

**ANALYZING THE CUSTOMER BONDING OF THE PRIME CLINIC CUSTOMERS IN MANADO***ANALISA IKATAN PELANGGAN PADA KLINIK KECANTIKAN THE PRIME DI MANADO*

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**Abstract:** Customer bonding is, just as the term implies, the process through which a company or organization makes connections with its customers. The goal of customer bonding to develop a relationship and sense of community, including the customers so that they: Feel welcomed, are more likely to continue patronizing the company (and its products or service) are more likely to recommend the company to friends and family. By engaging in customer bonding, companies are able to generate a sense of loyalty and boost its revenue. In order to achieve the objectives the researcher got information from 15 informants and this research using qualitative study which is in-depth interview in order to get a clear data and uses purposive sampling to arrange the answer from the informants. Based on the data analysis and discussion, the conclusion of this research can be concluded that, Customer bonding is the result of the engagement between the customer and the Clinic. Customer bonding (Awareness and Relationship); comes from the customer experiences such as a good experiences, positives results, and most important it cause from the positive outcomes that the customer have been through when visit The Prime Clinic. Customer bonding can comes naturally when the customer feel happy, feel satisfied with the services.

**Keywords:** Customer Bonding, Awareness, Relationship

**Abstrak:** Ikatan pelanggan adalah, seperti yang tersirat dalam istilahnya, proses di mana perusahaan atau organisasi membuat hubungan dengan pelanggannya. Tujuan dari customer bonding adalah untuk mengembangkan hubungan dan rasa kebersamaan, termasuk pelanggan sehingga mereka: Merasa disambut, lebih cenderung untuk terus mengguruai perusahaan (dan produk atau layanannya) lebih cenderung merekomendasikan perusahaan kepada teman dan keluarga. Dengan melakukan customer bonding, perusahaan mampu membangkitkan rasa loyalitas dan meningkatkan pendapatannya. Untuk mencapai tujuan tersebut peneliti mendapatkan informasi dari 15 informan dan penelitian ini menggunakan studi kualitatif yaitu wawancara mendalam untuk mendapatkan pemahaman. data yang jelas dan menggunakan purposive sampling untuk menyusun jawaban dari informan. Berdasarkan analisis dan pembahasan data, kesimpulan dari penelitian ini dapat disimpulkan bahwa Customer bonding merupakan hasil dari engagement antara customer dengan Klinik. Ikatan pelanggan (Kesadaran dan Hubungan); Berasal dari pengalaman pelanggan seperti pengalaman yang baik, hasil positif, dan yang terpenting dari hasil positif yang telah dilalui pelanggan saat mengunjungi Klinik.

**Kata kunci:** Kedekatan Pelanggan, Kesadaran, Hubungan

## INTRODUCTION

### Research Background

The trend of beauty industry is growing rapidly in the world including in Indonesia. The Indonesian state is generally recognized as one of the region's most rapidly growing globally for the "cosmetic and toiletries" market category. Indonesia is currently one of the contributors to the economic power in Asia. The beauty industry in Indonesia is vast and promising with the growth of market share that also promises in the year 2009. This encourages various beauty companies, making Indonesia one of the priorities in the development of new markets. (www.marketing.co.id). The beauty care industry in the years 2009 and 2010 experienced a growth of 7%. This beauty care business continues to progress, it can be seen from the many people who entrust their beauty care problems to the beautician. (www.marketing.co.id) Increasing self-awareness and role in various fields, the need for skin care products grows faster. This situation encourages various companies engaged in the field of beauty and personal care to continue to innovate creating quality services that customers are looking to be able to win the market.

