

Consumer Preference Analysis in Decision-Making to Use Beauty Clinic Services (A Case Study on WPL Aesthetic Clinic Customers in Medan)

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ABSTRACT

The aim of this study is to obtain empirical evidence about the ideal profile of consumer preferences and determine the importance and utility values of the attributes that shape consumer preferences in making decisions to use beauty services at WPL Aesthetic Clinic. This study uses conjoint analysis to formulate consumer preferences, assisted by SPSS software. The attributes of consumer preferences in this study include service quality, promotions, and price. The population for this study consists of customers of WPL Aesthetic Clinic, located at Jl. Beo No. 43, Sei Sikambang B, Medan Sunggal District, Medan City. The sample size for this study is 90 patients. Based on the research findings, the importance value for the service quality attribute is 38.79%, making service quality the most important attribute that significantly influences consumer preferences. The significance values for the Pearson's R and Kendall's Tau tests were below 0.05, indicating that the factors or attributes used in this study—service quality, promotions, and price—have a significant impact on influencing consumer preferences in choosing WPL Aesthetic Clinic's services.

INTRODUCTION

In the era of globalization, business competition has become increasingly intense, both in the domestic (national) and international markets. The dynamic and competitive nature of the business world requires companies to shift their orientation in terms of how they produce goods, maintain their products, attract consumers, and handle competitors (Tjiptono, 2017). Along with the times, beauty care has become a primary need for some women. Cosmetics are one of the most essential needs for a woman. Therefore, many companies or beauty clinics are competing to meet customer demands through various strategies to attract customer interest.

The beauty clinic business in Indonesia is experiencing rapid growth, with intense competition in the beauty industry. The increasing human desire for perfect appearances in various situations has driven the growth of the beauty business, as the demand for beauty continues to rise (Agrevinna, 2020). This growing business competition requires every beauty clinic to have strategies that appeal to its customers, such as providing the best services and using modern beauty products, ensuring customer satisfaction with quality and timely treatments (Musyawarah & Idayanti, 2022).

The beauty industry in Medan is currently showing significant development. This was conveyed by Dr. Inaldo Harlim, the Chairman of the Indonesian Aesthetic, Anti-Aging, Wellness, and Regenerative Doctors Association (Perdaweri) North Sumatra: "The beauty industry, especially skin care, in Medan is indeed booming. Currently, beauty clinics are growing rapidly in Medan. The number of doctors practicing in beauty clinics has reached 256" (analisadaily.com, accessed 10/08/2024). One of the beauty clinics offering various services and treatments to maintain and care for beauty in Medan is WPL Aesthetic Clinic, located at Jl. Beo No. 43, Sei Sikambing B, Medan Sunggal, Medan. This clinic offers a variety of beauty treatments such as Facials, Glowing and Beauty Infusions, Skinboosters, Plasma Rich Platelet, Fractional Laser, Meso Fat Killer, and other beauty services.

Based on visitor data and revenue data from WPL Aesthetic Clinic, it is known that there has been a decline in profits at WPL Aesthetic Clinic from March to July. In March, the total revenue was IDR 130 million, which steadily declined to IDR 63 million in June. This decline in profit at WPL Aesthetic Clinic indicates that there may be an issue with a reduction in consumer preference for using the clinic's services, requiring the creation of options that can trigger and increase consumer preference for using WPL Aesthetic Clinic's services (WPL Aesthetic Clinic internal data, 2024).

Providing service benefits and ensuring customer satisfaction is one of the most important aspects of winning in business competition (Ekawati & Nuryasti, 2023). Therefore, further efforts are needed to understand and measure what factors influence consumer preferences when choosing or deciding to use a particular beauty service. According to Pangestu (2017), preference is an individual's decision to consume or not consume a particular product. A product can be evaluated based on its features, ranging from the most important to the least important. To help WPL Clinic compete with its competitors, this research

assesses consumer preferences regarding which factors or attributes are most important when selecting a beauty service. Consumer preference refers to an individual's tendency to like or prefer one option over others. It is related to how consumers make decisions when purchasing goods and services. Individual preferences are built into the utility function of various attributes or factors, where consumers rank the attributes according to their level of utility (Kotler & Keller, 2016; Marselina et al., 2022). The following presents data on the types of services preferred by WPL Aesthetic Clinic customers:

Table 1. Types of Services Preferred by WPL Aesthetic Clinic Customers.

