THE INFLUENCE OF LIFESTYLE AND SOCIAL MEDIA MARKETING ON CUSTOMER LOYALTY OF BEAUTY STUDIOS IN MANADO

PENGARUH GAYA HIDUP DAN PEMASARAN MEDIA SOSIAL TERHADAP LOYALITAS PELANGGAN STUDIO KECANTIKAN DI MANADO

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Abstract: In the current era of development, everything continues to develop, in every development it brings broad changes in accordance with technological advances and ultimately leads to changes in the lifestyle of everyone. The trend of lifestyle and the digital world that is growing rapidly, provides opportunities for business ventures in the beauty industry, one of which is the beauty studio which has been widely spread throughout Indonesia, especially Manado. The beauty industry uses social media as a place to support and promote through pictures, videos, or other information that customers can easily monitor. The increasing number of beauty services is driven by a lifestyle and human nature that is basically never satisfied and various other supporting factor. The purpose of this study was to determine whether the variables of lifestyle and social media marketing affect customer loyalty at the Beauty Studio in Manado. This study uses quantitative methods with data collection using questionnaires and multiple linear regression as a tool to analyze the data that has been collected. The sample size of this study was 100 respondents, especially the millennial generation aged 20-35 years who are users of beauty studios who have done eyelash extensions or nail art in Manado. The results of this study found that social media marketing has a positive and significant effect on customer loyalty, while lifestyle has a positive but not significant effect on customer loyalty.

Keywords: Lifestyle, Social media marketing, Customer loyalty

Abstrak: *Di era perkembangan saat ini segala sesuatu terus berkembang, dalam setiap perkembangannya membawa perubahan yang luas sesuai dengan kemajuan teknologi dan pada akhirnya mengarah pada perubahan gaya hidup setiap orang. Tren gaya hidup dan dunia digital yang sedang berkembang pesat memberikan peluang bagi usaha-usaha usaha di industri kecantikan, salah satunya adalah studio kecantikan yang sudah banyak tersebar di seluruh Indonesia khususnya Manado. Industri kecantikan menggunakan media sosial sebagai tempat untuk mendukung dan mempromosikan melalui gambar, video, atau informasi lain yang dapat dengan mudah dipantau oleh pelanggan. Meningkatnya jumlah jasa kecantikan didorong oleh gaya hidup dan sifat manusia yang pada dasarnya tidak pernah puas dan berbagai faktor pendukung lainnya. Tujuan penelitian ini adalah untuk mengetahui apakah variabel gaya hidup dan pemasaran media sosial berpengaruh terhadap loyalitas pelanggan pada Beauty Studio Manado. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data menggunakan kuesioner dan regresi linier berganda sebagai alat untuk menganalisis data yang telah dikumpulkan. Besar sampel penelitian ini adalah 100 responden, khususnya generasi milenial usia 20-35 tahun pengguna studio kecantikan yang pernah melakukan eyelash extension atau nail art di Manado. Hasil penelitian ini menemukan bahwa pemasaran media sosial berpengaruh positif dan signifikan terhadap loyalitas pelanggan, sedangkan gaya hidup berpengaruh positif tetapi tidak signifikan terhadap loyalitas pelanggan.*

Kata kunci: Gaya hidup, Pemasaran media sosial, Loyalitas pelanggan

INTRODUCTION

Research Background

In the current era of development, everything continues to develop, in every development brings changes widely according to technological advances and ultimately leads to changes in the lifestyle of everyone. Changes in people's behavior and lifestyles today are inseparable from the influence of digitalization and the flow of globalization which continues to develop from time to time where technology is increasingly sophisticated and modern which makes it easy for people to carry out activities and help meet every need and desire of a fairly diverse community effectively and efficient. One of the most increasing parts of technological development today is in the field of digital marketing, where digital marketing uses social media as a means used to promote a product or service, more than that social media has now become a trend in marketing communication. Social media is online media, where users can easily participate, share, and provide information including blogs, social networks, wikis and forums. According to Kaplan and Haenlein (2010: 66), social media is a collection of applications based on Internet networks based on Web 2.0. Web 2.0 is the basic platform for the formation of social media, this platform makes it easy for users to collaborate online and share (sharing). Some examples of social media that are in vogue are Instragam, Twitter, Line, Facebook, Youtube, and others.

