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THE EFFECT OF SERVICE QUALITY, DISCONFIRMATION, CUSTOMER SATISFACTION ON CUSTOMER LOYALTY ON NAAVAGREEN BEAUTY CLINICSERVICES IN YOGYAKARTA

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Abstract: *This study is a quantitative study using survey methods so that the population in the study are customers who use the services of the NAAVAGREEN beauty clinic in Yogyakarta. In taking the sample using purposive sampling technique. Data collection uses a questionnaire method that has been tested for validity and reliability. This study uses a sampling technique by distributing questionnaires to take a sample of 100 people so that they can be tested for validity and reliability. The results showed that there was a positive effect of product quality on the decision to repurchase beauty products for Naavagreen customers in the city of Yogyakarta (t count = 3.560; significance value 0.000 <0.05; and regression coefficient = 0.195); (2) there is a positive effect of price perception on the decision to repurchase beauty products for Naavagreen customers in the city of Yogyakarta (t count = 2.950; significance value 0.004 <0.05; and regression coefficient of0.181); (3) there is a positive effect of service quality on the decision to repurchase beauty productsfor Naavagreen customers in the city of Yogyakarta (t count = 54.034; significance value 0.000 <0.05; and regression coefficient 0.278); and (4) there is an effect of product quality, price perception, and service quality on the decision to repurchase beauty products for Naavagreen customers in Yogyakarta City (F count = 51.377; significance = 0.000 <0.05). (3) there is a positive influence of service quality on the decision to repurchase beauty products for Naavagreen customers in the city of Yogyakarta (t count = 54.034; significance value 0.000 <0.05; and regression coefficient 0.278); and (4) there is an effect of product quality, price perception, and service quality on the decision to repurchase beauty products for Naavagreen customers in Yogyakarta City (F count = 51.377; significance = 0.000 <0.05). (3) there is a positive effect of service quality on the decision to repurchase beauty products for Naavagreen customers in the city of Yogyakarta (t count = 54.034; significance value 0.000 <0.05; and regression coefficient 0.278); and (4) there is an effect of product quality, price perception, and service quality on the decision to repurchase beauty products for Naavagreen customers in Yogyakarta City (F count = 51.377; significance = 0.000 <0.05).*

Keywords: *Quality Performance, Disconfirmation, Customer Satisfaction and Customer Loyalty.*

1. Introduction

Economic growth in the current era of globalization is increasingly rapid. It is evident from the number of companies that have been established, but that does not mean it is easy for companies to survive and even improve their companies, especially for newly established companies. One of the businesses that is increasingly in demand is a business in the service sector. According to Kotler (2005:486), service is any action or performance offered by one party to another in principle intangible (intangible) does not cause any transfer of ownership, in production it can be related or not tied to the physical product.

Services are intangible (intangibility), cannot be separated (inseparability), have variation (variability), and are not durable (perishability), (Kotler, 2007: 49), while products that have tangible (tangibility), and product durability (durability). Currently, many people, especially women, have understood the importance of maintaining beauty from the inside and outside. Ranging from teenagers to adults, women and men. Not only in dressing, but also beauty on the skin of the face and body has become a top priority in appearance. Beauty is the main key for women who can make women become more confident. Men are also not inferior to women in maintaining the health of their facial skin. Service quality is also a major factor influencing customer loyalty because customers who are satisfied with their personal values and experience a positive mood towards service will have high loyalty to the company. Customers are often disloyal due to poor service or declining service quality than expected by customers. According to Abbas, Abdullateef, and Mokhtar (2015) that failure in service will affect customer expectations.

If the customer perceives the service as bad, it will affect the company and expect the service provider to take action or compensate the customer.

the description of the background of the problem above, the authors are interested in writing this proposal with the title: "Influence Of Service Quality, Disconfirmation, Customer Satisfaction On Customer Loyalty InNaavagreen Beauty Clinic Services In Yogyakarta".

