research results, managerial implications for improving customer loyalty will also be formulated to enhance trust and loyalty through word-of-mouth customers at Latika Beauty Care. The operational framework of this research is as shown in Figure 1.

RESULTS

Respondent Characteristics

To gain a comprehensive understanding of consumer behavior within each demographic segment, a detailed descriptive analysis of the respondent profile is essential. Table 1 presents key characteristics of respondents, including gender, birth year, education level, occupation, domicile, and monthly income.

The results of the study show that most Latika Beauty Care Clinic consumers are dominated by women aged 17–25 years (60.20%), with a high school education background (55.72%) and a bachelor's degree (29.35%). Most work as private employees (68.16%), are single (68.16%), with a monthly income above IDR4,000,000 (42.29%), but still allocate a moderate amount of treatment expenses, below IDR500,000 (51.74%).

Impact of Online Word of Mouth (Soft Selling & Hard Selling), Customer Satisfaction, Trust, and Loyalty on Purchase Recommendation

The SEM model in this study used 201 respondents who had purchased products at the Latika Beauty Care Clinic in Bogor City. Respondent data that passed the instrument's validity and reliability tests using SPSS proceeded to the analysis stage using SmartPLS. SEM-PLS analysis consists of three stages: the first is outer model analysis, the second is inner model analysis, and the third is hypothesis testing.

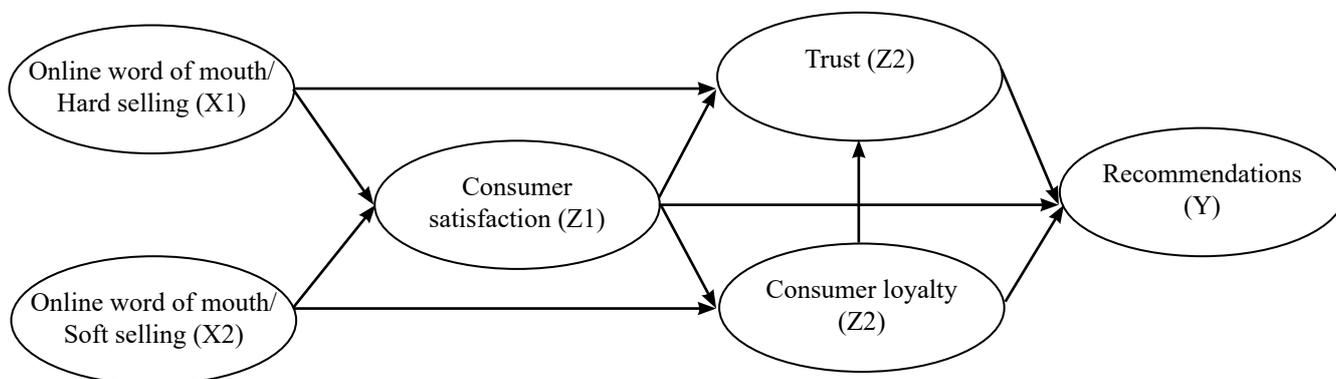


Figure 1. Research framework

Table 1. Respondent characteristics

Characteristics	Category	Number (n = 210)	Percentage (%)
Age (Year)	17 – 25	121	60.2
	26 – 35	68	33.83
	36 – 45	8	3.98
	46 – 55	1	0.5
	>56	3	1.49
Education	Elementary School	2	1
	Junior High School	2	1
	Senior High School	112	55.72
	Diploma	23	11.44
	Bachelor's degree	59	29.35
	Master's degree	3	1.49
Occupation	Student	12	5.97
	College Student	7	3.48
	Housewife	17	8.46
	PNS/Polri/TNI	3	1.49
	Professional	13	6.47
	Businessman/woman	12	5.97
Marital Status	Private Officer	137	68.16
	Unmarried	137	68.16
Marital Status	Married	64	31.84
	Income per Months	< IDR 1,000,000	12
Income per Months	IDR 1,000,001 - IDR 2,000,000	17	8.46
	IDR 2,000,001 - IDR 3,000,000	47	23.38
	IDR 3,000,001 - IDR 4,000,000	40	19.9
	> IDR 4,000,001	85	42.29
	Expense per Month for transaction or do a treatment at Clinic	< IDR 500,000	104
Expense per Month for transaction or do a treatment at Clinic	IDR 500,001 - IDR 1,000,000	49	24.38
	IDR 1,000 001 - IDR 1,500,000	25	12.44
	IDR 1,500,001 - IDR 2,500,000	10	4.98
	> IDR 2,500,001	13	6.47

