Jurnal Manajemen (Edisi Elektronik)

The influence of Brand Identification, Self-Expressiveness, and Experience on Repurchase Intention among Consumers of Beauty Clinic Services in Batam

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ARTICLE INFO

ABSTRACT

This study aims to analyze and identify the factors influencing repeat purchase intention in beauty clinic services in Batam. Data for the study were collected through questionnaires distributed to 444 consumers who have experienced beauty clinic services in Batam. The analysis method applied was Structural Equation Modeling - Partial Least Squares (SEM-PLS), which was used to test the validity and reliability of the data and to evaluate the relationships between variables. Demographic data were processed using Statistical Program for Social Science (SPSS). The results of the study indicate varying influences between the variables examined in the beauty clinic services in Batam. Brand identification was found not to have a significant effect on brand love. In contrast, brand love had a significant influence on satisfaction. The experience gained by consumers also had a significant effect on brand love. Furthermore, the satisfaction experienced by consumers positively and significantly influenced repurchase intention. Self-expressiveness also showed a significant influence on brand love. This research reveals that brand love plays a crucial role as a mediator in the relationship with repurchase intention. The findings also suggest that beauty clinics in Batam should focus on developing brand love and positive experiences for consumers. The implications of this study recommend that beauty clinics in Batam prioritize strengthening brand identification and enhancing customer experience in order to increase satisfaction and customer loyalty. This research provides valuable insights for marketing strategies and service development in the beauty industry in Batam.

1. INTRODUCTION

Repurchase intention refers to an individual's evaluation of the likelihood of purchasing a service or product again from the same company, based on the current situation and their positive experience (Pandiangan et al., 2021). In the beauty clinic service industry, repurchase intention is a crucial factor for business success. Enhancing customer retention and building long-term relationships with clients can help improve financial performance and the company's reputation. An interesting phenomenon in beauty clinics in Batam lies in the rapid growth of this industry. According to the researchers, Batam is a strategic area with rapid economic growth and a continuously expanding population, making it an attractive location for the beauty service industry. Factors such as increased awareness of appearance, changing lifestyles, and improved accessibility to healthcare and beauty services contribute to this phenomenon. Understanding the factors that influence consumer repurchase intention in beauty clinics in Batam will provide valuable insights for service providers in designing more effective marketing strategies.

In recent years, the skin care service industry in Indonesia, particularly in major cities such as Batam, has experienced rapid growth. Beauty clinics such as Erha, Eudora, Koora, and ZAP Clinic now employ advanced equipment to meet the growing demands of consumers. In addition to offering services, these clinics also strive to build a strong brand image to attract customers. However, with the proliferation of clinics, competition has become extremely fierce. To win consumers' loyalty, clinics must not only provide high-quality services but also understand the factors that influence repurchase decisions. If clinics fail to effectively manage their beauty services, they risk losing customers in an increasingly competitive market.
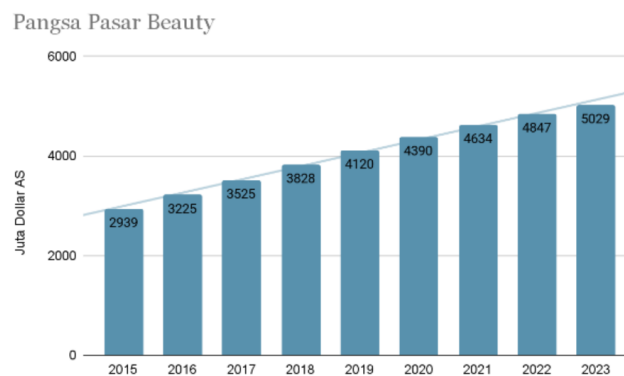
Figure 1. How is the Current Growth Rate of Beauty Clinics?
Source: 2023, Syahidah

Beauty clinics in Batam City have experienced rapid growth in recent years (Syahidah, 2023). The demand for beauty services continues to rise alongside increasing consumer awareness of appearance and self-care. Consumers today are not only seeking physical perfection but also

want to feel confident and comfortable with their appearance. As a result, they are be-coming more selective in choosing beauty clinics that meet their needs and preferences. Ac-cording to research by (Ishak et al., 2020), selective consumers typically conduct in-depth research before making a decision, such as reading online reviews, seeking recommendations from friends, or reviewing clinic profiles on social media. These consumers often consider various factors, such as clinic reputation, service quality, and the credibility of medical staff.

