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Investigating the Impact of Brand Awareness, Customer Satisfaction and Trust on Revisit Intention toward Beauty Care Clinic in Indonesia

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Abstract:

Competition in the aesthetic clinic business world is getting tougher and more competitive, so it requires companies to be able to recognize what is needed, desired, and expected by consumers at the present and in the future. This research aims to determine the influence of brand awareness, customer satisfaction and trust toward revisit intention at beauty care clinic in Indonesia. Survey data were collected from 276 beauty care clinic customers in Indonesia. Factors that influence consumers' decision to revisit intention were needed to determine marketing targets. Factors to revisit intention (Y) were Brand awareness (X_1), Customer satisfaction (X_2) and Trust (X_3). The method used in this research was variance based, namely Partial Least Square (PLS). SEM with PLS was based on variance so that it is able to handle two conditions namely conditions with indeterminate factors and conditions where solutions cannot be accepted. In this study using the PLS 3.0 computer smart program and determining a significant variable on consumer decisions to re-visit intention (Y) at the beauty clinic center in Indonesia. These results found that brand awareness had a negative and significant influence on trust and revisit intention, customer satisfaction had a positive and significant influence on trust and revisit intention, trust had a positive and significant influence on revisit intention at beauty care clinic in Indonesia.

Keywords: Brand awareness, customer satisfaction, trust, revisit intention, beauty care clinic in Indonesia, structural equation modeling partial last square (SEM-PLS)

1. Introduction

1.1. Background

With the times and technology, human needs basically consist of three basic needs namely clothing, food and shelter which nowadays is increasing. In this case, people do not just think and meet the needs for food, clothing and housing but people have started to think about needs that are more than that, for example the need for self-care appearance. A person's appearance problem is a part of human life that must be considered. The rapid development of beauty clinics is happening everywhere. Can beauty clinics provide satisfaction for customers through brand awareness and trust in these clinicBeauty and women are two interrelated things. The appearance of a beautiful construction that has a white, clean, and acne-free face is an incentive for beauty clinics to provide beauty services,(Kee at al.,2019). With the increasing growth of the beauty clinic business in Indonesia, beauty clinics must improve their quality and provide the best service to consumers to achieve competitive advantage.In addition, to provide the best service, beauty clinics must stimulate consumers through brand awareness to achieve customer satisfaction that will increase consumer confidence in beauty clinics. When consumers are satisfied and believe, it will encourage consumers to review their intentions.

There are two types of revisit intention, namely the intention to return to a place based on one's own experience and the intention to visit a place based on other experience (Lien et al., 2015). The intention to revisit comes from the process of activating memory as a stored plan and based on beliefs and values related to the purchase or use of the product. When consumers are satisfied and believe, it will encourage consumers to review their intentions, and the factors that drive those intentions are brand awareness, customer satisfaction and trust on revisit intention.

The brand is the most valuable asset for any company and has been widely recognized as a very important reason for consumer choice that serves as a tool for consumers to check the differentiation of a product and its uniqueness so as to enrich the trust and trust of consumers in facilitating their decisions. - the manufacturing process that alleviates some of the problems associated with their experience and quality of trust (Aaker, 1991; Chung et al., 2013; Emari et al., 2012; Huang and Sarigollu, 2011; Kremer and Viot, 2012).

Trust is the trust of consumers on certain store, brand or product that they consider to meet their needs and expectations. Trust is one of the most important determinants in creating and maintaining long-term sustainable

relationships between suppliers and customers in the service sector (Zarei et al., 2015). Trust is one important factor in making decisions whether consumers will return to the place and reuse services / products or not. Therefore, beauty clinics can capture a larger market share when it can increase consumer trust on them. Increased consumer trust in a place is influenced by services provided to consumers.

