Roles of customer experience toward customer satisfaction in the beauty industry

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Abstract: *This research has focused on the beauty industry, which is said to be growing stronger and more competitive. The selected respondents are those who have been using spa services. Data were processed and analyzed with excel and SPSS 20 software. As expected, customer experience has the strongest influence on customer experience. This result is consistent with studies in previous contexts, as well as with the actual situation of this industry when people are increasingly interested in discovering and enjoying new and fun things around them. Next is the brand image and service quality, which is also considered to be consistent with the research in the service context and the current trend, when people no longer have to worry about being full but must be satisfied, delicious, beautiful, and trendy. Meanwhile, price negatively affects customer satisfaction, this is consistent with reality and human psychology, and it also reflects the implication of previous scholars' definitions. Some implications have been provided for managers.*
Keywords: *customer experience, customer satisfaction, service quality, beauty service, brand image*

I.   Introduction

People's lives are constantly modernizing and improving as the economy grows and modernizes. People are increasingly looking for recreational services to improve and enhance their quality of life. Realizing the needs of customers, in recent years, the beauty service industry has stopped growing in size and quality. As of 2018, the beauty care market reached a turnover of 489 billion USD worldwide and reached 500 billion in 2019, of which the US market accounted for 93.5%. According to the Report "Global Beauty and Personal Care Market segmented by product type, by distribution channel, by region. Competition, Forecasts and Opportunities, Reportlinker.com's 2026", the global beauty and personal care industry is valued at $422.72 billion in 2020 and projected to reach $558.12 billion, growing at a CAGR of 4.82% during the forecast period. Vietnam's beauty care market is very fertile but also fiercely competitive with the explosion of a series of spa beauty centers when every year our country has about 2,000 more spa business units and beauty salons open. In addition, many brands are favored by the people and have developed rapidly, but many brands have also had to withdraw from the market. The beauty industry is being driven by the trend of brands known for green, healthy products. In which, the chain of beauty spa systems is increasingly expanding in Da Nang to meet the increasing needs of customers. The spa industry not only creates job opportunities for a large part of employees, bringing attractive income levels but also satisfies the increasingly sophisticated beauty needs of Vietnamese people. In order to maintain service quality and develop superior services that give them a competitive edge, businesses in general need to analyze the factors that affect customer needs, expectations, and perceptions. Beauty services are being paid more attention to meet the diverse needs of customers, for example, customers are increasingly interested in skin care (accounting for 60% of total profits in the beauty industry, sales increased. 5% compared to 2018), anti-aging, slimming services. In the past, Spa was a luxury service and only suitable for rich and high-income people. Today, however, business owners are diversifying their offerings to serve a wide range of customer segments from high to low-income. Moreover, in order to maximize revenue and profit, they also add a target audience, old, middle-aged, young, male, female, or different lifestyles. Crucially, business owners are increasingly working to understand the psychology and behavior of their customers. Therefore, managers have been identifying their customer segments and are constantly working to satisfy and keep customers loyal. Customer satisfaction is associated with high service quality, which makes a business more competitive in the market (González et al., 2007), also, a company's business is largely dependent on how well that company retains customers through service and how well they retain customers for customer satisfaction (Edward and Sahadev, 2011). Because satisfied customers are considered one of the important factors for customers to return

to use your services in the future and will recommend them to other customers, thereby enhancing the position of the company.

Hung et al. (2003) demonstrated that when businesses provide their customers with excellent services, it has a major impact on their company's performance. This author also determined that when customers are not satisfied with a company's product or service, they need to set goals for improvement. In the same vein, Karatepe et al. (2005) suggested that to evaluate service quality, it is necessary to require reliable development of psychological and management methods. Besides, according to Fandy (2005), brand image is an important variable, image perception is the positive perception of consumers about goods and brand image so that consumers increase their trust in the brand with the brand to achieve a certain level of satisfaction. Therefore, some authors have suggested that, in the context of grocery retailing (Koo, 2003) or even in a virtual environment (Silva et al., 2006), a positive store image is very important to promote customer loyalty. Moreover, Bailey & Ball (2006) argue that businesses can increase brand value and create intangible assets by developing their brand through brand image. Similarly, the results of consumer brand assessment derive from the relationship between the customer and the brand, which in turn can strengthen brand loyalty (Hunt, 2019). Severi and Ling (2013) argue that this is due to the fact that brands provide value-added things that are consistent with the consumer's point of view. Besides, a successful brand image design can turn ordinary/uninteresting brands into interesting or surprising experiences. Therefore, for consumers, a strong brand image attracts product interest (Lindgreen & Vanhamme, 2003). Besides, Fandy (2005) proves that brand image is essential for the development of a brand as it is related to reputation and trust. He also identified brand image serves as the standard by which customers test and use goods or services. He believes that to satisfy customers and enhance brand image, good service, friendly staff, and a pleasant environment are important factors. So, he concluded, every brand needs public relations marketing to promote it in order to develop the right brand image. The factor in price will affect consumer satisfaction. Customer satisfaction can also be formed when products are issued in accordance with the value received, that is, the price of the product matches the benefits obtained.

