


The interaction of brand experience, satisfaction, trust, and loyalty in beauty and wellness centers: A study on consumer behavior

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ABSTRACT

Objectives: The purpose of the study is to examine the relationships between brand experience, satisfaction, trust, and loyalty in the context of beauty and wellness centers. It focuses on understanding how these factors influence customer perceptions and long-term brand relationships, especially in the competitive health tourism market.

Materials and methods: Between October 2024 and February 2025, 577 participants (139 male, 438 female; median: 43.47 years) from beauty and health centers were included in the data analysis. The survey used validated scales adapted from previous studies to measure brand experience, satisfaction, trust, and loyalty. Statistical analyses, including factor, correlation, and regression analyses, were conducted using SPSS to test the proposed hypotheses.

Results: The findings reveal that brand experience significantly influences customer satisfaction and trust, which in turn are the strongest determinants of brand loyalty. While brand experience directly influences loyalty, its effect is less pronounced compared to the mediating roles of satisfaction and trust. The study highlights the importance of creating memorable and emotionally engaging brand experiences to foster trust and satisfaction, which ultimately drives loyalty.

Conclusion: The study concludes that beauty and wellness centers should prioritize customer-centric strategies that enhance brand experience, satisfaction, and trust to build long-term loyalty. This includes providing high-quality, personalized services, maintaining transparency, and creating aesthetically pleasing and emotionally engaging environments. These efforts are critical to gaining a competitive advantage and ensuring sustainable growth in the medical tourism market.

Keywords: Beauty and wellness centers, brand experience, brand loyalty, brand trust, customer satisfaction.

Beauty and wellness centers are a growing focus of interest in the health tourism sector. These centers offer not only local but also international health tourism services. Health tourism, defined as the act of traveling across borders to receive medical or health services, has become a global industry with significant economic and social impacts.^[1] In this context, beauty and wellness centers play an important role in shaping customer perceptions through the experiences they provide and ultimately influence

brand loyalty and customer engagement.

Brand experience is a multidimensional construct that encompasses the emotional, cognitive, and behavioral responses that a brand elicits during customer interactions.^[2] In the context of health tourism, the quality of the brand experience is critical, since it directly affects customer satisfaction, trust, and loyalty. Research indicates that a positive brand experience enhances customer satisfaction and trust, crucial for long-term loyalty.^[3] In the global health tourism market, creating a memorable and satisfying experience is vital for health centers to maintain a competitive advantage.

Customer satisfaction is defined as the degree to which a service meets or exceeds customer expectations and is a key determinant of brand loyalty. Oliver^[4] emphasized that satisfied customers are more likely to form a

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strong emotional bond with a brand, which leads to repeat customer visits and positive word-of-mouth recommendations. Satisfaction in the health tourism sector is closely linked to perceived service quality, staff professionalism, and the overall ambience of the facility.^[5]

Trust, another critical factor, refers to the belief that a brand is reliable, honest, and able to fulfill its promises. Trust is closely related to healthcare, where customers often face high levels of uncertainty and risk.^[6] For international customers, trust in a brand can significantly influence their decision to choose a particular center for their healthcare needs. Studies have shown that trust not only fosters loyalty but also strengthens the overall customer-brand relationship. Brand loyalty, the ultimate goal of most businesses, is characterized by a customer's commitment to repurchasing a brand or recommending it to others. Loyalty consists of a combination of factors such as brand experience, satisfaction, and trust. In the context of beauty and wellness centers, loyalty is essential to sustain long-term success, since it ensures repeat sustainable customer visits and enhances the brand's reputation in the competitive health tourism market.^[7]

LITERATURE

Brand experience

Beauty centers, like spas and salons, rely heavily on creating positive brand experiences to attract and retain customers. Kuo and Chen^[8] conducted a study on the relationships between body sensory experience, customer satisfaction, and loyalty in beauty spa centers. In their study, they found that sensory experiences such as ambiance, music, and tactile sensations significantly influence customer satisfaction and loyalty. Their findings emphasize the importance of creating a relaxing and aesthetically pleasing environment to enhance the overall brand experience.