Apart from the diversity of needs, the desire that brings changes to lifestyle coupled with the increasing marketing through social media actually provides opportunities in various business fields that are getting tighter, including in the beauty service business which is currently trending, namely (beauty studio).

Beauty studio itself is almost the same as a salon in general, it's just that the term beauty studio is more widely used nowadays because it seems more contemporary and attractive. The needs and desires of the Indonesian people for beauty care continue to increase and open opportunities for beauty studio entrepreneurs to continue to innovate in taking advantage of market developments and challenges by developing the most appropriate company strategies in order to maintain their business existence in the future.

Consumer loyalty is a factor that has an important role for a business company. Where by maintaining the loyalty of consumers to continue to use the company's products or services, the company will be able to improve and maintain the company's survival in the long term. This is the main reason for a company to continue to attract and maintain their loyalty as consumers and customers through the quality of service and trust provided by the company. By forming loyal consumers, it can also help streamline promotional and marketing costs for the company. Building consumer loyalty can be started from creating customer value where consumers or customers can assess and feel the suitability of a product or service used. This increase in value is able to increase consumer interest which in turn can form loyal customers. Loyal consumers have the potential to become repeat customers and make repeat purchases in the long run and become marketers who recommend the company's products or services by themselves. So that it can help companies in attracting other consumers who are not necessarily affordable by the company.

Consumer loyalty is based more on the behavior of the decision-making unit to make repeated purchases of the selected company's goods or services in the long run. According to Kotler (2011: 18) states that "customer loyalty is repeated purchases made by customers because of their commitment to a brand or company".

Research Objective

The research objectives are:
1. To find out the influence of lifestyle toward customer loyalty partially.
2. To find out the influence of social media marketing toward customer loyalty partially.
3. To find out the influence of lifestyle and social media marketing toward customer loyalty simultaneously

THEORETICAL REVIEW

Marketing

Marketing is a very necessary thing in doing a business because the goal of every person or organization that does business is to get profit and that goal can be realized by carrying out marketing activities. Marketing is an activity carried out to introduce or explain the products or services, both the benefits and values that can be obtained from these products or services to consumers offered by companies that doing the marketing activity itself. Marketing can be described as the process of defining, anticipating, creating, and meeting the needs and desires of consumers for products and services (David, 2011).

Lifestyle

Lifestyle is a description of behavior, patterns and ways of life that are shown how a person's activities, interests and interests and what they think of themselves so that they differentiate their status from other people and the environment through the social symbols they have. According to Sumarwan (2011: 57), lifestyle is often described by a person's activities, interests and opinions (activities, interests, and opinions). A person's lifestyle is usually not permanent and changes quickly. A person may quickly change the model and brand of clothing due to changes in his life

Social Media Marketing

Social media marketing is marketing using social networks, blog marketing and more. According to Philip Kotler and Kevin Keller (2012; 568), social media is a means for consumers to share text, image, audio and video information with each other and with companies and vice versa. Meanwhile, another definition of social media according to Henderi, Muhammad Yusuf, Yuliana Isma Graha (2007; 2), social media is a social networking site such as a web-based service that allows individuals to build public or semi-public profiles in a restricted system, lists of other users with whom they are created by other people with a system.

Customer Loyalty

Customer loyalty has an important role in a company, maintaining those means improving financial performance and maintaining the viability of the company, this is the main reason for a company to attract and retain them. According to Berry in Tjiptono (2005), (In Rofiq, 2009), customer loyalty can be defined as a response that is closely related to a pledge or promise to uphold the commitment that underlies the sustainability of the relationship, and is usually reflected in consistent repeat purchases.

Previous Study

Nata (2018) which states that lifestyle variables have a positive and significant impact on customer satisfaction. This means that the higher the lifestyle, the higher the level of customer satisfaction for purchasing a product or service. Lifestyle is an individual's active adaptation to social conditions in order to meet people's needs to unite and socialize with others, especially those related to self-image to reflect their social status. Lifestyle factors can also influence a person's behavior or decisions because these factors are very influential in determining customer loyalty.

Smith's (2011) shows 88 percent of marketers use social media as a marketing tool with a total of $ 60 billion spent annually on social media advertising. In addition, contacts with consumers can be developed by companies through social media which are also expected to produce a higher return on investment (Okazaki & Mueller, 2007).