According to Djumarno et al. (2018), price matching can aid customer satisfaction. A price or a policy of value can influence people's thinking and consider its activities including considering their needs as customers of a product. Customers will be more inclined to repurchase and recommend to others when they achieve the desired level of benefit, so Ahmad et al (2019) clearly demonstrated that marketers call for Service companies to increase their focus on providing quality and total customer experience because a 5% increase in customer retention increases earnings from 75% to 95%. That means that repeat customers often spend more money than the first time, so the business will reduce costs. In other words, increasing customer satisfaction reduces the cost of attracting them. Another important factor is that customers will have a favorable feeling about product quality and purchase value when the price is neither too high nor too low. According to Melanie (2017), businesses can maintain their customer base while minimizing the costs associated with shipping and/or order, at which point customers still think they are buying a good product. Besides, Srivastava and Kaul (2014) Evaluate how experience affects, feeling, and perception of satisfaction. The findings of the above studies lead to the conclusion that as customer experience is an effect of customer psychology, it can be an important criterion in measuring the influence of customer loyalty sustainability of business transactions (Srivastava and Kaul, 2014). Thus, Evwiekpaefe and Chiemeke (2017) concluded that the core concept of customer experience is used to measure the relationship between consumers and goods, despite the important components of the travel experience is a positive and pleasant feeling and emotion (Tung and Ritchie, 2011), but a customer's overall experience of the service process, is derived from how the customer interacts with the service provider (Tung and Ritchie, 2011; Walter et al., 2010). Lemon and Verhoef (2016) suggested that customer experience reflects on the social responses, cognitive, emotional, behavioral, and sensory of the customer to the company's services/products during the customer's buying journey, therefore, relationships between the brands and its customers will be enhanced by customer experience (Rajaobelina, 2017).

II.   Literature Review

2.1 Customer satisfaction

Tu et al. (2013) demonstrated that "customer satisfaction is seen to influence repurchase intention and behavior, which in turn contributes to an organization's future sales and profits." Meanwhile, Oliver (1997, 1981) defined satisfaction as a satisfying response to a need of a customer, derived from an evaluation of the usefulness of a product or service; or from a psychological perspective, so that can be understood as the emotions of customers based on their expectations and consumption experiences. This view has been confirmed in the study by Chang et al. (2017) when they said that the expectation, of the result of good service performance, is customer satisfaction, which will lead to improved relationships with customers. Similarly, the degree of agreement with a perceived performance from product purchasers' expectations is also satisfaction (Vega-Vazquez et al., 2013), as it has a significant effect on corporate earnings, as a result, this is the most

important goal of the company (Sabir, et al., 2014). It also means that customer satisfaction is crucial in determining both customer loyalty and a company's success and standing (Chao-Chan, 2011). Their satisfaction leads to brand loyalty, repeat purchases, and positive word of mouth, which increases the profitability of the business, resulting in it being the cornerstone of a successful business (Hoyer & MacInnis, 2001). Therefore, very early on, Oliver (1980) and Yi (1990) assessed that customer satisfaction was considered a fundamental factor determining long-term customer behavior.

2.2 Brand image

Brand image is the perception of a brand as reflected by the association that consumers associate with the brand name in memory (Rio et al., 2001) and "A set of associations" perceptions of a brand are reflected by the brand associations maintained in the consumer's memory (Hsieh & Lindrige, 2005), while another argument holds that brand image is related interest-related (Bivainienė and Šliburytė, 2008) and, is the customer's point of view when they purchase products and services, however, it cannot be used as a benchmark or a guarantee that the customer will be satisfied (Nischay et al., 2014).

