The Influence of Community Bonding and Advocacy Bonding on Repurchase Interest of Parepare Beauty Clinic Doc Customers

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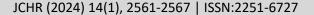| KEYWORDS	
Customer Bonding, Repurchase Intention	**ABSTRACT:** **Introduction**: The aesthetic industry in Indonesia is very broad and promising with promising market share growth. The more aesthetic service clinics there are, the more selective consumers will be in choosing beauty treatment places which can certainly attract consumers with the superior products they offer. This is the challenge for companies, where companies need to understand consumer behavior in order to maintain consumers and business existence. **Objectives**: This research aims to analyze the influenceCommunity Bonding and Advocacy Bonding Regarding the Repurchase Interest of Beauty Clinic Doc Customers. **Methods**: This type of research is observational with a cross sectional study design. The population of this research was 1,085 customers and the sample was 186 customers selected purposively. The collected data was analyzed using multiple linear regression tests. **Results**: The research results showed that the majority of respondents were female (77.4%). The results of partial multiple linear regression analysis show that there is no influence of community type (p=381) and advocacy (p=0.766) on repurchase intention. The Customer Bonding variable simultaneously influences repurchase interest (F=0.000). The resulting coefficient of determination is 85.6%. **Conclusions**: The conclusion is that community and advocacy factors do not influence repurchase interest.

1. Introduction

Beauty treatments and cosmetics have become part of everyday life and have also become a basic need to increase self-confidence. Consumer behavior like this causes a widespread need for beauty among society, both in big cities and small towns. The increasing public need for beauty has had a big influence on the increasing development of beauty service clinics. The more beauty service clinics there are, the more selective consumers will be in choosing beauty treatment places which can certainly attract consumers with the superior products they offer. In South Sulawesi Province itself, there are many beauty clinics that offer satisfactory results, thus causing increased competition in the beauty business itself in terms of attracting consumers' interest in using the beauty services they offer, including the Doc Beauty Clinic. Doc Beauty Clinic provides various kinds of facial and body skin treatments that can meet various consumer needs depending on the complaints and facial conditions of each consumer. With new management, Doc Beauty Clinic is trying to improve health services, especially in the field of beauty, optimally for the community.

There are various strategies or ways to maintain long-term relationships with customers, strategies that not only try to satisfy customers but can also maintain relationships so that customers do not turn to other companies. A strategy like this is known as a customer bonding strategy. According to (Huda M, 2020:244) customer bonding is "all marketing activities to bind customers that the product offered or consumed is the only solution that customers need so that customers do not migrate to other products". This type of Community and Advocacy Bonding is a type of customer bonding.

Repurchase intention is closely related to customer satisfaction. This statement is in accordance with research conducted by Simanjuntak (2020) with the results that customer satisfaction has an influence of

around 51.4% on consumer repurchase interest. With the same variables, research was also conducted by Tufahati et al., (2021) and provided results that customer satisfaction had a positive effect on repurchase intention. Customer satisfaction is of course a concern for companies. Customer satisfaction is a feeling that arises after comparing expectations with the results of the product they use, whether it is feeling disappointed or happy (Kotler & Keller, 2016; Simanjuntak, 2020).

Repurchase interest, which is one of the company's goals to maximize sales value, will increase if customers are satisfied with the products/services offered (Tjiptono, 2008). The higher the customer satisfaction, the higher their repeat purchase interest. To create interest in repurchasing, companies must have the most appropriate marketing strategy according to the company's conditions and the business climate it is facing.

According to Cross & Smith (2007), Customer appeal consists of five important indicators. The first is awareness, identity, relationship, community and advocacy bonding. Community bonding, this stage aims to bind customers in a community to ensure the continuity of the consumer's relationship with the company, for example the company forms a group to make it easier for consumers to get information and communicate, this is what Doc's Beauty Clinic has not done so consumers still lack information The latest regarding clinics, currently information is spread only through Instagram, family or other people (word of mouth). Advocacy bonding, at this stage the customer of their own accord becomes a marketer in marketing the clinic to other people. If you look at the customer bonding strategy that has been implemented by Doc Beauty Clinic, it can be said that it is still not successful in binding customers, this can affect customers' repurchase interest so that customers are vulnerable to being attracted to other clinics' services/products.