The more emerging beauty industries in Indonesia especially the beauty industry that is engaged in the field of skincare (skin care), body care (body care). The number of beauty clinics in Indonesia has reached a large number. This type of business is increasingly diverse from beauty salons, skin care to spa. The skin care market, beauty salon and spa in the predictions will experience a significant growth. The beauty industry in Indonesia has grown quite widely from year to year, and it shows more stable growth. In line with the increasing confidence and role of women in various fields, the need for skin care products grows increasingly rapidly. This situation encourages various companies engaged in the field of beauty and personal care to continue to innovate to create quality products that consumers are looking to be able to win the market.

There is a concept created by companies in order to maintain relationships with customers. It is called customer bonding. The success in customer bonding is influenced by the process of bonding done by the company both in creating awareness, identity, relationship, community, and advocacy developed by the company. Consumer bonding's efforts and their success are determined by the extent of the quality offered, the level of satisfaction, and the availability of consumer database. Customer bonding is a new strategy to bind consumers to a company. The customer's purpose of bonding is to create loyal and committed consumers of products or services produced by a company.

In Manado, there are a lot of beauty clinic open such as, Natasha, Erha Clinic, Zap, Ekles, London Beauty Centre, Ester House of Beauty, Miracle Clinic, Naavagreen and other beauty clinic, but one clinic that offer an affordable price is The Prime Clinic Manado. The Prime Clinic operates in the field of Beauty and Skin Health Care, Anti Aging and Integrated Medical Check Up, including specialist services, aesthetic certified general practitioner, general practitioner for medical check-ups, diagnostic support, and various other medical procedures. The service they offered Filler, Thread Lift (Tanam Benang), HIFU (High Intensity Focused Ultrasound), PRP (Platelet Rich Plasma), Lasers, IPL (Intense Pulse Light), RF (Radio Frequency), PDT (Photo Dynamic Therapy), MicroNeedling, Peeling, Hair Care, Body Care Derma Care. The Prime Clinic is a center of skin beauty care in Indonesia. The Prime Clinic combines the latest technology in skin care and professionals who are ready to help realize the dream of healthy skin and well maintained. The Prime Clinic Manado also frequently held events to ensure the consumer relationship with the company by establishing a community through the provision of communication facilities, procurement, visits and seminars. As well as promoting products or brands on social media such as websites, Facebook and Instagram. Observations at The Prime Clinic Manado shows the efforts of the clinic in the application of customer bonding strategy. It is the promotion through Instagram and website. Not only that, The Prime Clinic Manado also often each month held attractive promo by giving discounts for their loyal customers.

### Research Objectives

To know how is the Customer Bonding at The Prime Clinic Customers Manado.

## THEORETICAL REVIEW

### Marketing

The marketing terms comes from the term of market. Normally the term "market" refers to the potential of buyer while marketing refers the process of creating, communicating, and delivering value to customer.

Marketing is the front-line business function that identifies customer needs and wants, determines which target markets the organization can serve best, and design appropriate products, services and program to serve these markets. In this theory marketing is the grand theory or the foundation in this research. (Kotler and Amstrong , 2012:12) Marketing is the action of a business of promoting and selling goods. Marketing according is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

### **Consumer Behaviour**

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities. Consumer behavior plays a big role in market place, because the terms of consumer behavior describe the people who involved in market place. How consumer behaves in the market place shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfy or dissatisfy with the products that they purchase or even not. Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experience to satisfy needs and desires (Solomon, 1998:9).

### **Customer Bonding**

Customer bonding is, just as the term implies, the process through which a company or organization makes connections with its customers. The goal of customer bonding to develop a relationship and sense of community, including the customers so that they: Feel welcomed, are more likely to continue patronizing the company (and its products or service) are more likely to recommend the company to friends and family. By engaging in customer bonding, companies are able to generate a sense of loyalty and boost its revenue. However, along the way, they tend to find that there are number of other benefits that come from bonding with customers. For example, getting regular customer feedback can help a company improve its products or services, thereby making them more appealing to consumers.