Formulation of the problem

Based on the background of the problem, the beauty clinic services offered by producers to consumers is one of the needs for women. Therefore, the formulation of the problem can be concluded as follows:

1) Does the quality of service affect customer loyalty at the Naavagreen beauty clinic in Yogyakarta?
2) Does disconfirmation affect customer loyalty of Naavagreen beauty clinic in Yogyakarta?
3) Does customer satisfaction affect the customer loyalty of Naavagreen beauty clinic in Yogyakarta?
4) Do service quality, disconfirmation and customer satisfaction simultaneously affect customer loyalty of Naavagreen beauty clinic in Yogyakarta?

Research purposes

The objectives to be achieved in this research are as follows:

a. To determine the effect of service quality on customer loyalty at the Naavagreen beauty clinic.
b. To find out the disconfirmation of customer loyalty at the Naavagreen beauty clinic.

c. To determine the effect of customer satisfaction on customer loyalty Naavagreenbeauty clinic.
d. To determine the effect of service quality, disconfirmation and customersatisfaction simultaneously on customer loyalty Naavagreen beauty clinic.

2. Research Methods

Nature of Research

This study uses quantitative research methods or surveys that follow exploratory research, identifying the main problem and key variables to build a relationship between the key variables and the main problem the nature of the relationship. Quantitative research is ideal, where data collected from most respondents is analyzed using statistical methods(Malhotra, 2010).

Place and time of research

This research was conducted in Yogyakarta, precisely at the Naavagreen Beauty Clinic Jl, Solo, Cupuwatu 2, Kalasan, Yogyakarta in November 2019.

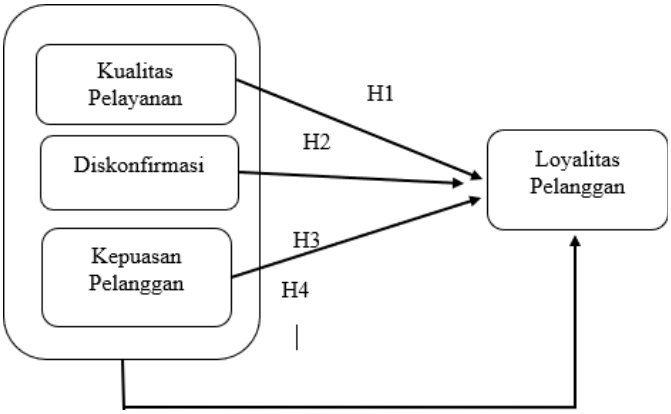
Population and Sample

The population is an area consisting of objects and subjects in the study that have certain qualities and are determined by the researcher in order to draw conclusions in the study. According to Sugiyono (2009) population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions. The population in this study were allpeople or customers who had treated and used products from the Naavagreen beauty clinicin Yogyakarta.

The sample in this study were customers who had used the products or services of the Naavagreen beauty clinic in Yogyakarta. Sampling techniques can be classified as non-probability with purposive sampling, sampling according to certain characteristics such as:

a. Respondents who have or frequently used products from the Naavagreen clinic.
b. Respondents who have purchased Naavagreen clinic services at least twice.

In this study, the authors took 100 samples to be studied in the sample population that can describe the characteristics, taking into account the characteristics and distribution of the population in order to obtain a presentative sample. The number of samples in this study was determined based on the opinion of (Hair & Anderson, 2010) who found that theappropriate sample size was between 100 to 200. And the minimum number of respondents was 100, and for this research it was 20x5=100. With the respondents who want to take 100 respondents, and just in case if there are questionnaires that are not returned until the illustrations are added 10 people so that the total number of illustrations is 110 people. This amount is considered to be sufficient to represent the population to be studied because it isin accordance with the minimum sample limit.