Based on preliminary data obtained, the number of repurchases for the last three years at Doc Beauty Clinic Makassar and Parepare has continued to decline. At the Doc Makassar Beauty Clinic, data on customers who made repeat purchases in 2020 was 1053 customers, in 2021 there were 852 customers and in 2022 there were 602 customers. Meanwhile, data on customers who made repeat purchases at the Doc Parepare Beauty Clinic in 2020 included 550 customers, in 2021 there were 452 customers and in 2022 there were 398 customers. From this data, it is clear that Doc Beauty Clinic customers

who are registered as regular customers are decreasing every year. In this case, customer repurchase interest is still considered low. This is the challenge for companies, where companies need to understand consumer behavior in order to maintain consumers and business existence. Based on the background and phenomena above, the author is interested in conducting research with the title "The Influence of Community Bonding and Advocacy Bonding on the Repurchase Interest of Beauty Clinic Doc Customers".

2. Objectives

This research aims to analyze the influenceCommunity Bonding and Advocacy Bonding Regarding the Repurchase Interest of Beauty Clinic Doc Customers.

3. Methods

This type of research is observational with a cross sectional study design. The population of this research was 1,085 customers and the sample was 186 customers selected purposively. The collected data was analyzed using multiple linear regression tests.

4. Results

Respondent characteristics are part of the characteristics inherent in the respondent, which include age group, gender, highest level of education and occupation.

Table 1. Distribution of Respondent Characteristics Based on Gender at DOC Aesthetic Clinic Pare Pare.

Gender	n	%
Man	18	22.5
Woman	62	77.5
Total	80	100.0

Based on **Table 1,** it is known that the number of respondents at the DOC Aesthetic Clinic Pare Pare was 18 male respondents (22.5%) and 62 female respondents (77.5%).
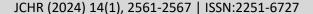
Table 2. Distribution of Respondent Characteristics Based on Gender at DOC Aesthetic Clinic Makassar

Gender	n	%
Man	20	22.7
Woman	68	77.3
Total	88	100.0

Based on **Table 2,** it is known that the number of respondents at DOC Aesthetic Clinic Makassar was 22.7 male respondents (22.7%) and 68 (77.3%) female respondents.

DESCRIPTION OF RESEARCH RESULTS
a. Customer Bonding Variable (X)

The customer bonding variable (X) is described in 2 indicators, namely community bonding and advocacy bonding. The respondents' responses are as follows:
Community Bonding (Community Bonding)

Table 3. Distribution of Respondents Based on Community Bonding at DOC Aesthetic Clinic

Community Bonding	Frequency	
	n	%
Tall	72	90.0
Low	8	10.0
Total	**80**	**100.0**

Based on **table 3,** it is known that out of 80 respondents, 72 respondents (90%) said they were high on the community bonding variable, while 8 respondents (10%) said they were low on the community bonding variable at DOC Aesthetic Clinic Pare Pare.

Advocacy Bonding (Reference Bonding)

Table 4. Distribution of Respondents Based on Advocacy Bonding at DOC Aesthetic Clinic

Advocacy Bonding	Frequency	
	n	%
Tall	73	91.3
Low	7	8.8
Total	**80**	**100**

Based on **table 4**, it is known that out of 80 respondents, 73 respondents (91.3%) said they were high on the advocacy bonding variable (reference binding) while 7 respondents (8.8%) said they were low on the advocacy bonding variable (reference binding) at DOC Aesthetic Clinic Pare Pare.

b. Repurchase Interest (Y)

Table 5. Distribution of Respondents Based on Repurchase Interest at DOC Aesthetic Clinic

Repurchase Interest	Frequency	
	n	%
Tall	76	95.0
Low	4	5.0
Total	**80**	**100.0**

Based on **table 5**, it is known that out of 80 respondents, 76 respondents (95%) said they were high on the customer satisfaction variable, while 4 respondents (5%) said they were low on the customer satisfaction variable at DOC Aesthetic Clinic Pare Pare.

Validity and Reality Test of DOC Aesthetic Clinic Pare Pare

1. Validity Test of DOC Aesthetic Clinic Parepare
a) Customer Bonding Validity Test (X)

The validity test for the customer bonding variable instrument (X) uses an r table of 0.2199 with a total of 80 respondents, so the statement on this variable will be valid if the r count is > 0.2199. The results of the validity test of the customer bonding perception variable are presented in table 5.6.
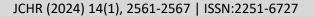
Table 6. Customer Validity Test Results Bonding (X)