First, results of outer model. Evaluation outer the model consists of convergent validity, discriminant validity, composite reliability, average variance extracted (AVE), and Cronbach's alpha. Convergent validity can be seen from the value loading factor of latent variables to indicators that show a measure of the validity of each indicator as a manifest latent variable. An indicator can be said to be valid if the value loading factor is above 0.7 and can still be considered valid up to 0.5 (Ghozali & Latan, 2015). Based on Figure 2, the overall value loading factor of the indicator meets the requirements, namely above 0.5, so it can be concluded that the test's convergent validity has been fulfilled. This means that the existence of a correlation between different instruments is valid. Furthermore, Table 2 can be seen from the discriminant validity test which refers to the AVE value of all variables which have met the

recommended requirements, namely >0.5 as well as the value composite reliability And cronbach's alpha which also meets the recommended requirements, namely >0.7 , it can be concluded that all variables are valid and reliable to be tested to the next stage.

Second, results of the outer moder. Evaluation of the structural model through the coefficient of determination (R^2) value shows that all endogenous variables in the model are in the category strong, which states that the R^2 value ≥ 0.67 is categorized as strong. The variable trust has the highest R^2 value, namely 0.897, which means that 89.7% of the variability in respondents' trust in the Latika Beauty Care Clinic can be explained by the independent variables in the model. Furthermore, the variable loyalty has an R^2 value of 0.872, indicating that 87.2% of the variation

in customer loyalty can be explained by the constructs in the model, which is also included in the very strong category. The variable recommendation has an R^2 value of 0.816, which indicates that 81.6% of the customer's intention to provide recommendations can be explained by the previous variables in the model. Finally, the variable satisfaction obtained an R^2 value of 0.728, also included in the strong category, which indicates that more than 72% of customer satisfaction can be explained by the variables that influence it. Overall, these high R^2 values indicate that the model has excellent explanatory power and the relationship between variables in the model is strong and significant in explaining consumer behavior towards the Latika Beauty Care Clinic.

Third, the results of hypotheses testing. Hypothesis testing between constructions is carried out using the resampling bootstrap method. The results of hypothesis testing can be seen in Table 3. Online word-of-mouth (e-WOM) in the form of soft selling refers to the subtle dissemination of information without direct pressure to buy, focusing on educational and informative aspects and building an emotional connection with

the audience. In service industries, such as beauty clinics, this approach is crucial because it shapes long-term perceptions of brand quality and credibility. Erkan and Evans (2016) stated that non-aggressive consumer communication through digital platforms is more effective in building trust because it is perceived as authentic and neutral. Information that is easy to understand, communicative, and accurate builds a positive image and confidence that the service provider can meet expectations. Based on the research results, the influence of online word-of-mouth (soft selling) on trust shows a positive and significant relationship. The result is like previous research by Handi et al. (2018) and Yulianto and Soesanto (2019), who found that e-WOM has a positive and significant impact on trust. This indicates that exposure to information on social media, testimonials, and persuasive reviews boosted consumer trust in Latika Beauty Care. This trust is the basis for consumers' consideration of whether to continue using the clinic's services. Thus, clinics need to continue managing digital content that is educational and humanistic so that the effectiveness of soft selling in building trust is maintained in the long term.