3. Results and Discussion

PT. Naavagreen Indonesia is one of the businesses engaged in skin care. Indonesia has a tropical climate that is easy to cause skin health problems, but on the other hand it also has a lot of richness and biodiversity contained in the motherland, which has many herbal benefits and has long been used by previous generations to treat skin until now. Entering the era of technology as it is today, it is undeniable that healthy cosmetic and care products with technological advances are needed by humans, both men and women. Living in a tropical area like Indonesia where the sun shines all day, causing the skin to be more sweaty and oily and trigger the formation of more pigment, thus allowing the occurrence of various health and beauty problems of the skin. In utilizing the old wealth and traditional ways of health and skin care of the ancestors, in Jogja on August 11, 2012, a skin beauty care center named Naavagreen Natural Skin Care was established. Naavagreen Yogyakarta was founded by Marcella Anggatama Setiawan as an effort to spread its wings in order to realize the vision as a center for skin care services with natural and quality ingredients at affordable prices.

Validity test

Validity test aims to measure whether or not a questionnaire is valid. It is said to be valid if the questions in the questionnaire are able to informsomething that the questionnaire will measure (Ghozali, 2016). The result of the calculated r spss output is 0.1793 (Junaidi, 2010) where the significance test is carried out by comparing the calculated r value and r table for degree of freedom (df) = n-2, n is the number of samples used. In this study, the number of samples was n = 100 and the calculated df was 100-2 = 98, with a df of 98 and a significance level of 5% (alpha = 0.05), obtained r table 0.169. To test whether each indicator is valid or not, it can be seen in the Cronbach Alpha output display in the Correlated Item-Total Correlation column both on the Service Quality, Disconfirmation, Customer Loyalty and Customer Satisfaction variables and then the Correlated Item-Total Correlation value is compared with the calculation results in r table0,

Service Quality Variables

The results of the validity test of the Service Quality variable can be observed from the

correlated item-total correlation value > from r table (0.169) so from 6 questions all variables are declared valid.

Table 1. Service Quality Variable Validity Test Results

Variable	Question Items	*Corrected Item-Total Correlation*	R-table	Decision
Service quality	X1.1	0.834	0.169	VALID
	X1.2	0.852	0.169	VALID
	X1.3	0.820	0.169	VALID
	X1.4	0.827	0.169	VALID
	X1.5	0.839	0.169	VALID
	X1.6	0.856	0.169	VALID

Source: SPSS 22 output primary data, 2021

Variable Disconfirmation

Disconfirmation variable validity test results can be observed from the correlated item-total correlation value > from r table (0.169) so from 5 questions all variables are declared valid.

Table 2. Disconfirmed Variable Test Results

Variable	Question Items	*Corrected Item-Total Correlation*	R-table	Decision
disconfirmation	X2.1	0.829	0.169	VALID
	X2.2	0.851	0.169	VALID
	X2.3	0.863	0.169	VALID
	X2.4	0.863	0.169	VALID
	X2.5	0.833	0.169	VALID

Source: SPSS 22 output primary data, 2021

Customer Satisfaction Variable

The results of the validity test of the Customer Satisfaction variable can be observed from the correlated item-total correlation value > from r table (0.169) so from 6 questions all variables are declared valid.

Table 3. Customer Satisfaction Variable Test Results

Variable	Question Items	*Corrected Item-Total Correlation*	R-table	Decision
Customer satisfaction	X3.1	0.870	0.169	VALID
	X3.2	0.866	0.169	VALID
	X3.3	0.885	0.169	VALID
	X3.4	0.825	0.169	VALID
	X3.5	0.878	0.169	VALID
	X3.6	0.838	0.169	VALID

Source: SPSS 22 output primary data, 2021

Customer Loyalty Variables

The results of the validity test of the Customer Loyalty variable can be observed from the correlated item-total correlation value > from r table (0.169) so from 6 questions all variables are declared valid.

Table 4. Customer Loyalty Variable Test Results

Variable	Question Items	*Corrected Item-Total Correlation*	R-table	Decision
Loyalty Customer	X4.1	0.798	0.169	VALID
	X4.2	0.787	0.169	VALID
	X4.3	0.742	0.169	VALID
	X4.4	0.876	0.169	VALID
	X4.5	0.762	0.169	VALID
	X4.6	0.839	0.169	VALID

Source: SPSS 22 output primary data, 2021

Reliability Test

Reliability test is a test to measure a questionnaire which is an indicator of a variable. The questionnaire is declared reliable if the respondents' answers to the questions are consistent from time to time. A variable is said to be reliable if the reliability test value gives Cronbach's Alpha value > 0.60(Ghozali, 2016).