(Kuzumo Endah Pinasti, 2018), the determination of the sample in this study was carried out by using purposive sampling technique. Research variables include lifestyle, social media, and consumer loyalty. Using data analysis and path analysis with the IBM SPSS23 program. The results showed that lifestyle and social media variables had a positive and significant direct effect on consumer loyalty.

Conceptual Framework
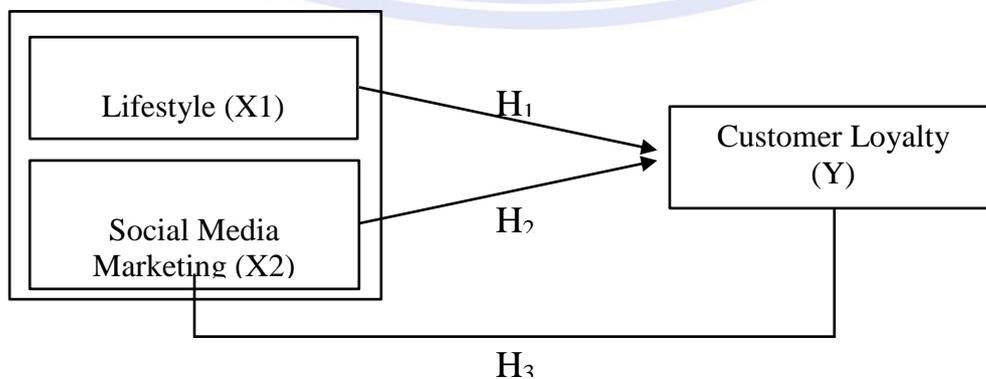
Source: Articles and Journal 2020

Research Hypothesis

H1: The influence of Lifestyle on Customer Loyalty partially

H2: The influence of Social Media Marketing on Customer Loyalty partially

H3: The influence of Brand Image and Country of Origin on Purchase Decision simultaneously.

RESEARCH METHOD

Research Approach

This is a quantitative research that emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Survey method used as the source of primary data by distributing questionnaire to find out the influence of independent variables (X) which are lifestyle and social media marketing (Y) which is customer loyalty.

Population, Sample, and Sampling Technique

The population of this research is the Beauty Studios services user in Manado. The sample size of the research will be 100 respondents of Beauty Studios services user in Manado. Sample method that can be used for this research is purposive sampling. This method is one of sampling technique which is non random.

Data Collection Method

To collect the research data, primary data collection was used through questionnaires. A questionnaire is a research instrument consisting of a series of questions (or other type of prompts) for the purpose of gathering information from respondents.

Operational Definition of Research Variables

Table 1. Variable Definition

Variable	Definition	Indicators
Lifestyle (X1)	Lifestyle according to Kotler (2009) is a person's lifestyle in the world which is expressed in their activities, interests and opinions. Lifestyle describes "the whole person" in interacting with the environment.	-Activity -Interest -Opinion
Social Media Marketing (X2)	In his book, (David Evans and Jake McKee, 2010) quoted by Sari (2012) says that social media marketing is practiced to engage customers in online social locations where customers naturally spend time.	-Online Communities -Interaction -Sharing of Content -Accessibility
Customer Loyalty (Y)	According to Kotler (2011: 18) states that "customer loyalty is a repeat purchase made by a customer because of a commitment to a brand, product and services used".	-Referrals -Satisfaction -Trust -Choice Reduction/Habit

Source: Author's Note, 2020

Validity and Reliability

Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted.Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression

Multiple Linear Regression is used in this research. Multiple Regression is a correlation coefficient indicates the strength of relationship between two variables, it gives us no idea of how much of the variance in the dependent or criterion variable will be explained when several independent variables are theorized to simultaneously influence it.This analysis is adopted when the researcher has one dependent variable which

is presumed to be a function of two or more independent variables. The objective of this analysis is to make a prediction about the dependent variable based on its covariance with all the concerned independent variables.

RESULT AND DISCUSSION

Result
Validity and Reliability
The validity test of lifestyle (X1), social media marketing (X2), and customer loyalty (Y) are all valid. The variable is reliable because the value of Cronbach's Alpha are bigger than 0,6.