No	Type of Treatment	Number of Patients
1	Facial Treatment	732
2	Laser IPL Toning	321
3	Brightening Peel	212
4	Beauty Infusion	157
5	Skinbooster	68
6	Messo Fat Killer	31
7	Botox	23
8	Hifu Flash V Shapelift	17
9	Laser Fractional Co2	14
10	Lippo B Booster	3
11	Filler	2
12	Treatlift	0

Source: WPL Aesthetic Clinic Customer Data

Table 1 above shows the types of services most preferred by customers at WPL Aesthetic Clinic, along with the number of patients for each service. The most popular service is Facial Treatment, with 732 patients. This service is followed by Laser IPL Toning with 321 patients and Brightening Peel with 212 patients. Other popular services include Beauty Infusion with 157 patients and Skinbooster with 68 patients. Meanwhile, some services such as Meso Fat Killer, Botox, and Hifu Flash V Shapelift have fewer patients, with 31, 23, and 17 patients, respectively. The Laser Fractional Co2, Lippo B Booster, and Filler services have even fewer patients, with 14, 3, and 2 patients, respectively. Finally, the Treatlift service recorded no patients at all. This data provides an overview of customer preferences for beauty services at WPL Aesthetic Clinic, with Facial Treatment being the most popular service. The data indicates that Facial Treatment is the most preferred service at WPL Aesthetic Clinic, with the highest number of patients compared to other services. This shows a customer preference that tends to favor facial treatments over other types of services.

The higher the service quality of a service, the greater the likelihood that consumers will become loyal customers. Service quality can be reflected in efforts to meet customer needs and desires, as well as the accuracy of service delivery to consumers (Saputra & Ardani, 2022). When purchasing goods, customers primarily consider the service quality provided because it can affect the

perceived value (Murtiningsih et al., 2020). However, a study by Istiono & Hernita (2022) found that service quality did not significantly affect the decision to use services.

The next factor is promotion. Promotion is a form of marketing communication aimed at spreading information, influencing or persuading, and/or reminding the target market about a company and its products to encourage them to accept, buy, and remain loyal to the products offered by the company (Tjiptono, 2017:219). The types of promotions or sales discounts provided by WPL Aesthetic Clinic include monthly discount promotions, giving discount vouchers to customers, event discounts during certain times such as August 17, Eid al-Fitr, and other major holiday celebrations, as well as price discounts with various terms and conditions. Data from WPL Aesthetic Clinic shows that customers paying promotional prices from January to May consistently outnumber those paying normal prices, indicating that promotions can stimulate or encourage consumer interest in using the services.

The next factor is price. According to Kotler & Armstrong (2018), price is the amount of money charged for a product or service or the amount of money exchanged by consumers for the benefits of owning or using a product or service. In certain conditions, consumers are very sensitive to price, so a product priced higher than its competitors can eliminate it from consideration (Sangadji, 2013). Thus, it can be indicated that price can influence consumer preferences in deciding whether to buy or use a service.

Various previous empirical studies have examined consumer preferences based on several attributes that influence the decision to purchase or use services. For example, Wibowo (2022) revealed that service attributes such as responsiveness, appropriate pricing, ease of access, and discounts are the factors most favored by consumers in deciding to buy or use services. Additionally, a study by Hanafiah & Wardhana (2019) found that dominant factors shaping consumer preferences when choosing products or services include service quality, product quality (taste and variety), atmosphere, promotions, and packaging. However, a study by Afianti et al. (2023) found that price did not significantly influence the decision to use services.

