

From Experience to Loyalty: The Sequential Process of Building Gen Z Trust in Aesthetic Clinics

Alifia Nasya Manurung ^{1*} Siti Aisyah ² Aqwa Naser Daulay ³

^{1*, 2, 3} Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

Email: alifianasya03@gmail.com

ARTICLE HISTORY

Submitted : August 03, 2026
Reviewed : August 05, 2026
August 11, 2026
Revised : August 13, 2026
Accepted : August 24, 2026
Published : August 29, 2026

Conflict of Interest Statement:

The author(s) declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

ABSTRACT

Purpose: This study aims to examine the formation of Generation Z loyalty in the context of aesthetic clinics by developing a Sequential S-O-R Framework. Unlike traditional models, this study conceptualizes the Organism component as a sequential psychological process that progresses from evaluative satisfaction to relational brand trust.

Research Method: A cross-sectional survey was conducted with 408 customers of aesthetic clinics in Medan City. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the proposed structural relationships among variables.

Results and Discussion: The findings support a statistically significant serial indirect pathway linking experiential marketing to loyalty through satisfaction and brand trust. However, because the study employs a cross-sectional design, the proposed ordering of satisfaction and brand trust should be interpreted as theoretically specified rather than as evidence of temporal or causal progression. Brand trust emerged as a stronger statistical predictor of loyalty than customer satisfaction within the tested model. Lifestyle showed a statistically significant, albeit very small, negative moderating effect on the relationship between experiential marketing and brand trust.

Implications: Aesthetic clinic managers should shift their focus from merely creating physical beauty experiences toward building systematic brand integrity to strengthen long-term customer loyalty.

Originality: This study contributes by integrating expectation-confirmation theory and commitment-trust theory within a Sequential S-O-R Framework to explain the complex psychological pathway of Generation Z loyalty formation.

Keywords: experiential marketing; customer loyalty; customer satisfaction; brand trust; Sequential S-O-R Framework.

1. Introduction

The aesthetic clinic industry has experienced rapid expansion, driven by the increasing demand for beauty services that are personalized, experience-based, and technology-supported, with Generation Z emerging as a dominant consumer segment (Ao *et al.*, 2023; Dhillon *et al.*, 2021; Siriudomset *et al.*, 2025). Prior literature characterizes aesthetic clinic services as involving relatively high levels of uncertainty because customers may have concerns about treatment outcomes and safety, and may have difficulty evaluating technical service quality before undergoing procedures (Wijayanti & Othman, 2025). These characteristics provide an important contextual basis for understanding why relational



constructs such as satisfaction and brand trust may be particularly relevant in aesthetic service settings. However, perceived risk itself is not included as an empirical construct in the present study; therefore, the high-risk characterization is used to describe the service context based on prior literature rather than as a tested explanatory mechanism.

Accordingly, Generation Z loyalty in aesthetic clinics is examined as a relational process that may develop through customers' internal evaluations rather than as an immediate response to a single service experience (Tran *et al.*, 2025). Theoretically, this loyalty formation process can be explained through the Stimulus-Organism-Response (S-O-R) framework, which emphasizes that environmental stimuli influence consumers' internal states, which subsequently trigger behavioral responses. In this study, experiential marketing serves as the Stimulus (S). At the same time, satisfaction and brand trust are the Organism (O), representing the cognitive and affective psychological processes experienced by Generation Z that lead to the Response (R) of loyalty. Recent literature consistently demonstrates that experiential marketing is a key determinant in shaping consumer evaluations and behavioral intentions across various service contexts, as sensory, affective, cognitive, and relational experiences directly enhance customer satisfaction and loyalty intentions (Cardoso *et al.*, 2022; Dhillon *et al.*, 2021). In high-involvement and high-risk service contexts, personal and immersive experiences not only strengthen customer attachment but also play a crucial role in explaining how loyalty forms through gradual, temporal psychological processes (Delina *et al.*, 2023). As the literature has developed, satisfaction and brand trust have increasingly been recognized as key psychological mechanisms that bridge experience and loyalty, although their structural roles are treated inconsistently across studies (Agustin *et al.*, 2025; Fahira & Djamaludin, 2023). Consequently, although the importance of experiential marketing has been well established, the literature has not yet clearly defined how service experiences translate into loyalty through a temporal sequence of psychological mechanisms, particularly how service experiences are associated with loyalty via theoretically differentiated mechanisms involving satisfaction and brand trust.

Although experiential marketing, satisfaction, and brand trust have long been recognized as important determinants of loyalty, existing literature still models these relationships in an overly simplified manner. Most studies treat loyalty as a direct response to experience or satisfaction, as if customer evaluations automatically transform into long-term commitment (Cardoso *et al.*, 2022; Dhillon *et al.*, 2021). Furthermore, satisfaction and brand trust are generally included in parallel models or even treated interchangeably as predictors of loyalty, without a clear distinction between them as two separate stages. This approach overlooks the nature of loyalty in high-risk services as a relational process that gradually develops from previous experiences rather than as an immediate evaluative response. Consequently, the literature has yet to explain the sequential psychological mechanism by which service experiences translate into long-term loyalty. This study challenges traditional linear models by reconceptualizing the Organism element within the S-O-R framework as a sequential psychological process. Referring to recent literature in the beauty and healthcare industries (Çömlek, 2025), this study theoretically distinguishes consumers' internal states (Organism) into an evaluative component, represented by satisfaction (O1), and a relational component, represented by brand trust (O2), which are specified sequentially in the proposed model. This proposed deconstruction is theoretically relevant to aesthetic clinic services, which prior literature has associated with uncertainty regarding treatment outcomes and service evaluation. Nevertheless, because perceived risk is not directly measured in this study, the sequential role of satisfaction and brand trust should be interpreted as a loyalty-formation mechanism within the aesthetic clinic context rather than as empirical evidence of a risk-reduction mechanism.

Although experiential marketing has been extensively studied in retail and hospitality contexts, its application in high-risk aesthetic clinics remains highly limited. However, most beauty-related studies still focus on cosmetic products or retail contexts rather than on clinical settings, which fundamentally alter how experiences translate into loyalty (Dhillon *et al.*, 2021). Furthermore, Generation Z is not homogeneous but is sharply segmented by lifestyle orientations, which shape how they interpret service experiences, risks, and symbolic values in the context of aesthetic clinics (Akkaya, 2021; Ao *et al.*, 2023). Consequently, the mechanism through which experiences shape satisfaction, trust, and Generation Z loyalty in aesthetic clinic contexts remains insufficiently explained, making this context not merely an empirical extension but also an unresolved theoretical challenge.

From a methodological perspective, the experience-based loyalty literature remains dominated by models that reduce psychological processes to direct relationships or to a single mediator between experiential marketing and loyalty, thereby assuming that consumer responses are immediate and linear (Agustin *et al.*, 2025; Dhillon *et al.*, 2021; Rahmayani & Riyadi, 2023). This approach fails to capture the reality that in high-risk services such as aesthetic clinics, experiences first shape evaluative satisfaction, which subsequently develops into relational trust before generating loyalty (Cardoso *et al.*, 2022; Hayes, 2022). At the same time, although lifestyle is recognized as an important factor in Generation Z consumption behavior, this variable is generally treated as a direct predictor rather than as a boundary condition shaping how experiences translate into satisfaction and trust (Akkaya, 2021; Ao *et al.*, 2023). Consequently, the literature lacks a model that explains why experiential marketing generates significantly different levels of satisfaction and brand trust among Generation Z segments, thereby limiting the theoretical validity and predictive power of loyalty research in aesthetic clinic contexts.

This study provides a significant theoretical contribution by responding to recent research calls to understand the loyalty mechanisms of younger generations in the beauty industry through a more complex approach (Huan & Kamaruddin, 2025; Siriudomset *et al.*, 2025). The primary contribution of this research lies in the development of the Sequential S-O-R Framework in the context of the aesthetic clinic. Unlike previous studies that model mediators as parallel or single mechanisms, this study examines the Organism element as a theoretically specified sequential structure comprising satisfaction evaluation (O1) and relational brand trust (O2), which serve as psychological mechanisms linking experiential stimuli to loyalty (Response). Furthermore, this study positions Generation Z lifestyle as a potential boundary condition that may influence how experiential marketing is associated with brand trust, thereby emphasizing that its effectiveness is conditional rather than universal. Thus, this study expands experience-based loyalty literature by integrating sequential mediation mechanisms and psychological heterogeneity among young consumers within high-risk service contexts.

Consistent with these contributions, this study aims to examine how experiential marketing builds loyalty among Generation Z in the context of high-risk aesthetic clinics through sequential, conditional psychological mechanisms. To achieve this objective, this study proposes an integrated conceptual model that positions experiential marketing as the initial stimulus, satisfaction and brand trust as sequential mediators, and Generation Z lifestyle as a boundary condition that moderates the loyalty formation pathway.

This article is organized into several sections. The first section provides the introduction and background of the research. The second section discusses the literature review and hypothesis development. The third section explains the research methods used. The fourth section presents the research results and discussion, while the final section contains conclusions, implications, and suggestions for further research.

2. Literature Review and Hypothesis Development

2.1.1 The S-O-R Model of Customer Loyalty

The main theoretical framework underlying this study is the Stimulus-Organism-Response (S-O-R) model. This environmental psychology approach explains how external stimuli influence individuals' internal states, which subsequently trigger specific behavioral responses. In contemporary service marketing literature, this model has been widely adapted to understand the mechanisms of customer loyalty formation through complex evaluative and emotional processes. The application of the S-O-R model in the beauty industry has recently been emphasized by Huan & Kamaruddin (2025), who demonstrated that the behavior of young consumers (Gen-Y and Gen-Z) is not random but the result of psychological processing of various brand stimuli. Structurally, the S-O-R model in the context of customer loyalty is categorized into three main elements:

Stimulus (S): Refers to environmental factors designed to trigger consumer attention. In the aesthetic industry, these stimuli include technical service quality and the brand experience customers receive during service interactions. Effective stimuli, such as those delivered through experiential marketing strategies, serve as initial triggers that shape consumers' perceptions of service providers' value and credibility. Organism (O): Represents the internal states or cognitive and affective psychological processes experienced by consumers after receiving stimuli. This element includes emotions, satisfaction, and trust (brand trust). This study provides a theoretical development by conceptualizing the Organism element as a sequential psychological process, in which evaluative satisfaction is positioned as O1 and brand trust as O2 within the proposed sequence. Response (R): Represents the final behavior or tangible outcome resulting from changes in consumers' internal states. In this study, the intended response is customer loyalty, which is manifested through consistent repurchase behavior and willingness to advocate the brand to others.

The application of the S-O-R framework enables this study to move beyond merely examining correlations among variables and shift toward a deeper understanding of why and how physical experiences in aesthetic clinics can be converted into long-term commitment. Thus, the S-O-R model provides a strong theoretical foundation for integrating Expectation-Confirmation Theory and Commitment-Trust Theory into a comprehensive mechanism for the formation of loyalty among Generation Z.