Result of Multiple Linear Regression Table 2. Case Processing Summary

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	23.021	4.083		5.639	.000
Lifestyle	-.047	.065	-.103	-.722	.474
Social Media Marketing	.413	.131	.451	3.158	.003

Source: Data Processed, 2020

Based on the analysis using SPSS 24, the results of the regression equation are as follows:
$$Y= 23.021 - 0.047X_1 + .413 X_2 + e$$
The interpretation of the equation is:
Constant 23.021 shows the influence of Lifestyle (X_1) and Social Media Marketing (X_2), to the Customer Loyalty (Y).
1. Constant 23.021 shows the influence of Lifestyle (X_1) and Social Media Marketing (X_2), to the Customer Loyalty (Y). It means that, in a condition where all independent variables are constant (zero), Customer Loyalty (Y) as dependent variable is predict to be 23.021.
2. -0.047 is the slope of Lifestyle (X_1) meaning if there is one unit increasing in X_1, while other variables are constant then Y is predicted to increase by -0.047.
3. 0.413 is the slope of Social Media Marketing (X_2) means that if there is one unit increasing in X_2, while other variable are constant then Y is predicted to increase by 0.413.

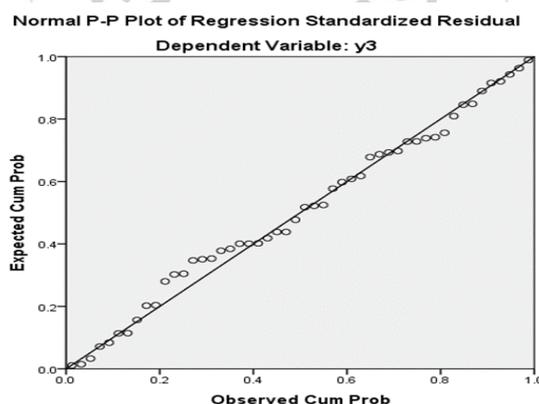**Classical Assumption Text**

Figure1. Normality Test
Source: Data Processed, 2020

Figure 1 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is complete.

Table 3. Multicollinearity Test

Model		*Collinearity Statistics*	
		Tolerance	*VIF*
1	*(Constant)*		
	Lifestye	*.858*	*1.166*
	Social Media Marketing	*.858*	*1.166*
a. Dependent Variable: Loyalty			

Source: Processed Data, 2020

Table 3 shows the value of tolerance and VIF. The tolerance value of both variables is 0.858, Lifestyle 0.268 means the tolerance value of variable is more than 0.2. The VIF value of both variables is 1.166 means the VIF value is less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10, so this research is concluded to be free from multicollinearity.
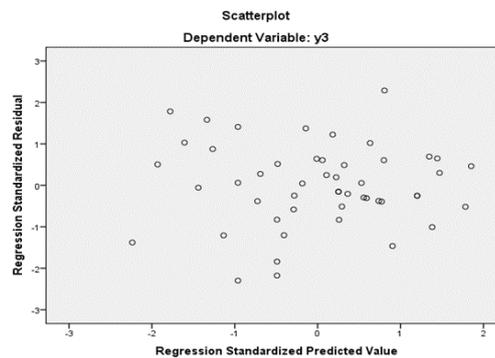

Figure 2. Heteroscedacity Test
Source: Data Processed, 2020

Figure 2 shows that the dots are spreading above and below zero point. This proves that there is no heteroscedasticity in this regression.

Table 4. T-Test

Variable	T_{count}	T_{table}	*Description*
Lifestyle (X_1)	*-.722*	*2.02*	*Rejected*
Social Media Marketing (X_2)	*3.158*	*2.02*	*Accepted*

Source: Data Processed, 2020

Based on the table above by observing rows and columns t and sig, it can be explained as follows:
1. Lifestyle (X_1) and Customer Loyalty (Y)
- H_1 Accepted if $T_{count} > T_{table}$
  Lifestyle (X_1) significantly influences Customer Loyalty (Y)
- H_1 Rejected if $T_{count} < T_{table}$
  Lifestyle (X_1) does not significantly influences Customer Loyalty (Y)
  From the table above, T_{count} for each independent variable, which for Lifestyle (X_1) $T_{count} = -0.722$ and $T_{table} = 2.02$ which $T_{count} < T_{table}$ 2.02. Therefore, H_0 is accepted and H_1 rejected, that means Lifestyle (X_1) has positive but not significantly influence Customer Loyalty (Y).
2. Social Media Marketing (X_2) and Customer Loyalty (Y)
- H_1 Accepted if $T_{count} > T_{table}$
  Social Media Marketing (X_2) significantly influences Customer Loyalty (Y)
- H_1 Rejected if $T_{count} < T_{table}$
  Social Media Marketing (X_2) has positive and significantly influences Customer Loyalty (Y)
  From the table above, T_{count} for each independent variable, which for Social Media Marketing (X_2) $T_{count} = 3.158$ and $T_{table} = 2.02$ which $T_{count} > T_{table}$ 2.02. Therefore, H_2 is accepted and H_0 rejected, that means Social

