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IDENTIFYING THE RELATIONSHIP OF BRAND IMAGE AND BRAND TRUST WITH SOCIAL MEDIA IN BEAUTY CLINICS

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ABSTRACT: The rapid growth of aesthetic clinics in Indonesia has intensified competition and made social media increasingly important in shaping customer perceptions and return intentions. This study examines how customization, trendiness, interaction, and word of mouth (WOM) influence revisit intention through brand image and brand trust. It contributes to social media marketing literature by distinguishing image- and trust-based pathways to customer retention. Data from 490 customers were collected using convenience sampling and analyzed with PLS-SEM. The results show that all four social media dimensions strengthen brand image, while customization, interaction, and WOM increase brand trust; trendiness does not significantly affect brand trust. Brand image and brand trust significantly increase revisit intention. Aesthetic clinics should prioritize personalized, interactive, and credible social media communication to strengthen brand perception, build trust, and encourage customer revisits.

Keywords: Brand Image; Brand Trust; Aesthetic Clinics; Social Media; Revisit Intention

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INTRODUCTION

In recent years, the demand for medical aesthetic treatments has increased significantly. The global market size of medical aesthetics is estimated to reach around $11.50 billion in 2023, growing to $13.11 billion in 2024 at a Compound Annual Growth Rate (CAGR) of 14%, and is projected to reach $21.02 billion by 2028 at a CAGR of 12.5%. The key drivers influencing this growth are the increasing aging population, growth of the cosmetic industry, increasing consumer awareness, medical tourism trends, clearer regulatory approval policies, popularity of minimally invasive procedures, focus on personalized aesthetic treatments, and the phenomenon of social media influencers influencing consumer choices (The Business Research Company, 2024).

In 2022, Indonesia, as the 4th largest country in the Asia Pacific region, accounted for 4.10% of the APAC medical aesthetics market, mainly due to increasing awareness of aesthetics among patients and more advanced cosmetic procedures. The most dominant age group of patients is 35-40 years old with a market share of around 43% in the medical aesthetics market in Indonesia, as people in this age group are highly consumptive and have a high level of spending. The actual market size is $234.11 million and is expected to grow to $450.23 million by 2028 with a CAGR of 11.52%.

Currently, not only women but also men are increasingly aware of the importance of appearance and are starting to take care of their appearance and skin health. Medical aesthetic clinics have become part of their lifestyle. This phenomenon is triggered by the influence of social media which has changed the perspective and assessment of perfect appearance, leading to certain beauty standards thanks to influencers and celebrities (Sanny et al., 2020).

According to Simon Kemp (2023), in January 2023, Indonesia had 167.0 million active social media users, or 60.4% of the total population. A survey by MarkPlus, Inc. and ZAP Clinic (October-December 2023) found that 49.6% of Indonesian women are influenced by social media users who have undergone beauty treatments, with 76.4% of them preferring Instagram as a source of beauty product information. Social media has increased people's interest in visiting aesthetic clinics by displaying engaging content such as promotions, treatment results, and client testimonials, which are effective in attracting potential clients (Frentzen, 2018). Social media users often share positive reviews and testimonials, which serve as effective indirect advertising for aesthetic clinics.

In this competitive condition, social media plays a very important role. Many patients share their experiences on social media platforms such as Instagram, which serves as an indirect promotional tool for aesthetic clinics. When patient experiences are posted positively, either through testimonials or impressive reviews, this can increase the trust of potential customers and encourage them to try the services at the clinic. Based on the explanation above, the main problem related to repurchase intention in the medical aesthetic clinics studied is the high competition in the beauty clinic industry, especially in the JABODETABEK area which has many similar service providers. Customers who come to medical aesthetic clinics are generally not because of serious medical conditions, but because of the desire to improve their appearance. Therefore, they look for treatments that can meet their beauty expectations and provide satisfactory results. If customers are not satisfied with the results of the treatment they receive, they are unlikely to return for further treatment and may even switch to another clinic that offers similar services. Therefore, customer satisfaction with the results of the treatment is the main factor in shaping their intention to repurchase (re-visit). Therefore, clinics need to utilize social media to build a strong brand image and increase brand trust, which in turn will have an impact on repurchase intention. Thus, the problem faced by medical aesthetic clinics is how to create an effective marketing strategy, especially through social media, to build a strong brand image, increase customer trust, and ultimately encourage their intention to return to the clinic.

