



The Influence of Customer Experience, Trust, and Word of Mouth on Service Use Decisions at Zap Clinic in Mataram City

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ABSTRACT

This study aims to find out and analyze the influence of customer experience, trust, and word of mouth on the decision to use services at ZAP Clinic Mataram City. The type of research used is quantitative with an associative approach. The population in this study is all consumers who have used beauty Zap Clinic services in Mataram City. The number of samples taken was 100 people. The sample collection technique used is non-probability sampling with a purposive sampling approach. The results of the study showed that customer experience and trust had a positive and significant effect on service usage decisions, while word of mouth had a positive but not significant effect. The ability or contribution of the variables of customer experience, trust, and word of mouth in shaping usage decisions was 77.9%, while the remaining 22.1% was influenced by other factors that were not included in the model. These findings emphasize the importance of consumer experience and trust, so ZAP Clinic is advised to improve digital interaction and customer loyalty programs.

INTRODUCTION

The skincare industry in Indonesia has been expanding rapidly in line with the growing public awareness of the importance of skincare – not only for enhancing appearance but also for maintaining skin health. The increasing competition among beauty clinics has driven companies to gain a deeper understanding of consumer behavior (Oktavia et al., 2015). One of the key players in this sector is ZAP Clinic, renowned for its laser hair removal and a variety of treatments that combine modern technology with natural ingredients (Entrepreneur, 2022).

Amidst intense competition, three main factors are considered to influence consumers' decisions in choosing beauty services: customer experience, trust, and word of mouth. Customer experience involves the comfort, service quality, and satisfaction consumers feel during service use (Pramudita, 2013; Mariati Tirta Wiyata et al., 2020). Trust relates to consumers' confidence in the safety, professionalism, and effectiveness of treatments (Ariwibowo, 2013; Kusnanto et al., 2020). Meanwhile, word of mouth – through recommendations and online reviews – shapes potential consumers' perceptions (Saputra, 2021; Rahayu, 2014).

According to Top Brand Index data, ZAP Clinic's performance declined from 9.40% in 2022 to 5% in 2024, indicating a weaker market position compared to competitors such as Erha Clinic. A similar trend is observed in Mataram City, where consumers have numerous alternatives in selecting beauty services.

Therefore, this research seeks to examine how customer experience, trust, and word of mouth influence consumer decisions in using ZAP Clinic's services in Mataram. The study also aims to offer strategic insights for the company to strengthen customer loyalty and improve competitiveness within Indonesia's rapidly evolving beauty industry.

LITERATURE REVIEW

Usage Decisions

Usage decisions are the consumer's process in determining the product or service to be used after considering the benefits, quality, and alternatives available (Latief et al., 2023; Wahyudi, 2022). Based on the Theory of Planned Behavior (TPB), the decision to use is influenced by the intention formed from attitudes, subjective norms, and perceived behavioral control. Factors such as service quality, promotion, lifestyle, security, ease of access, and technology also shape usage decisions (Harmadi et al., 2023). The indicators include product selection, brand, purchase channel, time, and number of purchases (Erwan, 2023).

Customer Experience

Customer experience is a consumer's subjective perception of interaction with a company, including comfort, convenience, and satisfaction (Rahmawati, 2015; Ayaumi, 2021). In the context of SDGs, positive experiences can shape supportive attitudes, reinforce social norms, and improve behavioral control through ease of access. Factors that shape experience include service assistance, respect for time, customer recognition, promise fulfillment, problem solving,

personalization, competence, and accessibility (Basalamah, 2020). The indicators consist of sense, feel, think, act, and relate (Septian et al., 2021).

Trust

Trust reflects consumers' confidence in the brand's ability and integrity in fulfilling promises and delivering results as expected (Nurhayati, 2020; Apriliani, 2023). In the SDGs, trust strengthens positive attitudes, social support, and provides a sense of security in decision-making. Trust-building factors include the ability of brands to achieve results, act with integrity, and show concern for consumers (Mubdi, 2021). The indicators include reliability, honesty, goodwill, security, and fulfillment of expectations (Yusuf et al., 2024).

Word of Mouth

Word of Mouth (WOM) is a non-commercial communication between consumers that disseminates experiences, opinions, or recommendations regarding products or services (Nasifa et al., 2025; Febri et al., 2018). Within the framework of SDGs, WOM influences usage decisions through the formation of positive attitudes, social norms, and belief in services. The main factors of WOM include talkers, topics, communication tools, company participation, and information monitoring (Putri, 2022). WOM indicators include consumers who tell stories, promote, and convince others (Herawati, 2020).