Recent research by Hsu (Hsu, 2023) reveals a significant positive influence between brand identification and brand love. This finding underscores the importance of brand identification in creating a strong connection between a brand and consumers by highlighting brand personality or values in corporate communications. The findings are also supported by previous research by (Sajjanit, 2021) and (Khamwon & Pornsrimate, 2018), which also identified a positive relationship between brand identification and brand love.

Research by (Septyani & Alversia, 2020), investigated the impact of brands that allow individuals to express themselves, both in terms of their inner self and social self, on the level of brand love.

According to research by (Agustina & Keni, 2019), positive brand experience has the potential to trigger brand love among consumers. Practical and positive brand experiences can drive consumers to develop a sense of love for the brand.

Research by Hafiz & Maulida, (2023), found that brand love has a significant positive impact on satisfaction. Generally, customers are highly attracted to beauty clinics that provide a comfortable environment, as they feel it strengthens their emotional connection and satisfaction. Previous studies have also shown that brand love has a significant impact on satisfaction, supported by hypothesis testing in research by (Bigne et al., 2020).

Based on findings from research conducted by Izzudin & Novandari, (2018), it can be concluded that satisfaction has a significant influence on repurchase intention. When customers perceive high-quality products or services, they tend to be more satisfied with their purchases.

(Anabir, 2023) states that brand love, satisfaction, and repurchase intention have a significant positive im-pact. These findings indicate that emotional attachment and customer satisfaction significantly affect consumer attitudes toward a brand and their likelihood of repurchase in-tention. Based on this explanation, the following research model is presented.
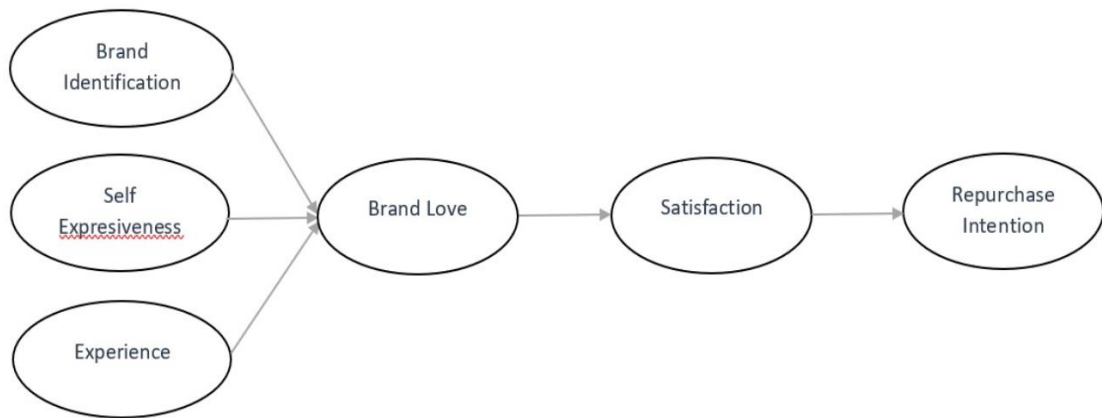
Figure 2. Research Framework

This study proposes hypotheses based on the following model :

H1: Brand identification influences brand love

H2: Brand love influences satisfaction

H3: Experience influences brand love

H4: Satisfaction influences repurchase intention

H5: Self expresiveness influences brand love

H6: Satisfaction mediates the influence of brand love on repurchase intention

In the era of intense competition in the beauty industry, it is essential for service providers to understand the factors that can influence consumer loyalty, particularly in Batam City. This study aims to investigate the relationships among brand identification, brand love, satisfaction, and repurchase intention among beauty clinic consumers.

Brand Identification referring to the extent to which consumers identify themselves with the brand of beauty clinic services they use, as noted by (Tuškej & Podnar, 2018). brand identification reflects the level of emotional and psychological attachment consumers have to the brand. This attachment arises when consumers feel that the brand mirrors their values, image, and identity as individuals.

Self Expressiveness referring to the extent to which consumers use beauty clinic services as a means of self-expression and a reflection of their identity (Hsu, 2023). self-expressiveness reflects an individual's need to express their characteristics, values, preferences, and lifestyle through the selection and use of specific products or services.

Experience referring to the positive experiences consumers gain while using beauty clinic services in Batam (Hsu, 2023). experience encompasses consumers' interactions with service

providers, the quality of service provided, the atmosphere or environment of the beauty clinic, as well as the results or effects experienced by consumers after using the services.