2.1.2 Experiential Marketing in the Aesthetic Clinic Context

The massive growth of the beauty and skincare industry has created a highly competitive market environment in which a brand's success largely depends on its ability to implement creative marketing strategies to reach and emotionally engage young audiences (Fauzan & Aisyah, 2024). Experiential marketing is a marketing approach that emphasizes creating sensory, affective, cognitive, and relational experiences, in which service value is determined not only by functional performance but also by how the service is subjectively and symbolically experienced (Cambra-Fierro *et al.*, 2021; Davey *et al.*, 2024). In aesthetic clinic services, customers may experience uncertainty regarding treatment outcomes, safety, and technical quality that is difficult to evaluate before consumption. Prior literature suggests that positive service experiences may help customers interpret service credibility and reduce uncertainty during service evaluation (Huang *et al.*, 2026). In the present study, however, perceived risk is not directly measured; therefore, experiential marketing is examined as an initial stimulus influencing satisfaction

and brand trust rather than as an empirically tested risk-reduction mechanism. Accordingly, experiential marketing is positioned not merely as a differentiation tool but as an initial stimulus that shapes consumers' psychological responses and provides a foundation for subsequent evaluative and relational processes. In the local market in Medan City, communication intensity through digital platforms has been found to play a crucial role in building consumers' emotional attachment, leading them to invest time and energy in engaging more deeply with a brand (Sitorus & Yasri, 2023). This indicates that interactive experiential stimuli may contribute to consumers' internal evaluations and the formation of brand trust.

2.1.3 Satisfaction as an Initial Cognitive-Affective Evaluation

In consumer behavior literature, satisfaction is understood as a cognitive-affective evaluation that emerges after consumers reflect on their actual experiences, rather than as a long-term attitude or relational commitment (Aymerich *et al.*, 2021; Pretorius & Padmanabhanunni, 2022). Satisfaction is an initial assessment of the extent to which service experiences meet or exceed expectations, making it context-dependent and shaped by perceived experiences. In personal and high-risk services, where technical quality is difficult to evaluate objectively, consumers heavily rely on actual experiences to form satisfaction as an initial signal of the service provider's suitability (Kim *et al.*, 2022). Therefore, satisfaction is positioned as an initial psychological stage that bridges service experiences with the formation of deeper relational responses in subsequent stages.

2.1.4 Brand Trust as a Gradually Developing Relational Belief

Brand trust reflects consumers' relational beliefs regarding the integrity, competence, and goodwill of service providers in fulfilling brand promises, making it long-term oriented and not formed instantly (Marmat, 2022). Unlike satisfaction, which reflects an evaluation of a specific experience, brand trust develops gradually through consumers' interpretations of consistent experiences as evidence of a brand's reliability and commitment (Fahira & Djamaludin, 2023). Thus, satisfaction is theoretically positioned as an evaluative state that may be associated with the development of more stable relational beliefs. Accordingly, brand trust is conceptualized as a relational belief, positioned after satisfaction in the proposed model.

2.1.5 Loyalty as an Outcome of a Sequential Psychological Process

Loyalty in contemporary marketing literature is understood as the outcome of a gradual psychological process, rather than an immediate response to a single service experience (Perret & Schwientek, 2025). In high-risk service contexts, loyalty emerges when satisfaction evaluations and trust have been consistently established, thereby reflecting stable and future-oriented relational commitment (Huan & Kamaruddin, 2025). In the local context, improved service quality has specifically been found to have a significant positive correlation with increased customer loyalty. The consistency of service providers in maintaining service standards is a determining factor in consumers' repeat purchases and positive recommendations to others (Arrasyid & Nurbaiti, 2022). Therefore, experiential marketing may be associated with loyalty both directly and indirectly through satisfaction and brand trust, with the latter constructing theoretically specified psychological mechanisms within the proposed S-O-R framework.

2.1.6 Generation Z Lifestyle as a Boundary Condition

Generation Z lifestyle reflects the expression of self-identity manifested through consumption preferences, symbolic values, and social orientations, and therefore cannot be understood merely as a demographic characteristic (Vuković, 2025). The consumption characteristics of Generation Z in urban areas, including Medan, show a strong tendency to use beauty products and services to enhance their appearance and self-confidence (Siregar *et al.*, 2022). In the context of aesthetic consumption and self-care, lifestyle orientation influences how consumers interpret service experiences, risks, and the symbolic fit between brands and self-image (Shim *et al.*, 2024). Research indicates that Gen Z consumers with certain lifestyle orientations are more responsive to experiential stimuli that align with their identity and moral values, thereby demonstrating significant differences in satisfaction evaluation and trust formation (Ameen *et al.*, 2022; Ngo *et al.*, 2024). Therefore, Generation Z lifestyle is positioned as a boundary condition that moderates the translation of experiential marketing into satisfaction and brand trust, while also explaining variations in the effectiveness of loyalty-formation mechanisms within the context of high-risk aesthetic clinics.

2.2. Hypothesis Development

2.2.1 Direct Effect Hypotheses

2.2.1.1 Experiential Marketing on Loyalty

In the aesthetic clinic industry, customer loyalty may not emerge solely from a single service encounter, as customers evaluate both functional and experiential aspects of the service. Experiential marketing, which encompasses sensory, affective, cognitive, and relational experiences, can shape how customers perceive and evaluate their interactions with the clinic. Positive and reassuring service experiences may strengthen customers' attachment to the service provider and encourage favorable behavioral responses. Consistent with the findings of Putri *et al.*, (2025) and Tran *et al.*, (2025), well-managed customer experiences have been associated with stronger intentions to revisit and greater brand advocacy. Therefore, experiential marketing is expected to contribute positively to Generation Z customers' loyalty.

H1: *Experiential marketing has a positive effect on Gen Z customers' loyalty.*

2.2.1.2 Experiential Marketing on Satisfaction

Satisfaction in aesthetic services is not merely the outcome of procedural effectiveness but rather a cognitive-affective evaluation of the entire customer journey. Under conditions where customers face uncertain outcomes, experiential marketing serves not as entertainment but as a signal of functional quality. A professional clinic atmosphere and warm personal interactions serve as tangible evidence that helps Gen Z confirm their expectations amid limited technical information (Çömlek, 2025). Furthermore, Huang *et al.*, (2026) emphasize that positive experiential stimuli directly mitigate consumer anxiety, ultimately triggering higher levels of evaluative satisfaction.

H2: *Experiential marketing has a positive effect on Gen Z customers' satisfaction.*

2.2.1.3 Experiential Marketing on Brand Trust

Brand trust in high-risk services is a relational belief that heavily depends on perceptions of safety and credibility. Since Gen Z faces substantial physical and symbolic risks, they seek evidence of brand

consistency through actual service experiences. Experiential marketing helps shift consumer perceptions from mere observers to trusted partners by providing evidence of competence and integrity during service interactions. As stated by Putri *et al.*, (2025) and drawing on the Commitment-Trust Theory, experiential stimuli that demonstrate clinical care and reliability are expected to contribute to stronger brand trust.

H3: *Experiential marketing positively affects Gen Z customers' brand trust.*

2.2.1.4 Satisfaction on Brand Trust

The transition from a momentary experience evaluation to stable relational commitment is explained through the mechanism of converting satisfaction into trust. Within the framework of the Commitment-Trust Theory, consistently perceived satisfaction serves as an uncertainty-reduction signal that is crucial for Gen Z in high-risk service contexts. Satisfaction (O1) serves as initial empirical evidence for consumers that the clinic can fulfill its performance promises, which is subsequently crystallized into brand trust (O2). As emphasized by Maharani *et al.*, (2025) and Morgan & Hunt (1994), without an evaluative confirmation phase (satisfaction), trust cannot be organically established within the relationship between service providers and customers.

H4: *Satisfaction positively affects Gen Z customers' brand trust.*

2.2.1.5 Brand Trust on Loyalty

Unlike satisfaction, which is momentary and evaluative, brand trust (O2) serves as a relational anchor that is considerably more stable in shaping long-term behavioral responses (R). In industries with high involvement and physical risks, such as aesthetic clinics, brand trust encompasses perceptions of the clinic's integrity and competence in ensuring customer safety. This trust provides psychological reassurance to Gen Z, who are highly concerned about service credibility and transparency, thereby mitigating fears of aesthetic procedure failures. Referring to the Commitment-Trust Theory and the findings of Putri *et al.*, (2025) and Susanto & Handayani (2020), brand trust is the most crucial driver of loyalty, is resistant to brand switching, and encourages customers' willingness to advocate for the brand.

H5: *Brand trust positively affects Gen Z customers' loyalty.*

2.2.1.6 Satisfaction on Loyalty

Although this study emphasizes the mediation pathway, the marketing literature continues to recognize satisfaction as a direct driver of customer behavioral intentions. Based on the Expectation-Confirmation Theory, when aesthetic clinic services meet or exceed the expectations threshold for Gen Z customers, this triggers value validation that directly encourages revisit intentions. In the beauty industry, satisfaction with the functional outcomes of procedures serves as an initial evaluative filter determining whether customers are willing to continue using the same services. As found by Fahira & Djamaludin (2023) and Huan & Kamaruddin (2025), high satisfaction directly strengthens customers' tendency to remain loyal, particularly after experiencing tangible benefits from the treatments they receive.

H6: *Satisfaction has a positive effect on Gen Z customers' loyalty.*

2.2.2 Mediation Hypotheses

2.2.2.1 The Mediating Role of Satisfaction in the Experience–Loyalty Relationship

In the context of high-contact aesthetic clinic services, customer loyalty is not automatically formed by sensory experiences alone. Given the presence of physical risks and outcome uncertainty, satisfaction serves as an initial cognitive-affective evaluation mechanism that links experiential marketing to long-term behavioral intentions. Gen Z uses satisfaction as empirical evidence that clinics can meet their expectations before demonstrating deeper loyalty. As explained by Delina *et al.*, (2023) and Huan & Kamaruddin (2025), in the beauty industry, satisfaction serves as a filter that determines whether the received experiential stimuli are worthy of further development into loyalty commitment.

H7: *Satisfaction mediates the relationship between experiential marketing and loyalty.*

2.2.2.2 Brand Trust as an Uncertainty-Reducing Mediator

Brand trust in high-risk services is the most crucial relational asset. Brand trust serves as a mediator, providing psychological assurance to Gen Z and helping them overcome doubts arising from the complexity of medical procedures. Experiences focused on staff professionalism and personalization do not directly create loyalty; instead, they build perceptions of brand integrity and reliability in advance. Referring to the studies by Maghfur *et al.*, (2023) and Putri *et al.*, (2025), experiential stimuli will only translate into strong loyalty when they are successfully converted into strong relational beliefs (trust).

H8: *Brand trust mediates the relationship between experiential marketing and loyalty.*

2.2.2.3 Sequential Mediation Mechanism: The Sequential S-O-R Pathway

The primary contribution of this study is the proposal of a theoretically ordered serial mediation structure within the S-O-R framework. Rather than assuming that the Organism element operates as a single psychological state, this study distinguishes satisfaction (O1) and brand trust (O2) as conceptually different mediating constructs. Satisfaction is framed as an evaluative internal state, whereas brand trust reflects a more relational belief in the service provider. Accordingly, the model specifies a serial indirect pathway in which experiential marketing is associated with loyalty through satisfaction and brand trust (EM → SAT → BT → LOY). This ordering is theoretically grounded in the conceptual distinctions between satisfaction and trust. It is consistent with Çömlek (2025), who highlights the relevance of satisfaction and relational trust in explaining customer loyalty within healthcare and beauty service contexts. However, because all constructs were measured simultaneously in a cross-sectional survey, the proposed ordering should be interpreted as a theoretical and statistical specification rather than as evidence that satisfaction temporally precedes or causally leads to brand trust.