Hypothesis Development

Previous literature shows that customer experience has a positive and significant effect on service usage decisions (Widiyantari et al., 2025; Elmas et al., 2025). Similarly, trust has been shown to increase consumer confidence to choose and use services (Kurniawan et al., 2021; Pradana, 2023). In addition, word of mouth also has a positive influence on usage decisions, because personal recommendations are more trusted than conventional promotions (Suarmanayasa, 2021; Yatinigrum et al., 2025).

Based on this study, the research hypothesis is formulated as follows:

- H1: Customer Experience has a positive and significant effect on the decision to use ZAP Clinic services in Mataram City.
- H2: Trust has a positive and significant effect on the decision to use ZAP Clinic services in Mataram City.
- H3: Word of Mouth has a positive and significant effect on the decision to use ZAP Clinic services in Mataram City.

METHODOLOGY

This study employs an associative quantitative approach to examine the influence of customer experience, trust, and word of mouth on consumers' decisions to use ZAP Clinic services in Mataram City. This method seeks to explain the causal relationships among the tested variables through statistical analysis (Sugiyono, 2017).

The research was conducted in Mataram City from October 2025 to January 2026 by distributing online questionnaires (via Google Form) to consumers who had previously used ZAP Clinic services. The study population comprised all users of ZAP Clinic in Mataram, with a total sample of 100 respondents determined using the Lemeshow formula, as the exact population size was unknown. Sampling was carried out using a purposive sampling technique with the following criteria: (1) individuals who had used ZAP Clinic services, (2) aged at least 18 years, and (3) willing to complete the questionnaire honestly.

The study utilized quantitative data, consisting of primary data collected through questionnaires and secondary data obtained from relevant literature, including journals, books, and previous research. Data collection was conducted using a closed-ended questionnaire based on a five-point Likert scale, complemented by a literature review to strengthen the study's theoretical framework.

The research variables consisted of:

- **Customer Experience (X1):** consumer experience based on *the aspects of sense, feel, think, act, and relate*.
- **Trust (X2):** trust in reliability, honesty, goodwill, security, and fulfillment of expectations.
- **Word of Mouth (X3):** communication between consumers in the form of sharing experiences, promoting, and convincing others.
- **Usage Decision (Y):** the consumer's decision to choose a product, brand, channel, time, and amount of purchase.

Data analysis was conducted using multiple linear regression with the assistance of SPSS version 25. Prior to regression testing, instrument validity and reliability tests were performed, followed by classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure the accuracy and consistency of the model. Hypothesis testing was then carried out using the *t*-test (partial), *F*-test (simultaneous), and the coefficient of determination (R^2) to evaluate the extent of influence exerted by the independent variables on the dependent variable.

RESEARCH RESULTS

Validity Test

According to Ghozali (2018), validity refers to the degree to which an instrument accurately measures what it is intended to measure. The higher the validity of a measuring instrument, the more precise it is in capturing the intended concept. To determine an item's validity, the correlation between each item and the total score is examined using the *product-moment* correlation coefficient (*r*). An item is considered valid if the calculated correlation value (*r* count) exceeds the critical value, indicating that the instrument can reliably measure the variable being studied.

Table 1. Validity Test Results

Variabel	Item	Calculation > 0.443	Information
Customer Experience	X1.1	0.569 > 0.443	Valid
	X1.2	0.638 > 0.443	Valid
	X1.3	0.552 > 0.443	Valid
	X1.4	0.678 > 0.443	Valid
	X1.5	0.650 > 0.443	Valid
	X1.6	0.518 > 0.443	Valid
	X1.7	0.489 > 0.443	Valid
	X1.8	0.515 > 0.443	Valid
	X1.9	0.569 > 0.443	Valid
TRUST (X2)	X2.1	0.607 > 0.443	Valid
	X2.2	0.461 > 0.443	Valid
	X2.3	0.508 > 0.443	Valid
	X2.4	0.639 > 0.443	Valid
	X2.5	0.507 > 0.443	Valid
	X2.6	0.642 > 0.443	Valid
	X2.7	0.575 > 0.443	Valid
	X2.8	0.608 > 0.443	Valid
	X2.9	0.526 > 0.443	Valid
WORD OF MOUTH	X3.1	0.730 > 0.443	Valid
	X3.2	0.619 > 0.443	Valid
	X3.3	0.686 > 0.443	Valid
	X3.4	0.533 > 0.443	Valid
	X3.5	0.472 > 0.443	Valid
	X3.6	0.787 > 0.443	Valid
	X3.7	0.469 > 0.443	Valid
	X3.8	0.542 > 0.443	Valid
	X3.9	0.499 > 0.443	Valid
DECISION TO USE THE SERVICE	Y.1	0.581 > 0.443	Valid
	Y.2	0.565 > 0.443	Valid
	Y.3	0.653 > 0.443	Valid
	Y.4	0.662 > 0.443	Valid
	Y.5	0.495 > 0.443	Valid
	Y.6	0.577 > 0.443	Valid
	Y.7	0.605 > 0.443	Valid
	Y.8	0.514 > 0.443	Valid
	Y.9	0.564 > 0.443	Valid