Currently, there were beauty clinics spread across Indonesia. Among the famous beauty clinics and scattered throughout Indonesia are Natasha Skincare, Miracle Skincare, Aesthetics, Larissa, Erha, London Beauty Center, and others. Natasha Skincare Clinic is one of the beauty clinics in Indonesia which always ranks first in the Top Brand Award in the field of beauty clinics. As shown in this table:

Rank	2015	2016	2017	2018	2019
1	Natasha	Natasha	Natasha	Natasha	Natasha
2	Erha	Erha	Erha	Erha	Erha
3	Klinik Dr. Eva	LBC	LBC	Klinik Dr. Eva	Klinik Dr. Eva
4	Miracle	Miracle	Klinik Dr. Eva	Bella Skincare	Miracle
5	LBC	Larissa	Miracle	LBC	LBC
6	Estetika	Klinik Dr.Eva	Larissa	Miracle	Estetika

Table 1: Top Brand Awards of Beauty Care Clinic in Indonesia
Source : Top Brand Index Award Indonesia from 2015-2019

As seen from the table above, Natasha Skincare ranked first for five years in a row as the best beauty clinic in Indonesia. Natasha Skincare has been established since 1999 which centered in Yogyakarta and currently has 98 branches spread across Indonesia <https://mediaindonesia.com>, 2018The times and innovations have led to the emergence of intense competition among entrepreneurs engaged in beauty clinics in Indonesia, which raises hopes for entrepreneurs to be able to survive and rank first and continue to thrive in running their businesses. Beauty clinic entrepreneurs need to understand the factors that influence decision to visit again which according to (Abubakar at al., 2017). are brand awareness, customer satisfaction and trust factors. Thus, the method used in this research was Structure Equation Modeling (SEM) with variance based namely Partial Least Square (PLS).

1.2. Benefits of Research

The benefits of this research, it can provide additional information to consumers about several important factors to make the intention of visiting again namely brand awareness, customer satisfaction and trust in the beauty clinic center in Indonesia. The results of this research are expected to be beneficial for entrepreneurs and consumers of beauty clinics in Indonesia as a source of information to find out how the level of consumer satisfaction to have revisit intention at the beauty clinic in Indonesia.

2. Literature Review

2.1. Brand Awareness

Brand awareness is the way consumers associate brands with certain products they want to have. Brand awareness is indispensable for the communication process to emerge namely top-of-the-mind awareness (Macdonald and Sharp, 2003; Netemeyer et al., 2004). Consumers receive brand awareness through effective marketing communication channels such as the latest innovations, mobile phones, and online guarantees about product quality and credibility that help reduce risk in product evaluation and selection when buying products (Aaker, 1996; Buil et al., 2013; Keller and Lehmann, 2003; Rubio et al., 2014)

A brand consists of a name and a label that distinguishes a product or a firm from its competitors. The literature refers to brand value as brand equity, which is determined not by the product provider but judged from the perspective of customers. Brand awareness is how readily consumers can think of certain attributes of a familiar product. These attributes simplify product information and purchase decisions. When consumers choose from among several products in the same category, the products with high brand awareness are likely to be in their consideration sets. (Cheng at al., 2014). Brand awareness plays a crucial role in consumer decisions. Consumers tend to choose familiar brands with high brand awareness when making purchase decisions. Brand awareness is a tool that simplifies purchase decisions. They infer the quality of a product based on its brand awareness and have higher intention to purchase familiar brands of products than to purchase those of unfamiliar brands.(Cheng at al.,2014). demonstrated that brand awareness influences consumer purchase decisions. Creating brand awareness is the first step to ensuring that a product is included in the consideration set of a potential consumer because brand awareness can further affect their decisions. This study defines brand awareness as the ability of a customer to recognize or recall a brand and includes brand awareness as a research variable.

2.2. Customer Satisfaction

(Kotler at all.,2012) defined consumer satisfaction as ‘... a person feeling of pleasure or disappointment resulting from comparing a product received performance (or outcome) in relations to the persons expectations’. In a decision-making process, consumers will not stop until the consumption process. (Kotler, at al., 2012) defined consumer satisfaction to the extent that the performance of the product or service meets the desires of the buyer. If the product performance is lower than consumer expectations, the consumer is not satisfied. If the performance is as expected, the consumer feels satisfied.

2.3. Trust

Trust is one of the most important determinants in creating and maintaining long-term sustainable relationships between suppliers and customers in the service sector (Zarei, et al., 2015). Trust is one of the most important determinants in creating and maintaining long-term sustainable relationships between suppliers and customers in the service sector (Zarei et al., 2015). Trust is the ability to refer to comfort, experience, and build communication constantly to produce good relationships in the future. Trust consists of two aspects, the first aspect is related to customer perceptions about the behavior / performance of staff in service delivery situations and the second aspect is related to company performance, namely policy and practice.

