

# Service Quality, Promotional Strategies, Relationship Marketing and Customer Loyalty of a Beauty Care Clinic

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## Abstract

The beauty clinic and skincare industry is rapidly expanding due to evolving beauty standards, consumer self-awareness, and demand for safe, sustainable, and effective treatments. In this competitive sector, service quality, promotional strategies, and relationship marketing play crucial roles in fostering customer loyalty and ensuring business sustainability. Anchored on the SERVQUAL model, Communication Accommodation Theory, Social Exchange Theory, and Expectancy Theory, this study examined the extent of service quality, promotional strategies, relationship marketing, and customer loyalty in a beauty care clinic in Western Visayas. Using a quantitative descriptive, comparative, and correlational design, data were collected from 385 customers across nine branches through a validated and reliable survey instrument. Findings revealed that service quality, relationship marketing, and customer loyalty were rated to a very great extent, while promotional strategies were rated to a great extent, with repeat visits and referrals emerging as the most influential. Correlation analysis confirmed significant relationships among all variables, highlighting that assurance, empathy, and fair pricing are strong drivers of client trust and long-term loyalty. The study concludes that while the clinic demonstrates excellent performance, enhancing social media and public relations strategies could further strengthen promotional impact and customer retention. These findings provide empirical insights for strategic planning, enabling beauty care clinics to improve client acquisition, satisfaction, and sustained competitiveness.

**Keywords:** Service Quality, Promotional Strategies, Relationship Marketing, Customer Loyalty, Beauty Care Clinics, Western Visayas

## Introduction

The beauty clinic and skincare industry has seen a surge in consumer demand, driven by evolving standards of beauty and heightened self-awareness (Farid & Ghassani, 2021; Karnowati & Astuti, 2020; Sandoval, 2021). As the cosmetics and personal care sector continues to innovate, consumers increasingly seek safe, sustainable, and effective treatments (Castillo et al., 2022; Ishak et al., 2020). In this competitive landscape, service quality has emerged as a critical factor for business sustainability and customer trust (Van Schalkwyk & Steenkamp, 2019; Arifin et al., 2020). Enhancing service quality requires focusing on dimensions that matter most to customers—such as reliability, responsiveness, assurance, empathy, and tangibility (Tegambwage, 2017; Nurjanah & Mulazid, 2018).

Equally vital is promotion, which influences consumer awareness and purchase decisions. Effective promotional strategies—especially those leveraging social media, public relations, and referrals—can convert passive audiences into active clients (Pakurár et al., 2019; Dewi, 2019; Kinoti et al., 2019). In this context, relationship marketing plays a foundational role, emphasizing trust, communication, and long-term engagement to foster loyalty (Astuti, 2019; Amoako, 2019; Ahmed et al., 2019).

Customer loyalty, often considered the "holy grail" of marketing, is essential for sustained competitive advantage and financial performance (Srivastava & Rai, 2018; Tartaglione et al., 2019). However, in the beauty care sector—where competition is intense—the challenge lies in attracting new clients while retaining loyal ones (Lilleleht, 2017).

Although prior studies have examined service quality (Martinović, 2018; Khoo, 2022), promotional strategies (Nurgiyantoro, 2021), relationship marketing (Wetosi, 2017), and customer loyalty (Kyurova & Koyundzhiyska-Davidkova, 2021), there remains a gap in literature specifically addressing these dimensions within beauty care clinics. This study aims to fill that gap by assessing the extent of service quality, promotional strategies, relationship marketing, and customer loyalty in a beauty care clinic in Western Visayas, ultimately guiding strategic planning to enhance client acquisition and retention.

### Statement of the Problem

The study aimed to (1) determine the extent of service quality, promotional strategies, relationship marketing, and loyalty, including the significant differences by demographic profile; and (2) examine the significant relationships among these constructs.

### Hypotheses

H1. There is no significant difference in service quality, promotional strategies, relationship marketing, and loyalty across demographic groups.

H2. There are no significant relationships among service quality, promotional strategies, relationship marketing, and loyalty.

### Literature Review

This study is anchored on four theoretical foundations: the SERVQUAL model (Parasuraman et al., 1988) for service quality, Communication Accommodation Theory (Giles, 2005) for promotional strategies, Social Exchange Theory (Blau, 1964) for relationship marketing, and Expectancy Theory (Vroom, 1964) for customer loyalty.

**Service Quality.** Service quality refers to customers' overall judgment of excellence and is traditionally measured using SERVQUAL's five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. These dimensions have been shown to influence customer satisfaction and organizational competitiveness (Parasuraman, 1991; Fida et al., 2020; Chiang & Trimi, 2020).

