

**THE INFLUENCE OF PROMOTION MIX AND PROFESSIONALISM ON PURCHASING DECISIONS AND CUSTOMER SATISFACTION THROUGH TRUST MEDIATION AT THE DEL' AMOUR BEAUTY CLINIC IN YOGJAKARTA**

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**ABSTRACT**

The development of Indonesian women's interest in looking beautiful continues to increase along with advances in technology and aesthetic trends. Thus, the beauty clinic industry has grown in many big cities in Indonesia, especially in Yogyakarta. This study aims to determine the effect of promotion mix and professionalism on purchasing decisions and customer satisfaction through trust mediation at the Del' Amour beauty clinic in Yogyakarta. The study used incidental sampling of customers who received treatment at the clinic using a questionnaire according to the Roscoe method of 150 respondents. The results of the study show that the promotion mix has a significant positive direct effect on trust and purchase decisions, as well as professionalism which has a significant positive effect on trust and customer satisfaction. The trust variable is proven to be a mediating/full mediation variable between professionalism towards purchasing decisions and customer satisfaction. And it is not proven that trust is a mediating variable between promotion mix on purchasing decisions and customer satisfaction (only as part mediation).

**Keyword** : Promotion Mix; Professionalism; Purchase Decision; Customer Satisfaction; Trust; Beauty clinic

## INTRODUCTION

Everyone desires a beautiful and attractive appearance, not only women, but also men. The increasing public need for beauty care services today has led to the proliferation of facilities/clinics that provide various services in the field of beauty/aesthetics.

Beauty care has become a need that is considered important for some people, especially women. This phenomenon supports the emergence of many facial beauty skin care clinics that offer products and services to meet the beauty and facial skin care needs of women. This is in line with the growth of the beauty clinic industry in various places in Indonesia.



**Figure 1. Growth of Beauty Clinics vs Interest in Facial Treatments in Yogyakarta in the Last 5 years (Source: Google Trends, 2023)**

If you look at graph 1, the growth of beauty clinics in Yogyakarta in the last 5 years (2018 – 2023) has decreased (blue graph), with an average decrease of 6% every week. Meanwhile, Yogyakarta women's interest in carrying out facial treatments (brown graph) has increased by an average of 37% every week (Source, Google Trends, 2023). This decline in the growth of beauty clinics could also be due to the lack of enthusiasm for the growth of the beauty industry in 2018-2020 in Yogyakarta and the restrictions on access due to Covid-19 in 2020-2021 (Kompasiana, 2021).

Revenue in the Personal Care Beauty Industry reached US\$ 7.23 billion or Rp. 111.83 trillion (with a 1-dollar exchange rate of IDR 15,467.5) in 2022. The beauty industry market is expected to grow annually by 5.81% (CAGR / Compound Annual Growth Rate or mixed annual growth rate from 2022-2027) , (Source Statistics, 2022).

Women are willing to pay a lot of money for beauty treatments. Nowadays, many men also pay attention to the health of their facial skin by taking care of their facial skin and visiting facial skin care beauty clinics. This consumer behavior causes the need for facial skin beauty to become increasingly widespread among groups of people, especially those who pay attention to the appearance and beauty of facial skin and make purchasing decisions at beauty clinics. Seeing this reality, many facial skin care beauty clinic services have emerged that offer various kinds of facial, hair and body treatments (Kamiluddin, 2020). Based on the phenomena and data above, researchers conducted research at one of the beauty clinics in Yogyakarta which was just launched in July 2022, namely Del' Amour Aesthetic Clinic, located on Jalan Afandi no 151 A, Gejayan, Yogyakarta.

The results of research by Mahardhika M. and Arintowati D. (2021), promotions using social media and word of mouth marketing have an influence on purchasing decisions for beauty clinic services, both partially and simultaneously. Tirtayasa et al., (2021), purchasing decisions have a positive influence on customer satisfaction. Likewise, mix promotion, namely advertising, personal sales, sales promotion, public relations and direct marketing, is quite good and significant, increasing patient decisions to choose health services, according to research by Wahyuni E., Muchlis A., and Amelia R., (2020).

Based on the research results of Faisal Marzuki in Kamiluddin (2020), there is a positive influence between professionalism on customer loyalty and customer satisfaction. The professionalism expected is to have competence, expertise, social responsibility and the ability to work together.

The results of research by Hasyim (2013) show that consumer trust is a key factor that mediates the influence of perceived value and company reputation variables on consumer commitment in making purchasing decisions.

This research will test the influence of promotion mix, professionalism and the mediating variable trust on purchasing decisions and customer satisfaction at the Del' Amour beauty clinic. Promotion mix includes advertising. sales promotion, events and experience, public relations and publicity. To improve customer

purchasing decisions, Del' Amour beauty clinic maintains and improves the professionalism of its medical services, by providing internal/external courses to all nurses who have registered, so that they continue to provide quality service and satisfaction. best for all customers.

## LITERATURE REVIEW

### Buying decision

Purchasing decisions are a determination of what consumers will buy or not, decisions are based on the results obtained from activities or activities before purchasing. Purchasing decisions are one part of consumer behavior. Consumer behavior is actions that are directly involved in efforts to obtain, determine products and services, including the decision-making process that precedes and follows these actions (Tjiptono, 2019). Purchasing decisions are an integrated process carried out to combine knowledge to evaluate two or more alternatives and choose one of them, so that purchasing decisions can be interpreted as determining choices by consumers of two or more options to meet their needs (Peter and Olson in Mahendrayasa et al. . al., 2014). A purchasing decision made by a consumer is a collection of a number of decision stages (Nugraha et. al., 2015). So, consumers decide to buy or use a product or service after they evaluate or sort through various alternative choices. Next they make a decision after eliminating several other decisions.