Trust in health services focuses on interpersonal relationships (patient-doctor). Interpersonal trust is one's belief that the doctor's words and actions are credible and reliable (Isa et al., 2019). Trust will lead to loyalty regardless of the magnitude of the relationship between the customer and the provider. In health services, trust can improve a patient's health status, increase satisfaction, loyalty and desire to recommend to others. Trust will strengthen closer relationship between patients and service providers and patient commitment to clinics is stronger (Zarei et al., 2015).

2.4. Revisit Intention

Re-visit the intention to re-visit is the main research topic in the purpose of the consumer and has been mentioned as an important behavioral intention, (Sayyed Mohsen, at al 2014) Consumer behavior includes choices of goals to visit, further evaluation, and future behavioral intentions. Subsequent evaluations are about the value perceived by visitors and their satisfaction while behavioral intentions turn into a desire to visit the places mentioned earlier in determining the future and are recommended by others. Reviewing goals and sharing positive WOM, is a vital source of profitability

Revisit intention is the customer's desire to return to their destination within one year. In a service, there are two types of customers, new customers and old customers who visit again. New customers are consumers who visit service providers based on information they collect from various sources so as to produce the expectations that consumers want whereas old customers who visit again are consumers who have received the services and feel confident and satisfied with the previous service. Most of the cause of revisit intention is satisfaction at the first meeting of consumer with the service provided (Abubakar et al., 2017).

2.5. Research Framework

The concept of this research is based on the idea that revisit interest is influenced by Brand awareness, Customer Satisfaction and Trust. This is a benchmark to determine consumers in determining interest in revisiting the Beauty clinic at Natasya Skincare Indonesia. The following framework has been modified from Lien et al. (2015). Based on the description above, it can be seen that from the hypotheses can be made modified conceptual framework from Lien et al. (2015).

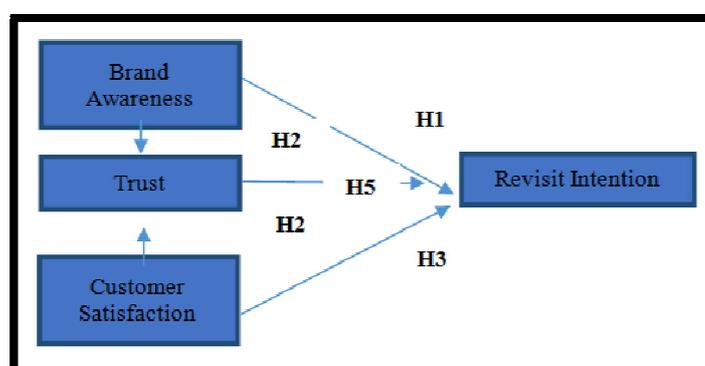


Figure 1: Conceptual Framework of Model Analysis
Source: Mapping of previous studies

3. Methodology

3.1. Purposive Sampling

The sampling technique is done by non probability sampling and purposive sampling, namely the sampling technique with certain considerations (Sugiyono, 2012) The population in this research were are all consumers who have visited and did treatment at the Beauty Care Clinic in Indonesia. Selected respondents are customers of large beauty care

clinics in Indonesia (Natasha, Larissa, Erha, LBC, Miracle, etc.) and had visited at least 2 times. The sampling technique using purposive sampling is the sampling technique with certain considerations. The survey was conducted over a period of 1 month. A total of 340 questionnaires were distributed to beauty care clinic customers and 276 questionnaires were used in research. The questionnaire used Google form and was distributed through various social media. Participants were told that their participation is voluntary.

3.2. Measurement Items

In this research, a Likert scale with a 6-scale interval scale was used, namely '1 = strongly disagree', '2 = disagree', '3 = somewhat disagree', '4 = agree', '5 = strongly agree'. The indicators used in this research were adopted based on previous research.