### **Awareness Bonding**

Awareness bonding is the initial and most basic stage in customer bonding. At this stage, the company is trying to get a part of the consecutive memories. Products are not only remembered but are expected to get a good perception in the mind of the consul. The bond of awareness is the initial and most basic bond in the customer bond. In this section, the company tries to get a part of the consecutive memory. Product Not only thinking but expected to get a good perception in the mind of the consular.

### **Relationship Bonding**

Relationship bonding is the relationship bonds involves a much greater interaction with customer and either the awareness or identity bond. Prospects and customers are no longer unknown. When relationship bonds formed, prospect and customer are actively involved in the relationship with the marketer. Bond relationships begin to form bonds and dialogue between marketers and consumer.

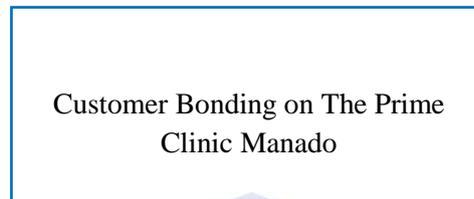
### **Previous Research**

TaI (2015). The title of the research is Effects of relationship customer bonding on brand attitudes and customer loyalty in tourism industry. The result of this study, relationship customer bonding present obvious effects on brand attitudes and customer loyalty. That is, the better relationship customer bonding would result in higher customer loyalty; the better brand attitudes would enhance customer loyalty; and the higher relationship bonding would cause higher brand attitudes.

Deb (2019).The title of this research is Critical Analysis of Seller-Customer Bonding: Perception, Retention, Orientation and Status. The result shows It is imperative from the present study that understanding customers' perception alone is not sufficient to build long-term relationship with customers. Retailers also need to understand the factors impacting customers' expectations. The objective of the present study was to understand customers' perception of the retailer's efforts and to explore customers' expectations from a retail store.

Danish (2018) The title of this research is The Impact of Service Quality and Service Value on Customer Satisfaction through Customer Bonding. The result shows that Service Value and Service Quality have positive significant impact on customer satisfaction and mediation analysis shows that Customer bonding partially mediates the association of Service Quality and Service Value with customer satisfaction. This model may also be applied in banking and other service sectors for increasing the customer satisfaction

### Conceptual Framework



**Figure 1. Conceptual Framework**  
*Source: Data Analysis Method (2020)*

From this conceptual framework, this study aims to find out The Customer Bonding at The Prime Clinic Customers Manado.

## RESEARCH METHOD

### Research Approach

The research used in this study is a qualitative method. Qualitative methods are methods used to examine the conditions of natural objects, (as opposed to experiments) where the researcher is a key instrument, the technique of data collection is triangulated (combined), data analysis is inductive, and the results of qualitative research further suppress the meaning of generalization (Sugiyono, 2012:1). The data obtained in this study are oral records which include reports.

### Population, Sample and Sampling Technique

Population is the whole object of research or object under study. Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. A sample is the selected people chosen for participation in a study, Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive sampling technique in order to get more valid and detailed result. The researcher took informants to be interviewed. The population of this research is the customer of The prime Clinic who have been retained to visit The Prime Clinic.

### Data Collection Technique

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data and Data collection method play an important role in impact evaluation by providing useful information to understand the process behind observed result.

### Operational Definition of Research Variables

In this research the main variable is Customer Bonding with two indicators which are awareness bonding and relationship bonding.

### Instrument Testing

In instrument of research there are some step that have to applied in order to process the data that have to be researched. The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and

a camera in order to conduct interviews.

### **Data Analysis Method, Validity and Reliability**

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Sekaran and Bougie (2010: 46) there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assessing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

## **RESULT AND DISCUSSION**

### **Result**

This research uses qualitative method which is in-depth interview as the tool to gain the information from the informants. The population of this research is all the informants t who have been visit The Prime Clinic Manado and the sample took all 15 informants.