Similarly, Hanzae and Andervazh^[9] used the brand experience scale (BES) to measure the sensory, emotional, and behavioral dimensions of brand experience by examining brand experience in luxury beauty clinics and found that sensory and emotional experiences were most effective in driving customer satisfaction

and loyalty. In their study, the role of luxury and exclusivity in shaping positive brand experiences in beauty centers stands out.

In another study, Zoğal and Baykal^[10] investigated the impact of service quality on brand experience in Greek spa centers and using the SERVQUAL model, found that the most critical factors affecting brand experience are responsiveness, empathy, and tangibles. The study showed that high-quality service delivery is essential to create positive brand experiences in beauty centers.

Wellness centers that focus on holistic health and well-being also place a strong emphasis on brand experience. Liberato et al.^[11] investigated the role of brand experience in wellness tourism, focusing on thermal spas in Portugal. Using a survey-based approach, they emphasized that sensory and emotional experiences play a critical role in shaping customer satisfaction and loyalty. The study used a modified version of the BES to capture the unique aspects of wellness tourism, such as relaxation and rejuvenation.

Fedajev^[12] examined the formation of customer loyalty in wellness centers in Serbia. He identified sensory and relational experiences as key drivers of loyalty, emphasizing the importance of personalized services and emotional connections. The study used a combination of qualitative and quantitative methods, including in-depth interviews and surveys, to measure brand experience.

In a related study, Chua et al.^[13] investigated the relationship between brand experience, well-being, and loyalty among wellness tourists. They emphasized that the intellectual and behavioral dimensions of brand experience, such as educational workshops and physical activities, play an important role in increasing customer loyalty and the need for wellness centers to offer diverse and engaging experiences to meet the changing needs of their customers.

The BES, developed by Brakus et al.,^[2] remains the most widely used tool to measure brand experience in beauty and wellness centers. However, researchers have often adapted the scale to fit the specific characteristics of these industries. For example, Kuo and Chen^[8] used a modified version of the BES to include items

related to sensory and emotional experiences in spa environments. Similarly, Liberato et al.^[11] included dimensions related to relaxation and well-being in their study on health tourism.

Other studies have used the SERVQUAL model to measure service quality as a proxy of brand experience. Zoğal and Baykal^[10] used SERVQUAL to assess the impact of service quality on brand experience in spa centers, while Fedajev combined SERVQUAL with qualitative methods to capture the relational aspects of brand experience in wellness centers.^[12]

Brand satisfaction

Kuo and Chen^[8] conducted a study focusing on the role of sensory experiences on customer satisfaction in beauty and spa centers. They showed that sensory elements such as ambiance, music, and tactile sensations significantly affect customer satisfaction and that a positive sensory experience leads to higher levels of satisfaction and loyalty.

Using a survey-based approach to examine the relationship between brand satisfaction, trust, and loyalty in luxury beauty clinics, Hanzaee and Andervazh^[9] found that brand satisfaction is a strong predictor of brand loyalty and is mediated by brand trust. Using a modified version of the customer satisfaction index to measure satisfaction, the study found that it is important to provide high-quality, luxury services to increase customer satisfaction.

Wellness centers that focus on holistic health and well-being also place great importance on customer satisfaction. Research in this area highlights the unique factors that contribute to satisfaction in wellness environments.

Liberato et al.^[11] investigated customer satisfaction in health tourism with a focus on thermal spas in Portugal and found that relaxation, emotional well-being and perceived value were the most important drivers of satisfaction.

Fedajev^[12] examined customer satisfaction in wellness centers in Serbia, focusing on the role of sensory and relational experiences and stated that personalized services and emotional connections are the main drivers of satisfaction.

In a study investigating the relationship between customer satisfaction, well-being, and loyalty among wellness tourists, Chua et al.^[13] showed that satisfaction is strongly influenced by the intellectual and behavioral dimensions of the wellness experience, such as educational workshops and physical activities, and emphasized the importance of offering diverse and engaging experiences to increase customer satisfaction.