Based on the data on the number of patients and revenue, which represent the issues and phenomena in the beauty business field today, the author is interested in conducting research on the factors that determine consumer preferences in deciding to use beauty services, with the title, "Analysis of Consumer Preferences on Decisions to Use Beauty Clinic Services (Case Study on WPL Aesthetic Clinic Customers)."

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is a process closely related to purchasing activities, where consumers engage in actions such as searching, researching, and evaluating products and services. Consumer behavior is what drives consumers to make purchasing decisions. It refers to activities closely linked to the process of buying goods and services (Firmansyah, 2018). There are three different steps to understand consumer behavior, as follows (Sugiyanto, 2020):

1. **Consumer Preferences**
The first step is to find practical ways to describe why people prefer one product over another.
2. **Budget Constraints**
It is clear that consumers also consider price. Therefore, we must acknowledge the reality that consumers have limited income, which restricts the amount of goods they can purchase.
3. **Consumer Choices**
By understanding preferences and income constraints, consumers choose to buy a combination of goods that maximizes their satisfaction. This combination will depend on the prices of these various goods.

Consumer Preferences

Consumer preference is a consumer's attitude towards a brand choice that is formed through the evaluation of various brands among the available options (Kotler and Keller, 2016:181). According to Frank (2011:63), preference is the process of choosing something that can be seen or perceived, with the goal of gaining a preference for a product or service. According to Sumarwan (2015:234), consumer preference is a person's like or dislike in relation to a product (either goods or services). Meanwhile, according to Hoetoro (2018:107), consumer preference is a person's desire when comparing various groups of goods available for purchase.

Service Quality

Good service quality will enhance a company's reputation in the eyes of consumers. If the quality provided meets the desires and expectations of consumers, it will increase their satisfaction with a product or service. According to Lupiyoadi (2013), service quality can be defined as the extent of the difference between the reality and the expectations of consumers regarding the service they receive. According to Kotler & Keller (2016), service quality is the consumer's evaluation of the level of service received compared to the level of service expected. If the service received or perceived matches expectations, then the service quality is perceived as good and satisfying. According to Tjiptono (2017), the definition of service quality focuses on efforts to meet customer needs and desires, as well as the accuracy of service delivery to align with customer expectations.

Promotion

According to Assauri (2018), promotion is an effort by a company to influence and persuade potential buyers through the use of all elements of the marketing mix. This promotional policy is inseparable from the integrated marketing mix policy, so its success or effectiveness greatly depends on other marketing policies as a whole. Promotion is a form of marketing communication that aims to spread information, influence or persuade, and/or remind the target market about the company and its products so that they are willing to accept, buy, and remain loyal to the products offered by the company (Tjiptono, 2017:219).

Price

According to Kotler & Armstrong (2018), price is the amount of money charged for a product or service or the amount of money exchanged by consumers for the benefits of owning or using a product or service. In certain conditions, consumers are very sensitive to price, so a product priced relatively higher than its competitors can eliminate it from consideration (Sangadji, 2013). Price can provide an indication of the quality of a product or service, and the higher the price set by the company, the higher the perceived quality of the product or service received by the consumer. According to Tjiptono (2017), price is one element of the marketing mix that generates revenue or income for the company. Price is a flexible element of the marketing mix, where at times the price will stabilize for a certain period, but it can also increase or decrease instantly. Price is also the only element that generates income from sales.