THEORETICAL REVIEW

The Stimulus–Organism–Response (S–O–R) framework provides a theoretical foundation for explaining how social media marketing influences customers' behavioral intentions through cognitive and psychological evaluations. Within this framework, customization, trendiness, interaction, and word of mouth represent external marketing stimuli that shape customers' perceptions of aesthetic clinic brands. Brand image and brand trust function as distinct internal

evaluations, while revisit intention represents the behavioral response. Brand image reflects customers' overall associations and impressions of a clinic, whereas brand trust captures their confidence in its reliability, credibility, and ability to fulfill service promises. Previous studies establish the relevance of social media marketing for brand image, brand trust, and consumer purchasing behavior (Bilgin, 2018; Sanny et al., 2020; Yang et al., 2022). In aesthetic clinics, these mechanisms are particularly important because customers must evaluate service credibility, treatment expectations, and perceived risks before deciding to return. Accordingly, this study distinguishes image-based and trust-based pathways through which social media marketing may contribute to customer retention.

Customization refers to the ability of social media marketing to provide content, information, and communication that correspond to customers' individual preferences and needs. Personalized communication allows customers to identify relevant aesthetic treatments and evaluate whether a clinic understands their expectations. Pallant et al. (2020) highlight the importance of customization in responding to consumer preferences, while Yang et al. (2022) establish the relevance of social media marketing activities to brand image. In aesthetic clinics, customized treatment information and personalized recommendations may strengthen perceptions of professionalism, customer orientation, and service relevance. These favorable associations contribute to a stronger brand image. Therefore, the following hypothesis is proposed:

H1: Customization positively influences brand image.

Customization may also strengthen brand trust by demonstrating a clinic's responsiveness to individual customer needs. Customers seeking aesthetic treatments often require specific information concerning treatment suitability, expected outcomes, and potential risks. Personalized communication may reduce uncertainty and signal the clinic's commitment to providing appropriate services. Sanny et al. (2020) establish the importance of social media marketing in shaping brand trust within the Indonesian skincare market. Similarly, customization enables brands to develop stronger customer relationships through communication tailored to individual expectations (Pallant et al., 2020). In aesthetic clinics, such communication may enhance customers' confidence in the clinic's reliability and service commitment. Thus, the following hypothesis is formulated:

H2: Customization positively influences brand trust.

Trendiness reflects the extent to which social media communication provides current, relevant, and popular information. In the aesthetic industry, customers frequently encounter emerging treatment technologies, skincare innovations, and evolving beauty preferences through digital platforms. Chorowski et al. (2023) explain how the adoption of innovations contributes to the development of product trends, while Bilgin (2018) identifies trendiness as an important dimension of social media marketing activities. Clinics that communicate contemporary aesthetic developments may be perceived as innovative, knowledgeable, and responsive to market changes. These perceptions strengthen brand associations and support a favorable brand image. Therefore, the following hypothesis is proposed:

H3: Trendiness positively influences brand image.

Trendiness may influence brand trust by signaling a clinic's awareness of current aesthetic practices and developments. Customers may interpret updated treatment information and contemporary service offerings as indications of professional knowledge and organizational competence. Aini (2024) examines the relevance of trendiness to the relationship between social media marketing and brand trust, suggesting its importance in understanding consumer evaluations of digital marketing activities. However, the credibility of aesthetic services depends not only on contemporary information but also on demonstrated competence and reliable treatment outcomes. Nevertheless, the perceived relevance and currency of social media communication may contribute to customers' confidence in a clinic. Accordingly, the following hypothesis is developed:

H4: Trendiness positively influences brand trust.

Interaction represents the exchange of information and communication between brands and customers through social media platforms. Interactive communication enables customers to ask questions, express preferences, and receive responses concerning available services. Bilgin (2018) recognizes interaction as a dimension of social media marketing activities associated with brand-related perceptions. Similarly, Vinerean and Opreana (2019) emphasize the relevance of Instagram marketing activities in developing relationships between brands and consumers. In aesthetic clinics, responsive communication may create impressions of accessibility, professionalism, and customer orientation. Such experiences strengthen positive associations with the clinic and enhance its overall brand image. Therefore, the following hypothesis is proposed:
H5: Interaction positively influences brand image.

Interaction may strengthen brand trust by facilitating transparent communication and reducing information uncertainty. Aesthetic treatments involve personal expectations and perceived risks, making opportunities for direct communication particularly valuable. Customers who receive clear explanations and appropriate responses may develop greater confidence in the clinic's service commitment. Sanny et al. (2020) demonstrate the relevance of social media marketing to brand trust in the skincare industry, while Chou and Chen (2018) emphasize the role of trust in maintaining customer relationships within service contexts. Consistent and responsive social media interaction may therefore reinforce perceptions of reliability and strengthen customers' willingness to trust an aesthetic clinic. Thus, the following hypothesis is formulated:
H6: Interaction positively influences brand trust.

Word of mouth (WOM) refers to the exchange of customer experiences, opinions, and recommendations concerning products or services. Through social media, customer testimonials, treatment reviews, and personal recommendations become accessible to a wider audience. Chen and Yuan (2020) explain the psychological relevance of WOM in influencing consumer evaluations, while Mihardjo et al. (2019) examine the relationship between electronic WOM and brand image. In aesthetic clinics, favorable customer experiences communicated through social media may reinforce perceptions of treatment quality, professionalism, and service reputation. Positive WOM therefore provides additional information that strengthens customers' favorable associations with a clinic. Accordingly, the following hypothesis is proposed:
H7: Word of mouth positively influences brand image.