### Customer satisfaction

Customer satisfaction has become a central concept in business and management discourse. Customers are the main focus in discussions regarding satisfaction and service quality. Therefore, customers play an important role in measuring satisfaction with the products and services provided by the company.

Kotler and Keller (2016), define customer satisfaction: "A person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in mind against the expected performance (or results). If performance falls below expectations, customers are dissatisfied. If performance meets customer expectations, they are satisfied, very satisfied or happy. From the definition above, it can be concluded that customer satisfaction is reviewed from the customer side, namely what customers feel about the services provided compared to what they want. Meanwhile, the definition of customer satisfaction according to Rangkuti (2015): "What is meant by customer satisfaction is the difference between the level of interest and performance or perceived results." Customers will feel satisfied if the customer's wishes have been fulfilled by the company as expected. With the added value of a product, customers become more satisfied and the possibility of being a customer of that product for a long time will be very large.

### Promotion Mix

Kotler and Keller (2016) state that promotion mix or what is known as marketing communication mix is a form of marketing communication that companies use to build relationships with consumers and in the next stage can strengthen loyalty when a purchase has occurred so that it can encourage sales. The promotional mix is used to develop and penetrate the market, build the company's image, increase and stabilize sales.

According to Kotler and Keller (2016), the promotion mix has eight elements, namely:

(1). Advertising, (2). Sales Promotion, (3). Events and Experiences, (4). Public Relations and Publicity, (5). Online Marketing, (6). Mobile Marketing, (7). Direct Marketing, (8). Personal Selling.

### Professionalism

Based on the research results of Faisal Marzuki in Kamiluddin (2020), there is a positive influence between professionalism on customer loyalty and customer satisfaction. The professionalism expected is to have competence, expertise, social responsibility and the ability to work together.

Yayi et al., (2015) stated that general practitioners/specialist doctors who provide services at beauty clinics must refer to the regulations/guidelines for organizing beauty clinics so as to create a sense of consumer trust and not cause disputes in the future.

Purnamasari et al., (2015) professionalism is the main competency that a doctor must master. Aesthetic doctors who serve patients at beauty clinics have attended aesthetic training and seminars. Some doctors have continued their aesthetic or anti-aging education at certain universities so that the expertise they gain increases the level of trust in medical services and procedures for aesthetic clinic customers. Treatment at facial skin beauty clinics for medical procedures is carried out by medical experts (doctors). For milder cases such as facials and administering anti-acne medication or skin brightening medication, this is done by a beautician under the supervision of a doctor.

### Trust

Beliefs are descriptive thoughts held by someone about something. Trust arises from repeated perceptions, and learning and experience. Trust is a key variable in developing a strong desire to maintain a long-term relationship.

To be able to maintain customer loyalty, companies do not only rely on satisfaction felt by customers, but more than that, trust is a key intermediary in building successful exchange relationships to build high customer loyalty.

According to Sahangamu, et al., (2015) trust in a company, consumers will tend to enjoy existing services more, trust creates a sustainable service relationship and a sustainable service relationship accompanied by service quality gives rise to a sense of satisfaction from consumers towards a product or service provider the. Trust is defined as a perception of reliability from a consumer's perspective based on experience, or more on a sequence of transactions or interactions characterized by the fulfillment of expectations regarding product performance and satisfaction. For individuals, the process of creating brand trust is based on their experience with the brand. Experience with the brand will be a source for consumers to create a sense of trust in the brand and this experience will influence consumer evaluations in consumption, use or satisfaction in direct and indirect contact with the brand. Trust is the strength of belief that a product has certain attributes (Sumarwan, 2014). Consumers will express confidence in the various attributes of a brand and product being evaluated. Morgan and Hunt (1994) state that trust only exists when one party has confidence in the reliability and integrity of the person they trust.

### **Relationship between variables**

#### **Effect of Promotion Mix on Trust (H1)**

Trust is generally seen as a fundamental element for the success of relationship marketing and promotion mix. Without trust, a relationship will not last in the long term. Trust is a positive expectation that another party will not take the opportunity to hurt another party (Robbins and Judge, 2014).

#### **The Influence of Professionalism on Trust (H2)**

The professionalism of aesthetic doctors and their expertise can increase the level of trust in services and medical procedures for aesthetic clinic customers (Purnamasari et al., 2015).

#### **The Influence of Trust on Purchasing Decisions (H3)**

Research results of Nurmanah I. and Nugroho ES. (2021), shows that consumer trust partially influences purchasing decisions, as well as service quality partially influences purchasing decisions. And simultaneously consumer trust and service quality are believed to influence purchasing decisions.

#### **The influence of Trust on customer satisfaction (H4)**

A high level of satisfaction will increase customer trust in the company (Soegoto and Supandi A., 2013).

#### **The Effect of Promotion Mix on Purchasing Decisions (H5)**

Mix promotion, namely advertising, personal selling, sales promotion, public relations, and marketing directly classified as quite good and significant, apart from that the promotional mix is an important element that is carried out to improve patient decisions to choose health services (Wahyuni E., Muchlis A., and Amelia R., 2020).

#### **The Influence of Professionalism on Purchasing Decisions (H6)**

Professionalism has a positive influence on purchasing decisions. Consumer attitude is one of the important factors that influences purchasing decisions (Rahmawati, Anisa S. and Widiyanto I., 2013).

#### **The Influence of Purchasing Decisions on Customer Satisfaction (H7)**

Kotler and Keller (2016) stated that if the product purchased meets the consumer's needs, then he will feel satisfaction from the product's performance and be able to influence him to decide to repurchase and increase his purchases.