Source : Processed SPSS 25

The results of the SPSS test showed that each of the statement item variables had a calculated r of > 0.443 and had a positive value.

Reality Test

Reliability is the degree of accuracy, precision or precision demonstrated by the measuring instrument. A questionnaire is said to be reliable if a person's answers are consistent over time. Ghozali, (2018) This reliability test was carried out using *the Statistical Package for Social Science (SPSS)*, where the tool is said to be reliable if *the cronbach alpha* value has a reliability of 0.6 or more.

Table 2. Reliability Test Results

Variabel	Cronbach Alpha	Alpha Comparator	Information
Customer Experience (X1)	0.685	0.6	Reliabel
Trust (X2)	0.641	0.6	Reliabel
Word Of Mouth (X3)	0.747	0.6	Reliabel
Service Use Decision (Y)	0.678	0.6	Reliabel

The results of the SPSS test showed that *the variables Customer Experience (X1), Trust (X2), Word Of Mouth (X3), and decision to use (Y) had Cronbach's Alpha > 0.7, where a construct or variable was said to be reliable if it gave Cronbach's Alpha > value of 0.7.*

Classic Assumption Test

Normality Test

Table 3. Kolmogorov-Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.43226054
Most Extreme Differences	Absolute	.101
	Positive	.101
	Negative	-.041
Kolmogorov-Smirnov Z		1.114
Asymp. Sig. (2-tailed)		.132

a. Test distribution is Normal.

b. Calculated from data.

Source : Data processed SPSS 25

After testing with the Kolmogorov-Smirnov Test approach, which states the value of asymp.sig (2-tailed) is $0.13 > 0.05$ so that it can be stated that the data can be distributed normally.

Multicollinearity

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	4.135	2.016				
Customer Experience ¹	.235	.117	.345	2.521	.035	.362	3.207
Trust	.308	.107	.331	2.015	.012	.227	4.128
Word Of Mouth	.072	.095	.041	.434	.388	.394	4.437

1. Dependent Variable: Service Use Decision

Source : Data processed SPSS 25

a) *Customer Experience (X1)*

The SPSS results indicate that Customer Experience has a tolerance value of $0.36 > 0.10$ and a VIF value of $3.20 < 10$, which means there are no symptoms of multicollinearity among the independent variables.

b) *Trust (X2)*

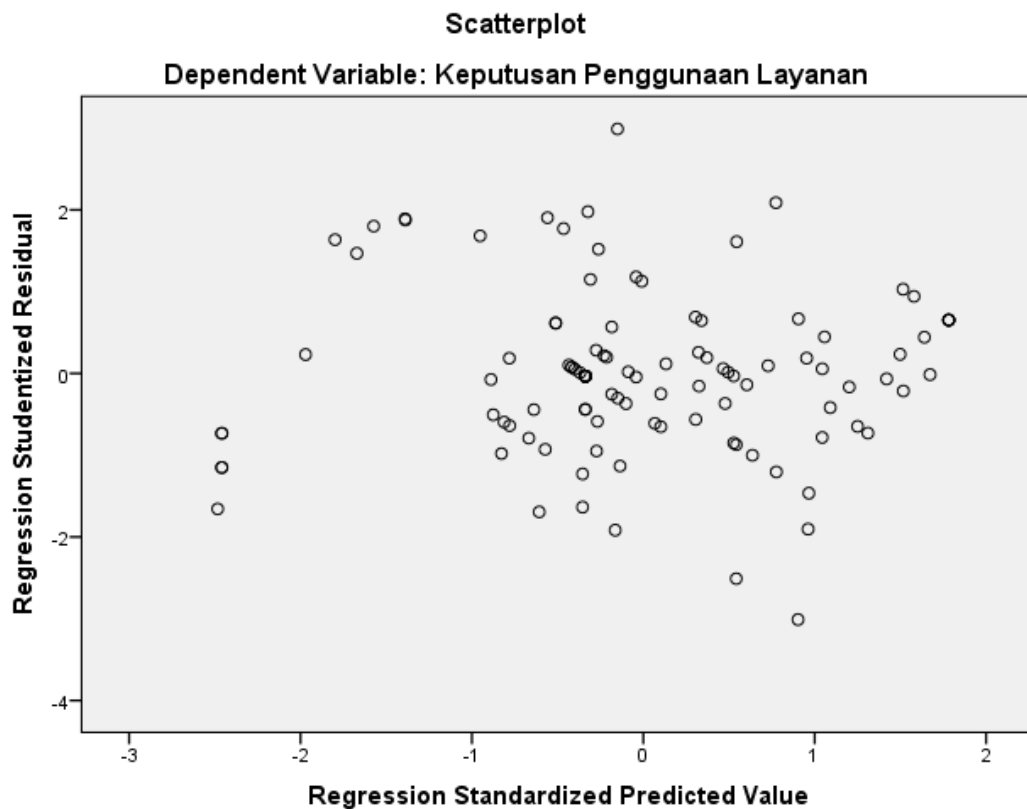
The SPSS results show that Trust has a tolerance value of $0.36 > 0.10$ and a VIF value of $3.20 < 10$, indicating that no multicollinearity issues are present in this variable.