The results of the reliability test in table 5 can be observed in the Cronbach's Alpha number on the variables of Service Quality, Disconfirmation, Customer Satisfaction and Customer Loyalty variable. Cronbach's Alpha number is more than 0.60 then this reliability test is declared reliable.

Table 5. Reliability Test Results Cronbach's Alpha

Variable	Cronbach's Alpha	r_{tabel}	Information
Service Quality (X1)	0.915	0.60	Reliable
Disconfirmation (X2)	0.901	0.60	Reliable
Customer Loyalty (X3)	0.929	0.60	Reliable
Customer Satisfaction (Y)	0.888	0.60	Reliable

Classic assumption test

Normality test

Normality test aims to test the independent variables both have a normal distribution or not. This normality test uses Kolmogorov-Sminov (KS). In this test, it is concluded that the data that contributes to the normal value of Asymp.Sig (2-tailed) must have a value> 0.05(Ghozali, 2016). Normality test using *Kolmogorov-Smirnov* which obtained significant results of 0.069 which is greater than the significant level of 0.05 so that it can be concluded that the normality test contributes to normal.

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	3.19887072
Most Extreme Differences	Absolute	.085
	Positive	.085
	negative	-.057
Test Statistics		.085
asymp. Sig. (2-tailed)		.069c

Source: SPSS 22 output primary data, 2021

Multicollinearity Test

The multicollinearity test aims to determine whether in a regression model there is intercorrelation or collinearity between independent variables which shows that the multicollinearity test if the VIF is below or < 10 and the Tolerance value is above > 0.1 then there is no multicollinearity. In the multicollinearity test of Service Quality, Disconfirmation and Customer Loyalty variables, each variable has a tolerance value of 0.853, 0.280 and 0.261 > 0.1 and a VIF value of 1.172, 3.570 and 3.828 < 10. From these results, it can be seen that the Service Quality variable, Disconfirmation and Customer Loyalty obtained results that the data said there were no symptoms of multicollinearity.

Table 7. Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Service Quality (X1)	0.853	1.172	Multicollinearity Free
Disconfirmation (X2)	0.280	3,570	Multicollinearity Free
Customer Loyalty (X3)	0.261	3.828	Multicollinearity Free

Source: SPSS 22 output primary data, 2021

Multiple Regression Analysis

This analysis is used to measure the effect of the independent variables Service Quality, Disconfirmation, and Customer Satisfaction on the dependent variable of Customer Loyalty. according to (Asra et al., 2017) multiple regression test is a statistical technique that studies the relationship between a dependent variable (dependent) and the independent variable (independent). by using the formula:

The results of the calculation on the multiple regression test

then: Y= 0.161 X1 + 0.351 X2+ 0.372 X3 + e

Information:

Y : Customer Loyalty
X1 : Service quality
X2 : Disconfirmation
X3 : Customer Satisfaction

The regression equation has the following explanation:

a. This equation shows that every time the increase in Service Quality will be followed by an increase in Customer Loyalty of 0.161 if other variables are assumed to be constant. The more Service Quality, the better Customer Loyalty.
b. Any increase in Disconfirmation will be followed by an increase in Customer Loyalty of 0.351 if other variables are assumed to be constant. The more disconfirmations, the

better the customer loyalty.

c. Every time there is an increase in Customer Satisfaction, it will be followed by an increase in Customer Loyalty of 0.372 if other variables are assumed to be constant. The more customer satisfaction, the better customer loyalty.

