



Student Opinion about Beauty Clinics in Jember Regency

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Abstract: It is known that students are passionate about some of the best clinics in Jember Regency, including Larissa Aesthetic Center, KSC Beauty Clinicque, and Naavagreen. It is the purpose of this study to find out where students get information about beauty clinics, what students think about beauty clinics in Jember Regency, and what problems students face when going to beauty clinics. This study used S-O-R (Stimulus-Organism-Response) theory and conducted case studies at three beauty clinics: Navagreen, Kartika Skin Care Beauty Clinique, and Larissa Aesthetic Center. Purposive sampling method was used to select informants in this study. Studies show that students get information about beauty clinics through Instagram social media and recommendations from their friends and family. Students consider beauty clinics as facials. College students believe that beauty clinics are places for facials, and nowadays, facials are important for college students. There are several issues college students face, including unfriendly customer service and the lack of information doctors provide about their symptoms after treatment. Thus, it can be concluded that students get more information about beauty clinics in Jember Regency through Instagram social media. Most students' opinions about beauty clinics are that they have a positive impact for those who want to take care of their health.

Keywords: Communication, Opinion, Beauty Clinic

Introduction

Along with the times, human needs began to develop where one of them was the need for skin care which was used as an important need for women. This causes beauty products and beauty salons to often target women as marketing targets, including students. Students in this modern era are required to have an attractive physical appearance which is known to be used as a capital to socialize with more people. By Hurlock (1999), When a person has a less attractive physical appearance then there is no preferential treatment, and many people lack sympathy. Another case if you have an attractive appearance, it will be more respected and treated well (Thongkruer, 2020). In this study, we will examine some of the best clinics in Jember that are favorites among students are Larissa Aesthetic Center, KSC Beauty Clinicque and Naavagreen. The clinic is a favorite because it offers quality care and student-friendly prices (Ishak, 2020).

Larissa Aesthetic Center is a beauty clinic with a facial, hair, and body care system with products that utilize natural ingredients which are collaborated with modern technology to support treatment. KSC Beauty Clinicque is a collaborative facial and skin care clinic handled by professional doctors and therapists (Domaradzki, 2019). Navagreen is a clinic with the concept of Natural Skin Care so that both treatments and products utilize natural ingredients. The number of beauty clinics in Jember makes it difficult for students to choose the most appropriate clinic. Many cases are circulating of damage to the patient's skin due to choosing the wrong beauty clinic and resulting in losses for consumers, these mistakes often occur because the clinic is not a professional beauty clinic, beauty products that are not tested for good quality, do not have experienced experts (Zain, 2020). (Sivakumar, 2018) (Sivakumar, 2018)

This study aims to find out students' opinions about beauty clinics in the form of case studies at Larissa Aesthetic Center beauty clinics, KSC Beauty Clinicque and Naavagreen. According to (*Cutlip and Center, n.d.*) Opinion is an expression of attitude towards a conventional problem. Opinions arise as a result of discussions about an issue that raises different opinions In general, there are several aspects that will be studied, namely the source of information from beauty clinics, student opinions related to beauty clinics, and student communication obstacles when using beauty clinics. "The Effect of Facilities, Tariffs, and Services on Consumer Satisfaction in Beauty Care Companies", according to research such as The purpose of this study is to identify four relationships between facility quality, price, service quality, and customer satisfaction as follows: (1) facility quality; (2) tariff quality; (3) quality of service; and (4) quality of facilities, prices, and quality of service simultaneously. Questionnaires were sent to participants to collect data for the study. Probability sampling (sometimes known as "simple random sampling") is used for this analysis. Cornbach's alpha as a validation tool. Data analysis methods include frequency distribution analysis and multiple linear regression.

