

Research Article

Analysis of the Influence of Brand Image, Promotion Effectiveness, and Price on Customer Loyalty at Cassandra Skincare Singkawang

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ABSTRACT

This study aims to analyze the influence of brand image, promotion, and price on customer loyalty at Cassandra Skincare Singkawang. The background of this research is driven by the intense competition in the beauty industry and the income fluctuations experienced by Cassandra Skincare over the past three years. This research uses a quantitative method with an associative approach. The research sample consisted of 100 respondents determined through purposive sampling with the criterion of consumers who have undergone treatment at least twice. Data were collected through questionnaires and processed using SPSS version 22. The results of the study show that brand image, promotion, and price have a positive and significant influence simultaneously on customer loyalty. The t-test results show that brand image, promotion, and price have a positive and significant influence partially on customer loyalty. The coefficient of determination (R^2) of 59.2% indicates that these three variables can explain customer loyalty well, while the remaining percentage is influenced by other factors outside this research model. This research is expected to provide practical benefits for Cassandra Skincare in formulating marketing strategies to maintain customer loyalty. As a suggestion, the company should continue to maintain service quality, strengthen brand image, and offer attractive promotional programs and competitive pricing. Recommendations for future research are to add other variables such as service quality, consumer trust, or customer satisfaction so that the analysis results are more comprehensive. In addition, the research coverage area can also be expanded to obtain more representative findings.

Keywords: Brand Image; Promotion Effectiveness; Price; Customer Loyalty

1. INTRODUCTION

The development of the beauty industry and the increasing public interest are mainly driven by the desire to fulfill personal needs. Entering the era of globalization, people today do not only prioritize the fulfillment of primary needs, but also begin to pay attention to other needs such as improving appearance and self-beauty. This is encouraged by the belief in society that having an attractive appearance will significantly increase a person's self-confidence. The growing interest of the community in beauty treatments also plays a role in the development of the beauty industry, which offers treatments and products to meet these needs. This beauty industry does not only provide direct treatments, but also sells products that can be used at home to support the results of treatments that have been carried out, ensuring continuous and optimal care.

Cassandra Skincare is one of six private clinic activities in Singkawang City, West Kalimantan, founded by Dr. Shinta Novianti, M.Biomed (AAM) on July 3, 2009. The clinic was initially located on Jalan Pangeran Diponegoro in a row of shop houses in front of Bank Kalbar, and then in 2017, after the building contract ended, Cassandra Skincare moved to Jalan Kalimantan No. 41A, Condong, Singkawang Tengah and has been operating there until now. Cassandra Skincare is present to help solve various beauty problems with a complete range of treatments. This clinic is open every day from 10:00 to 21:00, so customers can easily adjust their visit time according to their busy schedules. The payment system at Cassandra Skincare is arranged by prioritizing customer convenience so as not to be burdensome. For example, the payment period at Cassandra Skincare tends to be relatively flexible. Cassandra Skincare provides several payment options that customers can choose according to their needs. Customers can pay in full before treatment is carried out, or choose to pay a down payment (DP) of 50% of the total cost when making a reservation, then pay the remainder after the treatment is completed. To provide convenience and comfort, payments can be made via bank transfer or directly on site using the available EDC machine, so that customers can complete transactions in the most suitable and practical way. The following is a table of income amounts during the 2022, 2023, and 2024 periods at Cassandra Skincare Singkawang.

Table 1. Cassandra Skincare Singkawang Income for 2022–2024

Year	Income	Percentage (%)
2022	6.241.550.000	-
2023	7.298.450.000	16,9
2024	7.779.962.000	6,5

Source: Cassandra Skincare Singkawang, 2025

Based on **Table 1**, the income of Cassandra Skincare Singkawang in the last three years shows an increasing trend every year. In 2023, income increased by 16.9% compared to the previous year, while in 2024 it again increased by 6.5% from 2023. Although nominal income continues to grow from 2022 to 2024, the rate of income growth in 2024 was recorded to be lower than the increase in 2023.