Word of mouth may also strengthen brand trust because customers often regard other consumers' experiences as valuable information when evaluating service providers. This mechanism is particularly relevant to aesthetic clinics, where treatment outcomes and service experiences cannot be fully assessed before receiving treatment. Chen and Yuan (2020) discuss the psychological mechanisms underlying WOM, while Albarq and Al Doghan (2020) highlight its relevance to consumer behavior. Credible testimonials and consistent positive reviews may reduce perceived uncertainty and reinforce confidence in a clinic's ability to deliver satisfactory services. Consequently, favorable WOM is expected to contribute positively to brand trust. Therefore, the following hypothesis is developed:
H8: Word of mouth positively influences brand trust.

Brand image represents customers' overall perceptions and associations with a service provider. A favorable brand image may strengthen customers' preferences by creating positive expectations regarding service quality, professionalism, and treatment experiences. Aquinia and Soliha (2020) demonstrate the relevance of brand equity dimensions to repurchase intention, while Tahir et al. (2024) identify brand image as an important factor in customer satisfaction and loyalty. In aesthetic clinics, customers who associate a clinic with reliable services, professional expertise, and satisfactory treatment experiences may develop stronger intentions to return. A positive brand image can therefore support customer retention by reinforcing preferences for an existing service provider. Accordingly, the following hypothesis is proposed:
H9: Brand image positively influences revisit intention.

Brand trust reflects customers' confidence in a brand's reliability and ability to fulfill its promises. Trust plays a central role in service relationships because customers often face uncertainty concerning future service experiences. Zboja and Voorhees (2006) establish the relevance of brand trust to repurchase intentions, while Erciş et al. (2012) emphasize its relationship with customer loyalty and continued purchasing behavior. In aesthetic clinics, trust is particularly important because treatment decisions involve personal appearance, financial commitments, and potential health-related risks. Customers who perceive a clinic as dependable and credible may feel more confident about receiving subsequent treatments from the same provider. Brand trust is therefore expected to strengthen revisit intention. Thus, the following hypothesis is formulated:
H10: Brand trust positively influences revisit intention.

RESEARCH METHOD

This study employed a quantitative research design to examine the relationships between social media marketing activities, brand image, brand trust, and revisit intention among aesthetic clinic customers in the JABODETABEK (Greater Jakarta) area, Indonesia. The target population comprised consumers with previous experience receiving aesthetic clinic services. A non-probability sampling approach was adopted using convenience sampling, which selects respondents based on their accessibility and willingness to participate (Sekaran & Bougie, 2016). The study obtained data from 490 respondents. The sample size was determined using a planning heuristic of ten respondents per measurement indicator. With seven constructs comprising seven indicators each, the study required 490 respondents (10 × 49 indicators). This approach provided a practical basis for sample recruitment, although it does not substitute for a formal statistical power analysis.

Data were collected using a structured questionnaire designed to measure seven constructs. Four independent variables represented social media marketing activities: customization, trendiness, interaction, and word of mouth. Brand image and brand trust served as mediating variables, while revisit intention was specified as the dependent variable. Each construct was operationalized using seven measurement indicators, resulting in 49 questionnaire items. The measurement framework was designed to capture customers' perceptions of aesthetic clinics' social media activities, their evaluations of clinic brands, and their intentions to return for future treatments. The same measurement structure was applied across respondents to support consistency in data collection and subsequent analysis.

Data analysis was conducted using partial least squares structural equation modeling (PLS-SEM) to examine the relationships among the seven constructs. The analytical procedure comprised two stages: measurement model assessment and structural model evaluation. The measurement model was evaluated through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. The structural model assessment examined the relationships between the four social media marketing dimensions and both brand image and brand trust, followed by their associations with revisit intention. The analysis also considered the indirect relationships through brand image and brand trust to assess their potential mediating roles. This analytical framework enabled the simultaneous examination of multiple relationships within a single model. The use of convenience sampling limits the statistical generalizability of the findings beyond the surveyed customers.

RESULTS

The sample of 490 respondents is concentrated in the young productive age range and is predominantly female (Table 1). The 20–25 group is the largest (171; 34.90%), followed by the 26–30 group (147; 30.00%). Respondents in these groups are typically at the start of their careers or completing higher education. They play a key role in consumption and purchasing decisions, including repurchase behavior. The 31–35 group (74; 15.10%) and the 36–40 group (49; 10.00%) represent consumers with increasing economic stability and more planned spending. Only 25 respondents (5.10%) are over 40 and 24 (4.90%) are under 20, which indicates lower involvement of these groups in the product or service studied.