## **RESEARCH METHOD**

The independent variables in this research are promotion mix and professionalism, while the trust variable is a mediating variable for the dependent variable of purchasing decisions and customer satisfaction at the Del' Amour beauty clinic in Yogyakarta.

The research design used is associative research which aims to determine the relationship between two or more variables. The approach used is a quantitative approach with the method of determining the population using incidental sampling. The research was conducted at Del' Amour Aesthetic Yogyakarta, Jalan Afandi no 151 A, Gejayan, Sleman Yogyakarta. Research time starts from April-May 2023, for 50 days. The method for taking the number of samples uses Roscoe's theory (1975) in Sugiono (2017), if the sample is divided into several variables then the number of sample members for each variable is at least 30. Based on Roscoe's theory

above, the number of samples used in this research is: Number of variables (5) x 30 samples = 150 samples. Respondents who will fill out the questionnaire are 150 customers.

### Data Analysis Techniques

Descriptive analysis in this research contains a discussion of respondent characteristics which are associated with the respondent's responses. The respondent profile analysis consists of the respondent's age, respondent's occupation, income, treatment received and other characteristics. The analysis that will be carried out is in the form of analysis using a descriptive analysis model.

Validity Test is a test carried out to measure the accuracy of a research instrument or questionnaire. A questionnaire is said to be valid if the questions or statements from the questionnaire can reveal something that the questionnaire will measure. The accuracy value of the questionnaire can be measured using the correlation coefficient. A questionnaire can be said to be good and valid if the Corrected Item-Total Correlation (CICT) has an average value above  $> 0.30$  (Ghozali, 2018).

Reliability Test is used to see whether the measuring instrument used shows consistency in measuring the same symptoms. Statements that have been declared valid in the validity test then determine their reliability using the help of SPSS software. Instrument items are said to be reliable if they provide a Cronbach Alpha value  $> 0.7$  (Ghozali, 2016).

Multicollinearities test means that the independent variables with each other in the multiple regression model are not perfectly related to each other. To determine whether there are symptoms of multicollinearities, you can see the magnitude of the Tolerance and VIF (Variance Inflation Factor) values through the Smart PLS 4.0 software program. Tolerance measures the variability of a selected variable that is not explained by other independent variables. The general value that is usually used is Tolerance  $> 1$  or VIF value  $< 5$  so that multicollinearities do not occur (Situmorang et al., 2010).

The Goodness of Fit (GoF) Criteria Test is used to evaluate the structural model and measurement model, and in addition provides a simple measurement of the overall model predictions (Ghozali and Latan, 2015). The formula used for this criteria test is:

$$\text{GoF} = \sqrt{R^2 \times \text{AVE}}$$

Information:

$R^2$  = Average R-Square value.

AVE = Average Variance Extracted (AVE) value.

The recommended communality value = 0.50 Fornel and Larcker 1981 in (Ghozali and Latan, 2015) and the R-Square value Small = 0.2, Medium = 0.13, and Large = 0.26.

According to Ghozali and Latan (2015), structural model testing is carried out by looking at the relationships between constructs. The relationship between constructs is by looking at the significant value and R-Square value for each independent latent variable as the predictive power of the structural model. Changes in the R-Square value can be used to assess the influence of certain exogenous latent variables on the independent variable whether they have a substantive influence.

**Table 1. Inner Model Assessment Criteria**

Evaluasi Kriteria	Inner Model	Penjelasan
R-Square		0.75, 0.50, and 0.25 indicate strong, moderate and weak models.
Q2 Predictive Relevance		$Q^2 > 0$ indicates that the model has predictive relevance and if $Q^2 < 0$ indicates that the model lacks predictive relevance. 0.02, 0.15, and 0.35 (weak, moderate and strong).
Signifikan		T-value 1,65 (significant level=10%),

Inner model criteria (Table 1), according to Hair et. al. (2019), Goodness of Fit model test / Model goodness and fit test for SEM PLS, determined by: (1). R square, (2). Q square and (3). SRMR (Standardized Root Mean Square Residual).

Hypothesis testing is a process for evaluating the strength of evidence from a sample, and provides a basis for making decisions regarding the population. The purpose of hypothesis testing is to decide whether the hypothesis being tested is rejected or accepted. Hypothesis testing is part of inferential statistics which aims to draw conclusions about a population based on data obtained from a sample of that population. In the hypothesis testing process, we will be faced with two types of hypotheses. The two types of hypotheses are: null hypothesis ( $H_0$ ) and alternative hypothesis ( $H_a$ ). The P value is to compare whether the value is below the positive

significance level, for example ( $< 0.05$ ) or ( $> 0.05$ ) to state whether the alternative hypothesis is accepted or rejected. According to (Hair et. al. 2019), (Sarstedt et. al., 2017) and (Ghozali, 2014).

Mediation Test, in this research using the Smart PLS 4.0 Application, thus the mediation analysis is seen from the Specific indirect effects / Indirect Effect of the Mediation Variable in the model structure that has been processed.

According to Baron and Kenny (1986) in Rahadi, APDDR, Miftah Farid (2021),

There are two analysis models involving mediator variables: (1.) Full Mediation, meaning that the independent variable is unable to significantly influence the dependent variables without going through the mediator variable. (2.) Part Mediation, meaning that the independent variable is able to directly influence the dependent variable without going through/involving the mediator variable.