Brand image plays an important role in shaping consumer perceptions of the products or services offered. According to Bell in Khairunisa et al. (2025), brand image is an important component in a company's overall marketing strategy, because it reflects consumers' perceptions and beliefs about a particular brand. This view is reinforced by Firmansyah in Octavia & Sari (2024), who states that brand image or what is commonly referred to as brand image is knowledge or insight that arises from beliefs, perceptions, and associations that are interrelated in the minds of consumers, forming an overall picture of a brand. The perceived value, trust, and customer relationships are also important parts in building a strong brand image (Tjiptono in Sari & Soedjoko, 2024). By building a positive brand image, companies can increase consumer trust and strengthen their loyalty to the products or services offered.

Promotion plays an important role in attracting market interest, retaining customers, and increasing demand. According to Sutirah & Raharja (2025), promotion is an activity that includes spreading information, persuading or influencing, and reminding the market about the business and products offered. Lupiyoadi in Efendi & Aminah (2023) emphasized that promotion is one of the marketing mix variables that is very important to implement when companies sell their products. Promotion is all types of marketing activities aimed at encouraging demand (Martin L. Bell in Ningsi & Ekowati, 2021). Cassandra Skincare actively carries out promotions through discount programs, treatment package offers, and publications on social media as a strategy to attract new customers while maintaining the loyalty of existing customers.

Pricing is an important consideration for consumers before deciding to purchase services or products. According to Sunatar et al. (2023), price is not just a number listed on the label, but often involves negotiations between buyers and sellers. Tjiptono in Susetyorini et al. (2022) states that price is a monetary unit or other measure (including other goods and services) that is exchanged to obtain ownership or use rights of a good or service. According to Hartatik & Susanti (2022), price is defined as a certain measure or value used by customers in exchange for the benefits of using and owning other products or services determined by the seller or buyer for the same price or value for all buyers. Cassandra Skincare implements a reasonable pricing scheme with a down payment or installment payment policy, so that customers feel it is affordable and remain comfortable.

The goal of a strong brand image, the right promotion, and appropriate pricing is to build customer loyalty. According to Hurriyat in Aulia (2023), customer loyalty is a customer's decision or commitment that is continuously applied and deepens the role of becoming a repeat customer or making repeat purchases in the future. Customer loyalty remains high if the performance of services and products provides benefits and satisfaction to customers (Sitio et al., 2023). Quality of service also becomes a determining factor, as explained by Zeithaml et al. in Warganegara & Alviyani (2020), quality of service is all forms of activities carried out by companies to meet consumer expectations. Service in this context is defined as the convenience, speed, relationships, competence, and friendliness provided through the attitude and behavior in delivering services for consumer satisfaction. Cassandra Skincare continues to strive to maintain customer loyalty through optimal service, even though the industry competition is increasingly tight and income trends show fluctuations.

Cassandra Skincare has implemented efforts related to these three variables. This shows that Cassandra Skincare has built a positive brand image, offers attractive promotions, and sets appropriate pricing. When linked to customer loyalty, this becomes an interesting phenomenon to discuss. With increasingly fierce competition in the beauty industry today and the fluctuation in Cassandra Skincare's income growth rate, it is important to explore the influence of these variables that have been implemented by Cassandra Skincare on its customer loyalty. The purpose of this research is to analyze the influence of brand image, promotion, and price on customer loyalty at Cassandra Skincare Singkawang. The researcher considers it important to raise this topic because of the growing beauty industry and increasing market competition, so an in-depth understanding of the factors that can affect customer loyalty is needed.

2. RESEARCH METHOD

Research Type

This study is an associative research. According to Sugiyono (2024), associative research aims to see the relationship between two or more variables. This research aims to determine the relationship between Brand Image (X1), Promotion (X2), and Price (X3) on Customer Loyalty (Y) at Cassandra Skincare Singkawang.

Data Collection Technique

This study uses both primary and secondary data. Primary data were obtained through in-depth interviews with the owner of Cassandra Skincare Singkawang and through the distribution of questionnaires. The questionnaire was distributed to consumers who have made service transactions (treatment) at least twice on their own decision. Interviews were conducted to explore information related to the phenomenon studied (Sugiyono, 2024). Secondary data include supporting documents such as Cassandra Skincare's income reports for the past three years.