Media Marketing (X_2) significantly influence Customer Loyalty (Y).

Generally Lifestyle (X_1) has a positive but not significant influences to Customer Loyalty (Y) and Social Media Marketing (X_2) has positive and significant influences to Customer Loyalty (Y).

Table 5. F-Test

ANOVAª

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	89.927	2	44.964	5.113	.010[b]
	Residual	413.353	47	8.795		
	Total	503.280	49			

Source: Data Processed, 2020

From the table above it can be seen that the value is 5.113, the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denumerator) is 47 with level of significance is 0.05 ($\alpha = 0, 05$) and the level of confidence is 95% then F_{table} is 3.23. The result is: F_{count} (5.113) > F_{table} (3.23). Since F_{count} is greater than F_{table}, H_o is rejected and H_1 is accepted means the independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted

Discussion

Lifestyle partially has a positive but insignificant effect on customer loyalty, which means that lifestyle has an indirect effect on customer loyalty beauty studio in Manado. This is similar to the research results from Nata (2018) which states that lifestyle variables have a positive and significant effect on customer satisfaction. This means that the higher the lifestyle, the higher the level of consumer satisfaction in buying a product or service. Social media marketing partially has a significant and positive effect on customer loyalty, which means that brand image partially has a significant and positive effect on customer loyalty has a direct influence and an important role on customer loyalty in using beauty services in beauty studios. This is in line with the results of previous research, namely Smith (2011) showing 88 percent of marketers use social media as a marketing tool with a total of $ 60 billion spent annually on social media advertising. The result of this study also show the lifestyle and social media marketing simultaneously affects customer loyalty when using these beauty services. It means that if viewed simultaneously, lifestyle and social media marketing have a direct influence on customer loyalty in Manado. This follows previous research which shows that lifestyle and social media variables have a positive and significant direct effect on customer loyalty. As for the path analysis, the results show that lifestyle and social media have an indirect effect on consumer loyalty. From the previous research by (Kuzumo Endah Pinasti, 2018) the results of the tests that have been done, it shows that the lifestyle and social media marketing simultaneously have a positive and significant effect on customer loyalty. Although partially lifestyle does not have a significant effect on customer loyalty, simultaneously lifestyle with social media marketing has a significant effect on customer loyalty.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The result of this study have shown that the lifestyle partially or has a positive but not significant effect on customer loyalty of beauty studios in Manado. It can be said that the lifestyle has no significant influence on customer loyalty for Beauty Studios in Manado.
2. The results of this study have shown that the social media marketing partially has a positive and significant effect on customer loyalty for beauty studios in Manado. It can be said that social media marketing or has an important role in influencing the customer loyalty of Beauty Studios in Manado.
3. The results of this study have also shown that the lifestyle and social media marketing simultaneously have a positive and significant effect on customer loyalty of beauty studios in Manado.

Recommendation

1. Beauty Studios in Manado needs to pay close attention to marketing strategies through social media in promoting attractive and innovative services or product, besides that it really to be met and great so that it can

attract customer attention in order to create good relationship, hold bonuses or discounts one of the very things that it's very important to attract customer. And it's recommend that when posting information, pictures/ reviews on social media (instagram), preferably during the users main broadcast time, so that it will further increase customer interest in using eyelash extension or nail art services continuously.

2. Further researchers can develop this research or simply as a reference by using other methods of researching lifestyle and social media marketing on customer loyalty, either through in-depth interviews with respondents or through questionnaires, so that the information obtained can be more varied. . In addition, further researchers can develop this research by using factors that affect customer loyalty, such as satisfaction, trust, product value, resistance, etc.

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