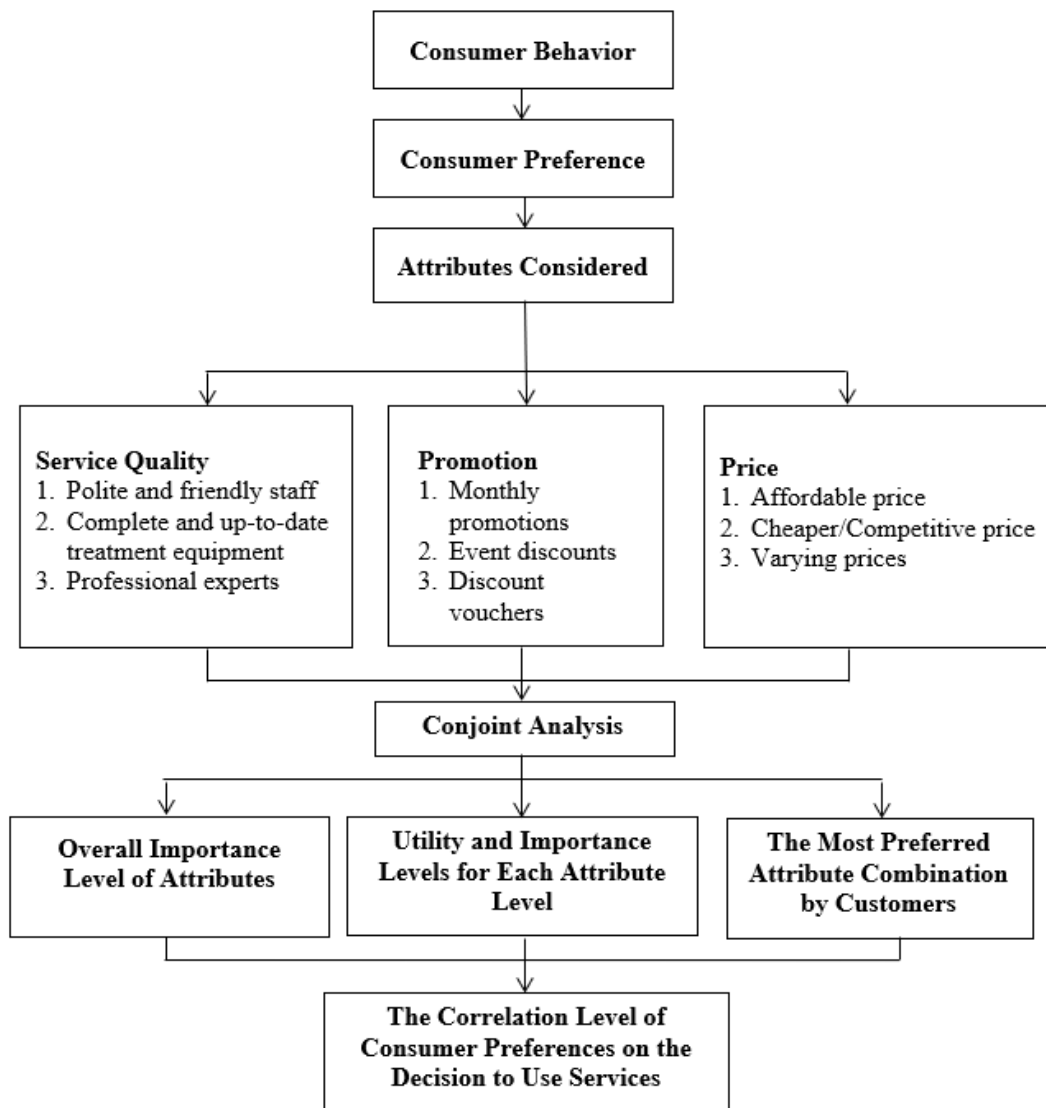


Figure 1. Conceptual Framework

METHODOLOGY

This study focuses on identifying the ideal profile of consumer preferences and determining the importance and utility values between attributes that form

consumer preferences in deciding to use beauty services at WPL Aesthetic Clinic. The purpose of this research is to understand consumer preferences in using beauty services at WPL Aesthetic Clinic. This research utilizes conjoint analysis to formulate consumer preferences, supported by the SPSS program. In conjoint analysis, variables are referred to as attributes, while sub-attributes are called levels. The consumer preference attributes used in this study include service quality, promotion, and price. The population in this study consists of customers of WPL Aesthetic Clinic, located at Jl. Beo No. 43, Sei Sikambing B, Medan Sunggal District, Medan City. The sample size for this study is 90 patients. The researcher uses two types of data, namely primary data and secondary data. The data collection method used is a questionnaire, which involves providing a list of questions to selected respondents to be answered. The data analysis methods in this study are Descriptive Statistical Analysis and Conjoint Analysis.