Brand Love refers to the level of affection or deep positive feelings that consumers have toward a brand (Hsu, 2023). Brand love reflects a strong emotional attachment between consumers and the brand, where consumers feel a profound bond, loyalty, and affection toward it.

Satisfaction is an emotional state that arises when an individual's expectations of a product or service are met or exceeded. It reflects a person's subjective evaluation of their experience, indicating that satisfaction is relative and may vary between individuals. This means that two people using the same product or service may experience different levels of satisfaction, depending on their expectations, prior experiences, and personal needs (Putra & Chou, 2022).

Repurchase intention is the desire and action of consumers to repurchase a product after experiencing satisfaction that meets their expectations of the product (Wicaksono & Nurseto, 2018). It reflects the extent to which customers are willing and plan to continue using the same product at the same level of consumption as before (Edy Yulianto Putra & Tasya, 2023).

RESEARCH METHODS

Research Design. This study employs a descriptive quantitative approach with quantitative data analysis techniques. This design allows the researcher to collect data at a specific point in time from respondents who are consumers of beauty clinic services in Batam. Data will be collected using a questionnaire distributed manually to the respondents. This approach enables the researcher to analyze the influence of brand identification, self-expressiveness, and experience as independent variables on repurchase intention, with brand love and satisfaction serving as mediating variables.

Data Collection Technique. The method used for data collection in this study is the questionnaire method. The research object is consumers of beauty clinic services in Batam. The study population consists of consumers who have tried beauty clinic services in Batam within a certain period. This study involves 6 variables with 35 questions. Therefore, the required number of respondents is 350. Through the sampling process, a total of 444 beauty service customers in Batam were selected as samples for this study. This research also applies descriptive analysis methods using Structural Equation Modeling - Partial Least Squares (SEM-PLS) to test the validity and reliability of the data and to evaluate the relationships between the variables under study. Additionally, the Statistical Program for Social Science (SPSS) is used to process the demographic information collected. The gathered data will be processed using the Smart PLS application.

Data Analysis Method. In this study, the author employs several statistical tests to analyze the data. Descriptive analysis and the Common Method Bias (CMB) test are conducted using the SPSS program to describe the basic characteristics of quantitative data such as age, income, occupation, and education. This study also uses Structural Equation Modeling (SEM) techniques, specifically the Partial Least Squares (PLS) method. The study performs a Validity

Test to ensure that the concepts are measured well, with a measurement standard of ≥0.5, and a good value being ≥0.6. To test discriminant validity, the study employs several approaches, including outer loading, Average Variance Extracted (AVE), cross-loading, Fornell-Larcker Criterion, and Heterotrait-Monotrait Ratio (HTMT). Reliability Testing is also conducted to examine the reliability of the variables, where the Cronbach alpha value must exceed 0.7 for reliable variables. Hypothesis testing is carried out in two ways: Direct Effect, to test the effect of independent variables on the dependent vari-able (significant if T-statistic ≥1.96 or P-value ≤0.05), and Indirect Effect, to test the effect of mediating variables (significant if T-statistic ≥1.96 or P-value ≤0.05). Next, Adjusted R-Square is used to test the effect of independent variables on the dependent variables, with values of 0.750, 0.500, and 0.250 indicating strong, moderate, and weak effects, respectively. F-Square is used to assess the magnitude of effects between variables, with a value of 0.35 indicating a large effect, 0.15 a moderate effect, and 0.02 a small effect. Finally, the Stand-ardized Root Mean Square Residual (SRMR) is used to test model fit, where an SRMR value ≤0.05 indicates a good model. The Goodness of Fit Index (GoF) is also used to measure the overall performance of the model, with values ≥0.10 indicating a weak model, ≥0.25 moder-ate, and ≥0.36 strong.

2. RESULTS & DISCUSSION

Respondent Demographic Analysis. This analysis discusses the results of the data obtained through the questionnaires distributed to the respondents. The questionnaires were distribut-ed to 444 respondents who are consumers of beauty services in Batam. Based on the demo-graphic analysis of the respondents in Table 1, of the total 444 respondents participating in this study, 102 respondents (23.0%) were male, while 342 respondents (77.0%) were female. This may be due to differences in personal needs and desires related to appearance and self-care, particularly among females. In the age group below 18 years, there were 28 respond-ents, making up 6.3% of the total respondents. The age group of 18-25 years had the largest number of respondents, with 255 individuals, comprising 57.4% of the total respondents. This age group is a significant market segment and requires special attention from beauty service providers in Batam. Meanwhile, the age group of 26-35 years had 133 respondents, accounting for 30.0% of the total respondents. The age group of 36-40 years had 23 respond-ents, contributing 5.2% of the total respondents.