#### **Informant 1: Prisilia Bidulang ( 30th)**

She is one of the customer at The Prime Clinic Manado, she known The Prime Clinic for quiet long especially when the clinic open in Manado. She said that she has been visit The Prime Clinic around 7 times. She had many experiences there. When visit The Prime Clinic she usually asked to do several treatment like eye care, filler and botox. She routine to viist The Prime Clinic. She said that the reason why she choose The Prime because the place was comfortable and they have a profesional doctor. She said that she knows about Customer Bonding and The Prime is good to do a marketing to build a customer bonding between the Clinic and the Customer itself. Bonding between the customer and the clinic is very strong and good, The Prime Clinic can make the customer feel comfortable

#### **Informat 2: Marlin Rifka Ruru (27th)**

She is a customer at The Prime Clinic, she went to The Prime Clinic to do a facial treatment, and after doing a facial treatment she also wants to try another treatment. She said that she only once went there, but she loves the service and the facility, the facility is very complete, she said that her first experiences is good. She feels really comfortable with The Prime Clinic. She said the Customer Bonding at The Prime Clinic is very strong, they treat the customer really well and it makes the Customer trust their clinic brand.

#### **Informant 3: Feibe Sela (34th)**

She said that The Prime Clinic is one of her favorite Clinic treatment, and she have been visit The Prime Clinic for several times. She said that she went to the clinic for 5 times. She usually doing a several treatments like Facial, Peeling, Botox, she also wants to visit once in a month to do a routine treatment. According to her Customer Bonding is a process to build and maintain the relationship between the clinic and the customer. The influence of the customer bonding to the brand attachment can help the customer feel more comfortable, suit with the product and satisfied with the services and most important feel comfort with the doctor. She also said she feels comfortable with The Prime Clinic.Usually she might get close to one product for quiet long as she said that brand attachment is when the customer feel enjoy and happy to a product and services.

#### **Informat 4: Marcella Katuuk ( 33rd)**

She said that she went to visit The Prime Clinic for several times, like 3 or 4 times and routine to visit to do a treatment like peeling, facial and doing a consultation with the doctor.She said that the place of the clinic is very comfort and very strategyc. They have a nice employees and doctor, all of them is very humble and polite. Through a good experiences they build a customer bonding, she feels very comfortable, she feel aware that

customer bonding is an important role when visit Beauty Clinic. According to her they always prioritie customer service with a good explanatio and a nice treatment.

**Informant 5: (Valerie Huang 22nd)**

She said that she went to visit The Prime Clinich for 3 times and will visit repeatedly. The treatment she usually try is facial and also peeling treatment. Most of the time she might visit The Prime Clinic once in a month to doing a treatment. Valerie said the first time she went to The Prime Clinic because she heard and saw many good reviews from her friends about The Prime Clinic and she decided to go. She said that she suit with the Clinic and comfortable to do a treatment. She said that she feels satisfied with the product and services. The doctor and the employees is very nice and the way they explain about the product and services amazed her. The Prime Clinic also doing an advertising through the influence and give discount to the customer.

**Informant 6: Ekaristi Pangemanan (22th)**

She is a customer of The Prime Clinic, she went to The Prime Clinic for 4 to 5 times and visit continously every month. The treatmet she choose is an Acne treatment. The first time she went to The Prime Clinic is because her friend recommend her to try The Prime Clinic's Acne Treatment. She said actually The Prime Clinic has already a strong brand because her friend always recommend her to try the Acne treatement for her. She said that the prime clinic is nice clinic, the clinic has a good reputation and they also have a good work ethic, they really build a strong customer bonding between their Clinic and the customer, that is why those who visit The Prime Clinic always satisfied with their service and makes the customer have a trust on their brand. According to her,

**Informant 7: Marcella Umboh (23rd)**

She knows The Prime Clinic since it open in Manado, She has ben visit The Prime Clinic around 4 times and she usually choose several treatment like Facial and Laser Peel. The reason why she choose The Prime Clinic is because the price is affordable and the location close to her house. She said that The Prime Clinic has a good service, strategy, treatment that makes the customer trust them. They offer a various of treatment, and also she feels satisfied with the service and also when she doing a treatmet it feels like home. According to her, she said that the customer bonding is the result from the customer experiences when customer feel satisfied and customer that is called the customer bonding.