RESEARCH RESULT

Validity Test

The validity test is conducted to determine the degree of accuracy or validity of a research instrument by comparing the calculated value (r_{hsi}^{tum} - Correlated Item-Total Correlation) with the table value (r_t^{abel}).

Table 2. Results of the Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CARD_1	31.8000	25.062	.737	.891
CARD_2	32.3333	25.609	.649	.897
CARD_3	31.7667	25.978	.546	.905
CARD_4	31.6333	24.723	.643	.898
CARD_5	31.7667	24.806	.660	.896
CARD_6	31.6000	24.800	.697	.893
CARD_7	31.9667	24.861	.771	.889
CARD_8	31.5333	24.671	.652	.897
CARD_9	31.7333	24.616	.802	.886

Source: SPSS 26 Data Processing Results

Based on Table 4.1, it can be seen that the calculated value (Correlated Item-Total Correlation) for each question item is greater than the table value of 0.361, so it is concluded that the research instrument passes the validity test.

Reliability Test

The reliability test is conducted to assess the index that shows the extent to which a measuring tool can be trusted or relied upon in a study, by looking at the Cronbach's Alpha (α) value calculation from the reliability test performed. Below is the table of the reliability test results.

Table 3. Results of the Reliability Test

Cronbach's Alpha	N of Items
.905	9

Source: SPSS 26 Data Processing Results

Based on Table 4.2, it is known that the Cronbach's Alpha value from the reliability test in this study is $0.905 > 0.6$, which means that all statements are reliable with a good level of reliability.

Statistical Analysis of Respondent Answers

The descriptive statistical analysis of respondent answers is derived from the responses to the questionnaire or attribute combination cards, consisting of 9 cards or combinations, which were distributed to 90 respondents who are customers of WPL Aesthetic Clinic. Below is the summary of the respondents' answers:

Table 4. Tabulation of Respondents' Answers to the Attribute Combination Cards in the Study

Card	Strongly Dislike		Dislike		Somewhat Dislike		Like		Strongly Like		Total		Mean
	F	%	F	%	F	%	F	%	F	%	F	%	
CARD_1	0	0	0	0	14	15,5	53	58,8	23	25,5	90	100	4,10
CARD_2	0	0	0	0	16	17,7	56	62,2	18	20,0	90	100	4,02
CARD_3	0	0	0	0	13	14,4	51	56,6	26	28,8	90	100	4,14
CARD_4	0	0	0	0	20	22,2	48	53,3	22	24,4	90	100	4,02
CARD_5	0	0	0	0	15	16,6	51	56,6	24	26,6	90	100	4,10
CARD_6	0	0	0	0	25	27,7	52	57,7	13	14,4	90	100	3,87
CARD_7	0	0	0	0	25	27,7	53	58,8	12	13,3	90	100	3,86
CARD_8	0	0	0	0	21	23,3	51	56,6	18	20,0	90	100	3,97
CARD_9	0	0	0	0	24	26,6	54	60,0	12	13,3	90	100	3,87

Source: Data Processing Results by the Researcher, 2024

Based on the descriptive analysis of respondents' answers in this study, it can be concluded that out of the nine cards, CARD 3 has the most attractive and preferred attribute combination, with the highest average of 4.14. The second most preferred attribute combination is CARD 1, with an average of 4.14. On the

other hand, CARD 6 and CARD 7 have the lowest averages (3.87 and 3.86), indicating that the attribute combinations on these cards were considered less preferred and less attractive by the respondents. Overall, the majority of respondents gave positive responses to the attribute combinations representing consumer preferences used in this study.