Pertanyaan	rhitung	rtabel	Ket	Nilai Signifikansi < 0.05
1	0.535	0.2199	VALID	0.000
2	0.441	0.2199	VALID	0.000
3	0.440	0.2199	VALID	0.000
4	0.558	0.2199	VALID	0.000
5	0.478	0.2199	VALID	0.000
6	0.358	0.2199	VALID	0.000
7	0.492	0.2199	VALID	0.000
8	0.533	0.2199	VALID	0.000
9	0.665	0.2199	VALID	0.000
10	0.478	0.2199	VALID	0.000
11	0.771	0.2199	VALID	0.000
12	0.231	0.2199	VALID	0.000
13	0.536	0.2199	VALID	0.039
14	0.501	0.2199	VALID	0.000
15	0.522	0.2199	VALID	0.000
16	0.567	0.2199	VALID	0.000
17	0.713	0.2199	VALID	0.000
18	0.421	0.2199	VALID	0.000
19	0.569	0.2199	VALID	0.004
20	0.697	0.2199	VALID	0.000
21	0.150	0.2199	TIDAK VALID	0.183
22	0.421	0.2199	VALID	0.000
23	0.891	0.2199	VALID	0.000
24	0.776	0.2199	VALID	0.000
25	0.854	0.2199	TIDAK VALID	0.000

Table 6. shows that 24 instrument items are valid, and one of them is invalid because the calculated R value for each item is > 0.2199 so that these 24 instruments can be used as a measuring tool for the customer bonding repurchase interest variable (X).

b) Test the Validity of Repurchase Intention (Y)

The validity test for the Repurchase Interest (Y) variable instrument uses an r table of 0.2199 with a total of 80 respondents, so the statement on this variable will be valid if the r count is > 0.2199. The results of the validity test of the Repurchase Intention variable are presented in table 7.

Table 7. shows that the 5 instrument items are valid, because the calculated R value for each item is > 0.2199 so that the 5 instruments can be used as a measuring tool for the repurchase interest variable (Y).

Pertanyaan	rhitung	rtabel	keterangan	Nilai Signifikansi < 0.05
1	0.693	0.2199	VALID	0.000
2	0.526	0.2199	VALID	0.000
3	0.443	0.2199	VALID	0.000
4	0.794	0.2199	VALID	0.000
5	0.898	0.2199	VALID	0.000

Reliability of DOC Aesthetic Clinic

a) Customer Bonding Reliability Test (X)

Table 8. Customer Bonding Reliability Test Results (X).

Reliability Statistics	
Cronbach's Alpha	Number of Questions
,925	25

Based on the data presented in table 5.7, it can be seen that the reliability coefficient value for the 25 statement items for the customer bonding variable (X) is 0.925. This result is greater than 0.6 so it can be concluded that the 25 customer bonding variable statement items in this study are reliable.

b) Reliability Test of Repurchase Interest (Y)

Table 9. ReliabilityTest Results for Repurchase Intention (Y)

Reliability Statistics	
Cronbach's Alpha	Number of Questions
,720	5

Based on the data presented in **table 9**, it can be seen that the reliability coefficient value for the 5 statement items for the customer satisfaction variable (Z) is 0.720. This result is greater than 0.6 so it can be concluded that the 5 items stating the repurchase interest variable in this study are reliable.

DOC Aesthetic Clinic Multiple Linear Regression Test

Customer Bonding Variables on Intention to Revisit

Table 10 Results of Multiple Linear Regression Analysis

	Nilai β	t	P=0,05
(Constant)	.174	1.953	.055
Community	-.013	-.127	.899
Advocacy	.042	.482	.631

Based on **table 10,** it shows that the constant value ($\dot{\alpha}$ value) is 0.187, while awareness (β value) is 0.028, identity (β value) is 0.235, relationship (β value) is 0.022, In table 5.42, it can be concluded that the repurchase interest variable is influenced by several variables used in the research, so that an equation is formed as follows:

Repurchase Interest = 0.187 + 0.028 + 0.235 + 0.022 + 0.218 + 0.335. Which mean :

1. The constant value of repurchase interest is 0.187, which states that if the variables awareness, identity, relationship, community and advocacy are equal to zero, namely the value of β, awareness, identity, relationship, then repurchase interest is 2,626

2. A community coefficient of 0.218 means that every time there is an increase in the variable (β value) by 1%, repurchase interest increases by 0.013 or vice versa, every time there is a decrease in community (β value) by 1%, repurchase interest decreases by 0.218 (21.8%)

3. An advocacy coefficient of 0.335 means that every time there is an increase in the variable (β value) by 1%, interest in repurchase increases by 0.335 or vice versa, every time there is a decrease in advocacy (value β) by 1%, interest in repurchase decreases by 0.335 (35.5%) .