Various scales have been used to measure brand satisfaction in beauty and health centers. The most commonly used scales are as follows:

Customer satisfaction index: This scale measures overall satisfaction based on customer expectations, perceived performance, and disapproval. It has been widely used in studies such as Hanzaee and Andervazh^[9] and Chua et al.^[13]

SERVQUAL Model: This model measures service quality in five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. It has been used as a proxy for satisfaction in studies such as Zoğal and Baykal^[10] and Liberato et al.^[11]

Specialized scales: Some studies, such as Kuo and Chen,^[8] have developed specific scales to measure satisfaction based on specific factors such as sensory and emotional experiences with beauty and health centers.

Brand trust

Hanzaee and Andervazh,^[9] in their study on luxury beauty clinics examining the relationship between brand trust, satisfaction, and loyalty, emphasized that brand trust is an important mediator between satisfaction and loyalty and its importance in customer retention. They showed that consistent service quality and ethical practices are needed to build trust.

Na-Nan et al.^[14] investigated the role of brand trust in the context of Korean beauty salons and found that trust is strongly influenced by the perceived expertise of staff and the quality of products used, and showed that trust significantly influences customer loyalty and word-of-mouth recommendations.

Kim and Ko^[15] investigated the impact of digital marketing on brand trust in beauty

centers and found that transparency in online communication, such as clear pricing and honest reviews, significantly increased brand trust and highlighted the growing importance of digital trust-building strategies in the beauty industry.

Sahin et al.^[16] examined the role of brand experience in promoting brand trust in the cosmetics industry and emphasized that sensory and emotional brand experiences are key drivers of trust and that it is important to create memorable and engaging brand experiences to build trust.

Examining the impact of service quality on brand trust in Vietnamese beauty salons, Nguyen et al.^[17] found that tangibles (e.g., cleanliness and ambience) and assurance (e.g., staff expertise) are the most critical factors influencing trust. They stated that high-quality facilities and professional staff are needed to build trust.

Wellness centers that focus on holistic health and well-being also attach great importance to building trust with their customers. Research in this area has highlighted the unique factors that contribute to trust in wellness environments.

Examining the role of brand trust in wellness tourism with a focus on spa resorts in Asia, Han et al.^[18] found that trust is influenced by the perceived authenticity of the wellness experience and the ethical practices of the brand.

Liberato et al.^[11] emphasized that trust is strongly influenced by the perceived competence and empathy of staff and the importance of training staff to build trust with customers.

Fedajev^[12] found that trust is an important determinant of loyalty through customer satisfaction and emphasized the importance of creating a trustworthy brand image through consistent service delivery and ethical practices.

Investigating the relationship between environmental sustainability and brand trust in wellness centers, Lee et al.^[19] found that customers are more likely to trust brands that demonstrate a commitment to sustainability through environmentally friendly practices. In their study, they emphasized the importance of sustainability in building trust.

Delgado-Ballester^[20] investigated the role of emotional well-being in building brand trust in wellness centers. They found that customers who experienced emotional relief and relaxation during their visit were more likely to trust the brand and emphasized the importance of creating emotionally engaging experiences.

Various scales have been used to measure brand trust in beauty and health centers. The most commonly used scales are as follows:

Brand trust scale: Developed by Savaşkan,^[21] this scale measures trust according to two dimensions: reliability (the brand's ability to deliver on its promises) and intentionality (the brand's willingness to act in the best interests of the customer). It has been widely used in studies such as Hanzaee and Andervazh^[9] and Han et al.^[18]

Specialized scales: Some studies such as Kim and Ko^[15] have developed specific scales to measure trust based on specific factors related to beauty and health centers, such as transparency and emotional connection.

Brand loyalty

Hanzaee and Andervazh^[9] found that brand loyalty is significantly influenced by both satisfaction and trust, with trust acting as a mediator, and emphasized the importance of providing high-quality, luxury services to encourage loyalty.

Finding that sensory and emotional brand experiences are key drivers of loyalty, Sahin et al.^[16] emphasized the importance of creating memorable and engaging experiences to retain customers.