The relationship between brand image and customer satisfaction has been investigated across previous studies in different contexts. In particular, increased customer perception of the brand image will lead to their greater satisfaction with the brand (Nyadzayo and Khajehzadeh, 2016). Didi (2020) suggested that when businesses provide good service, a friendly atmosphere, and pleasant employees, customers are satisfied, thereby helping to create a positive and ingrained brand image in their thoughts. A survey by Merrilees & Fry (2002) was also done earlier which demonstrated this relationship in the context of e-commerce businesses, with similar results. Besides, the most important component of a product is its brand as it influences the purchasing decision of consumers (Kakkos et al., 2015). Not only that, social media posts or the values and messages conveyed through the website, the company logo and customer service, and even the company slogan will all be featured. influence the way customers perceive the brand. This means that the extent to which the appearance of a business affects customers' perception of the business (Indeed Career Guide, 2022). Therefore, many studies show that a positive brand image increases the customer's desire to buy (Chen et al., 2014) and that customers may prefer a brand over its competitors if the customer believes it is the most reliable option available (Indeed Career Guide, 2022). In the context of the beverage service industry, this is no exception. This means that beauty services also needs to consider this an important factor to maintain the success of the brand. Therefore, the following hypothesis is proposed to test in this context
H1 Brand image has a positive effect on customer satisfaction

2.3 Service quality

Very early on, Parasuraman et al. (1985) researched, evaluated carefully, and conceptualized and gave the role of service quality for businesses, this author proposed that service quality is "the provision of exceptional or superior service exceeding customer expectations". Sharing the same view regarding customer expectations, Lewis (1991) defines service quality as a measure of the extent to which the service provided matches the expectations of the customer or the company or organization providing the customer what they want and at a cost that the customer can accept. Meanwhile, Gronroos (1978) suggested that the outcome aspect and the functional aspect associated with the process are two aspects of service quality. Therefore, good and different products and services will be an important factor to satisfy customers and thereby gain a competitive advantage. It has been stated in the marketing philosophy that maintaining customer satisfaction is essential for a company to maintain market share (Dharmmesta & Irawan, 2005).

Some studies have shown the relationship between service quality and customer satisfaction which is often mentioned in the previous literature (Kuo et al., 2013; Ali and Raza, 2015). That customer satisfaction is associated with high service quality (González et al., 2007) and is reaffirmed in the context of e-banking, service quality is considered an important factor affecting affect customer satisfaction (Chu, et al., 2012). Edward and Sahadev (2011) assert that a company's business performance largely depends on the extent to which the company retains customers through good service and how well they retain customers in relation to customer satisfaction. Also, a study done in the banking sector by Shanka (2012) shows that there is a positive relationship between service quality and customer satisfaction. Similarly, in another context, coffee service, service quality has a positive impact on customer satisfaction (Duman, 2020). It also means that customer expectations and perceptions are important factors for beverage service businesses. Therefore, they must constantly develop differentiated service and improve service quality over time to maintain customer satisfaction. Moreover, enterprises are constantly learning about the important factors affecting service quality (Chen, 2016). Although the relationship between service quality and customer satisfaction has been demonstrated in different contexts as outlined above, it nevertheless needs to be more fully demonstrated for business coffee service (Hwang & Ok, 2013). Therefore, the following hypothesis is proposed to test in this context

H2 Service quality has a positive effect on customer satisfaction

2.4 Price

A commonly used paradigm in marketing research by Zeithaml (1988) is that price that is "what is given up or sacrificed in order to obtain a product or service". Recently, this view has been maintained and reinforced by the view that price is a sum of money or value exchanged by consumers for the benefit of owning or charging for a product or service (Kotler & Keller, 2018). In addition, it is considered an element of the marketing mix along with product, place, and promotion (Rath et al., 2008). So, a "fair" pricing strategy makes it simpler to raise prices when needed and improves customer satisfaction, thereby maintaining customer numbers and reducing associated costs (Melanie, 2017).