### Research Variable Indicators

The research variables included in the framework will be translated into indicators in table 2, as follows:

**Table 2. Research Variable Indicators**

No	Promotion Mix Indicator (X1)	Scale
X11	Advertising indicators (Musdedi: 2015) are: 1. Display time period 2. Delivered via various media (Instagram, Facebook and TikTok) 3. Information is conveyed clearly	Interval
X12	Sales promotion indicators (Musdedi: 2015) are: 1. The promotions offered vary (giveaway, discount, bonus) 2. The conditions for getting the promo being offered are very clear 3. The promotions offered are attractive and encourage purchases	Interval
X13	Event and experience indicators (Kotler and Keller, 2016) are: 1. The event meets consumer expectations (location, decoration, product completeness) 2. Consumers are interested in attending the exhibition they are participating in 3. The information offered is clear and complete	Interval
X14	Public relations and publicity indicators (Kotler and Keller, 2016) are: 1. High credibility – creates trust in consumers 2. Reach consumers who match the target market 3. Tells the story of the company clearly (product or brand)	Interval
X2	1. Medical expert who has competence in the field of skin care beauty 2. Medical expert with educational certification in the field of skin beauty 3. Medical experts receive and handle complaints well	Interval
Z	Yee and Faziharudean (2010), Trust has 3 (three) indicators, namely 1. Integrity Products offered Personal Aesthetic Clinic lives up to the promises made in the advertisement. 2. Kindness (Benevolence) The correctness of the information provided by Personal Aesthetic Clinic about the product. 3. Competence	Interval
Y1	Purchase decisions (Mahendrayasa et al., 2014). 1. Attention 2. Interest 3. Desire 4. Action/Decision	Interval
Y2	Customer satisfaction according to Rangkuti (2004): 1. Service 2. Results / Performance 3. Fulfill customer desires	Interval

## RESULTS

### Respondent Profile

Based on the results of the questionnaire/questionnaire of 150 customers, the respondent profile was produced as in table 3 below:

**Table 3. Respondent Profile Based on Questionnaire**

Job			Usia			Penghasilan			Jenis Perawatan		
Type	Total	%	Group	Total	%	Group	Total	%	Type	Total	%
Entrepreneur	38	25	18-23 (Gen Z)	34	23	Rp. 1 - 1,9 M	22	15	Facial	63	42

Job	Usia		Penghasilan			Jenis Perawatan				
	Private	Public	24-39 (Gen M)	40-55 (Gen X)	≥ 55 (Gen PB)	Rp. 2 - 2,9 M	Rp. 3 - 3,9 M	Rp. 4 - 4,9 M	Rp. ≥ 5 M	Medical
Private	45	30	101	67	28	19	87	58		
Public	9	6	15	10	20	13				
Student	26	17	0	0	18	12				
Retired	0	0	0	0	62	41				
Housewife	15	10								
Professional	5	3								
Others	12	8								
Total	150	100	150	100	150	100	150	100		

Respondent profile based on type of work, the highest order of presentation is, customers who work as private employees (30%), self-employed (25%) and students (17%). This is in accordance with what was stated by Yosanova VP consumer industry markplusinc (in Nurfadillah, 2018), customers who work as private employees/entrepreneurs, generally have higher purchasing power to care for their beauty, compared to other jobs. Furthermore, 17% of students' jobs are students who have followed current beauty trends, such as Korean style, famous artists and Instagram celebrities.

Profile of respondents based on age, gen M millennial (24-39 yrs.) 67%, gen Z (18-23 yrs.) 23% and gen X (40-55 yrs.) 15.1%. This is also the same thing stated by Yosanova (in Nurfadillah, 2018), that Indonesian women have been familiar with make-up since they were teenagers (41.9%) and (36.4%) Indonesian teenagers have had treatment at beauty clinics. The Millennial gene is the gene with the most facial treatments at beauty clinics.

Respondent profiles based on income, in order of percentage, are: income ≥ Rp. 5 million (41.3%), Rp. 2-2.9 million (18.7%) and Rp. 1-1.9 million (14.7%). It can be seen that respondents who earn ≥ Rp. 5 million more doing skin care at beauty clinics, following an income of Rp. 2-2.9 million and Rp. 1-1.9 million. The profile of respondents based on the type of treatment carried out at the beauty clinic, was medical treatment with the highest number at 58% and facial treatment at 42%.

### Respondents' Answers and Responses

In general, respondents' answers to the variables promotion mix (very good), professionalism (very good), trustworthiness (very high), purchasing decisions (very high) and customer satisfaction (very high), when seen from the average value in the range ( 4.20 – 5.00), in Table 4 below.

**Table 4. Respondent Profile Based on Variables**

No	Variable	Average	Conclusion (Range 4,2 - 5)
1	Promotion mix	4.4644	Very good
2	Professionalism	4.5578	Very good
3	Trust	4.5307	Very high
4	Buying decision	4.5683	Very high
5	Customer satisfaction	4.5978	Very high

### Perception Test of Respondents' Answers Based on Profile

The results of the ANOVA test are written in table 5, giving the results that the type of work and respondents do not cause differences in assessing all indicators in the research questionnaire. Meanwhile, the type of income and care there are differences in perception in assessing the research questionnaire indicators, can be seen in tables 5, 6 and 7 below.