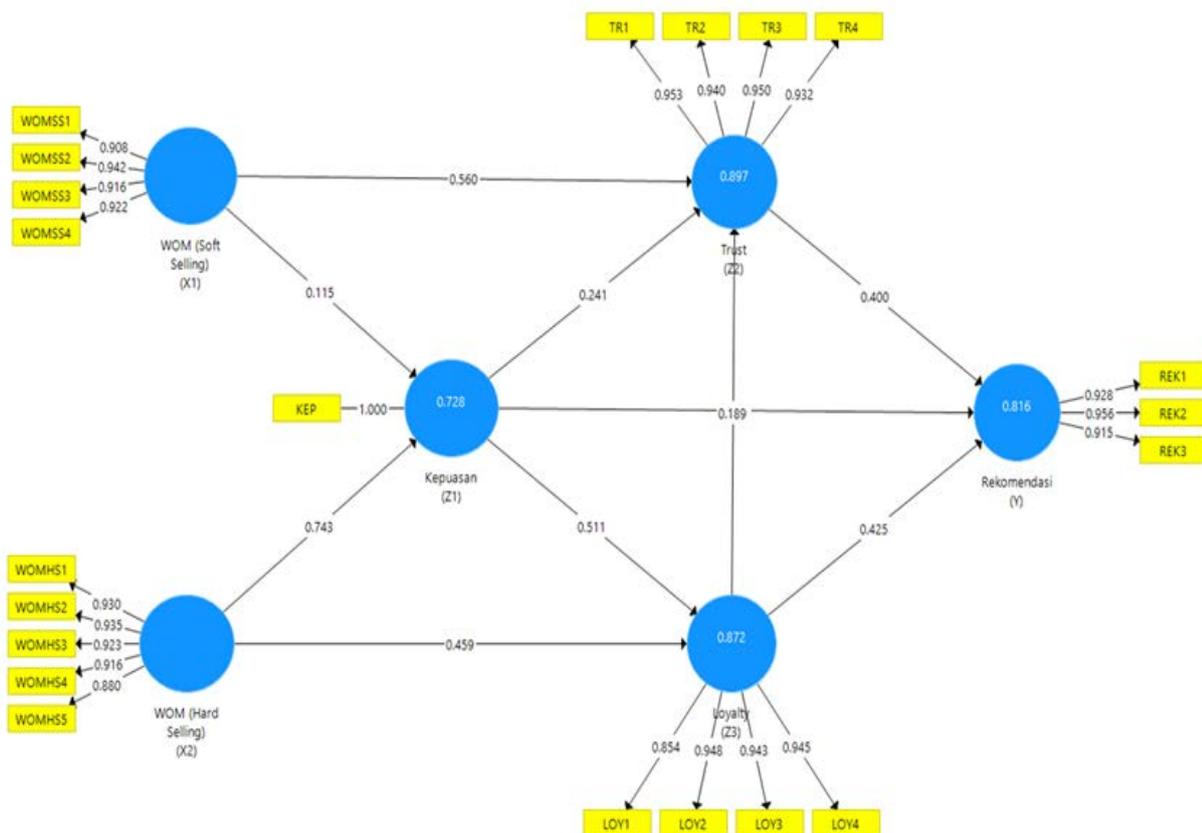


Figure 2. First Convergent Validity Test

Table 2. AVE value & reliability test

Variable	AVE	Composite Reliability	Cronbach's Alpha
Online Word of Mouth (Soft Selling)	0.850	0.958	0.941
Online Word of Mouth (Hard Selling)	0.841	0.964	0.953
Customer Satisfaction	1.000	1.000	1.000
Trust	0.891	0.970	0.959
Loyalty	0.852	0.958	0.942
Recommendation	0.871	0.953	0.925

Table 3. Hypothesis testing value

Hypothesis	Hypothesis	Original Sample (O)	p-value
H1	Online word of mouth (soft selling) has significant on trust	0.560	0.000
H2	Online word of mouth (soft selling) has significant on customer satisfaction	0.115	0.637
H3	Online word of mouth (hard selling) has significant on loyalty	0.459	0.000
H4	Online word of mouth (hard selling) has significant on customer satisfaction	0.743	0.002
H5	Customer satisfaction is significant on trust	0.241	0.001
H6	Customer satisfaction has significant effect on loyalty	0.511	0.000
H7	Customer satisfaction has significantly impact on recommendation	0.108	0.233
H8	Loyalty has significant on trust	0.189	0.031
H9	Trust has significant on recommendation	0.400	0.000
H10	Loyalty has significant importance on recommendation	0.425	0.000

Consumer satisfaction is the result of evaluating the experience gained compared with initial expectations. In theory, good information and building positive expectations can contribute to satisfaction, but only if those expectations are realized in the experience of the consumer. In this study, although soft selling successfully built trust, it did not significantly affect satisfaction. This result differs from those of previous studies by Dewi and Padmanty (2025) and Pramadanti et al. (2023). This indicates that although information delivered subtly and educationally is well received, consumers still evaluate satisfaction based on the actual service outcomes they experience, such as treatment effectiveness, staff friendliness, and post-treatment visual results. The failure of soft selling to influence satisfaction can be an evaluation that customer expectations regarding online content must be accompanied by direct education during treatment at the Latika Beauty Care Clinic. Education regarding the treatment process and stages that customers must go through, and customers cannot instantly get results like the visualized content.