**Promotional Strategies.** Communication Accommodation Theory explains how communication adjustments foster favorable responses in marketing (Gallois et al., 2005; Li et al., 2020). Effective promotional strategies—including social media, public relations, referrals, and repeat-visit incentives—strengthen competitive advantage, customer engagement, and acquisition (Yasa et al., 2020; Wang et al., 2020; Appel et al., 2020).

**Relationship Marketing.** Social Exchange Theory posits that relationships thrive through reciprocal exchanges, fostering trust, satisfaction, and commitment (Blau, 1964; Cropanzano & Mitchell, 2005).

Relationship marketing emphasizes building long-term customer ties by enhancing trust, communication, and perceived value, leading to loyalty and profitability (Thaichon et al., 2021; Jain et al., 2018).

**Customer Loyalty.** Expectancy Theory highlights that loyalty stems from the perceived value of outcomes relative to effort (Vroom, 1964; Song et al., 2020). Customer loyalty manifests as behavioral, cognitive, and affective dimensions, reflected in repeat patronage, positive brand perceptions, and emotional attachment (Watson et al., 2015; Khazaei Pool et al., 2018).

Overall, literature establishes the interconnectedness of service quality, promotional strategies, relationship marketing, and customer loyalty. Managing these dimensions consistently enables businesses, such as beauty care clinics, to enhance customer satisfaction, retention, and long-term competitiveness.

### Methodology

A quantitative descriptive, comparative, and correlational design was applied. Respondents were 385 customers with at least one year of patronage across nine branches of a beauty care clinic in Western Visayas, selected through purposive–quota sampling (Campbell et al., 2020; Iliyasu & Etikan, 2021).

Data were collected via an adapted five-part questionnaire measuring demographics, service quality (Javadein, 2008), promotional strategies (Ollor & Margaret, 2019), relationship marketing (Njagi, 2017), and customer loyalty (Pacheco & Reddy, 2013). Items used a four-point Likert scale. Validity was established through Lawshe's CVR with expert review, yielding CVI values above 0.85 (Baghestani et al., 2019). Reliability testing produced Cronbach's alpha values ranging from 0.89–0.94, exceeding the 0.70 threshold (Ravinder & Saraswathi, 2020).

Ethical considerations included informed consent, voluntary participation, confidentiality, and assurances of data protection. Data were analyzed using frequency, percentage, mean, and standard deviation; Mann-Whitney U tested demographic differences, while Spearman's rho examined correlations.

### Result and Discussion

Service quality was rated to a very great extent ( $M = 3.47$ ,  $SD = 0.40$ ), with assurance highest ( $M = 3.52$ ) and reliability lowest ( $M = 3.39$ ). Older, married, and higher-income customers provided slightly stronger ratings, confirming prior findings that assurance and responsiveness foster satisfaction (Wulandari, 2021).

Promotional strategies received a great extent rating ( $M = 3.23$ ,  $SD = 0.30$ ), led by repeat visits ( $M = 3.38$ ) and referrals, while social media ranked lowest ( $M = 3.12$ ). This indicates reliance on authentic experiences and word-of-mouth rather than online promotions, consistent with Otoo et al. (2022).

Relationship marketing scored very high ( $M = 3.42$ ,  $SD = 0.39$ ), with price fairness as the strongest factor ( $M = 3.49$ ). Customer loyalty also rated very high ( $M = 3.34$ ,  $SD = 0.38$ ), most evident in affective and behavioral dimensions (repeat patronage and emotional attachment).

Correlation analysis showed significant associations among all variables. Service quality correlated strongly with promotional strategies ( $r = .714$ ), relationship marketing ( $r = .681$ ), and loyalty ( $r = .687$ ). Relationship marketing exhibited the highest correlation with loyalty ( $r = .787$ ), confirming that trust-based interactions sustain repeat business (Putra & Putri, 2019; Ngoma & Ntale, 2019).

## Conclusion

The study concludes that the beauty care clinic excels in service quality, particularly assurance and empathy, which foster customer trust. Promotional strategies, though least rated, were still credible and effective, while relationship marketing was highly valued, reflecting personalized services and fair pricing. Customer loyalty was evident through repeat visits and referrals, confirming that satisfaction translates into long-term engagement.

Overall, the results affirm that service quality, promotional strategies, relationship marketing, and loyalty are interrelated. While the clinic performs strongly, enhancements in social media and public relations could further strengthen promotional impact.

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