The difference in this study lies in the object of research, namely in this study the object of research is a beauty clinic in Jember Regency and the case study at three beauty clinics Larissa aesthetic Center, Naavagreen and KSC Beauty Clinicque (Teodora Delicha Onakoto, 2009). "The Influence of Lifestyle on Maybelline Cosmetic Purchasing Decisions for Students of the Faculty of Economics and Islamic Business, Manado State Islamic

Institute". The purpose of this study was to find out how the lifestyle of female students of the Faculty of Economics and Islamic Business, Manado State Islamic Institute influenced their preferences in buying Maybelline cosmetics (Oey, 2023). The technique used is quantitative descriptive. Students of the Faculty of Economics 7 and Islamic Business, Manado State Islamic Institute provided data for this study. Observations and questionnaires were used as data collection methods in this study. Study data were handled using SPSS version 25, and simple linear regression was used for analysis (Hoffmann, 2009). The difference with the author's research is that the qualitative research methodology and the approach to data collection through interviews used in this study are what distinguish it (Tugun, 2020). Statistical analysis method using Purposive Sampling. (Nurul Yusna Yunus, 2021). "Student Consumptive Behavior at Ms Glow Beauty Clinic" (Study of Student Consumptive Behavior at Ms Glow Beauty Clinic Malang City). The purpose of this study was to find out how many students use the services of MS Glow, in a beauty clinic in Malang. Purposive sampling was used for this study. Source triangulation used in data validation (Iqbal, 2007). The difference in this research lies in the case study and the location of the study. This study used case studies at three beauty clinics, namely Larissa Aesthetic Center, Naavagreen and KSC Beauty Clinique and the location of this research was in Jember district. (Fitriana Sabastini, 2021).

Methodology

Researchers used the S-O-R (Stimulus-Organism-Response) theory to find out students' opinions about beauty clinic. The research method used is a qualitative approach to make explanations related to social reality by presenting more sentences and words obtained from observation, abstracts, and statements (Moleong, 2006). This qualitative approach will be aimed at seeing phenomena in research subjects such as behavior, perception, motivation and description, where in this study see opinions presented descriptively in the form of language structure words (Conyers, 1991). The research locations include three clinics, namely Larissa Aesthetic Center, KSC Beauty Clinique and Navaagreen. The selected sample was female students aged 20-23 years and used beauty care products 1-3 years selected by purposive sampling techniques, purposive sampling as defined by (Sugiyono, 2014) is a method of selecting a sample from the population based on predetermined criteria, such as the presence or absence of an expert on the topic. Purposive sampling, as described by (Juariyah & Suraida, 2017). which involves the selection of informants who have been specifically selected by the researcher because they are considered to have traits that can enhance the research. Data collection techniques are interviews in the form of structured, semistructured and unstructured interviews and documentation as primary data sources (Prahmadhani, 2019). Second-hand data is obtained from second parties such as photos, manuscripts, personal documents, and others. The data analysis technique used in this study is using interactive model analysis proposed by (*Miles Dan Huberman*, n.d.) which includes data reduction, data presentation, and verification.

Result and Discussion

A. Student Resources Related to Beauty Clinics in Jember Regency

Students perform treatments and get beauty products from beauty clinics such as Larissa Aesthetic Center through several sources of information. Referring to the source of information, it can be said that the source of information to 3 beauty clinics in Jember Regency, namely Larissa Aesthetic Center, Naavagreen and KSC Beauty Clinique, this strengthens the source of information about beauty clinics through Instagram social media. The suitability of the information from research references from (Sebastiani, 2021) It can be presented as follows, that Instagram social media currently has a role in the consumptive behavior of students in the city of Malang. In this study, the interview results showed that most students stated that they easily get information sources about beauty clinics in Jember Regency from Instagram social media. From the interviews, the source of student information is from the Larissa Aesthetic Center promotion forum on Instagram social media and friends who have and have previously done treatment at the Larissa clinic (Montagni, 2018). Thanks to this information, students finally made them curious and tried for treatments at the Larissa Aesthetic Center beauty clinic. The reason students do treatment at Larissa Aesthetic Center is because they have skin problems such as acne that is quite a lot on the face. Larissa Clinic itself has an acne expert tagline since 1984 so that students have an interest and entrust to cure inflamed acne at the Larissa Aesthetic Center clinic (Warbung, 2023).