Test of the Coefficient of Determination of Customer Bonding on Intention to Return

The coefficient of determination measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination produced in the research is based on the results of the analysis of the coefficient of determination. It can be seen that the R^2 value is 0.856. This means that 85.6% of the variation in repurchase interest can be explained by variations in the five independent variables while the remainder is (100% -85.6). %=14.4%) explained by other causes outside the model.

Simultaneous Significance Test (F Test) DOC Aesthetic Clinic

Customer Bonding F Test on Intention to Return

The F test shows whether all the independent variables included in the model have a simultaneous (together) influence on the dependent variable. The hypothesis is accepted if the significance level is $< \alpha$ (0.05), then the independent variables jointly influence the dependent variable.

Based on the simultaneous significance test, the independent variables community and advocacy influence repurchase interest with a value of p = 0.00, where the significance value is smaller than the value of p = 0.05.

Significance Test of Partial Effects (T Test) DOC Aesthetic Clinic

Customer Bonding T Test on Intention to Return

The t test shows how much influence an independent variable individually has in explaining variations in the dependent variable. Based on table 5.42, it can be used to find out whether the independent variable has a significant effect on the dependent variable. The following explains the results of the t test calculation for each variable:

1) Community Variable

The results of the partial influence significance test (t test) on the workload variable produced a significance of 0.889. This significance level is greater than 0.05, so it can be seen that the hypothesis which states that community has an influence on customer satisfaction cannot be accepted.

2) Advocacy Variable

The results of the partial influence significance test (t test) on the workload variable produced a significance of 0.631. This significance level is greater than 0.05, so it can be seen that the hypothesis which states that advocacy has an effect on customer satisfaction cannot be accepted.

5. Discussion

The Influence of Customer Bonding Community on Repurchase Intention

Community bonding is a process where interaction is no longer limited between clinics and customers, but also between customers and customers. Community bonding contains how the clinic supports an activity, seeks benefits from the community and seeks satisfaction.

Customers can communicate with DOC Clinic employees not only at the clinic but can also communicate via social media such as the WhatsApp group. Customers agreed with this statement as many as 90 (53.6%) respondents and disagreed with this statement as many as 14 (8.3%) respondents.

Having a group between customers and DOC Clinic employees can make it easier for customers to get information conveyed by DOC Clinic employees. Respondents who said they agreed with this statement were 90 (53.6%) respondents and 1 (0.6%) respondent disagreed with this statement.

Apart from that, customers also get benefits from the members they have. Customers get a discount from the previous price for every major holiday specified at the DOC Clinic. 81 (48.2%) respondents agreed with this statement and 15 (8.9%) respondents disagreed.

This is in accordance with the statement by Richard Cross and Janet Smith (1995) in Hasan (2008:98), that adding structural ties and treating customers as partners

through personalization and individualization such as membership can increase customer loyalty. Nurbiyati (1998:131) also said that building bridges through partnerships with loyal consumers by providing rewards and incentives will further increase their loyalty to the product.

The Influence of Customer Bonding Advocacy on Repurchase Intention

Advocacy bonding is the highest level in the consumer bonding process. The company is no longer directly involved, but at the will of consumers themselves, marketing for the company is carried out, namely through word of mouth advertising. Consumers who are satisfied, like and are proud of a brand automatically become marketers for that brand.

Based on the service provided by employees to customers, it can have a positive effect on DOC Clinic where customers recommend DOC Clinic to other people to carry out treatment at the clinic. This statement was agreed with by 112 respondents (66.7%) and 14 (8.3%) quite agreed, this is because customers consider this a sensitive matter because it concerns facial care.

Excellent service is able to make customers always say good things about DOC Clinic to other people so that they carry out the same treatment at the place where the customer received treatment. A total of 112 (66.7%) respondents agreed with this statement

Customers continue to convince other people to undergo treatment at DOC Clinic because they see the results of changes in their bodies after undergoing treatment at DOC Clinic. Respondents said they agreed with this statement as many as 82 (48.5) respondents

Apart from recommending to other people, customers also recommend to their closest family to have the same treatment at DOC Clinic. A total of 72 (42.9%) agreed with this statement.

As technology continues to develop, customers also always provide suggestions and criticism to DOC Clinic for the progress of the customer care center. A total of 64 (38.1%) agreed with this statement and 62 (36.9%) strongly agreed.

This research is in line with research (Mizana 2010) which states that satisfaction and repurchase interest cannot be separated because they are interrelated.

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