Conjoint Analysis on Consumer Preferences in Using Services at WPL Aesthetic Clinic

Conjoint analysis aims to determine the attributes with the highest importance value and the combination of levels to identify the best concept in this study. The conjoint analysis was conducted using SPSS Version 26 software. This analysis was used to determine the preferences for attributes and levels that generate utility values, in order to derive the best concept based on Importance values and Pearson correlation significance.

Utility Value

Utility value represents the utility of each level in the factor or attribute used. If the utility value on the graph is positive, it means the respondents prefer that level, and if negative, it means the respondents are less likely to prefer that level. The utility values for each attribute level in this study can be seen in the following table:

Table 5. Utility Values for Each Attribute Level in the Study

		Utility Estimate	Std. Error
Service Quality	Polite and friendly staff	-.159	.017
	Complete and up-to-date treatment equipment	.116	.017
	Professional expert staff	.044	.017
Promotion	Monthly Promo	-.006	.017
	Event discount	.035	.017
	Discount Vouchers	-.029	.017
Price	Affordable Price	-.002	.017
	Competitive Price	-.051	.017
	Varied Price	.053	.017
(Constant)		3.965	.012

Source: Research Data Processing, 2024

Based on Table 4.8 above, the explanation is as follows:

1. On the Service Quality Attribute, the level that customers prefer the most is "Complete and latest treatment equipment" with a Utility Estimate of

- 0.116, and the level that is less preferred by customers is "Polite and friendly staff," with a Utility Estimate of -0.159.
2. On the Promotion Attribute, the most preferred level is "Event discount" with a Utility Estimate of 0.035, and the least preferred level is "Price discount voucher" with a Utility Estimate of -0.029.
 3. On the Price Attribute, the most preferred level is "Varied prices" with a Utility Estimate of 0.053, and the least preferred level is "Competitive prices" with a Utility Estimate of -0.051.

Importance Level

Based on the conjoint analysis performed, the importance value (importance) was obtained, which represents the combined opinions of respondents regarding the factors/attributes used in this research. The importance value is used to identify which factor is considered the most important by respondents when choosing to use the services of WPL Aesthetic Clinic. The highest value is considered the most important factor by respondents in choosing a product/service. The results of the conjoint analysis for the importance value are shown in the table below:

Table 5. Importance Value on Research Attributes.

Service Quality	38.797
Promotion	30.884
Price	30.319

Averaged Importance Score

Source: Research Data Processing, 2024

Based on Table 4.9 above, the explanation is as follows:

1. The Importance value for the service quality factor or attribute is 38.79, or 38.79%.
2. The Importance value for the promotion factor or attribute is 30.88, or 30.88%.
3. The Importance value for the price factor or attribute is 30.31, or 30.31%.

Significance Value (Correlation)

	Value	Sig.
Pearson's R	.992	.000
Kendall's tau	.899	.001

a. Correlations between observed and estimated preferences

Source: Research Data Processing, 2024

In the correlation table, the significance values for Pearson's R and Kendall's Tau are below 0.05, specifically 0.000 and 0.001. Therefore, it can be concluded that the factors or attributes used in this study have a significant influence and impact on consumer preferences in using the services of WPL Aesthetic Clinic.

DISCUSSION

Overall Importance Level of Consumer Preference Attributes

Importance Level of Service Quality Attribute
Based on the conjoint analysis conducted, it was found that the Importance value for the service quality attribute is 38.79%, which can be concluded that service quality is the most important attribute or factor influencing consumer preferences in using the services of WPL Aesthetic Clinic. Through the results of this conjoint analysis and previous research, it can be concluded that the service quality attribute plays a significant role in determining consumer preferences in using a product or service. When the service quality received by customers improves, their decision to use the service also increases. These findings align with the research conducted by Saputra & Ardani (2022) and Wibowo (2022), who found that service attributes are one of the factors that consumers consider when deciding to purchase or use a service.