Population and Sample

Population according to Sugiyono (2024) is the generalization area consisting of objects/subjects with certain characteristics determined by the researcher to be studied and conclusions drawn. The population in this study is consumers of Cassandra Skincare who have made transactions for services at least twice. Since the exact population size is unknown, the sample is determined using Rao Purba's formula (Sujarweni, 2020). Based on the calculation, a minimum sample of 96 respondents was obtained; however, the researcher used 100 respondents to increase accuracy and avoid unwanted responses. The sampling technique used is purposive sampling. According to Sugiyono (2024), purposive sampling uses specific criteria in selecting samples; the criteria in this study are that respondents must be at least 18 years old and have undergone treatment at least twice on their own decision.

Research Variables & Measurement Scale

According to Sugiyono (2024), research variables are anything determined by the researcher to be studied to obtain information and draw conclusions. This study consists of independent and dependent variables. The independent variables are Brand Image (X1), Promotion (X2), and Price (X3) (Sugiyono, 2024). The dependent variable in this study is Customer Loyalty (Y). The research instrument is designed using a Likert Scale, as stated by Sugiyono (2024), to measure attitudes, opinions, and perceptions of respondents regarding social phenomena. The Likert Scale score ranges from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data Analysis Technique

Data were analyzed quantitatively with the help of SPSS version 22. The instrument's validity was tested to ensure that each questionnaire item truly measures what it is supposed to measure (Ghozali, 2021); an item is considered valid if the calculated r value is greater than the table r value at a 5% significance level. Reliability was then tested using the Cronbach Alpha coefficient, with a threshold above 0.70 indicating that the instrument is consistent and reliable (Ghozali, 2021). Before regression analysis, classical assumption tests were conducted, including a normality test (Kolmogorov-Smirnov) to ensure residuals are normally distributed (Ghozali, 2021) and a multicollinearity test, which is considered absent if the Tolerance value is > 0.10 and the Variance Inflation Factor (VIF) is < 10 (Ghozali, 2021). Furthermore, the relationship between variables was analyzed using multiple linear regression as explained by Sujarweni (2020), which is used to see the simultaneous influence of independent variables on the dependent variable. The regression model used is: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y is Customer Loyalty, X_1 = Brand Image, X_2 = Promotion, and X_3 = Price. The correlation coefficient (R) and coefficient of determination (R^2) are used to measure the strength and contribution of the independent variables (Siregar, 2022; Ghozali, 2021). The F-test is conducted to see the combined effect of the three variables (Siregar, 2022), while the t-test is used to determine the partial effect of each variable (Siregar, 2022), with a significance level of 0.05.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test in this study aims to determine the extent to which the questionnaire items accurately measure the intended variables. This test is conducted by correlating the scores of each statement item and comparing the obtained r values with the r table. With a sample size of 100 ($df = 98$) and a significance level of 0.05, the r table value used in this study is 0.196. The results of the validity test for each statement in the variable can be seen in **Table 2**.

Table 2. Validity Test Results

Variable	Indicators	r value	r table	Description
Brand Image (X1)	X1.1	0.836	Valid	
	X1.2	0.853		
	X1.3	0.844		
	X1.4	0.860		
	X1.5	0.822		
	X1.6	0.727		