Table 8. Multiple Regression Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.434	1.302		3.405	.001
	Service Quality (X1)	.146	.064	.161	2.263	.026
	Disconfirmation (X2)	.385	.136	.351	2.828	.006
	Customer Satisfaction (X3)	.318	.110	.372	2.897	.005

a. Dependent Variable: Customer Loyalty (Y)

Source: SPSS 22 output primary data, 2021

F Uji test

According to (Ghozali, 2016) the F statistical test basically displays all independent variables, then is included in a model that has a joint or simultaneous influence on the dependent variable together or simultaneously on the dependent variable. The F test is tried by equating the F values together or simultaneously on the dependent variable. The F test is carried out by comparing the calculated F value with the F table and seeing a significance value of 0.05 in the following way:

1. If F count > F table or probability < significant value (Sig < 0.05) then the research model can be used
2. If F count < F table or probability > significant value (Sig > 0.05) then the research model cannot be used.

Table 9. F Simultaneous Test Results

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1434,115	3	478,038	45.301	.000b
	Residual	1013.045	96	10,553		
	Total	2447160	99			

a. Dependent Variable: Customer Loyalty (Y)

b. Predictors: (Constant), Customer Satisfaction (X3), Service Quality (X1), Disconfirmation (X2)

Source: SPSS 22 output primary data, 2021

The results of the F test (simultaneous) that the F count is 45,301 and > from the F table is 2.70 along with the numbers on the significance with a value of 0.000 which means <0.05 so it can be concluded that the variables of Service Quality, Disconfirmation and Customer Satisfaction are simultaneously (Simultaneous) has a significant effect on the Customer Loyalty variable.

T Uji test

used to determine how far the influence of one independent variable individually in explaining the dependent variable (Ghozali, 2016). The basis for decision making in the T test are:

1) If the calculated T value is smaller than the t-table and has a significance > 0.05, then H0 is accepted and H1 is rejected.
2) If the calculated T value is greater than t-table and has a significance <0.05, then H0 is rejected and H1 is accepted.

Here are the results of each variable:

H1. The influence of service quality variable (X1) on Customer Loyalty (Y)

Hypothesis

Ho1 : b = 0 : The regression coefficient is not significant

Ha1 : b 0 : Significant regression coefficient

Table 10. t . Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.434	1.302		3.405	.001
	Service Quality (X1)	.146	.064	.161	2.263	.026
	Disconfirmation (X2)	.385	.136	.351	2.828	.006
	Customer Satisfaction (X3)	.318	.110	.372	2.897	.005

a. Dependent Variable: Customer Loyalty (Y)

Shows that the service quality variable t count is2.263 > from t table 1.660 which means that the service quality variable has and has a positive effect on customer loyalty, and has a significant number of 0.026 < from 0.05 shows a significant level, which means Ho1 is rejected and Ha1 is accepted.

H2. The effect of the disconfirmation variable (X2) on customer loyalty (Y)
Hypothesis
Ho2 : b = 0 : The regression coefficient is not significant
Ha2 : b 0 : Significant regression coefficient

Shows that the disconfirmation variable t count is 2.828 > from t table 1.660 which means that the disconfirmation variable has and has a positive effect on customer loyalty, and has a significant number of 0.006 < from 0.05 indicating a significant level, which means Ho2 is rejected and Ha2 is accepted.

H3. The influence of customer satisfaction variable (X3) on customer loyalty (Y)
Hypothesis
Ho3 : b = 0 : The regression coefficient is not significant
Ha3 : b 0 : Significant regression coefficient

Shows that the customer satisfaction variable t count is 2.897 > from t table 1.660 which means that the customer satisfaction variable has and has a positive effect on customer loyalty, and has a significant number of 0.005 < from 0.05 indicating a significant level, which means Ho3 is rejected and Ha3 is accepted.

Coefficient of Determination Test ($R^{2)}$

The coefficient of determination test (R2) is used to measure how big the contribution of the X variable to the rise and fall of the Y variable is.The adjusted R^2 value can increase or decrease if the number of independent variables is added to the model (Ghozali, 2002: 45). The value of R^2 indicates how much the regression model is able to explain the dependent variable. R^2 or coefficient of determination, meaning the influence of the independent variables X1, X2, X3, together on the dependent variable Y.