H9: *Brand trust mediates the relationship between satisfaction and loyalty (representing the sequential mediation pathway).*

2.2.3 Moderation Hypotheses

2.2.3.1 Robustness Check

To ensure that the psychological mechanism within the Sequential S-O-R model is stable, this study tests the second model (the moderation model). The main objective of this section is to validate that the effects of the main predictors on brand trust are not distorted or diminished when the lifestyle variable is incorporated into the relationship system. This is particularly important in high-risk industries,

as it demonstrates that experiential stimuli and satisfaction are fundamental factors that remain operative across various customer psychographic conditions.

H10: *Experiential marketing remains positively related to brand trust in the moderation model.*

H11: *Satisfaction remains positively related to brand trust in the moderation model.*

2.2.3.2 Lifestyle Moderation on the Relationship between Experiential Marketing and Brand Trust

In the context of aesthetic clinics, customers with a high lifestyle orientation, characterized by active engagement with social media and beauty care trends, tend to have more complex and critical standards of expectation toward marketing stimuli. For this segment, standard experiential marketing strategies may have less authority in building trust than for customers with simpler lifestyle orientations. This is because individuals with high lifestyle orientations possess sharper critical filters in evaluating the authenticity and professionalism of a service experience before developing brand trust. Referring to Solomon's (2017) lifestyle segmentation theory and the findings of Theocharis & Tsekouropoulos (2025), the effectiveness of experiential stimuli in generating trust will vary significantly with consumers' value orientations and lifestyles.

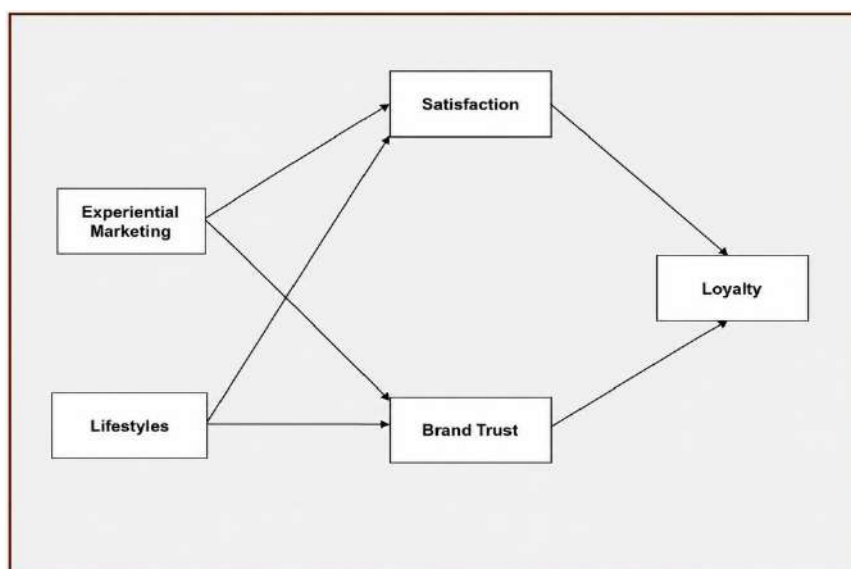
H12: *Lifestyle moderates the effect of experiential marketing on brand trust.*

2.2.3.3 Lifestyle Moderation on the Relationship between Satisfaction and Brand Trust

The transition from evaluative satisfaction (O1) to relational trust (O2) is strongly influenced by how individuals process perceptions of service safety and reliability amid uncertain outcomes. Gen Z customers with a strong concern for appearance tend to be more sensitive to the consistency of service quality. For them, satisfaction from a single treatment session may not be strong enough to translate into trust if it does not align with their lifestyle identity, which seeks perfection. As stated by Ao *et al.*, (2023), lifestyle functions as a strengthening or weakening factor that determines the extent to which initial satisfaction evaluations can crystallize into stable trust commitments in the long term.

H13: *Lifestyle moderates the effect of satisfaction on brand trust.*

Figure 1. Conceptual Research Model



3. Research Method

This study employed a cross-sectional survey design in Medan City, one of the main operational areas of ZAP Aesthetic Clinic, which has a significant Generation Z customer base. This study aimed to examine Generation Z customers' satisfaction, brand trust, and loyalty toward ZAP Clinic services. Data were collected during March–April through an online questionnaire distributed using Google Forms. Respondents were recruited using voluntary sampling through social media platforms to reach Generation Z customers. A total of 408 participants took part in the survey. The adequacy of the achieved sample size was evaluated based on statistical power considerations for the most complex endogenous equation in the research model, which involved five predictors. Assuming a significance level of 0.05, statistical power of 0.80, and a medium effect size ($f^2 = 0.15$), the minimum required sample was approximately 92 respondents. Thus, the achieved sample of 408 respondents substantially exceeded the minimum requirement for the PLS-SEM analysis. Following the data-cleaning process to identify incomplete or inconsistent responses, all 408 questionnaires were retained for the final analysis. Generation Z was defined as individuals born between 1995 and 2010. The inclusion criteria were male and female customers residing in Medan, aged 17–25 years, who had used ZAP Clinic services at least twice in the previous three months.

The questionnaire was administered in Bahasa Indonesia. Items adapted from English-language sources were translated into Bahasa Indonesia and reviewed to maintain consistency between the translated wording and the conceptual meaning of the original constructs. Prior to the main data collection, the questionnaire was pilot-tested among 30 respondents who had characteristics similar to those of the target population. The pilot test was conducted to evaluate the clarity, comprehensibility, wording, and relevance of the measurement items. Feedback obtained during the pilot testing process was used to refine the questionnaire before its final distribution.

This study measures five main constructs: experiential marketing, customer satisfaction, brand trust, customer loyalty, and Generation Z lifestyle. Experiential marketing refers to the creation of sensory, affective, cognitive, and relational experiences during service interactions (Schmitt, 2010). Customer satisfaction is defined as consumers' evaluation of the congruence between expectations and actual experiences (Oliver, 2014). Brand trust refers to beliefs about a brand's reliability and integrity (Delgado-Ballester, 2004; Morgan & Hunt, 1994). Customer loyalty reflects a commitment to long-term relationships, as demonstrated by repurchase intentions and recommendations (Oliver, 2014). In its operationalization, satisfaction is viewed as customers' overall assessment of various service attributes they receive (Malau *et al.*, 2023). Lifestyle describes patterns of activities, interests, and opinions that shape the interpretation of consumption experiences (Solomon, 2017).

The instruments were adapted from validated scales used in previous studies: experiential marketing (6 items; Çömlek, 2025; Maghfur *et al.*, 2023; Putri *et al.*, 2025), customer satisfaction (5 items; Çömlek, 2025; Fahira & Djameludin, 2023; Maharani *et al.*, 2025; Putri *et al.*, 2025), brand trust (6 items; Delgado-Ballester, 2004), customer loyalty (3 items; Oliver, 2014), and lifestyle (5 items; Solomon, 2017). All items were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Higher scores indicate higher levels of the respective constructs. For descriptive analysis, variable scores were classified into low, moderate, and high categories based on percentile distributions.

Table 1. Variable and Measurement Sources

Construct	Item Code	Measurement Item	Source
Experiential Marketing	EM1	The interior and visual appearance of ZAP Clinic are highly attractive and stimulating to the senses.	Çömlek (2025); Maghfur <i>et al.</i> , (2023); Putri <i>et al.</i> , (2025)
	EM2	The staff at ZAP Clinic serve me in a friendly and professional manner.	
	EM3	The treatment and atmosphere at ZAP Clinic make me feel relaxed and comfortable.	
	EM4	My experience at ZAP makes me reconsider the importance of maintaining my appearance.	
	EM5	ZAP Clinic encourages me to try new treatments and become more active in maintaining my appearance.	
	EM6	Visiting ZAP Clinic Medan is a memorable experience.	
Satisfaction	SAT1	My experience at ZAP was better than I expected.	Çömlek (2025); Fahira & Djamaludin (2023); Maharani <i>et al.</i> , (2025); Putri <i>et al.</i> , (2025)
	SAT2	The treatment I received was appropriate for my needs.	
	SAT3	Overall, I am satisfied with the services provided by ZAP Clinic Medan.	
	SAT4	The services I received met my expectations.	
	SAT5	The treatment results I received were satisfactory and met my expectations.	
Brand Trust	BT1	I trust ZAP Clinic to provide honest information about its services.	Fahira & Djamaludin (2023); Putri <i>et al.</i> , (2025); Maharani <i>et al.</i> , (2025); Susanto & Handayani (2020); Delgado-Ballester (2004)
	BT2	I am confident in entrusting my skin treatment to ZAP Clinic.	
	BT3	I feel safe undergoing treatment at this clinic.	
	BT4	I trust that the equipment used by the clinic is safe.	
	BT5	ZAP Clinic consistently provides good service.	
	BT6	Compared with other brands, I have greater trust in ZAP Clinic Medan.	
Loyalty	LOY1	I intend to use the services of ZAP Clinic Medan again.	Oliver (2014); Putri <i>et al.</i> , (2025); Susanto & Handayani (2020); Fahira & Djamaludin (2023)
	LOY2	I would recommend ZAP Clinic Medan to others.	
	LOY3	I prefer ZAP Clinic to other clinics.	
Lifestyle	LS1	I routinely undergo treatments to maintain my appearance.	Solomon (2017); Lestari <i>et al.</i> , (2025)Theocharis & Tsekouropoulos (2025)
	LS2	I am willing to spend money on beauty or skin health treatments.	
	LS3	I follow current developments in popular beauty treatment trends.	
	LS4	I am interested in trying new treatments that are widely discussed on social media.	
	LS5	I believe that appearance reflects my personality.	

4. Results and Discussion

4.1 Analysis Results

This study uses primary and secondary data. Primary data were collected through an online questionnaire completed by Generation Z customers of ZAP Aesthetic Clinic in Medan City. The data included respondent characteristics, service usage patterns, and measurements of the research



constructs: experiential marketing, customer satisfaction, brand trust, customer loyalty, and lifestyle. Only questionnaires that were completed in full and consistently were included in the analysis after data cleaning. Secondary data were obtained from industry reports and relevant literature sources to support the research context. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The analysis included descriptive statistics, evaluation of the measurement model using validity and reliability tests, and testing of the structural model to examine direct relationships, mediation, and moderation effects among variables. Preliminary tests indicated that all items met the validity and reliability criteria, making them suitable for further analysis.