**Informant 8: Nessa Adiguna (25th)**

She said that The Prime Clinic is a clinic that have a good reputation and good reviews from the customer, thats one of the reason why she wants to try the treatments. The favorite treatment at The Prime Clinic is Facial and Derma roller. She usually doing a treatment once in a month. She said that The Prime Clinic has an ability to make the customer really trust them. Also all the Treatment at The Prime Clinic has been approved and has a clinic trial, research, food and drug administration approved, based on the notification from (Kemenkes and BPOM). She said that after doing a treatent at The Prime Clinic.

**Informant 9: Ananda Burhanuddin (24th)**

She said that she has been visit The Prime Clinic to only focus to treat her hair, that is why she choose hair treatment when she visit the Clinic, She said the reason why she choose The Prime Clinic is because the service is good. After doing a treatment she feel the customer bonding, its quite strong because the employees gives their best to make her feel satisfied. So far she feel really satisfied with their services. According to Ananda, Customer Bonding will occur when the Clinic treat and give a good services to the customer, and customer bonding occur from the process while the customer visit the clinic, also when the customer expectation and satisfaction.

**Informant 10: Gabby Linarjo (20th)**

She is a loyal customer of The Prime Clinic Manado, she might visit The Prime Clinic 1 to 2 times in a month. She usually doing an Acne Treatment and also having a consultation with the doctor in order to consul about her treatment. The reason why she keep choosing The Prime Clinic is because the service is good and all the employee is very polite and nice to her. She said that she does not really know about the Customer Bonding definition, the only thing she know after doing a treatment at The Prime Clinic she feel satisfied and enjoyed to do a treatment at The Prime Clinic, she is really happy to do a treatment at The Prime Clinic.

**Informant 11: Lavenia Lintong (20th)**

She is a customer of The Prime Clinic, she visit The Prime Clinic once in a month to do a facial treatment, the reason why she choose The Prime Clinic because they have a good reviews and it has proven because her friends gave a good reviews about The Prime Clinic, and after doing a treatment she feel suit with their services and suit with the product they use to treat her while facial. After doing a treatment she also feels satisfied because their clinic is very clean and feel that there are customer bonding exist into her. According to her, customer bonding exists when the customer feels satisfied, and she trusts The Prime Clinic that they have a good brand to prove to their customer which is her.

**Informant 12: Revita Tampati (20th)**

She knows The Prime Clinic since it opened in Manado, When she visits The Prime Clinic she usually chooses to do a hair care treatment, She might visits The Prime Clinic once in month to do a treatment. The reason why she chooses The Prime Clinic to do a treatment because the Clinic have a good review so she decided to do a treatment there. According to her experiences, she feels satisfied with service, and the result is good. She said the effort of The Prime Clinic is very good, they try to always make the customer feel comfort and the safety is number one. After doing a treatment at The Prime Clinic she feels the customer bonding between her and The Prime Clinic,

**Informant 13: Chelsy Sondak (22nd)**

According to her experiences, she have been visit The Prime Clinic to do a facial treatment, she might visit The Prime Clinic once in a month. After doing a treatment from The Prime Clinic, she feels so satisfied with the product that has been used while treatment, she also feel comfortable when doing the treatment at The Prime Clinic. According to ther after doing several treatment, she feel so satisfied as a customer, they also control every treatment as detail as they can, she finally feel the bonding between the customer and the clinic is very strong. She said when she trust brand of The Prime clinic she feel that there is a customer bonding after doing a treatment at The Prime Clinic.