c) *Word of Mouth (X3)*

Based on the SPSS output, Word of Mouth has a tolerance value of $0.39 > 0.10$ and a VIF value of $4.43 < 10$, confirming that multicollinearity is not detected in this variable.

Heteroscedasticity

Figure 1. Scatterplot Test Results



Source : Data processed SPSS 25

The results of the scatterplot test show that the image above can be seen as randomly spreading, not in the form of a pattern, and not lined which can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Test**Table 5. Multiple Linear Regression Test Results**

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.135	2.016		2.154	.002
Customer Experience ₁	.235	.117	.345	2.521	.035
Trust	.308	.107	.331	2.015	.012
Word Of Mouth	.072	.095	.041	.434	.388

Dependent Variable: Service Use Decision

Based on the results of the SPSS test, it shows that the constant value obtained is 4.135 while *Customer Experience* (X1) has a regression coefficient value of 0.235, *Trust* (X2) 0.308, and *Word Of Mouth* (X3) 0.072, and an *error value* of 2.016. The equation of the multiple linear regression formula is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 4,135 + 0,235X_1 + 0,308X_2 + 0,072X_3 + 2,016$$

- The constant value of 4.135 indicates that if the variables *Customer Experience* (X1), *Trust* (X2), and *Word of Mouth* (X3) are all valued at zero, then the Usage Decision (Y) is predicted to be 4.135.
- Customer Experience* variable (X1) 0.235. This means that every 1 unit increase in *Customer Experience* will increase the Usage Decision (Y) by 0.235, assuming the *variables Trust* (X2) and *Word of Mouth* (X3) are fixed or constant (0).
- Trust* variable (X2) 0.308. This means that every 1 unit increase in *the Trust* will increase the Usage Decision (Y) by 0.308, assuming the *variables Customer Experience* (X1) and *Word of Mouth* (X3) are constant or constant(0).
- Word of Mouth* variable (X3) 0.072. This means that every 1 unit increase in *Word of Mouth* will increase the Usage Decision (Y) by 0.072, assuming the *Customer Experience* (X1) and *Trust* (X2) variables are constant or constant(0).
- The error term (ϵ) represents the potential error in the regression model, which accounts for other factors that may influence the Usage Decision variable but are not included in the model.

Hypothesis Test
T Test

Table 6. T Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	4.135	2.016		2.154	.002
Customer Experience	.235	.117	.345	2.521	.035
Trust	.308	.107	.331	2.015	.012
Word Of Mouth	.072	.095	.041	.434	.388

Dependent Variable: Service Use Decision

Source : Data processed SPSS 25

a. Customer Experience (X1)

Based on Table 6, the Customer Experience (X1) variable has a coefficient value of 0.235, indicating a positive relationship, with a significance level of $0.03 < 0.05$. Therefore, H1 is accepted, meaning that Customer Experience has a positive and significant effect on the Usage Decision. This implies that a better customer experience leads to a higher likelihood of consumers deciding to use ZAP Clinic's services.

b. Trust (X2)