Table 2. Characteristics of Respondents

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Female	301	73.8
	Male	107	26.2
Visited Clinic Branch	ZAP Clinic Sun Plaza Medan	153	37.5
	ZAP Clinic Delipark Medan	124	30.4
	ZAP Clinic Pattimura Medan	131	32.1
Highest Education Level	Senior High School/Vocational School/Equivalent	111	27.2
	Diploma (D1/D2/D3)	64	15.7
	Bachelor's Degree (S1)	219	53.7
	Master's Degree (S2)	14	3.4
Occupation	Student	82	20.1
	Civil Servant (PNS/ASN)	55	13.5
	Private-Sector Employee	139	34.1
	Entrepreneur	80	19.6
	Freelancer	40	9.8
	Housewife	12	2.9
Monthly Income	No income yet	44	10.8
	< IDR 1,000,000	13	3.2
	IDR 1,000,000–IDR 2,999,999	75	18.4
	IDR 3,000,000–IDR 4,999,999	162	39.7
	≥ IDR 5,000,000	114	27.9
Duration of Using ZAP Services	< 6 months	48	11.8
	6 months–1 year	128	31.4
	1–2 years	143	35.0
	> 2 years	89	21.8
	Once	56	13.7
Treatment Frequency (3 months)	2–3 times	225	55.1
	4–5 times	103	25.2
	> 5 times	24	5.9

Source: Researcher's Compilation (2026)

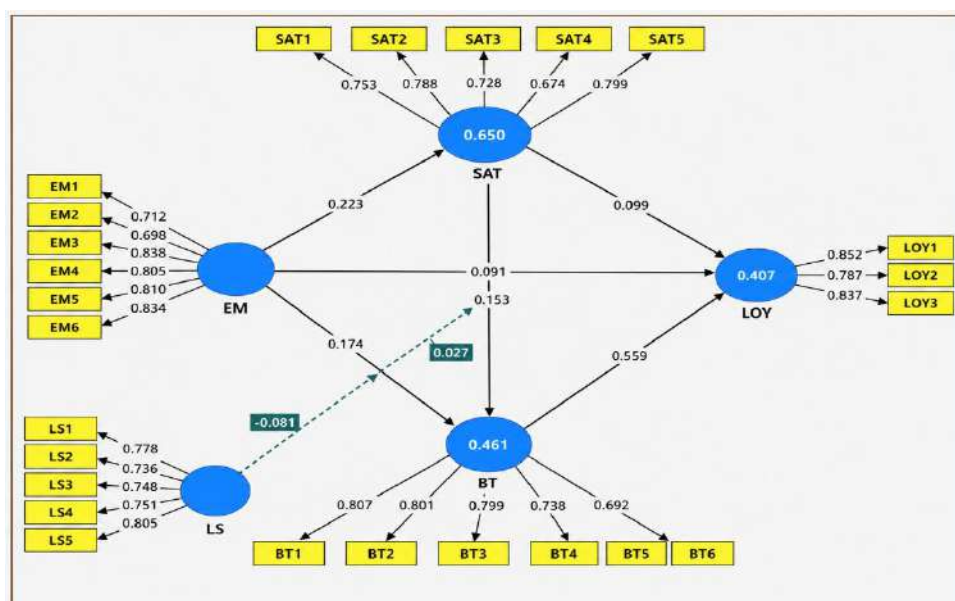
The respondent profile was based on gender, age, highest educational attainment, occupation, and monthly income. The results showed that two-thirds of respondents in this study were female (73.8%), while male respondents accounted for only 26.2% of the total respondents. Respondents were aged between 17 and 25 years, which places them in Generation Z. More than half of the respondents were Bachelor's degree (S1) graduates (53.7%). The occupations of respondents in this study were relatively diverse. However, one-third of respondents were private-sector employees (34.1%). The highest percentage of respondents in this study had a monthly income range of IDR 3,000,000–IDR

4,999,999 (39.7%). Regarding service usage, the majority of respondents had used ZAP services for 1–2 years (35.0%) and 6 months to 1 year (31.4%), indicating that most respondents had sufficient experience with these services. In addition, the majority of respondents reported undergoing treatments 2–3 times in the last three months (55.1%), indicating moderate to high involvement with the services. Overall, these characteristics indicate that the research sample was dominated by young, educated consumers with high levels of involvement, making them relevant to the research focus on Generation Z behavior in the aesthetic clinic industry.

4.1.1 Measurement Model Evaluation (Outer Model)

This study employs the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach.

Figure 2. Results of Outer Model Testing



Source: SmartPLS 4 (2026)

Table 3 presents the results of the measurement model evaluation, including outer loading values, Cronbach's alpha, composite reliability, and average variance extracted (AVE) for each construct. Most indicators have outer loading values above the threshold of 0.70, indicating good indicator reliability, while several indicators with values slightly below 0.70 were retained because they remained above the minimum threshold of 0.60 (Hair *et al.*, 2019). Furthermore, all constructs demonstrate Cronbach's alpha and composite reliability values above 0.70, indicating satisfactory internal consistency, given that values between 0.60 and 0.70 are still acceptable at the exploratory stage in PLS-SEM (Hair *et al.*, 2019). In addition, all AVE values exceed 0.50, indicating that the constructs explain more than 50% of the variance in their indicators. Therefore, the measurement model in this study has fulfilled the criteria of indicator reliability, internal consistency reliability, and convergent validity (Hair *et al.*, 2019).

Table 4 presents the discriminant validity test using cross-loadings, which aims to ensure that each indicator has a higher correlation with its original construct than with other constructs. (Chin, 1998; Hair *et al.*, 2019). Based on the test results, all indicators show the highest loadings on the constructs being measured. The indicators of the BT, EM, LOY, LS, and SAT constructs consistently demonstrate

higher loading values compared to their cross loadings on other constructs. No indicators were found to have higher loadings across different constructs. These findings indicate that each indicator can represent its respective latent construct without measurement overlap. Therefore, the measurement model has met the criteria for discriminant validity based on cross-loadings, indicating that the constructs in this study can be empirically distinguished and are suitable for further structural analysis.

Table 3. Convergent Validity and Reliability Testing

Construct	Item Code	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Experiential Marketing(EM)	EM1	0.712	0.881	0.908	0.624
	EM2	0.698			
	EM3	0.838			
	EM4	0.835			
	EM5	0.810			
	EM6	0.834			
Satisfaction (SAT)	SAT1	0.753	0.806	0.865	0.562
	SAT2	0.788			
	SAT3	0.728			
	SAT4	0.674			
	SAT5	0.799			
Brand Trust (BT)	BT1	0.807	0.861	0.896	0.591
	BT2	0.801			
	BT3	0.799			
	BT4	0.738			
	BT5	0.692			
	BT6	0.767			
Loyalty (LOY)	LOY1	0.852	0.764	0.864	0.679
	LOY2	0.781			
	LOY3	0.837			
Lifestyle (LS)	LS1	0.778	0.822	0.875	0.584
	LS2	0.735			
	LS3	0.748			
	LS4	0.751			
	LS5	0.805			

Source: SmartPLS 4 (2026)

Based on Table 5, discriminant validity in this study was evaluated using the Heterotrait-Monotrait Ratio (HTMT) approach. The analysis results show that all HTMT values between constructs are below the 0.90 threshold recommended in the PLS-SEM literature (Hair *et al.*, 2019). Furthermore, most HTMT values are below the more conservative threshold of 0.85, indicating that each construct has good discriminant capability. Therefore, it can be concluded that the research model has fulfilled the criteria of discriminant validity, allowing each construct to represent distinct concepts empirically.

Based on Table 6, discriminant validity testing was conducted using the Fornell-Larcker criterion. The analysis results indicate that all constructs have fulfilled this criterion. For example, the square root values of AVE for Brand Trust (0.768), Experiential Marketing (0.790), and Loyalty (0.824) are consistently higher than the correlations of each construct with other variables in the model. Demonstrating discriminant validity provides a strong foundation for the research model's ability to accurately distinguish the cognitive and affective psychological processes experienced by Generation Z before conducting the structural model analysis.

Table 4. Discriminant Validity: Cross Loading

	BT	EM	LOY	LS	SAT	LS x EM	LS x SAT
BT1	0.807	0.279	0.532	0.531	0.267	-0.206	-0.152
BT2	0.801	0.258	0.501	0.527	0.305	-0.194	-0.138
BT3	0.799	0.291	0.512	0.498	0.276	-0.182	-0.141
BT4	0.738	0.213	0.391	0.419	0.237	-0.199	-0.115
BT5	0.692	0.266	0.415	0.444	0.286	-0.145	-0.140
BT6	0.767	0.204	0.503	0.480	0.248	-0.185	-0.084
EM1	0.180	0.712	0.156	0.155	0.078	-0.099	-0.070
EM2	0.215	0.698	0.177	0.106	0.072	-0.041	-0.049
EM3	0.297	0.838	0.238	0.199	0.225	-0.039	-0.048
EM4	0.279	0.835	0.310	0.205	0.241	-0.028	-0.072
EM5	0.279	0.810	0.221	0.169	0.177	-0.047	-0.073
EM6	0.278	0.834	0.260	0.205	0.191	-0.039	-0.052
LOY1	0.554	0.291	0.852	0.571	0.299	-0.144	-0.190
LOY2	0.471	0.187	0.781	0.520	0.206	-0.127	-0.091
LOY3	0.512	0.247	0.837	0.502	0.268	-0.164	-0.115
LS1	0.502	0.160	0.456	0.778	0.251	-0.215	-0.186
LS2	0.496	0.195	0.489	0.735	0.217	-0.239	-0.189
LS3	0.432	0.193	0.459	0.748	0.246	-0.173	-0.111
LS4	0.447	0.165	0.522	0.751	0.223	-0.184	-0.141
LS5	0.524	0.150	0.538	0.805	0.236	-0.201	-0.193
SAT1	0.252	0.167	0.237	0.192	0.753	-0.021	-0.227
SAT2	0.279	0.180	0.221	0.212	0.788	-0.121	-0.252
SAT3	0.286	0.184	0.298	0.281	0.728	-0.085	-0.184
SAT4	0.207	0.113	0.150	0.164	0.674	-0.028	-0.214
SAT5	0.277	0.178	0.248	0.276	0.799	-0.061	-0.272
LS x EM	-0.241	-0.056	-0.176	-0.266	-0.088	1.000	0.299
LS x SAT	-0.167	-0.076	-0.164	-0.217	-0.305	0.299	1.000

Source: SmartPLS 4 (2026)

Table 5. Discriminant Validity: Heterotrait-Monotrait Ratio

	Brand Trust	Experiential Marketing	Loyalty	Lifestyle	Satisfaction	LS x EM	LS x SAT
Brand Trust							
Experiential Marketing	0.368						
Loyalty	0.762	0.345					
Lifestyle	0.745	0.258	0.814				
Satisfaction	0.417	0.241	0.388	0.369			
LS x EM	0.260	0.066	0.201	0.292	0.094		
LS x SAT	0.180	0.082	0.183	0.237	0.341	0.299	

Source: SmartPLS 4 (2026)

Table 6. Discriminant Validity: Fornell-Larcker Criterion

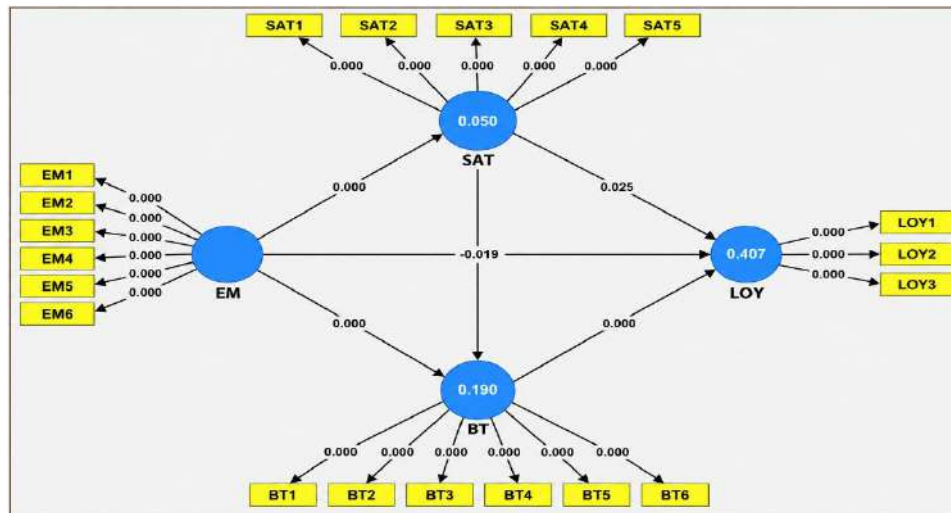
	Brand Trust	Experiential Marketing	Loyalty	Lifestyle	Satisfaction
Brand Trust	0.768				
Experiential Marketing	0.329	0.790			
Loyalty	0.624	0.297	0.824		
Lifestyle	0.632	0.224	0.645	0.764	
Satisfaction	0.351	0.223	0.316	0.307	0.750

Source: SmartPLS 4 (2026)



4.1.2 Direct Effects Results (Core Structural Model)

Figure 3. Results of Inner Model Direct Effect Testing



Source: SmartPLS 4 (2026)

Table 7. Variance Inflation Factor (VIF)

	VIF
Brand Trust → Loyalty	1.235
Experiential Marketing → Brand Trust	1.052
Experiential Marketing → Loyalty	1.139
Experiential Marketing → Satisfaction	1.000
Satisfaction → Brand Trust	1.052
Satisfaction → Loyalty	1.158

Source: SmartPLS 4 (2026)

Based on Table 7, the multicollinearity test in the structural model was conducted using the Variance Inflation Factor (VIF) values. The results show that all relationships among variables have VIF values ranging from 1.000 to 1.235, well below the 5 threshold. These findings indicate that there is no multicollinearity issue in the structural model, allowing the estimated relationships among constructs to be interpreted reliably (Hair *et al.*, 2019).