Na-Nan et al.^[14] found that tangibles such as cleanliness and ambience and assurance (e.g., staff expertise) are among the most critical factors affecting loyalty and emphasized the need for high-quality facilities and professional staff to build loyalty.

Stating that satisfaction is the strongest determinant of loyalty, followed by trust, Nguyen et al.^[17] emphasized in their study that it is important to consistently meet customer expectations to encourage loyalty.

Savaşkan^[22] examined the relationship between customer satisfaction and brand loyalty in beauty salons in Türkiye and showed that meeting customer expectations plays a critical role in increasing loyalty.

Kim and Ko^[15] found that social media interaction, transparency, and online reviews significantly affect loyalty and emphasized the importance of digital platforms in retaining customers.

Lee et al.^[19] highlighted the growing importance of sustainability in promoting loyalty in their study, which found that customers are more likely to remain loyal to brands that demonstrate a commitment to sustainability through environmentally friendly practices.

Yetim and Argan^[23] showed that service quality has a direct impact on loyalty and that customer-oriented services play a critical role in increasing loyalty.

Liberato et al.^[11] found that satisfaction and trust are important predictors of loyalty and trust mediates loyalty, and emphasized the importance of providing consistent and high-quality services to retain customers.

Fedajev^[12] found that personalized services and emotional ties are the main drivers of loyalty and emphasized the importance of creating a trustworthy and emotionally engaging brand image.

Chua et al.^[13] found that the intellectual and behavioral dimensions of wellness experiences, such as educational workshops and physical activities, significantly affect loyalty and emphasize the importance of offering diverse and engaging experiences to retain customers.

Martínez-González et al.^[24] stated that perceived value, especially in terms of emotional and functional benefits, is a strong predictor of loyalty and the importance of providing value-oriented services.

Various scales have been used to measure brand loyalty in beauty and health centers. The most commonly used scales are as follows:

Brand loyalty scale: Developed by Chaudhuri and Holbrook,^[7] this scale measures loyalty according to attitudinal (emotional attachment)

and behavioral (repurchase) dimensions. It has been widely used in studies such as Hanzaee and Andervaz^[9] and Han et al.^[18]

SERVQUAL model: Although primarily used to measure service quality, SERVQUAL dimensions such as assurance and reliability are often used as proxies for loyalty, as seen in Na-Nan et al.^[14]

Specialized scales: Many studies, such as Lee et al.^[19] and Martínez-González,^[24] have developed specific scales to measure loyalty based on specific factors related to beauty and wellness centers, such as sustainability, emotional involvement, and advocacy.

METHODOLOGY

An empirical study was designed to test the research framework and the hypotheses outlined in this study. The study primarily focused on examining the relationships between brand experience, satisfaction, trust, and loyalty in the context of beauty and wellness centers. Appropriate measurement of these constructs was the main focus of the study to ensure validity and reliability. The study was conducted within the context of the beauty and wellness industry, which includes services such as beauty salons, spas, and wellness centers.

The research data was collected through a questionnaire administered to consumers who have received services from 48 different beauty and wellness centers located in a major metropolitan area in Türkiye. The sample was formed to reflect the experiences of a similar number of participants from each center, and data was obtained from 577 participants in total. The questionnaires were designed to be self-completed by the participants.

A comprehensive literature review was conducted to determine the effects of brand experience on brand trust, satisfaction, and loyalty as well as its role in the development of long-term customer-brand relationships. A questionnaire was developed in light of the information obtained from the literature. The questionnaire was adapted using scales adapted from previously validated studies.

Brand experience: The items used to measure brand experience were adapted from J.J.Brakus,

B.H.Schmitt and L.Zarantonello. The modified BES consists of 12 items.