**Table 5. Respondent Profile Based on Questionnaire Variable Indicators**

No	Variable	Work	Age	Income	Types of Treatment
1	Promotion mix	no difference in perception	no difference in perception	There are differences in perception	There are differences in perception
2	Professionalism	no difference in perception	no difference in perception	There are differences in perception	There are differences in perception
3	Trust	no difference in perception	no difference in perception	There are differences in perception	There are differences in perception
4	Buying decision	no difference in perception	no difference in perception	There are differences in perception	There are differences in perception
5	Customer satisfaction	no difference in perception	no difference in perception	There are differences in perception	There are differences in perception

Source: ANOVA Test Result, 2023

**Table 6. Income Profile of Respondents Based on Differences in Perception**

No	Indikator	Pernyataan	Penghasilan					Rata-Rata	F Hitung	Sig.	Kesimpulan ( $\alpha < 0,05$ )
			Rp. 1 - 1,9 juta	Rp. 2 - 2,9 juta	Rp. 3 - 3,9 juta	Rp. 4 - 4,9 juta	Rp. $\geq$ 5 juta				
1	X112	Iklan klinik melalui media sosial Instagram, Facebook dan TikTok membuat anda tertarik dan berkunjung ke klinik untuk langsung melakukan transaksi?	4.591	4.250	4.650	4.500	4.629	4.524	2.497	0.045	Ada Perbedaan
2	X121	Variasi promo discount untuk setiap paket pelayanan perawatan kulit yang ditawarkan sangat cocok dan dibutuhkan untuk kulit anda?	4.364	4.179	4.450	4.278	4.597	4.373	3.763	0.006	Ada Perbedaan
3	X141	Staf front office menjelaskan kemajuan pelayanan klinik kepada pelanggan saat melakukan kunjungan / reservasi dan informasi ini sangat membantu anda dalam menentukan pilihan treatment perawatan yang akan anda pilih untuk jenis kulit anda.	4.364	4.250	4.600	4.278	4.581	4.414	2.748	0.031	Ada Perbedaan
4	X142	Dokter dan perawat menjelaskan kemajuan pelayanan / treatment perawatan / tindakan medik secara personal / group WA pelanggan, saat update treatment, sangat membantu dan meyakinkan anda dalam menentukan jenis perawatan yang akan anda pilih.	4.682	4.357	4.650	4.167	4.613	4.494	3.74	0.006	Ada Perbedaan
5	X21	Perawat dan dokter di klinik kecantikan Del' Amour memiliki kompetensi di bidang perawatan kulit.	4.500	4.321	4.650	4.444	4.677	4.519	2.931	0.023	Ada Perbedaan
6	X23	Dokter dan perawat medis di klinik kecantikan Del' amour menangani dan menerima keluhan pelanggan dengan baik.	4.545	4.286	4.550	4.444	4.758	4.517	4.801	0.001	Ada Perbedaan
7	X25	Perawat dan dokter kecantikan-nya, sangat terampil dan profesional dalam melayani pasien-nya.	4.818	4.321	4.500	4.444	4.661	4.549	3.546	0.009	Ada Perbedaan
8	Z3	Manfaat perawatan kulit di klinik sesuai dengan yang saya harapkan (Membuat kulit bersih/bebas jerawat/ glowing/putih).	4.636	4.357	4.450	4.111	4.565	4.424	2.706	0.033	Ada Perbedaan
9	Z4	Percaya terhadap kejujuran, reputasi dan kompetensi klinik beserta perawat dan dokter nya.	4.727	4.357	4.600	4.333	4.677	4.539	3.13	0.017	Ada Perbedaan
10	Y12	Profesionalisme dan kompetensi dokter dan perawat Del Amour Aesthetic Clinic yang diketahui konsumen menimbulkan ketertarikan konsumen, untuk mengambil keputusan pembelian.	4.591	4.321	4.600	4.333	4.694	4.508	3.377	0.011	Ada Perbedaan
11	Y13	Kepercayaan / trust yang diberikan Del Amour Aesthetic Clinic yang diketahui konsumen menimbulkan keinginan konsumen untuk melakukan perawatan kecantikan.	4.864	4.429	4.550	4.389	4.726	4.591	4.479	0.002	Ada Perbedaan
12	Y14	Pengakuan pelanggan setia / loyal yang diketahui konsumen menimbulkan suatu tindakan dalam melakukan keputusan pembelian oleh konsumen lainnya..	4.727	4.357	4.650	4.333	4.677	4.549	3.235	0.014	Ada Perbedaan
13	Y22	Facial treatment dan medical treatment, yang diberikan Del Amour, sesuai dengan hasil yang diharapkan pelanggan.	4.773	4.321	4.650	4.444	4.677	4.573	3.292	0.013	Ada Perbedaan
14	Y23	Jasa pelayanan medis dan perawatan rutin, sesuai dan memenuhi keinginan pelanggan.	4.727	4.357	4.650	4.444	4.710	4.578	3.205	0.015	Ada Perbedaan