Importance Level of Promotion Attribute

Based on the conjoint analysis conducted, it was found that the Importance value for the promotion attribute is 30.88%, which can be concluded that promotion is the second most important attribute or factor influencing consumer preferences in using the services of WPL Aesthetic Clinic. Through the results of this conjoint analysis and previous research, it can be concluded that the promotion attribute plays a significant role in the consideration of customers when using a product or service. The more frequently a company runs promotions and regularly offers discounts to customers, the more it will influence and attract customers to use the service. These findings align with the research conducted by Rifandi & Yuniar (2021) and Hanafiah & Wardhana (2019), who found that promotion attributes, particularly in the form of discounts, are determining factors in consumer decisions to use services.

Importance Level of Price Attribute

Based on the conjoint analysis conducted, it was found that the Importance value for the price attribute is 30.31%, which can be concluded that price is the attribute or factor that has the lowest impact on consumer preferences in using the services of WPL Aesthetic Clinic. Through the results of this conjoint analysis and previous research, it can be concluded that the price attribute is an important consideration for customers when using a product or service. The more varied the price, affordable, and competitive it is perceived by customers, the more likely they are to be attracted to use a service. These findings align with the research conducted by Wibowo (2022) and Andani et al. (2024), which found that the price attribute is a determining factor and can be considered as a consumer preference in making purchases or using services.

Utility and Importance Levels of Each Consumer Preference Attribute

For the Service Quality Attribute, the level "Polite and Friendly Staff" received a Utility Estimate of -0.157, the level "Complete and Latest Treatment Equipment" received a Utility Estimate of 0.121, and the level "Professional Expert" received a Utility Estimate of 0.036. Based on these Utility values, it can

be concluded that the most preferred attribute level is "Complete and Latest Treatment Equipment," followed by "Professional Expert." This indicates that WPL Aesthetic Clinic has optimized its service through complete treatment equipment and professional staff, making these factors a key consideration for consumers in using the clinic's services. The least preferred level is "Polite and Friendly Staff," suggesting that this attribute is not yet optimal, as it has the lowest Utility value and is less favored by customers.

Next, for the Promotion Attribute, the level "Monthly Promo" received a Utility Estimate of -0.006, the level "Event Discount" received a Utility Estimate of 0.035, and the level "Voucher Discount" received a Utility Estimate of -0.029. Based on these Utility values, it can be concluded that the most preferred level is "Event Discount," which reflects those promotions like the 17th August, Eid, and other holiday celebrations by WPL Aesthetic Clinic are attractive and influence customers' decisions to use the clinic's services. The least preferred levels are "Voucher Discount" and "Monthly Promo," suggesting that these attributes do not offer enough appeal, as they have the lowest Utility values.

Finally, for the Price Attribute, the level "Affordable Price" received a Utility Estimate of -0.002, the level "Competitive Price" received a Utility Estimate of -0.051, and the level "Varied Price" received a Utility Estimate of 0.053. Based on these Utility values, it can be concluded that the most preferred level is "Varied Price," indicating that WPL Aesthetic offers a range of prices that attract customers, allowing them to choose services that match their financial conditions. The least preferred level is "Competitive Price," as respondents feel that the prices offered are not competitive or lower than those of other beauty clinics.

The Overall Attribute Combination Most Preferred by WPL Aesthetic Clinic Customers

Based on the descriptive statistical analysis of the respondents' answers, it was found that the attribute combination in CARD 3 (Complete Treatment Equipment, Monthly Promo, and Varied Price) had the most attractive and preferred combination with the highest average of 4.14. The second most preferred attribute combination was CARD 1 (Professional Expert, Event Discount, and Varied Price) with an average of 4.10. Based on the conjoint analysis results and the Utility values, it was found that the attribute level or combination with the highest Utility value was in CARD 5, which includes Complete and Latest Treatment Equipment, Event Discount, and Affordable Price, with a total Utility value of (0.116, 0.35, and -0.002). The suggested combination of attribute levels that is most preferred, based on the conjoint analysis, is the combination of Complete and Latest Treatment Equipment, Event Discount, and Varied Price, with the highest total Utility value, which is most liked by customers: (0.116, 0.35, and 0.53).