3.3. Question Items

Brand Awareness	I always remember the logo at Natasha Skincare products.	Aaker, Keller, et al. (2018) https://doi.org/10.1016/j.ijhm.2018.05.016
	I realize that brand awareness is important for consumers.	Laetitia Radder & Wei Huang (2008) Journal of Fashion Marketing and Management Vol. 12 No. 2, 2008 pp. 232-243 q Emerald Group Publishing Limited 1361-2026 DOI 10.1108/13612020810874908
	I usually use this particular product/brand as my first choice in comparison with the other product/brand	Sasmita, Jumiaty, & Suki, Mohd, Norazah., (2014). 43(3), 2015 pp. 276-292 DOI 10.1108/IJRDM-02-2014-0024
	I always remember the product because the logo in the ad is very attractive.	Md Hafez. (2018). International Journal of Bank Marketing Vol. 36 No. 5, 2018 pp. 806-822 © Emerald Publishing Limited 0265-2323 DOI 10.1108/IJBM-04-2017-0072
	I acknowledge that Natasha skincare products have very good brand strength.	Sebastian Molinillo, Cheng-Hao Steve Chen et al. (2016). Marketing Intelligence & Planning Vol. 35 No. 2, 2017 pp. 166-179 © Emerald Publishing Limited 0263-4503 DOI 10.1108/MIP-04-2016-0064
	I am satisfied with product/brand that appeared in the social media	Sasmita, Jumiaty, & Suki, Mohd, Norazah., (2014). 43(3), 2015 pp. 276-292 DOI 10.1108/IJRDM-02-2014-0024
Customer Satisfaction	Overall, I am satisfied with the information on the online site.	Nurdin Sobari, Andyan Kurniati et al. (2018). Journal of Islamic Marketing © Emerald Publishing Limited 1759-0833 DOI 10.1108/JIMA-11-2018-0221
	Beauty clinic is able to provide support for me to do treatments again.	Mahfud Mannan et al. DOI (2018) 10.1108/JM2-12-2017-0135
	I am satisfied with the quality of service provided by employees.	Shih-Chih Chena, Chieh-Peng Lin (2018) DOI .org/10.1016/j.teacfore.2018.11.025
	I am satisfied with the information provided on the online site.	Shih-Chih Chena, Chieh-Peng Lin (2018) DOI .org/10.1016/j.teacfore.2018.11.025
Trust	I believe with all information provided by Natasha Skincare Indonesia.	Chiu, C.M., Meng, H.H., Hsiangchun, L., & Chun, M.C. (2012) DOI: 10.1016/j.dss.2012.05.021
	I believe Natasha Skincare will always keep its commitments and promises to consumers.	Zarei, E., Abbas, D., Roghayeh, K & Mohammad, A. (2015) DOI: 10.5812/ircmj.17505
	I believe the service provided is very good.	Abubakar, A.M., Mustafa, I., Lien, C.H., Miin, J.W., Li Ching, H., & Kuo, L.W. (2015). DOI: 10.1016/j.apmr.2015.03.005
	I believe that Natasha Skincare products will not disappoint.	Song, H., Wenjia, R., & Yunmi, P. (2019) DOI: 10.3390/su11123302 Zarei, E., Abbas, D., Roghayeh, K & Mohammad, A. (2015) DOI: 10.5812/ircmj.17505
	I believe that Natasha Skincare knows my hopes.	Abubakar, A.M., Mustafa, I., Raad, M.A., & Kayode, K.E. (2017) DOI: 10.1016/j.jhtm.2016.12.005
Revisit Intention	If I want to do beauty treatments, I will go back in using Natasha Skincare	Isa, S.M, Grace, S.S, & Phaik, N. (2019). DOI 10.1108/IJPHM-10-2017-0056
	I really like the treatment that was given by Natasha Skincare	Isa, S.M, Grace, S.S, & Phaik, N. (2019). DOI 10.1108/IJPHM-10-2017-0056
	I believe in doing treatment at Natasha Skincare.	Abubakar, A.M., Mustafa, I., Raad, M.A., & Kayode, K.E. (2017) DOI: 10.1016/j.jhtm.2016.12.005
	The quality of services provided is very interesting to visit again.	Liu, C.H., & Tingko, L. (2016). https://doi.org/10.1016/j.jairtraman.2015.12.007
	I visited again because I believe in Natasha products.	Isa, S.M, Grace, S.S, & Phaik, N. (2019). DOI 10.1108/IJPHM-10-2017-0056

Table 2: Question Items

3.4. Structural Equation Modeling with Partial Least Square (SEM-PLS)

SEM with PLS is an alternative technique in SEM analysis tool where the data used did not have to be multivariate normal distribution. In SEM PLS, latent variable values can be estimated in accordance with a linear combination of manifest variables associated with a latent variable and treated to replace the manifest variable.