Brand satisfaction: Taken from previous audience studies (Grace and O’Cass 2005; Fullerton 2005; Garbarino and Johnson, 1999; Heitmann et al., 2007, Yi and Suna, 2004; Youl-Hong Ha, Perks Helen, 2005; Lyer, Rajesh and Muncy, James A. 2005; Lin, Chin-Tsai, Wang, Su-Man and Hsieh, Huei-Ying 2003; Methlie B.Leif and Nysveen Herbjorn 1999; McAlexander H. James, Kim K. Stephen, Roberts D.Scott, 2003). The modified BES consists of nine items.

Brand trust: Adapted from various sources (Hsteh and Hiang 2004; Caceres and Paparoidamis 2007; Ballester and Aleman-Munuera 2001; Dixon, Bridson, Evans and Morrison 2005; Chaudhuri and Holbrook 2001, etc.) The modified BES consists of 9 items.

Loyalty measures: Adapted from previous studies (Grace and O’Cass 2005; Algesheimer, Uptal and Herrmann, 2005; Fullerton, 2005; Heithman, Lehman and Herrmann, 2007; Hess and Story, 2005; Johnson, Herrmann and Huber, 2006; Sierra and McQuity, 2005; Zeithaml, Berry and Parasuman, 1996). The modified BES consists of 14 items.

Research model

In this study, a model was developed to examine the relationships between brand experience, brand satisfaction, brand trust, and brand loyalty in the context of beauty and wellness centers. In the first stage, the basic concepts of the study, namely brand experience, brand satisfaction, brand trust, and brand loyalty, were defined, and a conceptual framework was created in line with these concepts. Each construct was analyzed in detail, and its relationships with other constructs were analyzed. Based on these analyses, research

hypotheses were developed, as shown in Figure 1.

In the second stage, the sampling and measurement tools used in the study were explained in detail. Then, the findings of the empirical research are presented. In the conclusion, the findings are discussed in relation to theoretical and practical implications. This discussion provides important insights for both academic research and managerial practices in the beauty and health sector. Statistical models and tests appropriate to the data groups were applied to examine whether there was any significance between these groups using the SPSS Statistics package (Armonk, New York: IBM Corp.).

Hypotheses in this study:

Hypothesis 1 (H1): Brand experience has a positive and significant effect on brand satisfaction.

Hypothesis 2 (H2): Brand experience has a positive and significant effect on brand trust.

Hypothesis 3 (H3): Brand satisfaction has a positive and significant effect on brand loyalty.

Hypothesis 4 (H4): Brand trust has a positive and significant effect on brand loyalty.

Hypothesis 5 (H5): Brand experience has a positive and significant effect on brand loyalty.

Data collection

The research data was collected through a questionnaire administered to consumers who received services from 48 different beauty and wellness centers located in a major metropolitan area in Türkiye. The questionnaire started with an introductory statement that assured the participants of confidentiality and requested them to give their answers honestly. The introduction was followed by questions designed to collect demographic information of the participants and the measures included in the research.

Between October 2024 and February 2025, 577 participants (139 male, 438 female; median: 43.47 years) from beauty and health centers were included in the data analysis. The questionnaires were designed and carefully developed to be self-completed by the participants. In this research, the beauty and wellness sector was chosen as

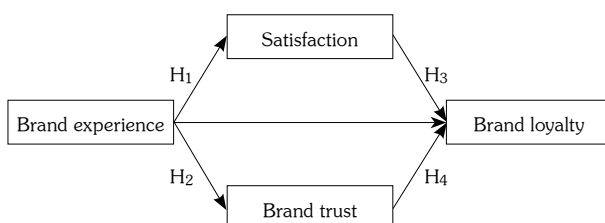


Figure 1. Research model and hypotheses.

the context, and the study was conducted in Türkiye.

Descriptive Statistics

As can be seen in Table 1, 34.84% of the participants are between the ages of 40-60, and this group constitutes the largest age group. 75.93% of the participants were female, and 50.17% were high school graduates. In terms of marital status, 46.79% were single, and 32.93% were married. These findings reveal the demographic diversity of the sample.