Table 8. R-Square (R^2) and Predictive Relevance (Q^2)

	R-square	R-square adjusted	Q^2 predict
Brand Trust	0.190	0.186	0.044
Loyalty	0.407	0.402	0.102
Satisfaction	0.050	0.047	0.083

Source: SmartPLS 4 (2026)

Based on Table 8, the model's predictive power was assessed using R^2 values: customer loyalty had an R^2 of 0.407, indicating that the variables in the model explain 40.7% of the variance in loyalty, which falls into the moderate category. Meanwhile, satisfaction obtained an R^2 value of 0.050, suggesting that experiential stimuli contribute only 5% to satisfaction, indicating that the model's ability to explain satisfaction variance is relatively low. Based on the recommended criteria, R^2 values of 0.25, 0.50, and 0.75 represent weak, moderate, and strong explanatory power, respectively (Hair *et al.*, 2019).

The Q^2 predict values indicate that brand trust is 0.044, loyalty is 0.102, and satisfaction is 0.083. All values are positive, indicating that the model has predictive relevance for the three endogenous variables. The model's predictive capability is stronger for loyalty and satisfaction, but relatively weaker for brand trust.

Table 9. F^2 Effect Size Test

	Brand Trust	Experiential Marketing	Loyalty	Satisfaction
Brand Trust			0.427	
Experiential Marketing	0.082		0.012	0.052
Loyalty				
Satisfaction	0.101		0.014	

Source: SmartPLS 4 (2026)

Based on Table 9, the effect size (f^2) evaluation was conducted to assess the magnitude of the influence of each exogenous construct on the endogenous constructs in the structural model. Effect size values of 0.02, 0.15, and 0.35 are interpreted as small, medium, and large effects, respectively (Cohen, 2013). Based on the analysis results, the effect of Brand Trust on Loyalty shows an f^2 value of 0.427, indicating a large effect. Furthermore, the effects of Experiential Marketing on Brand Trust (0.082), Satisfaction on Brand Trust (0.101), and Experiential Marketing on Satisfaction (0.052) are categorized as small effects. Meanwhile, the effects of Experiential Marketing on Loyalty (0.012) and on Satisfaction (0.012) are very small.

Table 10. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	T table	P values
Direct Effect						
EM → LOY	0.091	0.092	0.039	2.348	1,96	0.019
EM → SAT	0.223	0.227	0.047	4.782	1,96	< 0.001
EM → BT	0.264	0.265	0.047	5.639	1,96	< 0.001
SAT → BT	0.293	0.294	0.053	5.531	1,96	< 0.001
BT → LOY	0.559	0.559	0.043	12.913	1,96	< 0.001
SAT → LOY	0.099	0.100	0.044	2.238	1,96	0.025

Source: SmartPLS 4 (2026)

This study compares the T-statistics values obtained from data processing with the critical values in the standard statistical T-table distribution. The determination of the T-table critical value is based on a 5% significance level ($\alpha = 0.05$) using a two-tailed test. Considering the large sample size in this study, namely $n = 408$ respondents, the degree of freedom (df) is calculated as follows:

$$df = n - k$$

$$df = 408 - 5 = 403$$

(Note: n represents the sample size and k represents the number of main variables in the model).

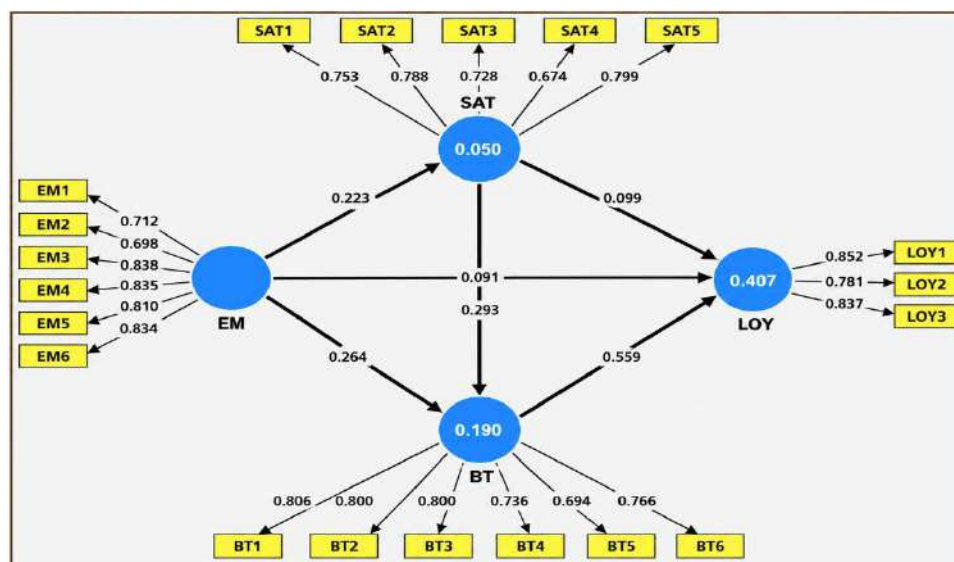
Based on the standard T distribution table, for large degrees of freedom ($df > 120$), the T distribution approaches the standard normal distribution (Z); therefore, the T-table value used as the significance threshold is 1.96 (Hair *et al.*, 2019). Thus, a hypothesis is considered empirically supported if it has a T-statistic > 1.96 and a P-value < 0.05. Based on the hypothesis testing results presented in

Table 10, all direct effect relationships from H1 to H6 were found to be statistically significant. This is indicated by the T-statistics values, which consistently exceed the threshold value of 1.96.

The results of the direct path hypothesis testing summarized in Table 10 indicate that all six direct paths are statistically significant ($p < 0.05$). The key finding is that Brand Trust (BT) has a stronger statistical relationship with Loyalty ($\beta = 0.559$; $p < 0.001$) than with Satisfaction ($\beta = 0.099$; $p = 0.025$). This finding is further supported by the effect size (f^2) values presented in Table 9, where the BT $\rightarrow$ LOY pathway has a value of 0.427 (Large Effect). In contrast, other pathways fall into the small- or medium-effect categories. These findings show that among sampled customers of aesthetic clinics, Brand Trust is a substantially stronger predictor of Loyalty than Satisfaction. However, because perceived risk was not measured as a construct in this study, the stronger role of Brand Trust cannot be empirically attributed to customers' risk perceptions. Accordingly, the results should be interpreted as evidence of the relative importance of Brand Trust within the proposed model rather than as direct evidence of a risk-reduction mechanism.

4.1.3 Mediation Analysis

Figure 4. Inner Model for Indirect Effect Analysis



Source: SmartPLS 4 (2026)

Table 11. Hypothesis Test Results: Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	T table	P values
Indirect Effect						
EM $\rightarrow$ SAT $\rightarrow$ LOY	0.022	0.023	0.011	1.982	1.96	0.048
EM $\rightarrow$ BT $\rightarrow$ LOY	0.148	0.148	0.029	5.059	1.96	< 0.001
SAT $\rightarrow$ BT $\rightarrow$ LOY	0.164	0.164	0.030	5.414	1.96	< 0.001
EM $\rightarrow$ SAT $\rightarrow$ BT $\rightarrow$ LOY	0.037	0.037	0.010	3.502	1.96	< 0.001

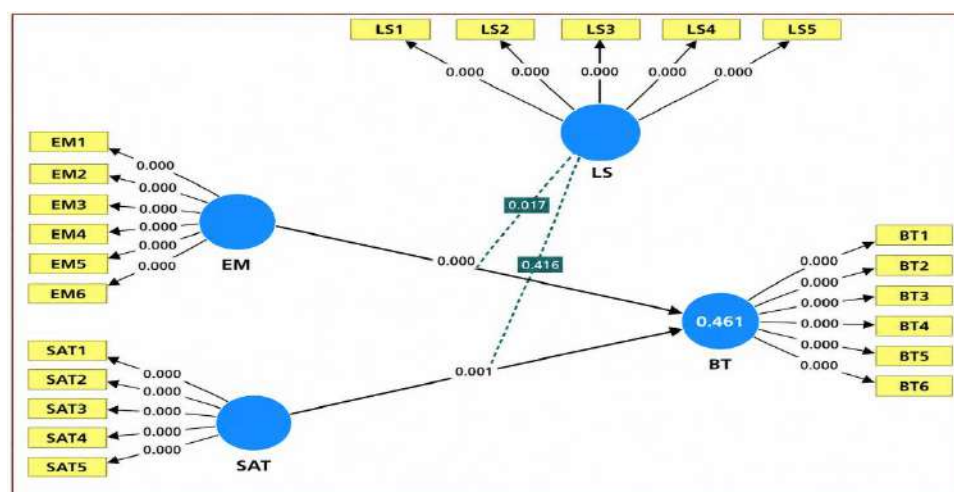
Source: SmartPLS 4 (2026)

Based on the data presented in Table 11, all hypothesized mediation pathways were statistically significant. This is confirmed by the T-statistics values, which exceed the critical threshold of 1.96, and

by p-values below 0.05. Most importantly, the complete sequential mediation pathway of experiential marketing on loyalty through satisfaction and brand trust (EM → SAT → BT → LOY) was statistically significant ($\beta = 0.037$; $t = 3.502$; $p < 0.001$). This finding provides statistical support for the theoretically specified sequential indirect pathway in which Satisfaction is positioned as O1 and Brand Trust as O2. However, because the data are cross-sectional, this result does not establish that Satisfaction temporally precedes or causally develops into Brand Trust. In addition, the indirect effect through brand trust (EM → BT → LOY; $\beta = 0.148$; $p < 0.001$) was stronger than the indirect effect through satisfaction alone (EM → SAT → LOY; $\beta = 0.022$; $p = 0.048$). Since the direct effect of experiential marketing on loyalty also remained statistically significant ($\beta = 0.091$; $p = 0.019$), the results indicate partial sequential mediation. These findings suggest that service experiences can strengthen customer loyalty both directly and indirectly, particularly when positive experiences are associated with loyalty through the theoretically specified indirect pathway involving Satisfaction and Brand Trust.