In the age group above 40 years, there were 5 respondents, representing 1.1% of the total respondents. In terms of education level, 1 respondent (2.0% of the total respondents) had completed elementary or junior high school (SD/SMP). In contrast, 235 respondents (52.9% of the total respondents) had completed high school (SMA/SMK). This education level forms the largest group of beauty service consumers in Batam. Furthermore, 45 respondents (10.1% of

the total respondents) had a diploma, and 152 respondents (34.2% of the total respondents) had a bachelor's degree (S1).

Finally, there were 11 respondents with a postgraduate degree (S2/S3), making up 2.5% of the total respondents. By understanding the education level of beauty service consumers in Batam, service providers can tailor their marketing strategies and adapt their service offer-ings to suit the needs and preferences of each educational group. Regarding employment, the majority of respondents were private employees, with 275 respondents (61.9%) in this cate-gory. There were also a number of respondents who were students (not yet employed), total-ing 79 respondents (17.8%), along with a small number of respondents who were civil serv-ants, unemployed, or business owners. Regarding monthly spending on beauty services, the majority of respondents, 232 individuals (52.3%), spent between IDR 500,000 and IDR 1,000,000 per month. There was also variation in the frequency of beauty service usage per month. The majority of respondents, 206 individuals (46.4%), used beauty services 1-2 times a month. As for preferred beauty clinics, there were variations in preferences. The clinic most frequently mentioned as a favorite was Dr's Clinique, with 156 respondents (35.1%), followed by Koora with 109 respondents (24.5%), and Klinik dr. Juliana with 56 respondents (12.6%).

Common Method Bias (CMB) Test. In this study, the evaluation of common method biases (CMB) was conducted using Harman's single-factor test (Podsakoff et al., 2003). This test is used to assess the extent to which data variation can be explained by a single factor. If the variance explained by a single factor is less than 50%, it can be concluded that there is no significant common method bias (Podsakoff et al., 2003). The results of the single-factor test in this study indicate that the variance explained by one factor is 42.372%. Since this value is below 50%, it can be concluded that the data used in this study is not significantly influenced by common method biases. Therefore, it can be concluded that the data in this study is not affected by common method biases.

Validity and Reliability Test

Validity Test. Outer Loadings. The Outer Loadings results indicate that all indicators meet the Rule of Thumb, which is a value greater than 0.6, as shown in Table 1. However, for the early stages of research and scale development, outer loadings values between 0.5 and 0.6 are still considered acceptable (Chin, 1998).

Table 1. Outer Loading Result

Variabel	Outer Loading	Description
Brand Identification 1	0,792	Valid
Brand Identification 2	0,828	Valid
Brand Identification 3	0,837	Valid
Brand Identification 4	0,808	Valid
Brand Love 1	0,788	Valid
Brand Love 2	0,807	Valid

Brand Love 3	0,814	Valid
Brand Love 4	0,797	Valid
Brand Love 5	0,779	Valid
Experience 1	0,706	Valid
Experience 10	0,788	Valid
Experience 11	0,785	Valid
Experience 2	0,774	Valid
Experience 3	0,745	Valid
Experience 4	0,810	Valid
Experience 5	0,741	Valid
Experience 6	0,730	Valid
Experience 7	0,775	Valid
Experience 8	0,749	Valid
Experience 9	0,744	Valid
Repurchase Intention 1	0,840	Valid
Repurchase Intention 2	0,847	Valid
Repurchase Intention 3	0,869	Valid
Satisfaction 1	0,803	Valid
Satisfaction 2	0,825	Valid
Satisfaction 3	0,803	Valid
Satisfaction 4	0,843	Valid
Self Expresiveness 1	0,647	Valid
Self Expresiveness 2	0,778	Valid
Self Expresiveness 3	0,746	Valid
Self Expresiveness 4	0,807	Valid
Self Expresiveness 5	0,757	Valid
Self Expresiveness 6	0,781	Valid
Self Expresiveness 7	0,783	Valid
Self Expresiveness 8	0,755	Valid

Source: Primary data processed, 2024

The validity test results in Table 1 show values above 0.6, indicating that the variables brand identification, brand love, experience, repurchase intention, satisfaction, and self-expressiveness have strong and significant correlations.

Average Variance Extracted (AVE). In this test, all parameters can be considered valid if they meet the Rule of Thumb, which is that the Average Variance Extracted (AVE) value should be above 0.5.