4. Analysis Result

In this research, researchers conducted models and hypotheses testing using PLS techniques. Analysis using PLS (Partial Least Square) consists of two parts, namely outer model evaluation and inner model evaluation. The following will explain the evaluation of each model based on the results of the analysis conducted.

4.1. Outer Model

Outer model evaluation aims to determine the validity and reliability of measurement instruments in the research model. This is done to find out how well the questionnaire items measure the nature and concept of the measured variables and know the consistency of the questionnaire items in measuring the same variable in different time and places. Analysis of the outer model can be seen from the value of convergent validity, construct validity, discriminant validity, and composite reliability. The outer model is shown as follows.

4.2. Convergent Validity

The first outer model analysis is by seeing convergent validity. Convergent validity test in PLS can be done by looking at the value of each loading factor. The loading factor value describes the magnitude of the correlation between each measurement item (indicator on the questionnaire) and the latent variable (its construct). An indicator item is said to have fulfilled convergent validity if the loading score on each path between the component (latent variable) and manifest variable should be ≥ 0.7 (Jogiyanto, at all 2016). The following Table 4.1 shows the results of the validation test based on the loading factor values for each indicator in this research.

	Brand Awareness	Customer Satisfaction	Revisit Intention	Trust
BA1	0.765			
BA2	0.715			
BA4	0.797			
BA5	0.835			
BA6	0.796			
CS2		0.836		
CS4		0.810		
CS5		0.799		
CS6		0.844		
CS7		0.869		
RI6			0.916	
RI7			0.926	
RI8			0.915	
T3				0.864
T4				0.856
T6				0.833
T7				0.823
T8				0.868

Table 3: Loading Factor
Source : Processed Primary Data

Table 4.1 above has shown that all loading factor values in each indicator have a value of ≥ 0.7 so that all indicators in this research can be said to be statistically valid and can be used in the research construct. Figure 3.1 is a picture showing a research model of the results of processing with Smart PLS.

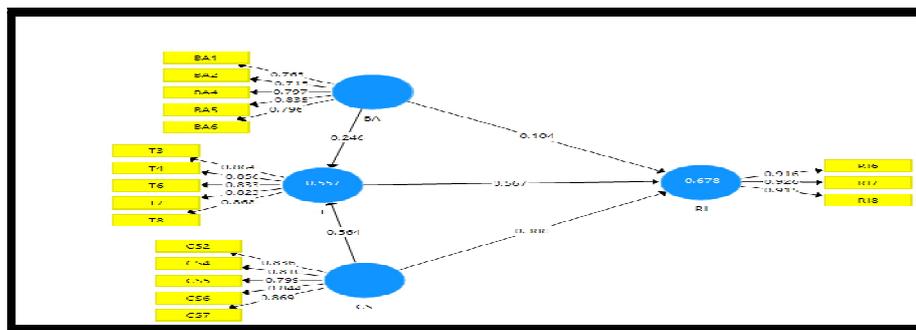


Figure 2: Diagram of PLS Outer Model Path

4.3. Construct Validity

Analysis of the outer model in the second stage is by seeing at construct validity. Construct validity is validity which shows the extent to which a test measures the construct theory which become thistest arrangement basic. The construct is said to have a good construct validity if the average variance extracted (AVE) value must be ≥ 0.5 (Jogiyanto H, Abdillah, and Willy. 2016). The value of $AVE \geq 0.5$ means that the indicator probability of a construct enters another variable which is lower (less 0.5) so that the probability of the indicator converges and enters the construct said which is greater, i.e.above 50 percent (Jogiyanto H, Abdillah, dan Willy. 2016).he construct validity test results using Smart PLS are obtained as follows:

	Average Variance Extracted (AVE)
Brand Awareness	0.612
Customer Satisfaction	0.692
Revisit Intention	0.844
Trust	0.721

Table 4: Average Variance Extracted (Ave)
Source: Processed Primary Data

Based on Table 4.2 above, it can be seen that the AVE value on each variable in the analysis model of this research already had a good construct validity value, i.e. the AVE value was greater than 0.5.