Based on Table 6, the Trust (X2) variable has a coefficient value of 0.308, indicating a positive relationship, with a significance level of $0.01 < 0.05$. Therefore, H2 is accepted, meaning that Trust has a positive and significant effect on the Usage Decision. This result suggests that higher consumer trust in the clinic's reliability and professionalism increases the likelihood of choosing and continuing to use ZAP Clinic's services.

c. Word of Mouth (X3)

Based on Table 6, the Word of Mouth (X3) variable has a coefficient value of 0.072, indicating a positive relationship, with a significance level of $0.38 > 0.05$. Therefore, H3 is rejected, meaning that Word of Mouth has a positive but insignificant effect on the Usage Decision. This indicates that although recommendations and testimonials may create positive perceptions, they are not strong enough to significantly influence consumers' decisions to use ZAP Clinic's services.

Coefficient Determination Test

**Table 7. Determination Coefficient Test Results
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 ^a	.782	.779	2.136

a. Predictors: (Constant), Word Of Mouth, Trust, Customer Experience

Source : Data processed SPSS 25

Based on the SPSS Adjusted R Square test, the coefficient of determination is 0.779 or 77.9%. This means that the variables Customer Experience (X1), Trust (X2), and Word of Mouth (X3) collectively explain 77.9% of the variation in the Usage Decision (Y). The remaining 22.1% is influenced by other factors outside the research model that were not examined in this study on ZAP Clinic’s service usage decisions.

DISCUSSION

The results indicate that customer experience has a positive and significant effect on service usage decisions ($\beta = 0.235$; sig. $0.03 < 0.05$). This finding aligns with Widiyantari et al. (2025) and Elmas et al. (2025), who state that positive consumer experiences increase the likelihood of repeat service usage. In line with the Theory of Planned Behavior (TPB), positive experiences shape favorable attitudes, supportive social norms, and perceived control that reinforce decision-making. Hence, the better the customer experience, the greater the satisfaction, loyalty, and intention to reuse the service.

The trust variable also shows a positive and significant effect on usage decisions ($\beta = 0.308$; sig. $0.01 < 0.05$). This supports the studies of Pradana (2023) and Leonny (2023), which emphasize that trust represents consumers’ confidence in a service provider’s ability to meet their expectations. Within the TPB framework, trust fosters positive attitudes and a sense of security, which strengthens behavioral intentions. Therefore, trust becomes a key factor in developing long-term consumer relationships and loyalty.

Conversely, word of mouth (WOM) has a positive but insignificant effect on usage decisions ($\beta = 0.072$; sig. $0.38 > 0.05$). Although recommendations can enhance a service’s image, they do not substantially influence actual consumer decisions. In the TPB perspective, WOM primarily affects subjective norms rather than direct behavioral outcomes. Thus, to optimize WOM’s impact, ZAP Clinic should focus on enhancing customer experience and trust, as these elements have stronger and more direct effects on consumer decision-making.

CONCLUSION

This study aimed to examine the influence of customer experience, trust, and word of mouth on the decision to use services at ZAP Clinic in Mataram City,

involving 100 respondents who had previously used the clinic's services. Based on the analysis and discussion, the conclusions are as follows:

1. Customer experience has a positive and significant effect on the decision to use services at ZAP Clinic.
2. Trust has a positive and significant effect on the decision to use services at ZAP Clinic.
3. Word of mouth has a positive but insignificant effect on the decision to use services at ZAP Clinic.

These findings highlight that consumers' experiences and trust play crucial roles in influencing their decisions, while recommendations alone are not strong enough to determine usage behavior.

RECOMMENDATION

There are limitations to this study as follows:

1. This study only focuses on a few variables, namely customer experience, trust and word of mouth which are used as independent variables and use decision variables which are used as dependent variables without using the Z variable.
2. Due to the limited time of the study, the sample in this study only used 100 respondents, so it is likely to have different results if more samples were used.

The suggestions given in this study are:

1. Further research related to usage decisions, customer experience, trust and word of mouth can add research samples so that different results can be obtained.
2. ZAP Clinic is expected to strengthen long-term relationships with consumers through the implementation of a membership program or loyalty system that provides exclusive benefits for regular consumers. The use of digital technology needs to be improved, for example through online reservation applications that are integrated with real-time feedback systems to assess and improve service quality. Consistency in maintaining service standards across all branches is also very important so that ZAP Clinic's professional and trusted image is maintained in the eyes of consumers.

ADVANCED RESEARCH

The next research is expected to explore further information related to the research variables and is expected to be able to develop other research variables that can influence the decision to use. The results of this study indicate that there are many other variables that can influence the decision to use.

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