Promotion (X2)	X1.7	0.770	0.196	Valid
	X1.8	0.775		
	X1.9	0.778		
	X1.10	0.741		
	X1.11	0.792		
	X1.12	0.767		
	X2.1	0.844		
	X2.2	0.840		
	X2.3	0.655		
	X2.4	0.782		
	X2.5	0.855		
	X2.6	0.806		
	X2.7	0.744		
	X2.8	0.771		
Price (X3)	X2.9	0.770		
	X2.10	0.836		
	X2.11	0.846		
	X2.12	0.659		
	X2.13	0.763		
	X2.14	0.863		
	X2.15	0.814		
	X2.16	0.769		
	X3.1	0.830		
	X3.2	0.847		
	X3.3	0.840		
	X3.4	0.858		
	X3.5	0.848		
	X3.6	0.863		
Customer Loyalty (Y)	X3.7	0.785	0.196	Valid
	X3.8	0.811		
	X3.9	0.827		
	X3.10	0.833		
	X3.11	0.848		
	X3.12	0.860		
	X3.13	0.873		
	X3.14	0.836		
	X3.15	0.864		
	X3.16	0.792		
	Y.1	0.768		
	Y.2	0.820		
	Y.3	0.673		
	Y.4	0.647		
	Y.5	0.642		
	Y.6	0.709		
	Y.7	0.610		
	Y.8	0.697		
	Y.9	0.712		
	Y.10	0.728		
	Y.11	0.640		
	Y.12	0.631		
	Y.13	0.771		
	Y.14	0.822		
	Y.15	0.679		
	Y.16	0.654		

Source: Processed Data, 2025

Based on **Table 2**, all statement items have r value greater than the r table value of 0.196. Therefore, it can be concluded that all items for each variable are valid and suitable for use in this study.

3.1.2 Reliability Test

The reliability test in this study aims to assess the consistency of the questionnaire items as a measurement tool. Cronbach's

Alpha is used as the testing method, where an item is considered reliable if it achieves a minimum value of 0.60. The reliability test results for each variable can be seen in **Table 3**.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Brand Image (X1)	0.948	
Promotion (X2)	0.959	
Price (X3)	0.971	Reliable
Customer Loyalty (Y)	0.930	

Source: Processed Data, 2025

Based on **Table 3**, the Cronbach's Alpha value > 0.70 . Therefore, all statement items for each variable are considered reliable and suitable for use in this study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test in this study aims to assess whether the data are normally distributed. The Kolmogorov-Smirnov method is used for this test, with the analysis conducted using SPSS. The results are presented in **Table 4**.

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.061
Asymp. Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2025

Based on **Table 4**, the Asymp. Sig. (2-tailed) value is 0.200. Because this value is greater than the significance level of 0.05, it can be concluded that the data in this study are normally distributed.

3.2.2 Linearity Test

The linearity test conducted in a study aims to see whether there is a linear relationship between the independent variable and the dependent variable. To test this, the Test for Linearity method is used as an analytical tool. Based on the results of the analysis using SPSS, the linearity test results can be seen in **Table 5**.

Table 5. Result of Linearity

Variable	Deviation from Linearity	Description
Customer Loyalty * Brand Image	0.899	
Customer Loyalty * Promotion	0.770	Linear
Customer Loyalty * Price	0.378	

Source: Processed Data, 2025

Based on **Table 5**, the significance value of Deviation from Linearity > 0.05 is obtained, so it can be concluded that the relationship between each variable is linear.

3.2.3 Multicollinearity Test

The Multicollinearity test in this study aims to identify whether there is a strong correlation among independent variables within the regression model. A high correlation between independent variables may lead to inaccurate coefficient estimations and reduce the reliability of the model. The multicollinearity test results, obtained using SPSS, are presented in **Table 6**.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Brand Image	.391	2.558
Promotion	.450	2.220
Price	.408	2.451

Dependent Variable: Customer Loyalty

Source: Processed Data, 2025

Based on **Table 6**, the following findings can be explained:

1. The Tolerance value for the Brand Image variable (X1) is 0.391, which is greater than 0.10, and the VIF value is 2.558, which is less than 10.00.
2. The Tolerance value for the Promotion variable (X2) is 0.450, which is greater than 0.10, and the VIF value is 2.220, which is less than 10.00.
3. The Tolerance value for the Price variable (X3) is 0.408, which is greater than 0.10, and the VIF value is 2.451, which is less than 10.00.

Referring to the decision criteria, because all three variables show Tolerance values above 0.10 and VIF values below 10.00, it can be concluded that there are no symptoms of multicollinearity among the independent variables in this study.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is employed in this study to measure the extent to which two or more independent variables influence a single dependent variable, both simultaneously and partially. Additionally, this analysis serves to develop a model that can be used to predict the relationship among the variables. The regression coefficient results obtained through SPSS analysis are presented in **Table 7**.