Hard selling in e-WOM is characterized by explicit invitations, direct promotions, or endorsements from influencers that direct consumers to take specific action. This approach is more aggressive but effective when consumers are already familiar with the brand or have a pressing need (Jalilvand and Samiei 2012). The results showed that hard selling through digital channels positively and significantly influenced consumer loyalty. The results are like those of previous studies by Jesslyn and Losia (2019) and Negara (2021). This indicates that direct promotional strategies, such as discounts, giveaways, or open reviews from public figures, successfully encourage customers to continue using Latika Beauty Care services repeatedly. This loyalty factor is important because it demonstrates long-term engagement, which can reduce marketing costs. Latika Beauty Care needs to maintain its hard-selling strategy while still considering consumer comfort aspects, to avoid appearing pushy or over-promotional. In the context of service delivery, satisfaction can increase if hard-sell promotional information successfully conveys benefits that are in line with reality.

Kim et al. (2011) stated that clear and non-misleading direct promotions can create realistic expectations, thereby increasing the likelihood of consumer satisfaction. This study demonstrated a positive and significant effect on the dependent variable. This indicates that the Latika Clinic's explicit promotional strategy, communicated online, successfully met or even exceeded customer expectations, creating a sense of satisfaction. Comprehensive information on prices, treatment types, user testimonials, and treatment results, published transparently, is a crucial aspect of this strategy's success.

Another result of the study showed that satisfaction had a positive and significant effect on trust. The results are like those of Gultom et al. (2020). This indicates that a pleasant experience during treatment, quality results that meet expectations, and good service have shaped consumer trust in the Latika Beauty Care. The trust formed from this satisfaction is also an important asset in creating loyalty and the intention to recommend it to others.

Satisfaction and loyalty are closely related concepts. According to Kotler and Keller (2021), satisfied customers tend to continue using the same product or service and are more difficult to influence by competitors. Based on the analysis, the effect of satisfaction on consumer loyalty was significant. This indicates that Latika Beauty Care customers who are satisfied with the treatment results, service, and clinic atmosphere will tend to return to the service, even on a regular basis. This shows that satisfaction is not just a momentary reaction but has the potential to form long-term emotional attachments.

Although satisfaction is an important factor in forming recommendations, in this study, it did not significantly influence recommendations. Rana et al. (2019) said that satisfaction can't be the best predictor to increasing word-of-mouth customer to recommend other to buy the product or services. This may be due to the presence of other factors that are more dominant in motivating someone to recommend, such as trust and emotional loyalty. In the stage of voluntary recommendation, consumers need to be satisfied, emotionally connected, and fully trust the brand. This means that Latika Beauty Care may have satisfied consumers, but it has not yet formed an emotional bond or trust deep enough to encourage them to actively recommend it.

Loyalty based on long-term experiences and interactions can create strong trust. It formed through consistent service and strengthened perceptions of a company's reliability and integrity. The results of this study indicate that loyalty significantly affects trust. The result is like that of So et al. (2024), who found that loyalty has a positive and significant impact on trust. This study confirms that consumer loyalty is an important reinforcement of trust. Consumers who have used the service repeatedly tend to develop greater trust because they have experienced consistent quality at Latika Beauty Care.

Trust is a key factor in consumers' decisions to recommend. It creates a sense of security and confidence that the brand will not disappoint the recommended parties. This study shows that trust has a positive and significant effect on recommendation. This means that the higher the consumers' trust in Latika Beauty Care, the more likely they are to recommend the service to their friends, family, or colleagues. Alhabsyi and Mardiyah (2018) confirmed that customer trust directly affects user recommendation adoption and WOM. The higher the trust, the greater was the tendency to recommend.

Loyal customers not only make repeat purchases but also act as promoters who actively recommend the brand to others. The results showed that loyalty significantly influenced the recommendations. Consumers who have experienced the benefits of Latika Beauty Care services and consistently use the service feel confident sharing their positive experiences, both directly and through social media or review platforms.

Managerial Implication

Based on the research results, several important findings can be used as strategic considerations for the management of the Latika Beauty Care Clinic. Variables that have been shown to have a significant influence, including online word-of-mouth (good soft selling and hard selling), satisfaction, trust, and consumer loyalty, should be a primary focus in formulating marketing strategies and developing clinical services. The managerial implications of this study touch on important aspects of the marketing mix (product, price, promotion, process, distribution channels, and human resources), which are tailored to consumer behavioural characteristics based on variable indicator analysis and hypothesis testing. Latika Beauty Care needs to maintain and develop a digital communication strategy

that balances informative approaches and active promotion. Educational content, user testimonials, and promotional campaigns are essential call-to-action (CTA) and must be integrated harmoniously. In addition, cooperation with influencers close to the target market must be improved to strengthen the credibility of the message. Therefore, clinics must provide a service experience that is not only satisfying but also personalized, safe, and transparent. Clear procedural information, tangible results, and open communication strengthen satisfaction and solidify trust.