**Informant 14: Jessica Lalujan (20nd)**

She said that she have been visit the prime for 3rd times, she usually ask to do an Acne Treatment, she said before she went to the Clinic, she has already trust The Prime Clinic has a good brand. She start to do a consultation with the Doctor at The Prime Clinic once or two times a month in order to get a clear explanation about the treatment. She said that while doing a treatment all the employees and the doctor taking carefully about the treatment, she said they are very nice and humble. It is makes her feel comfort and safe. According to her experience until several times of visiting The Prime Clinic she aware that there is a customer bonding occur between her and The Prime Clinic, she feel satisfied with the result of the treatment, happy with all their services and also feel comfortable. Most important she already trust The Prime Clinic for doing a treatment

**Informant 15: Jei Wehanto (20nd)**

She is a customer of The Prime Clinic, she chooses filler treatment. The reason why she chooses The Prime Clinic is because all the treatment is completed and have many various treatment, the product is safe and has been clinically tested, handled directly specialist, registered BPOM, MUI certified. She also said that so far she is very suit with their product and services, after using the products the results is so satisfying. After doing a treatment at The Prime Clinic Manado, she realized that she become more trust about their products and services, they always maintain a good relationship with the customers, the quality of the clinic also good. They always prioritize all the customer needs, The outcomes of having a good relationship between her and The Prime Clinic she feels really close.

**Discussion**

Customer bonding is, just as the term implies, the process through which a company or organization makes connections with its customers. The goal of customer bonding is to develop a relationship and sense of community, including the customers so that they: Feel welcomed. From customer point of view, customer bonding is when customer having a good relationship with the products or services, when customer feels satisfied, feels comfortable, feels enjoyed, feels happy with the product or services. Customer bonding is examined as a dynamic process that progresses through various stages. It is suggested that building buyer

value may be a significant way to create higher levels of customer bonding, which can lead to long-term commitment and cooperative maintenance of a relationship by a buyer and a seller, in this case the buyer is customer of The Prime Clinic, and The Prime Clinic. Customer bonding as a way to maintain a relationship between a buyer and a seller over time.

The purpose of this research is to know how the customer bonding at The Prime Clinic Manado,. The interview has been conduct to get a clear data, the informants also have been visit The Prime Clinic, and also doing the treatment there, the researcher asked several question about the problem objectives based on the variables After doing the interview and arrange the coding, the important thing that must be underline, every customer or informants has their own perception and opinion about the customer bonding and the brand attachment. The interview results has been arrange based on the interview from all the informants, and the important answer from all the informants are on coding categorazation, which on coding categoration contains the spesific answer from the informant. The important part of the coding itself based on the indicators. is Customer bonding is a marketing strategy used by a company with the aim of retaining customers and customers bonding . After arranging the coding, it can be seen that every informants from informants 1 to informants 15 have almost similar answer. The result explains about the experiences of the informants having a customer bonding at The Prime Clinic Manado. The point of having a customer bonding is when they visits The Prime Clinic and doing the treatment for the first time. They start to aware that they have the supporting factors until they have a customer bonding toward the Clinic itself. For the relationship, it comes naturally, most of them said that they have a good relationship because The Prime try their best to make the customer feels satisfied until they have a good relationship between the customer and also The Prime Clinic. It explain based on the customer experiences.

- Awareness Bonding is a part of Customer Bonding, awareness bonding is when the customer aware when they have a good customer bonding, it explain how the customer bonding comes to them. Its the beginning when they aware that at the time they have a good bonding with The Prime Clinic. It tells how it happen, about their experiences when visit the Prime Clinic Manado.

- Relationship Bonding, is when the customer said that they already have a good relationship with the Prime Clinic, based on their positives experience when visit the clinic, the relationship bonding also is when the company success to build a good relationship with the customer when they visit the clinic. Its good for the customer and the company/clinic to have a good relationship because its influence each other in a better way which the customer feel satisfied with the clinic.