Some students also have another reason to choose Larissa Aesthetic Center as their beauty clinic of choice because they think that Larissa has good product quality, professional service and affordable prices for students. Because students who in fact still get money from their parents, that way students will look for beauty clinics that offer services and products that have good quality at relatively cheap prices so that they are affordable for students' pockets (Sarwindah, 2020). Larissa also has advanced technology that increases students' interest in caring for faces at the Larissa Aesthetic Center with the aim of getting moist, clean, acne-free, pure white, and fresh skin so that the face meets the criteria of beautiful skin.

KSC Beauty Clinique is also hunted by students even though it is located quite far from campus. Students who subscribe to KSC Beauty Clinique get information from recommendations from friends and relatives who state that the treatment results are good. Students also claimed to get information through Instagram social media, namely from KSC Beauty Clinique's Instagram account posts. This beauty clinic also uses advanced tools and technology that interest consumers to do skin care as they wish (Yang, 2020). Students stated that they did treatment with the aim of getting beautiful facial skin such as dull-free, healthy, glowing, moisturized, even skin tone, clean skin and there is glass skin in the style of Korean women.

At the Navagreen beauty clinic, students get information from several sources, namely from Instagram social media and from friends and relatives who have used and subscribed to beauty products from the Naavagreen clinic. When there are friends and

relatives who have subscribed to do treatments at Navagreen and say that the results of the treatment are good and satisfying, then someone tends to be interested in doing facial treatments at Larissa (Sindhu, 2019). Another reason is that Navagreen clinic offers more affordable product and treatment costs for students, cheaper than other clinics, there are also many discounts. The aspect of product compatibility offered is also the reason someone chooses Navagreen as the beauty clinic of choice.

Naavagreen Clinic offers treatments using tools with advanced technology that attract consumers to do treatments at Naavagreen Clinic. Students do treatments at Navagreen with the aim of getting the desired beautiful skin criteria, namely moisturized, glowing, soft, smooth and without acne. Not a few Indonesian women want to have healthy and natural skin like Korean artists. So that there are many Indonesian women, who are none other than students who do treatment at beauty clinics such as Navagreen.

Thus, it can be said that the source of student information related to beauty clinics is obtained through Instagram posts of each beauty clinic as well as from information from friends and relatives who have subscribed and get good treatment results (Sari, 2019). The reason for doing treatment at beauty clinics in general is to get beautiful skin criteria such as acne-free, clean, moisturized, glowing, glass skin, bright and various other skin types according to consumer wishes to increase confidence in physical appearance.

B. Student Opinion about Beauty Clinics in Jember Regency

Referring to student opinions about beauty clinics, it can be said that student opinions about beauty clinics in Jember Regency, namely Larissa Aesthetic Center, Naavagreen and KSC Beauty Clinique, this strengthens the opinion (Suganda, 2018). The suitability of student opinions about beauty clinics in Jember Regency is from research references (Yunus, 2021) It can be presented as follows, that the lifestyle of Manado State Islamic Institute students influences their preferences in buying Maybelline cosmetics In this study, the interview results showed that some students had opinions about beauty clinics in Jember Regency, namely the number of beauty clinics that offer comfortable, affordable prices and good quality influenced the lifestyle of students to want to look beautiful and confident. Here are the opinions of students from 3 beauty clinics in Jember Regency:

1. Beauty Clinics in Larissa Aesthetic Center

Larissa Aesthetic Center has a skin & hair care concept using natural ingredients better known as the concept of 'back to nature'. Larissa itself comes from Latin which means shining or bright. Over time, beauty clinics have become places that are in great demand by women and men. At this time many beauty clinics have sprung up that offer treatments with varying prices ranging from tens of thousands to millions of rupiah. So that raises a lot of opinions about beauty clinics. The opinions of students who do treatments at Larissa Aesthetic Center tend to vary.