Factor analysis

Factor analysis is shown in Table 2. Accordingly;

Factor 1: Brand experience

- This factor includes items related to brand experience. The factor loadings of the items vary between 0.609 and 0.815.
- The highest factor loading belongs to the item “This brand is not action-oriented” (0.815). This indicates that the physical and sensory dimensions of brand experience are strongly perceived.
- Overall, the brand experience items were clustered under this factor with high loadings and exhibited a consistent structure.

Factor 2: Brand satisfaction

- This factor includes items related to brand satisfaction. Factor loadings ranged from 0.507 to 0.725.
- The highest factor loading belongs to the item This brand meets my needs well (0.725). This indicates that satisfaction is strongly associated with service quality and product satisfaction.
- The item “I am somewhat dependent on this brand” has the lowest factor loading (0.507). This indicates that this item exhibits a weaker relationship compared to the other satisfaction items.

Factor 3: Brand trust

- Items related to brand trust are grouped under this factor. Factor loadings vary between 0.504 and 0.776.
- The highest factor loading belongs to the item “I can trust this brand to solve problems” (0.776). This suggests that brand trust is strongly associated with problem-solving ability.
- Overall, brand trust items are consistently grouped under this factor.

Factor 4: Brand loyalty

- Items related to brand loyalty are included under this factor. Factor loadings ranged from 0.627 to 0.796.
- The highest factor loading belongs to the item “I will buy the same brand when I need this product” (0.796). This suggests that brand loyalty is strongly associated with repurchase intention.
- In general, brand loyalty items were grouped under this factor with high loadings and exhibited a consistent structure.

Significance and reliability analyses

According to the analysis results given in Table 3, the suitability of the data set for factor analysis was confirmed by both Bartlett's test and the Kaiser-Meyer-Olkin (KMO) test. All scales have high reliability levels. The highest reliability is seen in the Brand Loyalty scale (0.970). Although the lowest reliability is seen

Table 1. Demographics and statistics

Variables	Frequency	Ratio %
Age		
18 and below	86	14.9
18-40	144	24.96
40-60	146	34.84
60 and above	201	25.3
Sex		
Male	139	24.09
Female	438	75.93
Education		
Primary	13	2.25
Secondary	136	23.53
High school	290	50.17
Graduate	88	15.23
Master	51	8.82
Marital status		
Married	190	32.93
Single	270	46.79
Other	117	20.27

Table 2. Factor analysis table

This beauty and wellness center as a brand		Factor 1	Factor 2	Factor 3	Factor 4
Brand experience	it stimulates my senses.	0.671			
	it is very visually appealing.	0.659			
	it affects me sensually.	0.75			
	it affects me emotionally.	0.719			
	it stimulates my emotions.	0.727			
	it creates strong feelings for me.	0.752			
	it stimulates my thoughts.	0.774			
	it arouses my curiosity.	0.784			
	it encourages me to think creatively.	0.815			
	it makes me physically do things.	0.767			
	it encourages me to perform certain behaviors.	0.609			
it affects my lifestyle.	0.743				
Brand satisfaction	it satisfies me in general.		0.702		
	it meets my expectations.		0.723		
	it is satisfying for me.		0.711		
	my experience of it is generally positive.		0.709		
	it meets my needs.		0.725		
	I feel good about my choice. I have no regrets about.		0.724		
	is the right choice for me. My overall impression of		0.683		
	is very positive.		0.68		
gives me confidence.		0.507			
Brand trust	keeps its promises.			0.689	
	is a reliable choice.			0.602	
	looks after my interests.			0.504	
	is always honest.			0.72	
	has a high standard of reliability.			0.681	
	I can always rely on its quality.			0.749	
	is a risk-free choice for me.			0.776	
	gives me confidence that it will meet my expectations.			0.755	
I feel good about my choice. I have no regrets about.			0.733		
Brand loyalty	I think I will repeat my choice. I recommend it to others.				0.733
	it is a place I want to continue using.				0.746
	it is a place where I feel loyalty.				0.752
	it is a place where I will not stop using.				0.796
	it is indispensable for me.				0.776
	my choice has become a habit for me.				0.687
	it is a place where I have a strong desire to continue using.				0.677
	it is a place I prefer to other brands.				0.67
	it is important for me.				0.75
	it is a place I recommend to people around me.				0.751
	it is a place where I make an effort to continue using.				0.757
it is the right choice for me.				0.742	
it is a place where my loyalty is higher than other brands.				0.685	
I think I will repeat my choice. I recommend it to others.				0.627	