All the supporting factors that cause the customer bonding to have a awareness bonding and relationship bonding is start from places, services, good reviews, good products, trusting brand, affordable price, specialist doctor, and many positives factors that support the customers to have a good experiences while visit The Prime Clinic Manado. Informants 1 to informants 15 has a similar answer about the customer bonding, all of them having a good relationship with The Prime Clinic Manado. The customer bonding occurs when the customers having a good relationship with the clinic, and the Clinic also trying their best to keep build and maintain their relationship with the customer, all the customer feels satisfid with the product and services, most of them said that customer bonding is when they feels satisfied with the result, the result is an important role that cause the customer bonding even customer bonding is one of company strategy but it also important to keep maintain the customer in order to make them keep choosing their clinic. They also said that the factors that makes them having a customer bonding is because the good services, good products, affordable price, the place is comfortable, good results and review and having a good experiences since the first time they visit The Prime Clinic.

Here's the supporting factors that cause a customer bonding from the customer/informant's answer:

- Service: With a good services it makes the customers feels happy and satisfied, all the informant 1 to informants 15 said that they get a very satisfying service after doing the treatment from the employess and doctor at The Prime Clinic, the service from The Prime Clinic makes customer have a customer bonding,.
- Products/Treatment: Most of them said that the products they have been used and the treatment is very suits them, they feel really satisfied with the results. With the good result it boost the customer to feel happy and having a good customer bonding.
- Good reviews: They said that The Prime Clinic doing a really good job, many of the customer giving a good reviews of their clinic and it makes the customer more interest to visit their Clinic.
- Affordable price: Based on the informant's answer, The prime clinic offer a very affordable price, affordable price with a high quality result, this is also the reason why the customer not easy to move to another clinic.

- Comfortable place: The reason that makes customer feels that they have a good relationship with The Prime Clinic is also because the customer or the informants feels really comfortable when doing the treatment, the customer can enjoy and relax at the same time.
- Brand Reputation/image: The Prime clinic build a good image of their brand, they said that through all the positive experiences after doing the treatment at The Prime Clinic the customer become very trust about their brand.

The explanation above explain the most factor that influence the customer/informants to have a "customer bonding" they said that customer bonding is when the customer feel satisfied will all of their services, through the process which when the customer visit The Prime Clinic Manado, and by having a customer bonding, the awareness and relationship will comes naturally, according to the informant's answer also good experience means high interest of the brand, the more they feel satisfie, because in this research the researcher try to ask the informants with very clear question, and it proves that there is a customer bonding when customer visits The Prime Clinic, customer bonding. The customer bonding comes through the process for example, process when customer trying to do the treatment at The Prime Clinic.

## CONCLUSION AND RECOMMENDATION

Based on the data analysis and discussion, the conclusion of this research can be concluded that:

1. Customer bonding is the result of the engagement between the customer and the Clinic.
2. Customer bonding (Awareness and Relationship); comes from the customer experiences such as a good experiences, positives results, and most important it cause from the positive outcomes that the customer have been through when visit The Prime Clinic. Customer bonding can comes naturally when the customer feel happy, feel satisfied with the services.
3. All the customer aware that they have a good relationship with The Prime Clinic. Sense of satisfaction may lead customer to have a customer bonding and good relationship with The Prime Clinic.
4. The supporting factors that supports customer to aware and having a good relationship also having a customer bonding are from Good services, good products and treatment, comfortable place, affordables price, good reviews, trust on the brand, good of build a relationship, having a good relationship between the informants/customer with The Prime Clinic.

### **Recommendation**

This research has been conducted in order to explore generally about How is the customer bonding of brand attachment and how does the customer bonding influence the brand attachment. Here are some recommendations from the result:

1. For The Prime Clinic Manado: Keep maintain the quality to make the customer keep interest of their clinic.
2. For the consumer: Its good to having a good relationship or the customer bonding with The Prime Clinic Manado.
3. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research.
4. For the university, hopefully can give the students, lecturers and other parties in university to gain knowledge and additional information regarding with the current research.

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