4.1.4 Moderation Analysis

Figure 5. Results of Inner Model Testing in the Moderation Model



Source: SmartPLS 4 (2026)

Table 12. Variance Inflation Factor (VIF)

	VIF
Experiential Marketing → Brand Trust	1.080
Lifestyle → Brand Trust	1.215
Lifestyle x Experiential Marketing → Brand Trust	1.155
Lifestyle x Satisfaction → Brand Trust	1.206
Satisfaction → Brand Trust	1.217

Source: SmartPLS 4 (2026)

Based on the testing results, Table 12 shows that all relationships in the moderation model have very low VIF values, ranging from 1.080 to 1.217. According to the guidelines of Hair *et al.*, (2019), these values are well below the critical threshold of 5.0, indicating that the research model is free from multicollinearity. This finding provides methodological assurance that the path coefficient estimations in the moderation model, including the interaction effect of Lifestyle on Brand Trust, are stable, reliable, and not distorted by overlapping information among variables.

Table 13. R-Square (R^2) and Predictive Relevance (Q^2)

	R-square	R-square adjusted	Q^2 predict
Brand Trust	0.461	0.455	0.443

Source: SmartPLS 4 (2026)

The testing results demonstrate a substantial increase in the R-square value for the Brand Trust construct. In the core structural model, the R-squared value was 0.190 (19.0%). However, after incorporating Lifestyle and the interaction terms into the expanded model, the R-square value increased to 0.461 (46.1%). This increase indicates that the expanded model explains a considerably greater proportion of variance in Brand Trust. However, the increase should not be attributed primarily to the moderation effects, because the effect-size results show that the direct effect of Lifestyle contributes substantially more than the interaction terms. Therefore, the improvement in explanatory power mainly reflects the inclusion of Lifestyle as a direct predictor, while the incremental contribution of the interaction effects is relatively limited. Based on the criteria proposed by Hair *et al.*, (2019), this R-square value is categorized as moderate.

Furthermore, the model demonstrates predictive relevance with a Q^2 predict value of 0.443. Since this value is above zero, the model shows predictive relevance for Brand Trust. Taken together, these results indicate that incorporating Lifestyle as a direct predictor, along with the interaction terms, improves the explanatory and predictive performance of the expanded model. However, the effect-size results indicate that this improvement is driven predominantly by Lifestyle's direct contribution rather than by moderation effects.

Table 14. F^2 Effect Size Test

	Brand Trust	Experiential Marketing	Lifestyle	Satisfaction	Lifestyle × Experiential Marketing	Lifestyle × Satisfaction
Brand Trust	-	-	-	-	-	-
Experiential Marketing	0.052	-	-	-	-	-
Lifestyle	0.429	-	-	-	-	-
Satisfaction	0.036	-	-	-	-	-
Lifestyle × Experiential Marketing	0.012	-	-	-	-	-
Lifestyle × Satisfaction	0.002	-	-	-	-	-

Source: SmartPLS 4 (2026)

Table 14 presents the results of the effect size (f^2) evaluation, measuring the relative contribution of each exogenous construct to the R^2 of the endogenous variable, Brand Trust, in the moderation model. Based on Cohen (2013) criteria, f^2 values of 0.02, 0.15, and 0.35 are interpreted as small, medium, and large effects, respectively. The analysis results indicate that Lifestyle has the largest direct contribution to Brand Trust, with an f^2 value of 0.429, which is categorized as a large effect. Meanwhile, the direct contributions of Experiential Marketing ($f^2 = 0.052$) and Satisfaction ($f^2 = 0.036$) are considered small effects in this model configuration. Regarding the interaction variables, the Lifestyle × Experiential Marketing interaction shows a very small effect size ($f^2 = 0.012$), below the

conventional threshold for a small effect. In contrast, the Lifestyle $\times$ Satisfaction interaction has a negligible effect size ($f^2 = 0.002$). These findings indicate that the additional explanatory contribution of the interaction effects is limited. In particular, the increase in the explanatory power of Brand Trust in the expanded model appears to be driven predominantly by the large direct effect of Lifestyle rather than by the moderation terms.

Table 15. Hypothesis Test Results of the Moderation Model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	T table	P values
SAT $\rightarrow$ BT	0.154	0.158	0.045	3.423	1.96	0.001
EM $\rightarrow$ BT	0.175	0.177	0.039	4.488	1.96	< 0.001
LS $\rightarrow$ BT	0.530	0.529	0.042	12.549	1.96	< 0.001
LS $\times$ EM $\rightarrow$ BT	-0.079	-0.081	0.033	2.386	1.96	0.017
LS $\times$ SAT $\rightarrow$ BT	0.026	0.026	0.032	0.814	1.96	0.416

Source: SmartPLS 4 (2026)

Based on the data presented in Table 15, the moderation model testing was conducted to evaluate the role of Lifestyle (LS) as both a direct predictor and a moderator in the relationships involving Experiential Marketing (EM), Satisfaction (SAT), and Brand Trust (BT). The analysis results indicate that the direct relationships represented by H10 and H11 remain statistically significant in the expanded model. Satisfaction (SAT $\rightarrow$ BT) records a T-statistics value of 3.423 ($\beta = 0.154$; $p = 0.001$), while Experiential Marketing (EM $\rightarrow$ BT) obtains a T-statistics value of 4.488 ($\beta = 0.175$; $p < 0.001$). Lifestyle also shows a significant positive direct relationship with Brand Trust (LS $\rightarrow$ BT: $\beta = 0.530$; $t = 12.549$; $p < 0.001$). However, the effect-size results indicate that the direct contribution of Lifestyle ($f^2 = 0.429$) is substantially larger than those of Experiential Marketing ($f^2 = 0.052$) and Satisfaction ($f^2 = 0.036$). Therefore, the improvement in the explanatory power of Brand Trust should be interpreted primarily in relation to the strong direct contribution of Lifestyle rather than to the interaction effects.

Furthermore, the classification of the moderation type was determined by comparing the significance of the interaction effect with the direct effect of the moderating variable based on the criteria proposed by Sharma *et al.*, (1981). In the interaction pathway LS $\times$ EM $\rightarrow$ BT, the t-statistic value is 2.386 with a p-value of 0.017, indicating a significant moderating effect. Because the direct effect of Lifestyle is also significant, this pattern is consistent with a quasi-moderating role. The interaction coefficient for LS $\times$ EM $\rightarrow$ BT is negative ($\beta = -0.079$), indicating that higher Lifestyle scores are associated with a weaker statistical relationship between Experiential Marketing and Brand Trust. However, this interaction has a very small effect size ($f^2 = 0.012$), indicating that its substantive contribution is limited despite its statistical significance. Therefore, H12 is supported, but the moderation effect should be interpreted as modest rather than as a major explanatory contribution of the model. One possible interpretation is that Generation Z consumers with stronger lifestyle orientations may evaluate standard experiential stimuli, such as clinic atmosphere, aesthetics, and staff friendliness, more critically; however, this interpretation should be regarded as theoretical rather than directly measured by the present study.

The interaction between LS $\times$ SAT $\rightarrow$ BT yields a T-statistic of 0.814 and a p-value of 0.416, indicating that the interaction is not statistically significant. The interaction also has a negligible effect size ($f^2 = 0.002$). Therefore, H13 is not supported. According to the moderation classification, Lifestyle functions as a predictor rather than a moderator in this relationship because its direct effect on Brand

Trust is significant, whereas the Lifestyle $\times$ Satisfaction interaction is not. The result indicates that this study did not detect a significant moderating effect of Lifestyle on the relationship between Satisfaction and Brand Trust in the present sample. Importantly, the absence of a statistically significant interaction does not demonstrate that the Satisfaction–Brand Trust relationship is universal, invariant, or equivalent across all Generation Z consumers. It only indicates that no statistically significant moderation by Lifestyle was observed under the conditions examined in this study.

4.1.5 Model Fit Analysis

Table 16. Model Fit Analysis

	Saturated model	Estimated model
SRMR	0.055	0.081
NFI	0.843	0.832

Source: SmartPLS 4 (2026)

Table 16 presents the results of the Model Fit Analysis, which evaluates the extent to which the proposed structural model fits the collected empirical data. Based on the guidelines of Hair *et al.*, (2019), model fit quality is evaluated through the Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) indicators. The analysis results for the estimated model show an SRMR of 0.081, which is very close to the ideal threshold of 0.08, indicating a low level of residual error and an adequate fit. In addition, the NFI value of 0.832, which is above 0.80, further confirms that this research model has an acceptable level of fit for explaining Generation Z loyalty. These findings provide methodological assurance that the developed Sequential S-O-R framework has sufficient statistical validity to serve as a basis for hypothesis testing and drawing theoretical conclusions.

4.2 Discussion

4.2.1 The Direct Effect of Experiential Stimuli on Generation Z Loyalty

The results of this study show that experiential marketing is positively and significantly associated with loyalty, satisfaction, and brand trust. These findings are consistent with the studies of Çömlek (2025) and Putri *et al.*, (2025), which highlight the relevance of immersive sensory, affective, and emotional experiences in shaping consumer evaluations in the aesthetic industry. The findings suggest that experiential elements offered by ZAP Aesthetic Clinic, including visually appealing clinic environments and staff professionalism, are positively associated with Generation Z customers' evaluations of the service. This finding is also consistent with Expectation-Confirmation Theory, which proposes that satisfaction is related to the extent to which customers perceive their actual experiences as meeting or exceeding their expectations. A particularly notable finding is the stronger relationship between Brand Trust and Loyalty ($\beta = 0.559$) compared with Satisfaction and Loyalty ($\beta = 0.099$). This comparative pattern suggests that relational beliefs about the clinic's reliability and integrity may be more explanatory of loyalty than of satisfaction within the tested model. Although prior literature characterizes aesthetic services as involving uncertainty and potential physical or psychological concerns, perceived risk was not directly measured in the present study. Therefore, the stronger coefficient of Brand Trust should not be interpreted as evidence that perceived risk explains this relationship. Rather, Brand Trust appears to be a stronger statistical predictor of Loyalty than Satisfaction within the tested model.

From a theoretical perspective, this pattern is consistent with the proposed distinction between satisfaction, an evaluative internal state, and brand trust, a relational belief, within the S-O-R framework. Consistent with Commitment-Trust Theory, the findings suggest that trust may play an important role in explaining customers' loyalty toward service brands. However, because all constructs were measured simultaneously in a cross-sectional design, the present study cannot establish that trust develops temporally after satisfaction or that it is a necessary prerequisite for loyalty. Accordingly, the observed relationships should be interpreted as being consistent with the theoretically specified structural model rather than as evidence of a confirmed temporal or causal progression.