Table 3. Table of significance and reliability analyses

Test	Value	Comment
Bartlett sphericity test	Chi-square: 12345.67 p-value: 0.0000	p<0.05 significance level is below 0.05 and since there is a high chi-square value, there are significant correlations between the variables and the data set is suitable for factor analysis.
KMO test	0.924	Since the KMO value is above 0.90, the sample size is “perfect” and suitable for factor analysis.
Cronbach alpha reliability analysis		
Brand experience	0.950	The Cronbach Alpha values of all scales are above 0.90, indicating that the scales have a high level of internal consistency, well above the generally accepted threshold value of 0.70, the reliability of the scales is “excellent”.
Brand satisfaction	0.940	
Brand trust	0.950	
Brand loyalty	0.970	

KMO: Kaiser-Meyer-Olkin.

in the Brand Satisfaction (0.940) scale, this value also shows a very high level of reliability.

Correlation analysis

As seen in Table 4, the highest correlation value between brand trust and brand loyalty (0.785) indicates that brand trust has a strong impact on brand loyalty. Similarly, the correlation value between brand satisfaction and brand loyalty (0.757) is also quite high and indicates that satisfaction has a significant effect on brand loyalty. On the other hand, brand experience exhibits a moderate positive relationship with other variables. This indicates that brand experience has an effect on trust and loyalty, but this effect is not as strong as other variables.

Regression analysis

The results of the regression analysis are given in Table 5. According to this

Model 1 (satisfaction):

- Hypothesis H1: Brand experience has a significant effect on satisfaction (Beta: 0.727, p<0.05).

- The explanatory power of the model is high (R²: 0.723).

Model 2 (brand trust):

- Hypothesis H2: Brand experience has a significant effect on trust (Beta: 0.624, p<0.05).
- The explanatory power of the model is high (R²: 0.664).

Model 3 (brand loyalty):

- Hypothesis H3: Satisfaction has a significant effect on loyalty (Beta: 0.486, p<0.05).
- Hypothesis H4: Trust has a significant effect on loyalty (Beta: 0.329, p<0.05).
- Hypothesis H5: Brand experience has a significant effect on loyalty (Beta: 0.136, p<0.05).
- Multicollinearity is acceptable (VIF: 2.31, Tolerance: 0.433).

In this study, the relationships between brand experience, satisfaction, trust, and loyalty were analyzed by regression analysis.

Table 4. Table of correlation analysis

Variable	Average	Standard deviation	Brand experience	Brand satisfaction	Brand trust	Brand loyalty
Brand experience	3.20	0.93	1.000			
Brand satisfaction	3.07	0.96	0.635	1.000		
Brand trust	3.44	0.97	0.532	0.735	1.000	
Brand loyalty	3.25	0.95	0.590	0.757	0.785	1.000

Table 5. Regression analysis table

	Model 1		Model 2		Model 3		Collinearity		
	Satisfaction		Brand trust		Brand loyalty		VIF	Tolerance	Condition index
	Beta	Sig.	Beta	Sig.	Beta	Sig.			
Brand experience H1, H2, H5	0.727	0.000	0.624	0.000	0.136	0.000	-	-	-
Satisfaction H3	-	-	-	-	0.486	0.000	-	-	-
Brand trust H4	-	-	-	-	0.329	0.000	2.31	0.433	22.61
R ²	0.723		0.664		0.676				
F-statistic	1501.93		1133.76		598.70				
Sig. (p-value)	0.000		0.000		0.000				

According to the regression analysis results presented in Table 5, brand experience has a strong and significant effect on both satisfaction (H1: $\beta=0.727$, $p<0.001$) and trust (H2: $\beta=0.624$, $p<0.001$). Moreover, the effect of satisfaction on loyalty (H3: $\beta=0.486$, $p<0.001$) and the effect of trust on loyalty (H4: $\beta=0.329$, $p<0.001$) are significant and strong. In addition, the direct effect of brand experience on loyalty was also significant (H5: $\beta=0.136$, $p=0.004$).