4.4. Discriminant Validity

Discriminant validity is a test conducted to see whether each indicator that makes up a latent variable has a higher loading value compared to indicators for other latent variables. In the discriminant validity test, the parameter used is to compare the roots of AVE a construct must be higher than the correlation between these latent variables, or by looking at the value of cross loading (Jogiyanto H, Abdillah, dan Willy. 2016) In the cross-loading table it will be seen that each indicator in a construct will be different from the indicators in other constructs and gather on this construct. Here are the cross-loading values for each indicator:

	Brand Awareness	Customer Satisfaction	Revisit Intention	Trust
BA1	0.765	0.466	0.360	0.494
BA2	0.715	0.525	0.402	0.422
BA4	0.797	0.502	0.388	0.436
BA5	0.835	0.491	0.401	0.549
BA6	0.796	0.545	0.378	0.474
CS2	0.522	0.836	0.619	0.585
CS4	0.503	0.810	0.540	0.535
CS5	0.557	0.799	0.594	0.610
CS6	0.510	0.844	0.601	0.603
CS7	0.586	0.869	0.676	0.662
RI6	0.472	0.701	0.916	0.723
RI7	0.464	0.664	0.926	0.727
RI8	0.422	0.649	0.915	0.713
T3	0.518	0.630	0.717	0.864
T4	0.531	0.601	0.641	0.856
T6	0.534	0.601	0.625	0.833
T7	0.509	0.622	0.628	0.823
T8	0.499	0.612	0.714	0.868

Table 5: Cross Loading

Source: Processed Primary Data

Table 4.3 shows that the value of each indicator in a construct is higher than that of other constructs and gathers on this one construct. Thus, in this research it can be said to have good discriminant validity.

4.5. Composite Reliability

Reliability test can be seen from the value of Cronbach's alpha and Composite reliability. A construct can be said to be reliable, if the Cronbach's alpha value must be ≥ 0.6 and the Composite reliability value must be ≥ 0.7 Jogiyanto H, Abdillah, dan Willy. 2016. Composite reliability measures the true reliability value of a variable while Cronbach's alpha measures the lowest value (lower bound) of a variable reliability so that the Composite reliability value is always higher than the Cronbach's alpha value Jogiyanto H, Abdillah, dan Willy. 2016. Following are the values of Cronbach's alpha and Composite reliability of each variable in this research:

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Awareness	0.841	0.844	0.887
Customer Satisfaction	0.888	0.892	0.918
Revisit Intention	0.908	0.908	0.942
Trust	0.903	0.904	0.928

Table 6: Composite Reliability and Cronbach's Alpha
Source: Processed Primary Data

Based on Table 4.4, it can be seen that all constructs in this reserch had Cronbach's alpha ≥ 0.6 and Composite reliability value ≥ 0.7 , so it can be said that all constructs are reliable. This can be interpreted that each construct in the research model had internal consistency in the instrument reliability test.

4.6. Inner Model

Testing the inner model or structural model is done to predict causal relationships between variables or hypothesis testing. This testing can be seen through the results of the coefficient of determination, predictive relevance, goodness of fit, as well as the path coefficient and parameter coefficient. When a significant relationship between the variables is known, it can be concluded that the hypothesis related to the variables used in this research. Hypothesis testing is done by bootstrapping. Following are the results of PLS bootstrapping output on the research model.

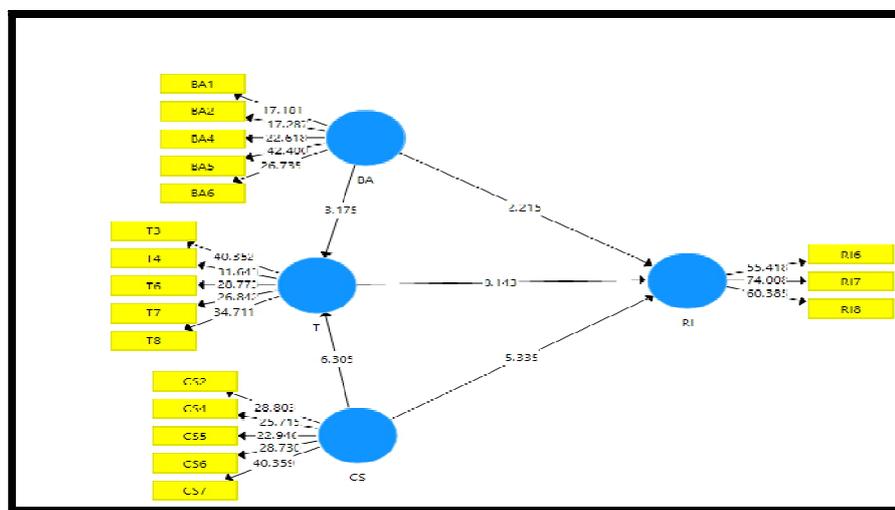


Figure 3: Diagram of Inner Model PLS Path

4.7. Coefficient of Determination

Coefficient of determination is done to measure how far the ability of a model in explaining the dependent variable variation Ghozali, I. (2011). Coefficient of determination value is between zero and one. The smaller the R-square value means that the dependent variable variation is very limited, and a value close to 1 (one) means that the independent variables are able to provide all the information needed to explain and predict the dependent variable.