Table 2. Average Variance Extracted Test Result

Variabel	Average Variance Extracted (AVE)	Conclusion
Brand Identification	0,667	Valid
Brand Love	0,636	Valid
Experience	0,577	Valid
Repurchase Intention	0,726	Valid
Satisfaction	0,670	Valid
Self Expresiveness	0,574	Valid

Source: Primary data processed, 2024

Based on the Average Variance Extracted (AVE) test results in Table 2, the values are above 0.5, indicating that the variables brand identification, brand love, experience, repurchase intention, satisfaction, and self-expressiveness have strong and significant correlations. In accordance with the criteria, the variables used in this study are considered valid.

Cross Loading. In the cross-loading test, which shows the correlation of each parameter, the rule of thumb criterion is a minimum value of 0.7. Based on the results in Table 3, the test meets this criterion because the correlation values for each parameter are higher when com-pared to their correlations with other parameters. However, there is one correlation with a slightly lower value, which is Self-Expressiveness, with a value of 0.647. Although this value is slightly below the 0.7 threshold that is considered the rule of thumb, it is still sufficiently high to indicate a significant relationship between the Self-Expressiveness indicators and the corresponding construct. Therefore, while it falls just short of the ideal value, it can still be regarded as strong enough to demonstrate a valid relationship within the model.

Table 3. Cross Loading Test Result

Variable	Brand Image	Brand Love	Experience	Repurchase Intention	Satisfaction	Self Expresiveness
Brand Identification 1	0,792	0,441	0,504	0,405	0,445	0,495
Brand Identification 2	0,828	0,501	0,56	0,488	0,495	0,552
Brand Identification 3	0,837	0,53	0,582	0,503	0,503	0,552
Brand Identification 4	0,808	0,502	0,574	0,504	0,49	0,546
Brand Love 1	0,51	0,788	0,668	0,659	0,692	0,585
Brand Love 2	0,471	0,807	0,714	0,616	0,712	0,611
Brand Love 3	0,472	0,814	0,72	0,644	0,677	0,644
Brand Love 4	0,461	0,797	0,702	0,603	0,708	0,658
Brand Love 5	0,506	0,779	0,654	0,604	0,637	0,572

Experience 1	0,505	0,575	0,706	0,566	0,586	0,591
Experience 10	0,579	0,69	0,788	0,635	0,652	0,657
Experience 11	0,489	0,674	0,785	0,628	0,663	0,659
Experience 2	0,484	0,694	0,774	0,599	0,686	0,688
Experience 3	0,505	0,63	0,745	0,57	0,616	0,681
Experience 4	0,559	0,705	0,81	0,626	0,663	0,712
Experience 5	0,507	0,674	0,741	0,618	0,625	0,685
Experience 6	0,516	0,641	0,73	0,52	0,604	0,624
Experience 7	0,493	0,659	0,775	0,616	0,633	0,621
Experience 8	0,56	0,637	0,749	0,57	0,583	0,617
Experience 9	0,495	0,661	0,744	0,571	0,65	0,588
Repurchase Intention 1	0,469	0,648	0,617	0,840	0,644	0,542
Repurchase Intention 2	0,501	0,676	0,685	0,847	0,703	0,621
Repurchase Intention 3	0,523	0,68	0,691	0,869	0,701	0,616
Satisfaction 1	0,487	0,675	0,672	0,652	0,825	0,618
Satisfaction 2	0,484	0,689	0,678	0,654	0,803	0,628
Satisfaction 3	0,47	0,72	0,68	0,66	0,803	0,613
Satisfaction 4	0,501	0,73	0,702	0,66	0,843	0,629
Self Expresivenes 1	0,38	0,476	0,524	0,434	0,473	0,647
Self Expresivenes 2	0,524	0,622	0,665	0,579	0,589	0,778
Self Expresivenes 3	0,498	0,56	0,628	0,478	0,553	0,746
Self Expresivenes 4	0,494	0,641	0,688	0,59	0,615	0,807
Self Expresivenes 5	0,539	0,54	0,634	0,505	0,534	0,757
Self Expresivenes 6	0,475	0,602	0,684	0,57	0,602	0,781
Self Expresivenes 7	0,523	0,621	0,659	0,551	0,625	0,783
Self Expresivenes 8	0,544	0,591	0,679	0,503	0,598	0,755

Source: Primary data processed, 2024

Fornell-Lacker Criterion. In the Fornell-Larcker criterion test for assessing discriminant validity, the results meet the rule of thumb criteria because the square root of the Average Variance Extracted (AVE) for each variable is greater than the correlation between constructs in the model (Fornell & f. larcke, 1981).