There is a student opinion that beauty clinics such as Larissa Aesthetic Center have become an important need for women, including students who want to keep their skin

looking healthy and beautiful. Other opinions consider that beauty clinics have now become a basic need for women that must be met. No wonder there are now so many new beauty clinics (Handayani, 2020). From this opinion, it can be concluded that beauty clinics in the current era are important needs that can be classified as basic needs. Not a few students are willing to spend money every month to buy beauty products and do treatments at beauty clinics such as Larissa Aesthetic Center.

Based on the interviews conducted, student opinions were obtained that considered that beauty clinics were places for facial and body skin. Currently, many students are aware of taking care of themselves, so many entrepreneurs have established beauty clinics (Gómez-Urquiza, 2019). Another opinion obtained is that there are now rampant beauty clinics that offer a variety of treatments, but not a few there are also beauty clinics that do not meet the standards that can harm the patient's skin, so women are urged to be more selective when choosing a beauty clinic.

From there, it can be seen that based on student opinion interviews related to beauty clinics such as Larissa Aesthetic Center, which is a place to treat facial and body skin. In beauty clinics there are various kinds of treatments so that many students are aware of doing treatments at beauty clinics. But there are some beauty clinics that do not meet the standards, so students must be careful and more selective when choosing a beauty clinic.

2. Klinik KSC Beauty Clinique

Kartika Skin Care or KSC Beauty Clinique has been established since 2012 which provides the best service with treatments accompanied by experts and professionals, quality products and equipment that is safe to use. This beauty clinic carries a homely concept which offers a comfortable and safe beauty treatment place. Currently, beauty clinics such as KCS Beauty Clinique are hunted by students who are starting to have awareness to take care of their appearance. Students today think that if they look attractive, they can be confident when socializing with others. This study is intended to find out student opinions related to beauty clinics that increase every year (Chakraborty, 2021). After conducting interviews with several students, it can be seen that students have an opinion that beauty clinics are places that overcome one's facial skin problems, accompanied by professional doctors and therapists, as well as providing beauty products and several treatments using advanced technology by offering affordable prices for students.

Students are of the opinion that beauty clinics are places that provide beauty products and treatments using advanced technology at affordable prices. Students also consider that beauty clinics such as KSC Beauty Clinique are arguably places that offer services in the field of aesthetics for all skin problems, accompanied by professional doctors and therapists.

Some students have an opinion about beauty clinics that currently many beauty clinics have sprung up because they adjust to the needs of women, currently many women or students are intensively doing treatments at beauty clinics. Beauty clinics provide a place for women who have facial or body skin problems. This was mentioned in interviews with

respondents who expressed their opinions that beauty clinics have now sprung up many beauty clinics because of the large number of people who want to treat the face and body. Students also think that beauty clinics such as KSC Beauty Clinique are places to serve facial and body treatments for one's skin problems.

3. Navagreen Clinic

Naavagreen contains the meaning of natural beauty, looks naturally beautiful, the word Naava comes from one of the languages in the middle east which means Beautiful. Green which means Green. Naavagreen Clinic which carries the concept of Natural, all treatment processes and products use natural or natural ingredients. Navagreen has good product quality, affordable treatment costs and friendly service from professional doctors.

Many women today need beauty care as a primary need considering that Indonesian women currently have awareness of taking care of their physical appearance. Students who want to look attractive when in the college environment are no exception. This research is aimed at student opinions about beauty clinics that increase every year. Some students think that beauty clinics like Navagreen are places for women who want to take extra care of their face and body.

Students consider that beauty clinics such as Navagreen are places intended for men and women who want to take extra care of their bodies, but most visitors to beauty clinics are women, because women nowadays realize that looking attractive is a necessity. Students also have opinions regarding beauty clinics that the clinic is a much-needed place to treat the face and body, because not a few students are willing to do treatments every month and buy beauty products at the clinic. From the results of the interview, it can be seen that students' opinions about beauty clinics are places needed by men and women who want to take extra care of their bodies. The desire to look attractive makes students willing every month to do treatments and buy products at beauty clinics.