Coefficient of determination can be seen in the R-square table by multiplying the R-square value by 100%. If the result is more than 67%, it indicates a good coefficient of determination. If the result is less than 67% but more than 33%, it indicates a moderate determination coefficient, and if less than 33% but more than 19%, it indicates a weak coefficient of determination. The following table shows the coefficient of determination:

	R Square	R Square Adjusted
Revisit Intention	0.678	0.675
Trust	0.557	0.554

Table 7: R-Square

Source: Processed primary data

Based on the R-square value shown in Table 3.5 and after multiplied by 100%, the coefficient of determination obtained from each variable is 67.8% for the revisit intention variable, and 55.7% for the Trust variable. This shows that the coefficient of determination variable of revisit intention influences this research by 67.8%, while the remaining 32.2% is explained by other variables outside the research model. The coefficient of determination of the trust variable of 55.7% influenced this research, while the remaining 44.3% was explained by other variables outside the research model.

4.8. Predictive Relevance

Predictive relevance in structural models is used to measure how well the value of observations produced by the model and also the estimated parameters Ghazali, I. (2011). The value of predictive relevance can be determined through the calculation of Q-square as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1) \times (1 - R^2_2) \\
 &= 1 - (1 - 0.678) \times (1 - 0.557) \\
 &= 1 - (0.322) \times (0.443) \\
 &= 1 - 0.142646 \\
 &= 0.857354
 \end{aligned}$$

Q square value > 0 indicates that the model has accurate predictive relevance to certain constructs while Q square value < 0 indicates that the model lacks predictive relevance (Sarstedt et al., 2017). Based on the results of the Q-square calculation above, it can be stated that the model has a predictive relevance value of 0.857354 or 91.2%. This shows that the analysis model has a good predictive relevance.

4.9. Goodness of Fit

Goodness of fit is a test of compatibility or suitability between certain observations (frequency of observations) and frequencies obtained based on their expected value (theoretical frequency). Goodness of fit values can be determined through the following calculations:

$$\begin{aligned}
 \text{Goodness of fit} &= \sqrt{AVE \times R^2} \\
 &= \sqrt{0.7848 \times 0.6175} \\
 &= 0.69614
 \end{aligned}$$

Based on these calculations, it can be seen the value of goodness of fit in this research amounted to 0.696. GoF has three criteria, namely GoF = 0.10 small value, GoF = 0.25 medium value, GoF = 0.36 large value. The calculation results above show if the combined performance of the measurement model and structural model has a large value above 0.36. This explains that empirical data fits or fits the model (there is no difference between the model and the data so the data model is said to be fit) (Ghozali, I. (2011).

4.10. Hypothesis Test

The next step is testing the hypothesis with estimated path coefficients that can be evaluated based on T-statistics values. The path coefficient estimation shows estimated value that illustrates the relationship between latent variables obtained by the bootstrapping procedure. The measurement items used are said to be significant if the T-statistics value is greater than 1.96 and the p-value is less than 0.05 at the 5% significance level. While the parameter coefficient indicates the direction of influence by looking at the positive or negative original sample as well as the magnitude of the influence of the independent variable on the dependent variable (Ghozali, 2011). Following is the path coefficient table to see the T-statistic value.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Awareness -> Revisit Intention	-0.104	-0.108	0.047	2.215	0.027
Brand Awareness -> Trust	0.246	0.250	0.077	3.175	0.002
Customer Satisfaction -> Revisit Intention	0.388	0.396	0.073	5.335	0.000
Customer Satisfaction -> Trust	0.564	0.562	0.089	6.305	0.000
Trust -> Revisit Intention	0.567	0.562	0.070	8.143	0.000

Table 8: Path Coefficients

Source: Processed primary Data

5. Discussion

Based on the path coefficient test results in the above table it can be concluded that this research has a positive original sample value. Path test results can be used to prove the research hypothesis as follows:

The influence of Brand Awareness on Revisit Intention. In table 3.6, it can be seen that Brand Awareness had a negative and significant influence on Revisit Intention. The influence can be seen from the path coefficient results which show the Original sample value of -0.104 which shows a negative relationship and the T-statistic value of $2.215 \geq 1.96$ and the p-value of $0.027 \leq 0.05$. Based on these statistical calculations, it can be concluded that: H1 in this research was supported.