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.117	5.179	.000
Brand Image	.303	3.674	.000
Promotion	.180	2.091	.039
Price	.200	2.626	.010
Dependent Variable: Customer Loyalty			

Source: Processed Data, 2025

Based on **Table 7**, the regression equation can be formulated as follows:

$$Y = 1.117 + 0.303X_1 + 0.180X_2 + 0.200X_3$$

- a. The constant (a) of 1.117 indicates that if Brand Image (X1), Promotion (X2), and Price (X3) are all equal to zero, then Customer Loyalty (Y) is predicted to be 1.117 units.
- b. The regression coefficient (b1) for Brand Image (X1) is 0.303, which is positive. This implies that a one-unit increase in Brand Image is associated with a 0.303 unit increase in Customer Loyalty.
- c. The regression coefficient (b2) for Promotion (X2) is 0.180, indicating that a one-unit increase in Promotion leads to a 0.180 unit increase in Customer Loyalty.
- d. The regression coefficient (b3) for Price (X3) is 0.200, indicating that a one-unit increase in Price results in a 0.200 unit increase in Customer Loyalty.

3.4 Correlation Coefficient Analysis (R)

The multiple correlation coefficient is used to measure the strength of the relationship between two or more variables, as well as to determine the direction of that relationship. The Product Moment Correlation method is employed in this analysis. The results of the correlation coefficient test are presented in **Table 8**.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 ^a	.592	.580	.49329
Predictors: (Constant), Price, Promotion, Brand Image				
Dependent Variable: Customer Loyalty				

Source: Processed Data, 2025

Based on **Table 8**, the correlation coefficient (R) is found to be 0.770. This indicates a strong relationship between Brand Image, Promotion, and Price and Customer Loyalty, as the value falls within the range of 0.60–0.799.

3.5 Analysis of the Coefficient of Determination R^2

Based on **Table 8**, indicates that the R-Square value is 0.592. This means that Brand Image, Promotion, and Price collectively explain 59.2% of the variation on Customer Loyalty, while the remaining 40.8% is influenced by other variables not included in this study.

3.6 Simultaneous Test (F Test)

The simultaneous test (F-test) in this study aims to determine whether all independent variables collectively have a significant effect on the dependent variable. Based on the results of the simultaneous hypothesis test (F-test) using SPSS, the outcomes are presented in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	33.947	11.316	46.502	.000 ^b
Residual	23.360	.243		

Dependent Variable: Customer Loyalty
Predictors: (Constant), Price, Promotion, Brand Image

Source: Processed Data, 2025

Based on **Table 9**, the calculated F-value is 46.502, which is greater than the F-table value of 3.09, with a significance level of 0.000, which is less than 0.05. Therefore, it can be concluded that the variables Brand Image, Promotion, and Price simultaneously have a positive and significant influence on Customer Loyalty.

3.7 Partial Test (t Test)

The partial test (t-test) in this study aims to examine the individual influence of each independent variable on the dependent variable based on the proposed hypotheses. The results of the partial hypothesis test using SPSS are presented in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.117	5.179	.000
Brand Image	.303	3.674	.000
Promotion	.180	2.091	.039
Price	.200	2.626	.010

Dependent Variable: Customer Loyalty

Source: Processed Data, 2025

Based on **Table 10**, the calculated t-values are compared with the t-table value of 1.660. The results are as follows:

1. The t-value for the Brand Image variable (X_1) is $3.674 > 1.660$ with a significance level of $0.000 < 0.05$, indicating that H_0 is rejected and H_1 is accepted. This means that Brand Image has a positive and significant partial influence on Customer Loyalty.
2. The t-value for the Promotion variable (X_2) is $2.091 > 1.660$ with a significance level of $0.039 < 0.05$, indicating that H_0 is rejected and H_1 is accepted. Thus, Promotion partially has a positive and significant influence on Customer Loyalty.
3. The t-value for the Price variable (X_3) is $2.626 > 1.660$ with a significance level of $0.010 < 0.05$, which also leads to the rejection of H_0 and acceptance of H_1 . Therefore, Price partially has a positive and significant influence on Customer Loyalty.