Table 4. Fornell-Larcker Criterion Test Result

Variable	Brand Image	Brand Love	Experience	Repurchase Intention	Satisfaction	Self Expresiveness
Brand Identification	0,817					
Brand Love	0,606	0,797				
Experience	0,681	0,868	0,760			

Repurchase Intention	0,584	0,784	0,781	0,852		
Satisfaction	0,593	0,86	0,834	0,802	0,819	
Self Expresiveness	0,658	0,771	0,854	0,698	0,760	0,758

Source: Primary data processed, 2024

Based on Table 6, there are three variables that do not meet the criteria: Brand Love, Experience, and Self-Expressiveness. This is because the correlations for Brand Love (0.868 and 0.860) are still greater than the correlation between its own indicators, which is 0.797. Similarly, for Experience, the correlations (0.781, 0.834, and 0.854) are higher than the correlation between its own indicators, which is 0.760. Lastly, for Self-Expressiveness, the correlations (0.760, 0.854, 0.771) are higher than the correlation between its own indicators, which is 0.758.

Heterotrait-Monotrait (HTMT) Ration. Based on the discriminant validity evaluation of the mentioned variables using the Heterotrait-Monotrait Ratio (HTMT) method, this approach assesses discriminant validity by comparing the ratio of correlations between constructs (heterotrait) with the correlations between indicators within the same construct (monotrait). According to (Henseler et al., 2015), if the HTMT Ratio is less than 0.9, it can be concluded that discriminant validity is achieved.

Table 5. Heterotrait-Monotrait (HTMT) Ratio Test Result

Variable	Brand Image	Brand Love	Experience	Repurchase Intention	Satisfaction	Self Expre-siveness
Brand Identification						
Brand Love	0,716					
Experience	0,774	0,973				
Rrepurchase Intetion	0,706	0,940	0,899			
Satisfaction	0,709	1,015	0,947	0,973		
Self Expresiveness	0,760	0,878	0,936	0,815	0,877	

Source: Primary data processed, 2024

Based on the analysis in Table 5, discriminant validity is achieved for most of the relationships between variables. The correlation between Brand Image and the other variables (Brand Love, Experience, Repurchase Intention, and Self-Expressiveness) all have HTMT Ratio values below 0.90, indicating that these variables exhibit valid discriminant validity. However, the correlation between Brand Love and Satisfaction has an HTMT Ratio of 1.015, which exceeds the 0.90 threshold. This suggests that the discriminant validity between Brand Love and Satisfaction is not valid, indicating a potential overlap or strong relationship between these two constructs that may require further investigation.

Reliability Test. In the reliability test, which is used to assess the extent to which variables are consistent in measurement, the evaluation is based on Cronbach's Alpha or Composite Reliability, with a rule of thumb that values should exceed 0.6 (Chin et al., 1998). Based on the

results of the study in Table 6, the testing shows that all variables—Brand Iden-tification, Brand Love, Experience, Repurchase Intention, Satisfaction, and Self-Expressiveness—have obtained Composite Reliability values above 0.6. Therefore, it can be concluded that all variables in this study can be considered reliable in measuring the intend-ed constructs.

Table 6. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
Brand Identification	0,834	0,889	Reliable
Brand Love	0,857	0,897	Reliable
Experience	0,926	0,937	Reliable
Repurchase Intention	0,812	0,888	Reliable
Satisfaction	0,836	0,890	Reliable
Self Expresiveness	0,893	0,915	Reliable

Source: Primary data processed, 2024

Hypothesis Test

Path Coefficient. The path coefficient is a tool used to evaluate the level of significance when testing hypotheses. The success of a hypothesis can be assessed from the T-statistic, where a value greater than 1.96 indicates a significant effect, while a P-Value less than 0.05 indicates statistical significance (J. F. Hair et al., 2019).

Table 7. Path Coeffiecient Test Result

X-> Y (*Direct*)	Hypottesis	Sample Mean (M)	T Statistics (|O/STDEV|)	P Values	Description
Brand Identification -> Brand Love	H1	0,013	**0,336**	**0,737**	Insignificant
Brand Love -> Satisfaction	H2	0,858	42,038	0,000	Significant
Experience -> Brand Love	H3	0,769	15,014	0,000	Significant
Satisfaction -> Repurchase In-tention	H4	0,801	28,731	0,000	Significant
Self Expresiveness -> Brand Love	H5	0,107	1,988	0,047	Significant

Source: Primary data processed, 2024

Based on the testing of H1, which links Brand Identification with Brand Love, the result shows a T Statistics value of 0.336 and a P Value of 0.737. Since the T Statistics value does not exceed 1.96 and the P Value is greater than 0.05, this hypothesis cannot be considered sig-nificant. This suggests the possibility that other factors, such as the experience of using the service, service quality, or personal factors, may have a stronger influence on Brand Love.