The Influence of Brand Awareness on Trust. In table 3.6, it can be seen that Brand Awareness had a positive and significant influence on Trust. The influence can be seen from the path coefficient results which show the Original sample value of 0.246 which shows a positive relationship and the T-statistic value of $3.175 \geq 1.96$ and p-value of $0.002 \leq 0.05$. Based on these statistical calculations, it can be concluded that H2 in this research was supported.

The influence of Customer Satisfaction on Revisit Intention. In table 3.6, it can be seen that Customer Satisfaction had a positive and significant influence on Revisit Intention. The influence can be seen from the path coefficient results which show the Original sample value of 0.388 which shows a positive relationship and the T-statistic value of $5.335 \geq 1.96$ and the p-value of $0.000 \leq 0.05$. Based on these statistical calculations, it can be concluded that H3 in this research was supported.

The influence of Customer Satisfaction on Trust. In table 4.6, it can be seen that Customer Satisfaction had a positive and significant influence on Trust. The influence can be seen from the path coefficient results which show the Original sample value of 0.564 which shows a positive relationship and the T-statistic value of $6.305 \geq 1.96$ and the p-value of $0.000 \leq 0.05$. Based on these statistical calculations, it can be concluded that H4 in this research was supported.

The influence of Trust on Revisit Intention. In table 3.6, it can be seen that Trust had a positive and significant influence on Revisit Intention. The influence can be seen from the path coefficient results which show the Original sample value of 0.567 which shows a positive relationship and the T-statistic value of $8.143 \geq 1.96$ and the p-value of $0.000 \leq 0.05$. Based on these statistical calculations, it can be concluded that H5 in this research was supported.

6. Conclusion

This research aims to determine the influence of brand awareness and customer satisfaction on trust and revisit intention. The results of this research showed that the hypothesis proposed in the research had a significant value. This can be seen from consumers who intend to revisit the beauty care clinic center in Indonesia, showing that the variable of brand awareness (X1), customer satisfaction (X2) and trust (X3) on revisit intention (Y) where Brand Awareness had a negative and significant towards Revisit Intention, and Brand Awareness had a positive and significant influence on Trust, while Customer Satisfaction had a positive and significant influence on Revisit Intention and Customer Satisfaction had a positive and significant influence on Trust, lastly Trust had a positive and significant influence on Revisit Intention.

This research contributed as an explanatory model in health care, especially beauty, which measures the patient's impression with respect to the quality of health services and prices, as well as to measure the level of trust and intention to visit again. Thus, this research is beneficial for health care providers especially beauty clinics. And this research will add to the literature on understanding and learning about the factors that influence one's desire to visit again.

Therefore, the results of this research can help beauty clinic owners or managers in the process of implementing their business strategies. Explanation from the results of the research can help beauty clinic managers to better understand how customers assess the beauty clinic brand quality and customer satisfaction as one factor that can increase trust in consumers. Beauty clinics need to consider in determining the brand that matches consumer expectations so consumers will trust in using the services or products offered by the beauty clinic. If the beauty clinic can provide services according to the wishes and expectations of the customer, the customer will trust the beauty clinic and have the interest to return to visit the beauty clinic and will recommend it voluntarily to others.

7. Research Limitation

This research had been carried out according to scientific procedures, but there are still limitations in this research that there is a negative relationship obtained from the results of this research that is brand awareness so it needs to be tested again in future research, then the sample did not answer the questionnaire in accordance with the actual situation. In addition, because the distribution of this questionnaire used snowball sampling techniques and is intended for all consumers of beauty care clinics in Indonesia, researchers could not supervise anyone who fills in the questionnaire in this research, and finally, the researcher hopes that a research can be done again in the future because there is a unique novelty; thus, it can produce a variable that is brand awareness that has a negative and significant influence on trust and revisit intention.

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