The explanatory levels of the models are quite high; the satisfaction model ($R^2=0.723$), the trust model ($R^2=0.664$), and the loyalty model ($R^2=0.676$) strongly explain the relationships between the variables.

In the multicollinearity analysis, VIF values for satisfaction and trust variables were found to be acceptable (VIF=2.31, Tolerance=0.433).

These results emphasize the critical role of brand experience, satisfaction, and trust on brand loyalty and reveal the importance of focusing on these factors in marketing strategies.

RECOMMENDATIONS

This study examined the relationships between brand experience, satisfaction, trust, and loyalty in the context of beauty and health centers. The findings showed that brand experience significantly influences customer trust and loyalty, with trust and satisfaction emerging as the strongest determinants of loyalty. While brand experience plays a critical role in shaping customer perceptions, its direct impact on loyalty is less pronounced

compared to the mediating effects of trust and satisfaction. These results emphasize the importance of creating memorable and emotionally engaging brand experiences to foster trust and satisfaction, which in turn drive long-term loyalty.

The research shows that brand experience plays a critical role in shaping customer perceptions and that trust and satisfaction are the strongest predictors of loyalty, as satisfied customers are more likely to form emotional bonds with a brand, leading to repeat visits and positive word-of-mouth recommendations. Similarly, trust has been shown to be a critical factor in the health and wellness sector, where customers often face high levels of uncertainty and risk. Trust not only strengthens the customer-brand relationship but also serves as a foundation for loyalty. The study also emphasizes the importance of delivering consistent, high-quality services and maintaining ethical practices to build and maintain trust.

Based on these findings, several recommendations can be made for beauty and health centers, especially those operating in the competitive health tourism market. First, businesses should prioritize creating holistic and multidimensional brand experiences that engage customers on sensory, emotional, and intellectual levels. This can be achieved by designing aesthetically pleasing environments, offering personalized services, and incorporating elements that evoke relaxation and rejuvenation. For example, incorporating relaxing music, pleasant scents, and visually appealing interiors

can enhance the sensory experience, while personalized treatments and attentive staff can encourage emotional connections.

Second, customer satisfaction should be a central focus of service delivery. To achieve this, businesses must consistently meet or exceed customer expectations by providing high service quality, professional staff, and well-maintained facilities. Regular training programs for employees can help them develop their expertise and empathy, which are critical to delivering satisfying customer experiences. Furthermore, collecting customer feedback through surveys and reviews can provide valuable insights on areas for improvement and help businesses tailor their offerings to meet customer needs.

Third, building and maintaining trust should be a strategic priority for beauty and wellness centers. This can be achieved by ensuring transparency in pricing, delivering on promises, and addressing customer concerns promptly and effectively. For international customers, who may face additional uncertainties, providing clear and detailed information on services, certifications, and safety standards can help build trust. Moreover, adopting sustainable and environmentally friendly practices can increase trust as customers increasingly value brands that demonstrate a commitment to social and environmental responsibility.

Finally, fostering loyalty requires a long-term approach that goes beyond transactional relationships. Loyalty programs, special offers and personalized communication can help strengthen the emotional bond between customers and the brand. Furthermore, businesses should leverage digital platforms to engage with customers, share success stories, and encourage positive reviews; this can further enhance brand reputation and attract new customers.

In conclusion, beauty and wellness centers should adopt a customer-centric approach that prioritizes brand experience, satisfaction and trust to build lasting loyalty. By delivering exceptional experiences, maintaining high service standards, and fostering trust, these businesses can gain a competitive advantage in the medical tourism market and ensure long-term success. The insights from this study

provide valuable guidance for practitioners and policymakers in the beauty and wellness sector, offering actionable strategies to enhance customer relationships and ensure sustainable growth.

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