Previous studies such as (Büyükdağ & Kitapci, 2021), (Hsu, 2023), (Sajjanit, 2021) and (Khamwon & Pornsrimate, 2018) found that brand identification had a significant and positive impact on brand love. This highlights the importance of brand identification in creating a strong connection between the brand and consumers by emphasizing the brand's personality or values in the company's communications.

Hypothesis H2, linking Brand Love with Satisfaction, shows a T Statistics value of 42.038 and a P Value of 0.000, indicating that this hypothesis is significant. This means that con-sumers who love the brand are more likely to feel satisfied with the services they receive. Consumers who have strong brand love tend to feel satisfied with their experience at beauty clinics. Service providers in Batam should aim to enhance consumers' brand love through positive experiences, high-quality service, and effective interactions. This relationship is also linked to Brand City, where brand love can lead to satisfaction, which in turn strengthens the city's identity as a brand city (Purwianti & Dwi Lukito, 2014). Previous studies such as (Septyani & Alversia, 2020), (Agustina & Keni, 2019), (Angelika & Setiawan, 2020), (Widiasuari & Sukaatmadja, 2021) found that self-expressive brands have a positive impact on brand love, emphasizing the importance of brands meeting individuals' self-expression needs in building strong customer relationships.

Hypothesis H3, linking Experience with Brand Love, shows a T Statistics value of 15.014 and a P Value of 0.000, indicating that positive experiences in Batam's beauty clinics signifi-cantly influence brand love. The better the experience provided by the service provider, the stronger the consumers' love for the brand. This finding is supported by previous studies such as (Agustina & Keni, 2019), (Sohaib et al., 2023), (Vania & Putri, 2020) dan (Ferreira et al., 2019), which also suggest that good brand experiences can trigger brand love. Therefore, beauty service providers in Batam need to focus on enhancing the quality of the experience provid-ed to consumers as a way to build strong brand love..

Hypothesis H4, linking Satisfaction with Repurchase Intention, shows a T Statistics value of 28.731 and a P Value of 0.000, indicating a significant result. Consumers who are satisfied with the services at beauty clinics in Batam are more likely to return for future services. By improving customer satisfaction, service providers can strengthen customer loyalty and increase retention. Previous studies such as (Izzudin & Novandari, 2018), (Munwaroh & Riptiono, 2021), (Fiqri & Octavia, 2022), (Purwianti & Iman, 2023), (Sukma & Riptiono, 2022) and (Sarjana et al., 2022) also found that customer satisfaction has a positive and significant impact on repurchase in-tention.

Hypothesis H5, linking Self-Expressiveness with Brand Love, shows a T Statistics value of 1.988 and a P Value of 0.047. Since the T Statistics value exceeds 1.96 and the P Value is less than 0.05, this hypothesis can be considered significant. When consumers at Batam's beauty clinics feel that a brand allows them to express themselves, they are more likely to develop a positive emotional bond or love for that brand. Furthermore, the study shows that brand love significantly influences repurchase intention. Consumers who have a strong emo-tional attachment to a brand will be motivated to maintain that relationship by repurchasing the brand's

products or services. Therefore, brand love is an important factor in increasing consumers' repurchase intentions. This finding is supported by previous research such as(Suetrong et al., 2018), (Ding et al., 2022) and (Winarto & Widyastuti, 2021).

Indirect Effect. The Indirect Effect functions to test the role of a mediating variable within a research model. According to the Rule of Thumb, the correlation between variables is considered significant if the T-Statistic is ≥1.96 or the P-Value is ≤0.05 (J. F. Hair et al., 2019).