Source: ANOVA Test Result, 2023

**Table 7. Profile of Respondents' Types of Treatment Based on Differences in Perception**

No	Indikator	Pernyataan	Jenis Perawatan		Rata-Rata	F Hitung	Sig.	Kesimpulan ( $\alpha < 0,05$ )
			Facial Treatment	Medical Treatment				
1	X111	Iklan yang ditayangkan di sosial media waktunya tayang-nya cukup untuk diterima /dimengerti oleh anda?	4.286	4.540	4.413	8.657	0.004	Ada Perbedaan
2	X113	Setiap iklan berupa foto dan video yang ditayangkan oleh klinik informasi-nya jelas disampaikan dan mudah diterima oleh anda?	4.286	4.529	4.407	6.863	0.010	Ada Perbedaan
3	X121	Variasi promo discount untuk setiap paket pelayanan perawatan kulit yang ditawarkan yang ditawarkan sangat cocok dan dibutuhkan untuk kulit anda?	4.286	4.529	4.407	7.879	0.006	Ada Perbedaan
4	X122	Pelayanan jasa promo sangat jelas dan sama dengan yang anda terima saat melakukan perawatan kulit.	4.444	4.632	4.538	4.353	0.039	Ada Perbedaan
5	X123	Promo discount setiap jenis perawatan yang ditawarkan membuat anda tertarik dan melakukan reservasi untuk melakukan perawatan kulit.	4.270	4.552	4.411	10.761	0.001	Ada Perbedaan
6	X131	Ewent promo discount saat 17 Agustus 2022, tahun baru 2023 dan Ramadhan 2023, menyebabkan anda memutuskan untuk reservasi dan melakukan perawatan kulit.	4.254	4.483	4.368	4.591	0.034	Ada Perbedaan
7	X141	Staf front office menjelaskan kemajuan pelayanan klinik kepada pelanggan saat melakukan kunjungan / reservasi dan informasi ini sangat membantu anda dalam menentukan pilihan treatment perawatan yang akan anda pilih untuk jenis kulit anda.	4.238	4.609	4.424	17.673	0.000	Ada Perbedaan
8	X142	Dokter dan perawat menjelaskan kemajuan pelayanan / treatment perawatan / tindakan medik secara personal / group WA pelanggan, saat update treatment, sangat membantu dan meyakinkan anda dalam menentukan jenis perawatan yang akan anda pilih.	4.413	4.609	4.511	4.541	0.035	Ada Perbedaan
9	X143	Penjelasan program perawatan berkala dijelaskan secara lengkap oleh seluruh staf klinik, membuat anda tertarik untuk melakukan reservasi secara periodik.	4.302	4.621	4.461	12.036	0.001	Ada Perbedaan
10	X21	Perawat dan dokter di klinik kecantikan Del' Amour memiliki kompetensi di bidang perawatan kulit.	4.429	4.644	4.536	6.694	0.011	Ada Perbedaan
11	X23	Dokter dan perawat medis di klinik kecantikan Del' amour menangani dan menerima keluhan pelanggan dengan baik.	4.444	4.667	4.556	6.867	0.010	Ada Perbedaan
12	X24	Saya mengetahui dan merasakan pada saat melakukan perawatan kulit di klinik kecantikan Del' Amour sangat profesional dalam melakukan facial dan medical treatment.	4.397	4.644	4.520	7.318	0.008	Ada Perbedaan
13	X26	Pelayanan secara profesional ini diberikan sama untuk seluruh pasien klinik yang melakukan perawatan kulit dan wajah.	4.365	4.632	4.499	7.303	0.008	Ada Perbedaan
14	Z1	Pelayanan jasa treatment, sesuai dan sama dengan yang di iklan kan klinik pada semua media sosial.	4.397	4.621	4.509	6.221	0.014	Ada Perbedaan
15	Z2	Dokter dan perawat selalu menjelaskan bahwa material yang digunakan saat treatment aman untuk kulit (produk aman untuk kulit).	4.333	4.655	4.494	10.844	0.001	Ada Perbedaan
16	Z4	Percaya terhadap kejujuran, reputasi dan kompetensi klinik beserta perawat dan dokter nya.	4.444	4.667	4.556	6.227	0.014	Ada Perbedaan
17	Z5	Percaya bahwa klinik Del' Amour berperilaku baik kepada konsumen (tidak membahayakan dan tidak merugikan) dan Percaya bahwa klinik akan konsisten memberikan yang terbaik.	4.429	4.667	4.548	6.849	0.010	Ada Perbedaan
18	Y11	Promosi mix Del Amour Aesthetic Clinic cukup menarik perhatian, dikenal, diketahui, dan diingat oleh konsumen.	4.333	4.644	4.489	14.487	0.000	Ada Perbedaan
19	Y12	Profesionalisme dan kompetensi dokter dan perawat Del Amour Aesthetic Clinic yang diketahui konsumen menimbulkan ketertarikan konsumen, untuk mengambil keputusan pembelian.	4.429	4.644	4.536	6.047	0.015	Ada Perbedaan
20	Y23	Jasa pelayanan medis dan perawatan rutin, sesuai dan memenuhi keinginan pelanggan.	4.492	4.690	4.591	5.503	0.020	Ada Perbedaan

Source: ANOVA Test Result, 2023

### Validity and Reliability of the Questionnaire

Based on SEM PLS 4.0 data processing, it provides a value explaining all the variables of customer satisfaction (Y2), purchasing decisions (Y1), professionalism (X2), promotion mix (X1) and trustworthiness (Z), giving a Cronbach's alpha value  $> 0.7$ , meaning All of these variables are reliable and reliable in their measurement function. Furthermore, the Average variance extracted (AVE) value  $> 0.5$  indicates a good measure of convergent validity, table 8 (Ghozali, 2016).

Table 8. Variable Validity and Reliability Test Results with PLS 4.0

Variabel	Cronbach's alpha	Conclusion CA $> 0,7$	Composite reliability (rho_c)	Average variance extracted (AVE)	Conclusion AVE $> 0,5$
Customer Satisfaction (Y2)	0.798	Reliabel	0.881	0.712	Valid
Buying Decision (Y1)	0.868		0.910	0.716	

Variabel	Cronbach's alpha	Conclusion CA > 0,7	Composite reliability (rho_c)	Average variance extracted (AVE)	Conclusion AVE > 0,5
		Reliabel			Valid
Professionalism (X2)	0.924	Reliabel	0.940	0.725	Valid
Promotion Mix (X1)	0.882	Reliabel	0.919	0.739	Valid
Trust (Z)	0.920	Reliabel	0.940	0.758	Valid

Source: Smart PLS 4.0 data processing results

**Discussion of the PLS 4.0 Model Fit and Goodness Test**

Based on table 9 below, it can be explained that the exogenous variable promotion mix (X1), professionalism (X2), trustworthiness (Z) and the endogenous variable purchasing decision (Y1) on the endogenous variable (Y2) customer satisfaction is 0.849 (84.9%) , meaning a strong influence, according to Chin (1998) if R square > 0.67, it has a strong influence.