Table 11. Coefficient of Determination Test Results (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766a	.586	.573	3.24847

a. Predictors: (Constant), Customer Satisfaction (X3), Service Quality (X1), Disconfirmation (X2)

The results of the coefficient of determination (R2 .)) represents the amount*Adjusted R Square*of 0.573, which can be concluded that the ups and downs of service quality, disconfirmation and customer satisfaction variables can explain the rise and fall of the customer loyalty variable by 57.3% with the difference of 42.7% caused by other variables not included in this research model.

4. Conclusion

Based on the results of research that has been done regarding the effect of service quality and disconfirmation on customer loyalty mediated by customer satisfaction at the

Naavagreen Beauty Clinic in Yogyakarta, conclusions can be drawn showing that:

1. *Service quality*which has a positive effect on customer loyalty, which means that the higher the service quality, the higher the level of customer loyalty who use the services of the Naavagren beauty clinic in Yogyakarta. This is evidenced by the t value of2.263 which has a significant number of 0.026 < from 0.05 and regression coefficient of 0.146.
2. *Disconfirmation*which has a positive effect on customer loyalty, which means the higher the disconfirmation, the higher the level of customer loyalty for customers who use the services of the Naavagreen beauty clinic in Yogyakarta. This is evidenced by the t arithmetic value of 2.828 > from t table 1.660 which has a significant number of 0.006 < 0.05 and a regression coefficient of 0.385.
3. *Satisfaction*which has a positive effect on customer loyalty, which means the higher the satisfaction, the higher the level of customer loyalty for customers who use the services of the Naavagreen beauty clinic in Yogyakarta. This is evidenced by the t-count value of 2.897 > from t-table 1.660 which has a significant number of 0.005 <0.05 and a regression coefficient of 0.318.

5. Suggestion

From the results of this study, the researchers gave and submitted suggestions to the company and further research as follows:

1. For Companies.

   Based on the results of the research, discussion, and conclusions obtained, the following suggestions can be given:

   a. Based on the results of the study, it is known that the service quality variable which is located on the indicator "Naavagreen therapist's treatment time is in accordance with the specified time" with the lowest mean score (2.63), it is expected that the therapist of Naavagreen Beauty Clinic to be more responsive in providing services, so that it is expected to increase customer loyalty.
   b. Based on the results of the study, it is known that the disconfirmation variable which is located on the indicator "the therapist performs treatment faster than I expected" with the lowest mean score (2.8), it is hoped that the therapist of Naavareen Beauty Clinic can care more about customer needs, provide the therapist with the right time. time and maximum so that there is no shortage and excess of time so that it is expected to increase customer loyalty.
   c. Based on the results of the study, it is known that the customer satisfaction variable which lies in the indicator "Naavagreen beauty clinic employees are fast in providing services" with the lowest mean score (2.76), it is expected that the Naavareen Beauty

Clinic therapists to pay attention to customer friendliness, do not procrastinate waiting time for a doctor's consultation, so that it is expected to increase customer loyalty.

d. Based on the results of the study, it is known that the customer loyalty variable which is located on the indicator "I visited the Naavagreen beauty clinic not only in the city of Yogyakarta, but also outside the city" with the lowest mean score (2.86), it is hoped that Naavagreen Beauty Clinic can expand its clinic network. inside and outside the city by adapting to the lifestyle of today's people and cooperating with other companies, with the aim that customers can reach Naavagreen Beauty Clinics in various regions so as to increase customer loyalty.

2. For Further Researchers

Further researchers can develop this research by using other methods in their research such as examining disconfirmation, customer satisfaction, service quality to customer loyalty, for example using the approach method through in-depth interviews with respondents, this aims so that the information obtained can be more accurate and varied than a questionnaire. Further researchers can also add other factors that influence customer loyalty, for example: product and service differentiation, location, brand image and promotion in order to complete this research.

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