The relationship between price and customer satisfaction has been demonstrated in many studies in different contexts. Price has a significant positive impact on customer satisfaction (Dhurup et al., 2014). The view of Martin-Consuegra et al. (2007) shows more clearly that price must be sacrificed in order to satisfy the relevant requirement of matching certain types of products or services with the perceived perception of the customer. Along with that is the study done by Akpoyomare (2014) concluding that price match will affect customer satisfaction. Consumers consider price an important determinant in their choice to purchase a good or service because they must pay the price as part of the financial cost of doing so (Peng et al., 2006). This also shows that, in a very price-sensitive market, price increases and decreases will be very sensitive to customer perception, leading to a large impact on customer satisfaction (Wang et al., 2017). From this point of view, Al-Msallam (2015) believes that when the brand offers a reasonable price, it will lead to long-term loyalty of loyal customers to the brand in the market. However, from another point of view, price fairness can be negatively affected by customer vulnerability to the brand, whereas price loyalty affects customer satisfaction. in a positive direction (Herrmann et al., 2007). Shafei and Tabaa (2016) argue that customers may want expensive parts to increase production output, however, they must balance their needs and wants with their financial resources. Therefore, photo pricing is one of the marketing tools for businesses to build a competitive position, strengthen market share, and increase the company's revenue and profit. Therefore, the following hypothesis is proposed:

H3 Price has a negative effect on customer satisfaction

2.5 Customer experience

Experience refers to a buyer's subjective and intrinsic emotional response to a product or service (Brakus et al., 2009). Therefore, customer experience can be considered an important factor in building a competitive advantage by creating a lasting relationship between consumers and brands (Lin, 2015). The relationship between customer experience and customer satisfaction has been proven through various studies. In the context of tourism, different experiences of tourists will have different importance on their satisfaction and behavioral intentions (Yoon and Uysal, 2005; Maroofi and Dehghan, 2012). Similarly, in the online context, Kim et al. (2009) argue that users' different levels of system experience have different effects on their opinions. Also in the tourism context, the emotions experienced by customers are an extremely important factor and influence their satisfaction when they have a memorable destination experience (Lee and Kyle, 2012). Consumers who have more experience using electronic devices and are more familiar with the Internet will feel more satisfied in the online shopping environment (Evwiekpaefe and Chiemeke (2017) confirmed in the study of (Han and Jeong, 2013). Therefore, in this context, this relationship is expected to occur with the following hypothesis:

H4 Customer experience has a positive effect on customer satisfaction

Hence, on the platform of the above discussion, the integrated conceptual framework was formed and shown in Figure 1.
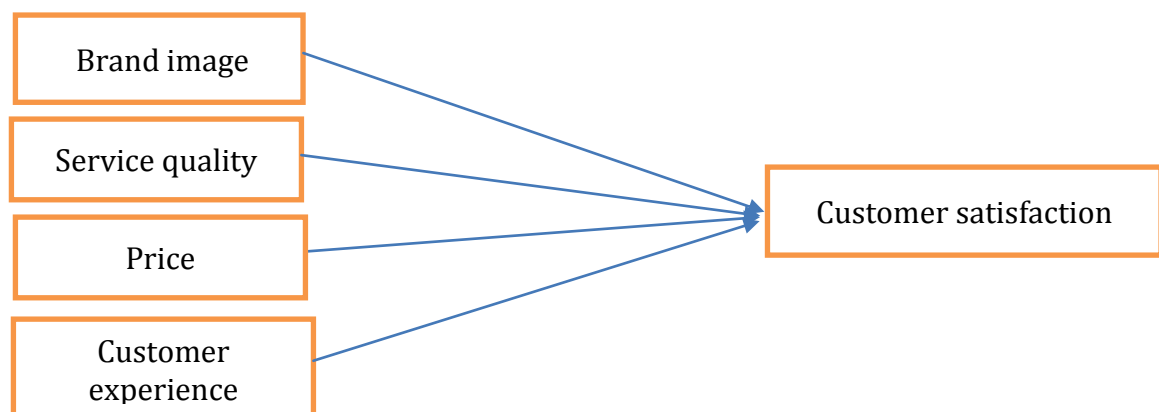

Figure 1: Conceptual framework

III.   Methodology

Qualitative and quantitative methods were used in this study. First, through a review of previous studies, the team reviewed and evaluated previous studies that had been conducted in different contexts. Since then, the appropriate items have been collected for this research purpose. Next, these items are reviewed and adjusted to better suit the specific research context. The questionnaire was set up and sent to 359 people who have been using the beauty service. Collected data is done within the last 2 months of 2022. The selected respondents are those who have been using beauty service in Da Nang. A Likert scale of 5 (1-strongly disagree to 5-strongly agree) was used to measure constructs relatedness.