4.2.2 Sequential Mediation Mechanism: Deconstruction of the Organism Element

One of the main theoretical contributions of this study is the examination of the Sequential S-O-R Framework in explaining Generation Z consumer behavior. The complete serial indirect effect of experiential marketing on loyalty through satisfaction and brand trust was positive and statistically significant ($EM \rightarrow SAT \rightarrow BT \rightarrow LOY$: $\beta = 0.037$, $p < 0.001$). This result provides statistical support for the theoretically specified sequential pathway in which satisfaction is positioned as O1 and brand trust as O2. However, because the study uses cross-sectional data, this result should not be interpreted as evidence that satisfaction temporally precedes, develops into, or causes brand trust. Instead, the ordering represents a theoretically specified and statistically supported pathway within the proposed model. Consistent with the Commitment-Trust Theory Morgan & Hunt (1994), trust plays an important role in sustaining long-term relationships. However, because perceived risk was not directly measured in this study, the stronger relationship between Brand Trust and Loyalty cannot be empirically attributed to customers' risk perceptions. The role of perceived risk in explaining this relationship therefore remains an empirical question for future research. Notably, the indirect effect of experiential marketing on loyalty through Brand Trust ($\beta = 0.148$) was stronger than the indirect effect through Satisfaction alone ($\beta = 0.022$). Rather than establishing Brand Trust as a necessary stage in a causal process, this comparative pattern suggests that Brand Trust may serve as an important relational mechanism linking positive service experiences to loyalty within the proposed model. Nevertheless, Satisfaction also retains a significant contribution, indicating that Satisfaction and Brand Trust provide complementary explanations within the loyalty formation model.

These findings extend the studies of Çömlek (2025) and Lestari *et al.*, (2025), which emphasize the importance of brand experience in shaping consumers' internal states. The present results support the theoretically specified pathway $EM (S) \rightarrow SAT (O1) \rightarrow BT (O2) \rightarrow LOY (R)$ within the aesthetic clinic context. The statistically significant serial indirect effect is consistent with the proposed sequential structure. However, the temporal ordering of these psychological states cannot be established from the present cross-sectional data. Thus, the integration of Expectation-Confirmation Theory and Commitment-Trust Theory within the S-O-R framework offers a more nuanced explanation of the associations among experiential marketing, satisfaction, brand trust, and Generation Z customer loyalty without assuming a confirmed temporal or causal progression.

4.2.3 The Moderating Role of Lifestyle in the Trust Formation Pathway

The moderation analysis provides additional insight into Lifestyle's role in the relationship between Experiential Marketing and Brand Trust. Based on Table 15, Lifestyle significantly moderated this relationship in a negative direction ($H12$: $\beta = -0.079$; $p = 0.017$). However, the interaction effect was

very small ($f^2 = 0.012$). Therefore, although statistically significant, this finding should be interpreted as a modest attenuation of the Experiential Marketing–Brand Trust relationship at higher levels of Lifestyle rather than as a substantial moderating effect.

One possible explanation is that Generation Z customers with stronger lifestyle orientations may evaluate common experiential elements, such as attractive clinic environments and staff interactions, using different or more demanding standards. This interpretation is broadly consistent with Theocharis & Tsekouropoulos (2025), who suggest that consumer responses to experiential stimuli may vary according to lifestyle orientation. In this context, experiential elements such as attractive interior design and staff friendliness may be evaluated differently by consumers with stronger lifestyle orientations. This interpretation is also consistent with (Akkaya, 2021), who emphasizes the relevance of lifestyle segmentation in shaping consumer perceptions of value. However, characteristics such as greater skepticism, higher critical evaluation, or stronger demands for evidence of competence were not directly measured in the present study. Therefore, these explanations should be regarded as theoretically plausible interpretations rather than mechanisms directly demonstrated by the empirical findings.

Lifestyle did not significantly moderate the relationship between Satisfaction and Brand Trust (H13: $p = 0.416$). This result indicates only that the present study did not detect statistically significant differences in the strength of the Satisfaction–Brand Trust relationship by Lifestyle among the sampled Generation Z customers. It should not be interpreted as evidence that the relationship is universal, invariant, or equivalent across all Generation Z consumers. Rather, no statistically significant moderation by Lifestyle was identified under the conditions examined in this study. Taken together, the moderation findings suggest that Lifestyle may operate as a limited boundary condition for the relationship between Experiential Marketing and Brand Trust. At the same time, no comparable moderating effect was detected for the relationship between Satisfaction and Brand Trust. Given the very small effect size of the significant interaction, Lifestyle moderation should therefore be interpreted as a secondary finding rather than as a major explanatory mechanism of Brand Trust formation.

4.2.4 Managerial Implications and Scientific Development

This study makes two contributions: enriching the service marketing literature and providing a strategic guideline for managers in the aesthetic clinic industry. Theoretically, this study provides three main contributions to marketing science development:

Empirical Support for the Sequential S-O-R Framework in Aesthetic Services. This study contributes to the loyalty literature by examining a theoretically specified sequential mechanism within the S-O-R framework. The findings provide empirical support for conceptualizing the Organism component as two distinct psychological states: Satisfaction as an evaluative state (O1) and Brand Trust as a relational belief (O2). However, because the data are cross-sectional, this conceptual ordering should not be interpreted as evidence that these psychological states necessarily occur in a fixed temporal sequence.

Integration of Consumer Psychology Theories. This study integrates Expectation-Confirmation Theory and Commitment-Trust Theory within the broader S-O-R framework. The findings are consistent with the theoretical distinction between Satisfaction, an evaluative response, and Brand Trust, a relational belief. Furthermore, the stronger relationship between Brand Trust and Loyalty than between

Satisfaction and Loyalty suggests that trust may be particularly relevant to explaining loyalty within the tested model.

Lifestyle as a Potential Boundary Condition. Unlike studies that position Lifestyle primarily as a direct predictor, the present study also examines its moderating role. The statistically significant but very small negative interaction between Lifestyle and Experiential Marketing provides preliminary evidence that the strength of the Experiential Marketing–Brand Trust relationship may vary according to Lifestyle. Given the small effect size, however, this moderation should be interpreted as a limited boundary condition rather than as a major mechanism explaining Brand Trust.

For aesthetic clinic managers, particularly ZAP Clinic, the findings of this study offer the following operational guidelines:

Strategic Transformation: From Customer Delight to Brand Integrity. Given that Brand Trust has a dominant effect on loyalty ($\beta = 0.559$) compared to satisfaction ($\beta = 0.099$), clinic managers should redirect their primary focus. Strategies should not stop at creating temporary satisfaction through clinic aesthetics but should prioritize medical transparency, procedural safety, and reliable treatment outcomes to establish trust and authority among Gen Z customers.

Differentiation Strategy Based on Psychographic Characteristics. The small negative Lifestyle interaction suggests that experiential marketing may be somewhat less strongly associated with Brand Trust among customers with higher Lifestyle scores. Therefore, clinics may consider complementing standard experiential elements with more personalized and informative communication approaches. However, because the interaction effect is very small, major strategic changes based solely on this moderation result would not be warranted.

Optimization of the Sequential Loyalty Pathway. Managers may use the proposed model as a practical framework for coordinating satisfaction- and trust-building initiatives across the customer journey, while recognizing that the present study does not establish the temporal order in which these psychological states develop. Every initial satisfaction point experienced by customers immediately after treatment should be followed by efforts to build long-term relational relationships. This can be achieved through empathetic post-treatment follow-up systems and loyalty programs that offer incentives for consistent visits, allowing satisfaction to solidify into lasting trust.

5. Conclusion

This study provides empirical support for the Sequential S-O-R Framework in explaining the formation of Generation Z customer loyalty in the context of aesthetic clinics. The findings demonstrate a statistically significant sequential pathway in which experiential marketing contributes to satisfaction (O1), which in turn strengthens brand trust (O2) and ultimately drives loyalty (R). However, given the cross-sectional nature of the study, this sequence should be interpreted as a theoretically specified and statistically supported mechanism rather than as evidence of temporal causality. This finding highlights the importance of relational trust in explaining Generation Z customer loyalty within the aesthetic clinic context. However, because perceived risk was not directly measured, the stronger effect of Brand Trust cannot be empirically attributed to customers' perceptions of physical, psychological, financial, or performance risk. Therefore, the findings should not be interpreted as direct empirical confirmation of a high-risk service mechanism. Instead, they demonstrate that Brand Trust represents a stronger

relational predictor of Loyalty than Satisfaction within the tested model. Furthermore, the relationship between Satisfaction and Brand Trust remained positive and statistically significant after incorporating Lifestyle into the moderation model, whereas the interaction between Lifestyle and Satisfaction was not significant. This indicates that Lifestyle did not significantly alter the Satisfaction–Brand Trust relationship in the present sample. From a managerial perspective, aesthetic clinic managers should complement experience-based strategies with systematic efforts to strengthen brand credibility, service consistency, transparency, procedural safety, and reliability of treatment outcomes to support the development of long-term customer trust and loyalty.

Although this study provides theoretical and practical contributions, several limitations should be acknowledged. First, the cross-sectional research design captures consumer perceptions at a single point in time, thereby limiting the model's ability to capture temporal changes in loyalty formation. Future research should employ longitudinal designs to examine how satisfaction, brand trust, and loyalty evolve across repeated customer–brand interactions. Second, the geographical scope of this study is limited to Generation Z customers of a single aesthetic clinic brand in Medan City, which may constrain the generalizability of the findings to other geographic, cultural, demographic, or service contexts. Third, although the aesthetic clinic context was theoretically discussed in relation to uncertainty and potential risk, perceived risk was not directly measured as a construct in the empirical model. Consequently, this study cannot determine whether perceived risk explains the comparatively stronger effect of Brand Trust on Loyalty. Future research should explicitly incorporate perceived risk and its relevant dimensions, such as physical, psychological, financial, and performance risk, to examine whether risk perception mediates or moderates the relationships among experiential marketing, satisfaction, brand trust, and loyalty. Fourth, the relatively low R-square value for Satisfaction (0.050) indicates that Experiential Marketing explains only 5% of the variance in Satisfaction. In contrast, a substantial proportion of the variance remains unexplained by the variables included in the present model. Future research should therefore consider additional determinants, such as perceived technical service quality, physician credibility, treatment outcome evaluation, personalization, or digital peer reviews. Finally, because Lifestyle was found to weaken the effect of Experiential Marketing on Brand Trust ($\beta = -0.079$; $p = 0.017$), future research could employ qualitative approaches, such as focus group discussions, to explore why consumers with stronger lifestyle orientations may evaluate experiential marketing stimuli more critically.

Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. Grammarly was used to check grammar, refine writing style, and improve clarity in scientific writing. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

References

- Agustin, L., Fadhilah, M., & Kusumaningrum, N. (2025). Pengaruh Brand Trust dan Brand Image Terhadap Loyalitas Konsumen Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Pada Kosmetik Wardah (studi pada Masyarakat Kota Yogyakarta). *Jurnal Manajemen Terapan Dan Keuangan*, 14(01), 60–74. <https://doi.org/10.22437/jmk.v14i01.35740>



- Akkaya, M. (2021). Understanding the impacts of lifestyle segmentation & perceived value on brand purchase intention: An empirical study in different product categories. *European Research on Management and Business Economics*, 27(3), 100155. <https://doi.org/10.1016/j.iiedeen.2021.100155>
- Ameen, N., Cheah, J., & Kumar, S. (2022). It's all part of the customer journey: The impact of augmented reality, chatbots, and social media on the body image and self-esteem of Generation Z female consumers. *Psychology & Marketing*, 39(11), 2110–2129. <https://doi.org/10.1002/mar.21715>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>
- Arrasyid, A. M. A., & Nurbaiti, N. (2022). Analisis Kualitas Produk dan Layanan Terhadap Loyalitas Pelanggan di Amaro Coffee Shop. *Profit: Jurnal Manajemen, Bisnis Dan Akuntansi*, 1(4), 139–146. <https://doi.org/10.58192/profit.v1i4.316>
- Aymerich, M., Cladellas, R., Castelló, A., Casas, F., & Cunill, M. (2021). The Evolution of Life Satisfaction Throughout Childhood and Adolescence: Differences in Young People's Evaluations According to Age and Gender. *Child Indicators Research*, 14(6), 2347–2369. <https://doi.org/10.1007/s12187-021-09846-9>
- Cambra-Fierro, J. J., Fuentes-Blasco, M., Huerta-Álvarez, R., & Olavarría, A. (2021). Customer-based brand equity and customer engagement in experiential services: Insights from an emerging economy. *Service Business*, 15(3), 467–491. <https://doi.org/10.1007/s11628-021-00448-7>
- Cardoso, A., Gabriel, M., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., Oliveira, M., & Meirinhos, G. (2022). Trust and Loyalty in Building the Brand Relationship with the Customer: Empirical Analysis in a Retail Chain in Northern Brazil. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 109. <https://doi.org/10.3390/joitmc8030109>
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling*. Lawrence Erlbaum Associates.
- Cohen, J. (2013). *Statistical Power Analysis for the Behavioral Sciences 2nd Edition* (2nd ed.). Routledge. <https://doi.org/10.4324/9780203771587>
- Çömlek, O. (2025). The interaction of brand experience, satisfaction, trust, and loyalty in beauty and wellness centers: A study on consumer behavior. *Demiroglu Science University Florence Nightingale Journal of Medicine*, 11(1), 15–26. <https://doi.org/10.5606/fng.btd.2025.177>
- Davey, A., Sung, B., & Butcher, L. (2024). Revisiting experiential marketing: A Delphi study. *Journal of Brand Management*, 31(1), 16–37. <https://doi.org/10.1057/s41262-023-00333-w>
- Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories: A multigroup invariance analysis. *European Journal of Marketing*, 38(5/6), 573–592. <https://doi.org/10.1108/03090560410529222>
- Delina, S., Febrilia, I., & Rahmi, R. (2023). Apakah Experiential Marketing Dapat Mempengaruhi Consumer Loyalty Melalui Consumer Satisfaction? Studi pada Konsumen Toko Ritel Kecantikan dan Kesehatan. *Jurnal Pemasaran Kompetitif*, 7(1). <https://doi.org/10.32493/jpkpk.v7i1.32126>
- Dhillon, R., Agarwal, B., & Rajput, N. (2021). Determining the impact of experiential marketing on consumer satisfaction: A case of India's luxury cosmetic industry. *Innovative Marketing*, 17(4), 62–74. [https://doi.org/10.21511/im.17\(4\).2021.06](https://doi.org/10.21511/im.17(4).2021.06)
- Fahira, A., & Djamaludin, Moh. D. (2023). The Influence of Brand Trust and Satisfaction towards Consumer Loyalty of a Local Cosmetic Products Brand X among Generation Z: The Influence of Brand Trust and Satisfaction towards Consumer Loyalty of a Local Cosmetic Products Brand X among Generation Z. *Journal of Consumer Sciences*, 8(1), 27–44. <https://doi.org/10.29244/jcs.8.1.27-44>
- Fauzan, M., & Aisyah, S. (2024). Strategi Pemasaran Digital Pada Industri Skincare Melalui Platform Tiktok. *Jurnal Ekonomi Dan Bisnis*, 1(8), 977–982.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hayes, A. F. (2022). *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach* (3rd ed.). Guilford Publications.

- Huan, C., & Kamaruddin, B. H. (2025). Mediating Effect of Customer Satisfaction on the Gen-Y Customer Loyalty of Cosmetic Products in Guangdong China: A S-O-R Approach. *Journal of Digitainability, Realism & Mastery (DREAM)*, 4(03), 1–10. <https://doi.org/10.56982/dream.v4i03.298>
- Huang, L., Papaluca, O., Tani, M., & Bukhari, A. A. A. (2026). Towards the Development of More Sustainable Services: Investigating Functional and Experiential Drivers of Consumer Behavior in Online Food Delivery Market. *Sustainable Development*, 34(1), 1399–1410. <https://doi.org/10.1002/sd.70321>
- Kim, J., Lee, M., Kwon, W., Park, H., & Back, K.-J. (2022). Why am I satisfied? See my reviews – Price and location matter in the restaurant industry. *International Journal of Hospitality Management*, 101, 103111. <https://doi.org/10.1016/j.ijhm.2021.103111>
- Lestari, P. A., Paramita S. N., Gunawan, D., & Puspaningrum, C. (2025). Dinamika Loyalitas Konsumen Gen Z: Peran Strategis Brand Ambassador dan Kualitas Produk dalam Ekosistem Pemasaran Kecantikan Wardah. *Jurnal Akuntansi, Manajemen dan Ilmu Ekonomi (Jasmien)*, 5(03), 100–110. <https://doi.org/10.54209/jasmien.v5i03.1297>
- Maghfur, R. F., Santosa, P. W., & Zhafiraah, N. R. (2023). The Influence of Brand Image and Experiential Marketing on Consumer Loyalty with Consumer Satisfaction as an Intervening. *Marketing and Business Strategy*, 1(1), 1–12. <https://doi.org/10.58777/mbs.v1i1.153>
- Maharani, A. C., Sutawidjaya, A. H., Mariam, S., & Ramli, A. H. (2025). Effect of User Satisfaction and Experience on Consumer Loyalty: The Mediation Role of Trust in Beauty Product Consumers of Gen Z. *Neo Journal of Economy and Social Humanities*, 4(3), 576–589. <https://doi.org/10.56403/nejesh.v4i3.347>
- Malau, A. F. H., Nurbaiti, N., & Syahbudi, M. (2023). Pengaruh Customer Satisfaction, Brand Trust dan Image Terhadap Brand Switching Ke Provider By.U Dalam Ekonomi Islam. *Innovative: Journal Of Social Science Research*, 3(4), 8694–8706.
- Marmat, G. (2022). Online brand communication and building brand trust: Social information processing theory perspective. *Global Knowledge, Memory and Communication*, 71(6/7), 584–604. <https://doi.org/10.1108/GKMC-12-2020-0195>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Ngo, T. T. A., Vo, C. H., Tran, N. L., Nguyen, K. V., Tran, T. D., & Trinh, Y. N. (2024). Factors influencing Generation Z's intention to purchase sustainable clothing products in Vietnam. *PLOS ONE*, 19(12), e0315502. <https://doi.org/10.1371/journal.pone.0315502>
- Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective on the Consumer* (0 ed.). Routledge. <https://doi.org/10.4324/9781315700892>
- Perret, J. K., & Schwientek, J. (2025). Beauty Tech—Customer Experience and Loyalty of Augmented Reality- and Artificial Intelligence-Driven Cosmetics. *Digital*, 5(2), 21. <https://doi.org/10.3390/digital5020021>
- Pretorius, T. B., & Padmanabhanunni, A. (2022). Assessing the cognitive component of subjective well-being: Revisiting the satisfaction with life scale with classical test theory and item response theory. *African Journal of Psychological Assessment*, 4. <https://doi.org/10.4102/ajopa.v4i0.106>
- Putri, N. R., Himawati, B., & Purba, R. (2025). Pengaruh Experiential Marketing dan Brand Trust Terhadap Loyalitas Melalui Kepuasan Pelanggan di Z Aesthetic By dr. Zunaila Tebing Tinggi. *Management And Business Progress*, 4(1), 45–56. <https://doi.org/10.70021/mbp.v4i1.232>
- Rahmayani, M. W., & Riyadi, W. (2023). Pengaruh Experiential Marketing dan Brand Trust Terhadap Customer Loyalty: (Studi Pada Konsumen Produk Wardah di Kecamatan Talaga). *Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan*, 4(1), 102–109. <https://doi.org/10.31949/entrepreneur.v4i1.3544>
- Schmitt, B. (2010). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Sharma, S., Durand, R. M., & Gur-Arie, O. (1981). Identification and Analysis of Moderator Variables. *Journal of Marketing Research*, 18(3), 291. <https://doi.org/10.2307/3150970>

- Shim, J., Woo, J., Yeo, H., Kang, S., Kwon, B., Jung Lee, E., Oh, J., Jeong, E., Lim, J., & Gyoo Park, S. (2024). The Clean Beauty Trend Among Millennial and Generation Z Consumers: Assessing the Safety, Ethicality, and Sustainability Attributes of Cosmetic Products. *Sage Open*, 14(2), 21582440241255430. <https://doi.org/10.1177/21582440241255430>
- Siregar, K. A., Anggraini, T., & Atika, A. (2022). Pengaruh Shopee Paylater, Endorsment, Dan Sikap Tabzir Terhadap Impulse Buying Pada Produk Kosmetik. *Jurnal Manajemen Akuntansi (JUMSI)*, 2(4), 1006–1019. <https://doi.org/10.36987/jumsi.v2i4.3772>
- Siriudomset, W., Udomratanamane, T., Srising, P., & Tangsophon, S. (2025). The role of service fairness, service experience, and customer engagement in driving repurchase intention: Evidence from Thailand's aesthetic industry. *International Journal of Innovative Research and Scientific Studies*, 8(3), 3615–3626. <https://doi.org/10.53894/ijirss.v8i3.7321>
- Sitorus, U., & Yasri, Y. (2023). The Effect of Social Media Marketing and Brand Image on Customer Engagement: The Mediating Effect of Brand Love (Evidence from Coffee Shop Customers). *Proceedings of the 5th International Conference on Economics, Business and Economic Education Science, ICE-BEES 2022, 9-10 August 2022, Semarang, Indonesia*. Proceedings of the 5th International Conference on Economics, Business and Economic Education Science, ICE-BEES 2022, 9-10 August 2022, Semarang, Indonesia. <https://doi.org/10.4108/eai.9-8-2022.2338675>
- Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, Being, 12th Edition*. Prentice Hall.
- Susanto, A., & Handayani, R. T. (2020). The Influence of E-Trust, User's Experiences, and Brand Equity on Gen Z Female Customers E-Loyalty Towards Imported Cosmetics Brands Through Customers E-Satisfaction. *International Journal of Social Science and Business*, 4(2). <https://doi.org/10.23887/ijssb.v4i2.25727>
- Theocharis, D., & Tsekouropoulos, G. (2025). Sustainable Consumption and Branding for Gen Z: How Brand Dimensions Influence Consumer Behavior and Adoption of Newly Launched Technological Products. *Sustainability*, 17(9), 4124. <https://doi.org/10.3390/su17094124>
- Tran, S. N., Bich, P. T., Doan, T. L. M., Lam, V. L. C., & Thi Anh, T. T. (2025). The impact of online reviews on brand loyalty and e-WOM in Vietnam's cosmetics E-commerce Sector: The moderating role of e-service quality. *Social Sciences & Humanities Open*, 12, 102208. <https://doi.org/10.1016/j.ssaho.2025.102208>
- Vuković, D. (2025). Cosmetics as a Reflection of Social Responsibility and Lifestyle of Modern Consumers of Generation Z. *Journal of Lifestyle and SDGs Review*, 5(2), e04281–e04281. <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n02.pe04281>
- Wijayanti, M. R., & Othman, L. (2025). Pengaruh Experiential Marketing Dan Emotional Marketing Terhadap Loyalitas Pelanggan (Studi pada Klinik Kecantikan Zidya Klinik Pratama). *Jurnal Daya Saing*, 11(2), 427–436. <https://doi.org/10.35446/dayasaing.v11i2.2175>

Corresponding author

Alifia Nasya Manurung can be contacted at: alifianasya03@gmail.com