Likewise, the influence of the exogenous variables promotion mix (X1), professionalism (X2), trustworthiness (Z) on the endogenous variable purchasing decisions (Y1) is 0.848 (84.8%), which is > 0.67, including a strong influence. Furthermore, the exogenous variables promotion mix (X1), professionalism (X2), on the mediating variable trust (Z), amounted to 0.825 (82.5%), where > 0.67, including a strong influence. The Q square value has a value in the range 0 < Q square < 1, where the closer to 1 it means the model is better and has predictive relevance.

The SRMR value is 0.055, which means < 0.08, indicating that the model is fit and acceptable, or that empirical data can explain the influence between the variables in the model.

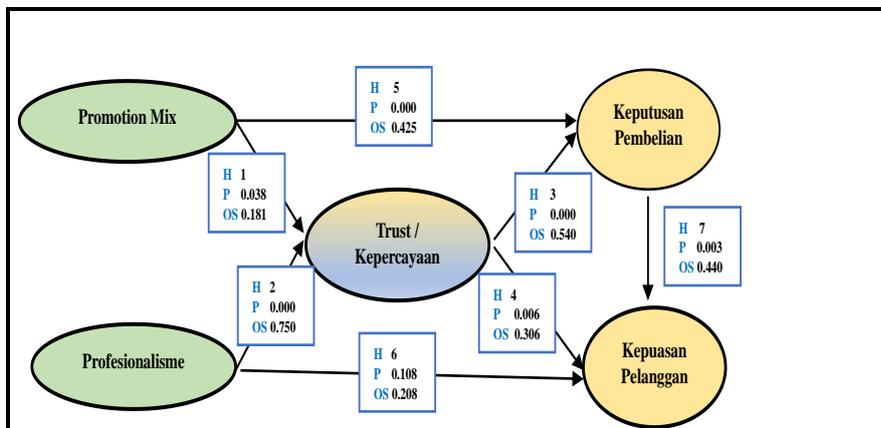
**Table 9. Goodness of Fit Analysis**

R square	Q square	SRMR
Customer Satisfaction (Y2) <b>0.849</b>	<b>0.996</b>	<b>0.055</b>
Buying Decision (Y1) <b>0.848</b>		
Trust (Z) <b>0.825</b>		

Source: Smart PLS 4.0 data processing results

**Discussion**

Hypothesis testing using SEM PLS data processing and standard P value < 0.01 and < 0.05, it can be concluded (figure 1 below) that:



Source: Smart PLS 4.0 data processing results

**Figure 1. Hypothesis Test Results / Direct Effect PLS 4.0 Program**

- (1.) The influence of purchasing decisions on customer satisfaction is significantly positive. This means that increasing purchasing decisions can also increase customer satisfaction. According to research. Research by Satria T. et al., (2021), purchasing decisions have a positive and significant effect on consumer/customer satisfaction.
- (2.) The effect of professionalism on customer satisfaction is not significant. This means that professionalism has no influence on customer satisfaction. According to Kamiluddin (2020), there is mediation

(intervening) of the satisfaction variable which causes an indirect influence between professional medical experts and service quality on customer loyalty to have greater value (than the direct influence). (3.) The effect of professionalism on trust is significantly positive. This means that professionalism has a direct influence on trust. Increasing professionalism can also increase customer trust. Kamiluddin (2020), provided the results of his research, that the professionalism of medical experts has an influence on customer loyalty and provides a significantly positive sense of customer trust. (4.) The effect of promotion mix on purchasing decisions is significantly positive. The results of the hypothesis test on the effect of promotion mix on purchasing decisions are significantly positive, meaning that increasing the promotion mix will also cause an increase in purchasing decisions. This is in accordance with research by Eka et. Al (2020), the promotion mix, namely advertising, personal sales, sales promotion, public relations and direct marketing, is quite good and significantly positive, apart from that the promotion mix is an important element that is carried out to increase patient decisions to choose health services. (5.) The effect of promotion mix on trust is significantly positive. This means that this positive and unidirectional influence, if there is an increase in providing promotion mix, then there will also be an increase in customers' sense of trust in beauty clinics. Ivon Jalil (2017) provides the results of his research that the promotion mix has a greater influence on customer trust, compared to customer loyalty. (6.) The effect of trust on customer satisfaction is significantly positive. This means that increasing customer trust also has an increasing effect on customer satisfaction. Research by Satria T. et al., (2021), trust has a positive and significant effect on consumer satisfaction. (7.) The influence of trust on purchasing decisions is significantly positive. This means that trust provides positive results and is in line with clinic customers' purchasing decisions. Increasing trust also increases customer purchasing decisions. Nurmanah I and Nugroho ES. (2021), trust partially and simultaneously influences customer purchasing decisions.

### Discussion of Mediation Testing

The results of data processing using Smart PLS 4.0 software and based on mediation theory according to Baron and Kenny (1986) in (Rahadi APDDR and Miftah Farid, 2021), are in table 9, below.