There are also other opinions related to beauty clinics such as Navagreen, for example, beauty clinics have a positive impact on helping someone who wants to do extra care for their body. Another opinion states that beauty clinics are places for women and can also be for men to take care of their bodies and bodies, I as a student who still gets money from parents choose treatment at beauty clinics because they want to appear more confident and if the treatments at the clinic will be handled by professional doctors. From this opinion, it can be concluded that the emergence of many beauty clinics has a positive impact on someone who wants to pay attention to their body and face. Students claim that it is safer to treat at beauty clinics because they are handled by professional doctors.

C. Communication Obstacles Experienced by Students at Beauty Clinics

There are several obstacles felt by students when doing facial treatments and using products from beauty clinics. Referring to the communication constraints experienced by students, it can be said that communication constraints from beauty clinics in Jember Regency, namely Larissa Aesthetic Center, Naavagreen and KSC Beauty Clinique, this

strengthens the communication obstacles experienced by students when doing treatments at beauty clinics. The suitability of these communication constraints from Teodora Delicha Onakoto's research reference can be presented as follows, that services from beauty clinics affect customer satisfaction. In this study, the interview results showed that some students expressed dissatisfaction with the services provided by the beauty clinic. At the Larissa Aesthetic Center beauty clinic, there were obstacles such as communication problems, namely when making online reservations via whatshapp chat to the Larissa Aesthetic Center clinic customer service. Students stated that even though they had made reservations, they had to wait for a 1-hour queue so that reservations did not work because consumers had to wait like regular queues. Another communication obstacle is that customer service at Larissa is known to be less friendly when serving consumers and transacting at the clinic so consumers hesitate to wonder (Ningsih & Laksani, 2020). As for other obstacles, namely therapists who rush to do treatment so that the results are less than optimal. Even so, some students said that Larissa's clinic was good, had complete facilities so as to support comfort.

The obstacle found in students who subscribe to Navagreen is that miss communication berup is not given information by the doctor if the first time doing treatment, facial skin will experience irritation or red-red. This makes consumers panic and worry. Another obstacle is that consumers feel bad about rejecting treatment recommendations and products chosen by doctors who seem pushy. So that the costs that will be incurred by consumers will be more because they follow the doctor's direction. Another obstacle is that therapists when doing treatment handle two to three patients at once so that the results are less than optimal. Even so, students still subscribe to Navagreen because the price of treatment and products offered is relatively cheap with a quiet and comfortable place.

The obstacle felt by students when doing facial treatments at KSC Beuaty Clinique is that at the beginning of using the product, facial skin undergoes adjustments, namely facial skin will bump or red-red. As for communication obstacles, which are obtained when transacting with customer service, which is less friendly when serving consumers so that consumers feel less comfortable. Another communication obstacle is that when consulting with a doctor, doctors tend to force consumers so that many feel bad about rejecting treatment recommendations offered by doctors as a result the costs incurred will swell. Even so, many students continue to subscribe to KSC Beuaty Clinique because they do not feel obstacles, products that are safe to use and a place to care that must and comfortable.

Thus, it can be concluded that in general the obstacles found in various beauty clinics are communication obstacles such as related to reservations, customer service that is less friendly so hesitate to ask, miss communication related to the initial effects of treatment. In addition, other obstacles found include doctors who seem to force consumers to use products and carry out advanced treatments and therapists who treat more than one patient so that the results are less than optimal.

Conclusion

Beauty clinics are considered by students as a place to meet basic needs related to facial care where students currently consider that physical appearance is important in socializing and increasing confidence in the college environment. Students also choose the appropriate beauty clinic where sources of information can be obtained through Instagram social media or from recommendations from friends and relatives who have already done treatments to get good treatment results. The reason students do skin care is to get beautiful skin criteria such as moist, clean, glowing, without acne, and various other skin types as desired so that students feel more confident. The obstacles faced are communication obstacles such as online reservations that are not functioning, customer service that is less friendly so hesitate to ask, doctors who seem to force follow-up care, and therapists who serve many patients so that the results are not optimal.

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