Table 8. Indirect Effect Test Result

X-> Y (with mediation)	Hypothesis	Sample Mean (M)	T Statistics (|O/STDEV|)	P Values	Description
Brand Love -> Satisfaction -> Repurchase Intention	H6	0,688	20,075	0,000	Significant

Source: Primary data processed, 2024

Hypothesis H6, which indirectly links brand love to repurchase intention through satisfaction, is significant. The T-Statistic value is much greater than 1.96 (20.075), and the P-Value is less than 0.05 (0.000). This finding indicates that the stronger the consumer's affection for the services provided by beauty clinics in Batam, the higher their satisfaction level. In Batam, a rapidly growing center of the beauty industry, many beauty clinics compete to provide the best services, ranging from facial and body treatments to aesthetic medical services. In this competitive environment, beauty clinics that succeed in building brand love through positive experiences—such as quality service, good interaction, and attention to customer needs—are more likely to retain customers. Repurchase intention is defined as the likelihood that customers will repurchase products from the same company. This finding is supported by previous studies, including those by (Anabir, 2023), (Fiqri & Octavia, 2022), (Angelika & Setiawan, 2020), and (Widiasuari & Sukaatmadja, 2021).

R Squares Test. In Table 9, the R-square (R²) value for the brand love variable is 0.757, indicating that the variables brand identification, self-expressiveness, and experience can explain 75.7% of the variance in brand love, while the remaining 24.3% is influenced by other factors. This R-square value falls within the "strong" category (Hair et al., 2017), which is particularly significant for beauty clinics in Batam. In this highly competitive industry, a deep understanding of how these elements contribute to brand love can help clinics design more effective marketing strategies.

The R-square (R²) value for repurchase intention is 0.643, meaning that brand identification, self-expressiveness, and experience can explain 64.3% of the variance in repurchase intention, with the remaining 35.7% attributable to other variables. This R-square value also falls within the "strong" category (Hair et al., 2017). highlighting the importance of building brand love to drive customer loyalty in Batam beau-ty clinics.

For satisfaction, the R-square (R²) value is 0.740, indicating that brand identification, self-expressiveness, and experience can explain 74.0% of satisfaction, while the remaining 26.0% is explained by other variables outside the research model. This strong R-square value re-flects that customer experience in Batam beauty clinics greatly influences their satisfaction, which in turn affects their intention to return

Table 9. R Square Test Result

Variable	R Square (R^2)
Brand Love	0.757
Repurchase Intention	0.643
Satisfaction	0.740

Source: Primary data processed, 2024

Standardized Root Mean Square Residual (SRMR) Test. Based on the results in Table 10, the SRMR values obtained are 0.046 and 0.063, indicating that the model is considered "fit" according to the rule of thumb criteria. A good model will have a low SRMR value, reflect-ing a strong alignment between the observed data and the data predicted by the model.

Tabel 10. SRMR Test Result

Variable	SRMR
Saturated Model	0.046
Estimated Model	0.063

Source: Primary data processed, 2024

GoF (Goodness of Fit) Index. The GoF Index can be calculated using the following formula:

$$GoF = \sqrt{\overline{Comm} \; x \; \overline{R^2}}$$

$$\overline{Comm} = \frac{0,667 + 0,636 + 0,577 + 0,726 + 0,670 + 0,574}{6} = 0,641$$

$$Average \; R2 \;\; = \frac{0.760 + 0.680 + 0.740}{3} = 0.726$$

$$GoF = \sqrt{0,641 x \; 0,726} = 0,682$$

From the calculation results above, it can be concluded that the model criteria fall into the "strong" category. In Batam, a rapidly growing hub of the beauty industry, understanding the GoF Index is highly important. Beauty clinics in Batam should strive to maintain alignment between customer expectations and the actual experience they provide. With a strong GoF value, beauty clinics in Batam can be more confident that the model used to formulate their marketing and service strategies will yield positive results in building long-term relation-ships with customers.

3. CONCLUSION & SUGGESTION

Based on this study, it can be concluded that beauty clinics in Batam need to address con-sumer needs regarding services and customer support. To enhance repurchase intention, clin-ics should focus on improving service quality. This can be achieved by involving qualified medical and professional personnel and providing customer service training to staff. Addi-tionally, it is essential for clinics to focus on brand image, trust, and consumer repurchase intention. By en-suring adequate customer support—such as being responsive in addressing consumer inquiries and complaints—clinics can build strong, long-term relationships with customers. The service process is also important, including aspects such as treatment proce-dures, costs, and possible side effects. By providing clear and accurate information, clinics can help consumers make informed decisions. Furthermore, clinics should engage in effec-tive promotion to attract con-sumer interest, highlighting clinic advantages and using effec-tive marketing communication channels. By implementing these recommendations, beauty clinics in Batam are expected to increase customer satisfaction, strengthen brand image, and boost consumer repurchase inten-tion.

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