**Table 10. Test Results for PLS 4.0 Program Mediation Variables**

Indirect Effect Variabel Mediasi	Original sample (O)	Standard deviation (STDEV)	P values	Hasil Mediasi
1. Promotion Mix (X1) -> Trust (Z) -> Buying Decision (Y1)	0.098	0.045	0.031	Part Mediation
2. Professionalism (X2) -> Trust (Z) -> Buying Decision (Y1) -> Customer Satisfaction (Y2)	0.178	0.081	0.028	Full Mediation
3. Professionalism (X2) -> Trust (Z) -> Customer Satisfaction (Y2)	0.230	0.092	0.012	Full Mediation
4. Promotion Mix (X1) -> Buying Decision (Y1) -> Customer Satisfaction (Y2)	0.187	0.066	0.005	Part Mediation
5. Promotion Mix (X1) -> Trust (Z) -> Buying Decision (Y1) -> Customer Satisfaction (Y2)	0.043	0.028	0.131	No Mediation
6. Profesionalisme (X2) -> Trust (Z) -> Buying Decision (Y1)	0.405	0.092	0.000	Full Mediation
7. Promotion Mix (X1) -> Trust (Z) -> Customer Satisfaction (Y2)	0.055	0.031	0.077	No Mediation
8. Trust (Z) -> Buying Decision (Y1) -> Customer Satisfaction (Y2)	0.238	0.100	0.018	Part Mediation

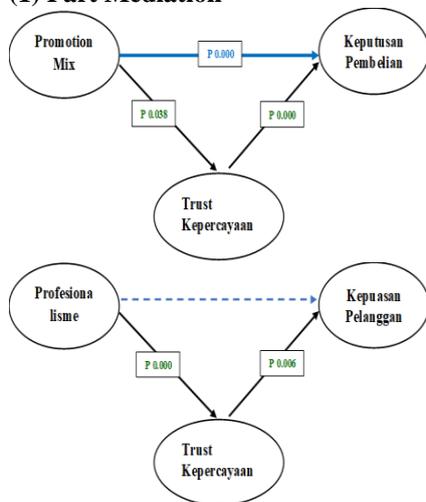
Source: Smart PLS 4.0 data processing results

Explanation of table 9 as follows:

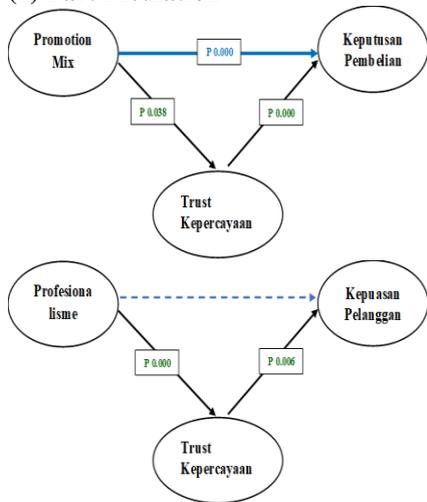
(1.) The influence of promotion mix on purchasing decisions through trust mediation, including part mediation according to the theory of Baron and Kenny (1986), this is caused by the significant positive influence of promotion mix on trust and the influence of trust on purchasing decisions, and this also occurs direct positive influence of promotion mix on purchasing decisions. (2.) The influence of professionalism on trust gives significant positive data results and the influence of trust on purchasing decisions also gives positive results, while the direct influence of professionalism on purchasing decisions is not significant, meaning that there is no direct influence, thus trust determines its influence on two-way, so it becomes full mediation. (3.) The influence of professionalism on trust and the influence of trust on customer satisfaction provide significant positive data results. Meanwhile, the direct influence of professionalism on customer satisfaction is not significant, so there is no direct influence, so it can be categorized as full mediation. (4.) The influence of promotion mix on purchasing decisions and the influence of purchasing decisions on customer satisfaction provide significant positive data processing results. However, there is no direct influence of the promotion mix on customer satisfaction in the hypothesis, so it can be categorized as part mediation. (5.) The influence of promotion mix on trust is significantly positive, the influence of trust on purchasing decisions is also significantly positive. The influence

of purchasing decisions on customer satisfaction is also significantly positive. However, the results of data processing show that the P value is  $> 0.05$  (ie 0.131), so there is no mediation between these variables. (6.) The influence of professionalism on trustworthiness and the influence of trustworthiness on purchasing decisions according to the data is significantly positive, while the direct influence of professionalism on purchasing decisions does not occur, thus trustworthiness is full mediation. (7.) The influence of promotion mix on trustworthiness and the influence of trustworthiness on customer satisfaction give a P value  $> 0.05$  (0.077), thus no mediation occurs. (8.) The influence of trust on purchasing decisions and the influence of purchasing decisions on customer satisfaction are significantly positive. However, the direct effect of trust on customer satisfaction is also significantly positive. Thus, the form of mediation is part mediation.

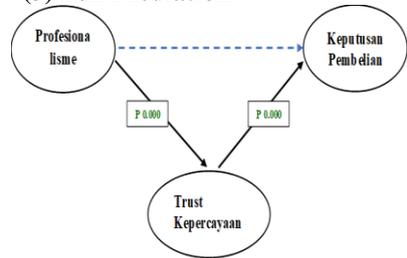
### (1) Part Mediation



### (2) Full Mediation



### (3) Full Mediation



## CONCLUSION AND RECOMMENDATION

### Conclusion

The influence of promotion mix on purchasing decisions and the influence of promotion mix on trust, significant positive effect. The influence of trust on purchasing decisions and the influence of trust on customer satisfaction have a significant positive effect. The influence of professionalism on trust and the influence of professionalism on customer satisfaction have a significant positive effect. The influence of purchasing decisions on customer satisfaction is significantly positive. The influence of the mediating variable trust is significant / full mediation between professionalism on purchasing decisions and professionalism on customer satisfaction. Meanwhile, the influence of promotion mix on purchasing decisions through trust mediation is only part of the mediation.

### Recommendation

Further research is needed on the direct influence of promotion mix on customer satisfaction, without the mediating variable trust and further research on the direct influence of professionalism on purchasing decisions, without the mediating variable trust, but with different beauty clinics.

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