DISCUSSION

The Influence of Brand Image on Customer Loyalty

The results of this study show that the Brand Image variable has a positive and significant partial effect on Customer Loyalty, with a t-value of 3.674 greater than the t-table value of 1.660 and a significance level of $0.000 < 0.05$. This means that the better the brand image built by Cassandra Skincare, the higher the level of customer loyalty. This finding is in line with the study by Maharani et al. (2023), which stated that Brand Image has a positive and significant effect on Customer Loyalty. Similarly, Priyankha & Sulistyawati (2023) found that Brand Image has a positive and significant effect on Customer Loyalty for skincare products. The study by Putra & Azizah (2024) also concluded that a strong brand image can increase Customer Loyalty. This consistency confirms that a positive Brand Image is one of the key factors in maintaining customer retention in the beauty services industry.

The Influence of Promotion on Customer Loyalty

This study also proves that the Promotion variable has a positive and significant partial effect on Customer Loyalty, as indicated by the t-value of $2.091 > 1.660$ and a significance level of $0.039 < 0.05$. This implies that the promotional activities carried out by Cassandra Skincare succeed in attracting customers and encouraging them to remain loyal. This result is

supported by research from Azizah (2023), which found that Promotion has a positive and significant effect on Customer Loyalty for skincare products. Similarly, Priyanka (2025) demonstrated that Promotion has a positive and significant effect on Customer Loyalty in the cosmetics and skincare industry. This is further strengthened by the findings of Septiyono & Widodo (2024), which proved that Promotion has a positive and significant effect on Consumer Loyalty for New Sasumberg Indonesia products. These consistent findings emphasize that an appropriate promotional strategy can help companies retain their customers.

The Influence of Price on Customer Loyalty

The Price variable also shows a positive and significant partial effect on Customer Loyalty, with a t-value of 2.626 greater than the t-table value of 1.660 and a significance level of $0.010 < 0.05$. This indicates that the fair and flexible pricing policy applied by Cassandra Skincare makes customers feel comfortable and remain loyal. This finding is consistent with the research by Soetiyono & Alexander (2025), which shows that Price has a positive and significant effect on Customer Loyalty. This is in line with Hariyono et al. (2023), who found that Price has a positive and significant effect on Customer Loyalty. Additionally, the study by Sujatmoko & Mukadi (2022) supports this result by concluding that Price has a positive and significant effect on Customer Loyalty. This consistency shows that an appropriate pricing policy is an important factor in maintaining customer commitment, especially in the increasingly competitive beauty industry.

4. CONCLUSION

Based on the data analysis and discussion, it can be concluded that brand image, promotion, and price have been proven to have a positive and significant effect, both simultaneously and partially, on customer loyalty at Cassandra Skincare Singkawang. This means that these three factors play an important role that needs to be maintained and improved so that customers feel trust, satisfaction, and remain motivated to make repeat purchases. These findings also highlight that a marketing strategy focused on strengthening brand image, providing targeted promotions, and setting competitive prices is key to maintaining customer loyalty amid the intense competition in the beauty industry. The results also show that the coefficient of determination reaches 59.2%, indicating that brand image, promotion, and price together can explain most of the variation in customer loyalty, while the rest is influenced by other factors not covered in this study. Therefore, this research is expected to provide practical insights for Cassandra Skincare's management to better plan promotional strategies, build a strong brand identity, and determine pricing policies that can attract and retain customers. However, this study still has limitations in the number of variables observed and its geographic scope. For this reason, future researchers are advised to examine other factors such as service quality, consumer trust, or customer satisfaction so that the findings will be more comprehensive. Further studies could also broaden the research area to obtain results that better reflect more diverse consumer conditions. Thus, it is hoped that these findings can serve as a useful reference for beauty industry practitioners in understanding the factors that influence customer loyalty more deeply.

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