In which, Brand image is measured by 6 observed variables, which are derived from the study of Villarjo (2002). Structure and customer satisfaction are measured by 5 observed variables, adjusted from the study of Omar et al. (2007). Customer experience is measured by 6 observed variables, adjusted from the study of Lemke et al. (2010). Service quality is measured by 5 observed variables, adjusted from the study of Puriwat and Triopsakul (2014). Price is measured by 6 observed variables, adjusted from the study of Albari & Indah (2018). Data were processed and analyzed with excel and SPSS 20 software.

IV.   Results

Descriptive analysis

Among 368 survey respondents, men accounted for the majority with a rate of 69.8%, men accounted for 30.2%. In terms of age, the age group with the largest proportion is from 25 to 40 years old (45.5%), this is also suitable for beauty service target customer group, followed by the student age group from 18 -25, accounting for 30.5%, the rest were middle-aged people accounted for 24%. Regarding income, the group with income from 8 to 15 million VND/month accounted for the majority with a rate of 58%, followed by the group with income under 5 million VND (22%) and the group with high income (over 15 million VND) accounted for 20%. In terms of occupation, the group office workers accounted for the highest 40%; followed by university students accounting for 28%, and the rest are self-employed.

Check the reliability of the scale

Measures of internal consistency were calculated and items with low confidence were removed or modified accordingly. 28 items were refined by calculating item-to-total correlations using the recommended threshold of .50. As summarized in table-1.

Table 1.

Constructs	Before item deletion			After item deletion		
	Number of items	Item-total correlation	Cronbach's alpha	Number of items	Item-total correlation	Cronbach's alpha
Brand image	6	0.554 -0.823	0.879	5	0.571 -0.812	0.901
Service quality	5	0.564 -0.764	0.889	5	0.564 -0.764	0.889
Price	6	0.535 -0.862	0.865	5	0.526 -0.879	0.897
Customer experience	6	0.557 -0.824	0.779	5	0.587 -0.898	0.886
Customer satisfaction	5	0.529 -0.807	0.867	5	0.529 -0.807	0.867

Three items across the five factors were eliminated to improve the respective item-to-total correlations and coefficient alphas. Three items across the five factors were eliminated to improve the respective item-to-total correlations and coefficient alphas

Exploratory factor analysis

The results of testing of KMO is 0.79 and 0.000 is the value sig of Bartlett's Test and less than 5%. That means there is related between the variables and the factor analysis criteria are satisfied. In addition, the findings also manifested that the five factors' initial Eigenvalues are greater than one. Finally, the Total Rotation of the Load-squared factors is greater than 50%, indicating that all observed variables are remained in this case.

Pearson's correlation

Pearson correlation is known as the best method to measure the association between variables of interest because it is based on the covariance method (Pearson). Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate in relation to each other (Pearson). The correlation analysis results showed that all the independent variables including customer experience, price, service quality, and brand image were combined with customer satisfaction (dependent variable) at the relevant level of significance. In which, the dependent variable customer satisfaction and the independent variable customer experience have the highest correlation (Pearson coefficient = 0.648), followed by brand image and service

quality variables (Pearson coefficient = 0.625 and 0.622). The worrying link was indicated with the Price variable (Pearson coefficient = 0.654). In addition, most pairs of independent variables customer experience, price, brand image, and service quality have absolute correlation coefficients greater than 0.5, indicating that each of these pairs can show linear correlation, and multicollinearity can occur. The study will perform a regression analysis to corroborate the previous argument and arrive at more accurate results.

Regression model
Analyze variables customer experience, price, brand image, service quality and customer satisfaction by Enter technique. The following table shows

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.725[a]	.536	.531	.7335	2.002

a. Predictors: (Constant), SQ, BI, CE, P
b. Dependent Variable: SAT

The adjusted R^2 value of 0.531 indicates that the independent variable included in the regression affects 53.1% of the change of the dependent variable, the remaining 46.9% is due to variables outside the model and random error. Durbin – Watson coefficient = 2.002, in the range of 1.5 to 2.5, so no first order series autocorrelation occurs.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.081	5	25.573	75.082	.000[b]
	Residual	135.257	226	.538		
	Total	236.338	231			

a. Dependent Variable: SAT
b. Predictors: (Constant), CE, P, SQ, BI

Choose to determine the significance level a = 5%. The results shown that it be seen sig. value in ANOVA 0.00 less than 1%, significance 1% model exist

Coefficients[a]

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Beta		
1	(Constant)	.368		2.225	.025
	Brand image	.228	.214	4.132	.000
	Service quality	.225	.220	5.268	.000
	Price	-.324	-.138	4.208	.000
	Customer experience	.359	.325	5.226	.000

a. Dependent Variable: SAT

From the Coefficients table, The Sig. values of customer experience, price, brand image and service quality are less than the significant level of 5%, therefore the coefficient of those factors is existent and have affected to customer satisfaction.
The VIF coefficients of the four independent variables selected above are all less than 2 therefore, it is no multicollinearity. The customer experience, price, brand image, and service quality variables and the customer satisfaction dependent variable are statistically significant.