Clinics must continuously maintain service quality, particularly regarding medical procedures and skincare products. Product certification, procedural safety, and professional services are key assets for maintaining and enhancing trust. Communication regarding safety and quality values through social media must also be continuously strengthened so that trust is not only felt but also demonstrated through active recommendations from customers. It is important for the Latika Beauty Care Clinic to build a loyalty program that is not only transaction-based but also emotionally engaging, such as a loyalty member program, rewards, or personal treatment reminders. Another managerial implication for customer consumers at the Latika Beauty Care Clinic based on product, price, promotion, process, distribution channel and human resource aspects can be seen in Table 4.

In managerial practice, Latika Beauty Care Clinic needs to develop an integrated strategy between digital marketing, service quality, and customer experience management. The finding that trust and loyalty are the main bridges to recommendations emphasizes the importance of managing long-term relationships with customers through effective communication, personalized service, and quality assurance. Increasing satisfaction should not stop at a fleeting perception, but must be directed towards commitment and brand advocacy. Support from competent human resources and an user-friendly digital platform. It is also a supporting factor that cannot be ignored in facing the dynamics of competition in beauty clinics that are increasingly digital and based on social recommendations.

Through its analysis, this study contributes to the understanding that different online word-of-mouth promotion patterns can significantly impact customer trust, loyalty, and satisfaction. This can provide new insights into word-of-mouth theory and expand existing models. The limitations of this research are that it only involves consumers in the Bogor City and Bogor Regency areas, and the data used is still cross-sectional without considering current behavioral changes and dynamics.

Table 4. Manajerial implication

Aspect	Manajerial Implication
Product	Making facial treatment a featured service because it is the most recommended. Guaranteeing real and visible treatment results from the first session, for both medical and non-medical services.
Price	Offering competitive pricing packages for regular maintenance. Adjust the price range to the purchasing power of 17–35 year olds (< IDR500,000).
Promotion	Strengthening e-WOM through testimonial and review campaigns on Instagram and Google. Organize referral and reward programs for loyal consumers. Optimizing the role of micro-influencers is relevant to the clinic segment.
Process	Develop and train staff for consistent, fast, and friendly service SOPs. Providing direct education during the treatment process to increase consumer understanding, satisfaction, and trust.
Distribution Channel	Simplifying access to purchasing skincare products through e-commerce and WhatsApp. Providing structured and up-to-date digital catalogs and promotions.
Human Resources	Train staff as brand ambassadors, informative, communicative, and professional. Providing soft skills training and incentives for staff that can build customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results of the study show that the majority of Latika Beauty Care Clinic consumers are dominated by women aged 17–25 years (60.20%), with a high school education background (55.72%) and a bachelor's degree (29.35%). Most work as private employees (68.16%), are single (68.16%), with a monthly income above IDR4,000,000 (42.29%), but still allocate a moderate amount of treatment expenses, namely below IDR 500,000 (51.74%).

The results of the analysis using SEM-PLS show that online word of mouth (soft selling) does not have a significant effect on satisfaction, but has a positive and significant influence on trust. Online word of mouth (hard selling) proven to have a positive and significant influence on satisfaction and loyalty. Direct and persuasive promotional information can create a high perceived value and encourage emotional engagement with consumers. Satisfaction plays an important role as a mediating variable that has a positive influence on trust and loyalty, but does not have a significant direct effect on recommendation. This shows that satisfied customers are not necessarily likely to recommend a product unless they already feel trust or loyalty. Trust and loyalty are two variables that directly and significantly influence purchase recommendations. Based on the research results, the recommended strategy to increase consumer intention to recommend Latika Beauty Care Clinic services is strengthening trust, optimizing e-WOM, increasing consumer loyalty, developing pricing, product and promotion strategies.

Recommendations

This research makes a useful contribution in understanding the influence online word of mouth, satisfaction, trust, and loyalty towards consumer recommendations at the Latika Beauty Care Clinic. However, to improve future research, there are several suggestions that can be considered, namely expanding the location and population of the study, adding other relevant variables, using a longitudinal approach, analysis based on specific digital platforms, and segmentation based on consumer demographics.

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