The Correlation Level of Consumer Perception on Attributes in Relation to the Decision to Use Services at WPL Aesthetic Clinic

In the correlation table, the significance values for the Pearson's R and Kendall's tau tests are below 0.05, indicating that both tests are statistically

significant. It can be concluded that the factors or attributes used in this study have a significant influence on consumer preference in choosing to use services at WPL Aesthetic Clinic. This means there is a strong correlation between the conjoint results and the respondents' opinions. Therefore, the opinions of the 100 respondents are reliable and accurate in reflecting the desires and preferences of customers when using beauty services at WPL Aesthetic Clinic through the Attributes of Service Quality, Promotion, and Price.

The results of this study found that the attributes or factors used to depict consumer preferences have a significant correlation and influence in affecting customers' decisions to use the services of WPL Aesthetic Clinic. These findings are consistent with several previous studies that examined consumer preferences based on various attributes influencing purchasing or service usage decisions. For example, Rifandi & Yuniar (2021) found that factors such as price affordability, promotions in the form of discounts, the comfort of facilities provided, and the friendly and responsive attitude of employees are key determinants in consumers' decisions to use services. Furthermore, a study conducted by Wibowo (2022) revealed that responsive service, appropriate pricing, ease of access, and discounts are the most favored factors by consumers when deciding to purchase or use services. A study by Hanafiah & Wardhana (2019) found that the dominant factors shaping consumer preferences in choosing products or services include service quality, product quality (taste and variety), ambiance, promotion, and packaging.

CONCLUSIONS AND RECOMMENDATIONS

The Importance value for the service quality factor or attribute is 38.79%, making service quality the most important attribute or factor that influences consumer preferences in using the services of WPL Aesthetic Clinic. For the Service Quality attribute, the most favored level by customers is Complete and up-to-date treatment equipment. For the Promotion attribute, the most favored level by customers is Event discount. For the Price attribute, the most favored level by customers is varied pricing. The preferred attribute combination based on the conjoint analysis is the combination of Complete and up-to-date treatment equipment, Event discount, and varied pricing, with the highest utility value that customers favored, which is (0.116, 0.35, and 0.53). The significance values for Pearson's R and Kendall's tau are below 0.05, so it can be concluded that the factors or attributes used in this study – Service Quality, Promotion, and Price – have a significant influence on consumer preferences in using the services of WPL Aesthetic Clinic.

It is recommended that WPL Aesthetic Clinic improve and enhance the quality of service provided by its staff, especially in terms of politeness and friendliness towards customers, through training in greetings, communication, and service etiquette. Additionally, it is suggested to provide a platform for customers to give feedback regarding the service from the staff. Offering larger discounts, extending the validity period of vouchers, and creating vouchers that can be used for a variety of services, not just specific ones, is also recommended. It is further suggested that WPL Aesthetic Clinic offer various price tiers based on customer needs, such as basic to premium packages. This would allow customers

to choose services according to their budget. Additionally, including extra services or benefits without increasing the price, such as free consultations, additional treatments, or sample products, can help mitigate customers' perception of prices not being competitive with other clinics, due to the added value of the extra services. It is also recommended that future researchers consider using or incorporating other attributes that may contribute a greater impact on consumer preferences in choosing a product or service, such as the atmosphere of the location and facilities.

ADVANCED RESEARCH

Based on the research results through the importance values of the study attributes, price has the smallest contribution or is less favored by consumers. Therefore, it is recommended for future researchers to use or consider other attributes that may provide a greater contribution and influence on consumer preferences in using a product or service, such as the ambiance of the place and facilities.

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