Factor	Sig	Conclude	
		Statistic Hypothesis	**Research Hypothesis (Yes)**
Brand image	.000	reject	no reject (accept)
Service quality	.000	reject	no reject (accept)
Price	.000	reject	no reject (accept)
Customer experience	.000	reject	no reject (accept)
Significance a = 5%			

The following equation describes the result of calculating the research model based on the Beta value:
SAT = 0.325*CE + 0.228 *BI + 0.225* SQ – 0.138P

Hypothesis test
The analysis results show that all factors have a impact on customer satisfaction. The results are shown in the following table:

Hypotheses	Path	Estimate	p	Outcomes
H1	BI -> SAT	0.228	0.000	Accepted
H2	SQ ->SAT	0.225	0.000	Accepted
H3	P ->SAT	-0.138	0.000	Accepted
H4	CE->SAT	0.325	0.000	Accepted

The analysis results show that there are four factors affecting customer satisfaction, including customer experience, price, brand image, and service quality, with path coefficients of 0.214, 0.220, and -0.138, respectively. and 0.325 (all are statistically significant with p-values less than 0.000). However, Price has a negative impact on customer satisfaction. In addition, customer experience has the strongest impact on tourist satisfaction (β=0.325); followed by brand image and service quality have approximately the same impact on customer satisfaction (β=0.228 and β=0.225 respectively).

V.   Discussion

Customer satisfaction is a key concept that is focused on research to build a lasting relationship with customers. In addition, the relationship with other structures is also considered and evaluated to compare with previous studies as well as serve as a basis for managers to make appropriate business strategies. This research has focused on the beverage industry, which is said to be growing stronger and more competitive. As expected, customer experience has the strongest influence on customer experience. This result is consistent with studies in previous contexts, as well as with the actual situation of this industry when people are increasingly interested in discovering and enjoying new and fun things around them. Next is the brand image and service quality, which is also considered to be consistent with the research in the service context and in line with the current trend, when people no longer have to worry about being full but must be satisfied, delicious, beautiful, and trendy. Meanwhile, price negatively affects customer satisfaction, this is consistent with reality and human psychology, and it also reflects the implication of previous scholars' definitions.

One of the important contributions of this study is to provide a relatively complete model to evaluate the role of customer experience in customer satisfaction, and also to evaluate the relationship of variables with customer satisfaction. The study also solidifies the contributions of previous studies while also exploring consumer behavior in a new service context. Furthermore, it helps to further strengthen the theory of customer satisfaction.

In addition to the above academic contributions, the study also provides some practical implications for managers to refer to. First, "Content is King", so businesses need to create an advertising strategy with attractive and different content to stimulate customers' emotions and curiosity, as well as evoke a brand image interesting sign. Besides, in order to create an outstanding brand identity, the core values, slogans, logos, or spaces all create a unique and different identity from the competition and also create Loyalty and positive word of mouth with customers. Importantly, create different experiences for customers to stimulate their emotions. Because personal feelings influence their behavior. To do this, businesses need to better understand their customers through all stages of sales and service provision. Firstly, investigate customer needs more widely through surveys, and collect data on product quality, service, price, and brand image. It is also necessary to provide extended answers for customers to write their own thoughts. beauty service's managers also need to create an effective feedback page to promptly resolve customer inquiries, which also contributes to improving customer experience and brand image. In addition, renewing the portfolio of products and services provided is also a way to meet customers' expectations.

Besides the contributions of this study, some limitations still exist in this study.

Firstly, the sample size is too small compared to the actual number of customers of beauty service in Da Nang. Therefore, future research can test this model on a larger scale to provide a more general result.

Second, the four independent variables of the study only explain more than 50% of customer satisfaction. Therefore, future research needs to be done with more variables.

Third, the results will be more reliable, if future research is done with beauty service in other regions and compares the results.

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