Table 1. Respondent profile (N = 490)

Characteristic	Category	*n*	%
Age (years)	< 20	24	4.90
	20–25	171	34.90
	26–30	147	30.00
	31–35	74	15.10
	36–40	49	10.00
	> 40	25	5.10
Gender	Female	285	58.16
	Male	205	41.84

Source*:* Primary data processed by the authors.

Women account for 285 respondents (58.16%) and men for 205 (41.84%). Women were therefore more involved in completing the questionnaire. This may indicate greater interest in the topic or product studied, or more active responses to online surveys. The difference should be considered when consumer behavior and decision-making are analyzed by gender segment. All seven constructs are reliable, convergently valid and discriminantly distinct (Table 2; Figure 1).

Table 2. Construct reliability, convergent validity and discriminant validity (HTMT)

Construct	α	CR (ρc)	AVE	BI	BT	C	I	RI	T
Brand image (BI)	0.883	0.909	0.588						
Brand trust (BT)	0.867	0.897	0.555	0.416					
Customization (C)	0.869	0.899	0.560	0.390	0.891				
Interaction (I)	0.894	0.916	0.611	0.520	0.498	0.422			
Repurchase intention (RI)	0.878	0.906	0.579	0.893	0.410	0.369	0.500		
Trendiness (T)	0.895	0.916	0.576	0.557	0.480	0.436	0.872	0.613	
Word of mouth (WOM)	0.895	0.918	0.615	0.515	0.491	0.420	0.832	0.613	0.852

Note. α = Cronbach's alpha; CR = composite reliability; AVE = average variance extracted. Columns BI–T report heterotrait–monotrait ratios (HTMT). Criteria: α > 0.60, CR > 0.70, AVE > 0.50 and HTMT < 0.90 (Hair et al., 2019).
Source*:* SmartPLS 4.0 output (2026)

Composite reliability ranges from 0.897 to 0.918, and Cronbach's alpha from 0.867 to 0.895. Every construct therefore has adequate reliability and good internal consistency. AVE ranges from 0.555 (brand trust) to 0.615 (word of mouth). Each construct therefore explains most of the variance in its indicators. Every HTMT ratio is below 0.90, so each construct measures a different concept, and the constructs do not overlap. The highest ratios are brand image–repurchase intention (0.893), customization–brand trust (0.891), interaction–trendiness (0.872) and trendiness–word of mouth (0.852). The lowest is customization–repurchase intention (0.369). Most indicators show acceptable collinearity, with variance inflation factors (VIF) below 5. A VIF below 3 is ideal, and a value above 5 signals multicollinearity that can destabilize the estimates. Indicators of brand image, brand trust, customization, interaction, repurchase intention and trendiness have VIF values between 1.4 and 2.5. These constructs therefore show no serious multicollinearity among their indicators.

The model explains 63.9% of the variance in brand trust and 62.9% in repurchase intention. Two paths dominate: brand image → repurchase intention (f^2 = 1.340) and customization → brand trust (f^2 = 1.138) (Table 3; Figure 2). The model explains 63.9% and 62.9% of their variance, and 37.1% of the variance in repurchase intention lies with factors outside the model. Brand image (R^2 = 0.298) falls in the weak category: the model explains only 29.8% of its variance, which points to other influencing factors. Repurchase intention (Q^2 = 0.360) and brand trust (Q^2 = 0.348) exceed 0.25. The model therefore predicts both constructs moderately. Brand image (Q^2 = 0.172) shows weak but positive predictive relevance. Brand image has the greatest influence in the model, on repurchase intention (f^2 = 1.340). Customization has the second greatest on brand trust (f^2 = 1.138). Brand trust contributes little to repurchase intention (f^2 = 0.015). On brand image, the largest contributions come from trendiness (0.034) and customization (0.028). Interaction,

trendiness and word of mouth contribute little to brand trust ($f^2 \leq 0.010$). These results point to three priorities for influencing repurchase intention: strengthening brand image, product personalization and consumer trust.

Table 3. Explanatory power, predictive relevance and effect sizes by endogenous construct

Endogenous construct	R^2	Q^2	Predictor	f^2
Repurchase intention	0.629	0.360	Brand image	1.340
			Brand trust	0.015
Brand trust	0.639	0.348	Customization	1.138
			Interaction	0.010
			Word of mouth	0.009
			Trendiness	0.000
Brand image	0.298	0.172	Trendiness	0.034
			Customization	0.028
			Interaction	0.008
			Word of mouth	0.005

Note. Q^2 from blindfolding is reported for the endogenous constructs; the blindfolding output shows 0.000 for the exogenous constructs (customization, interaction, trendiness and word of mouth). Predictors are ordered by f^2 within each construct.

Source*:* SmartPLS 4.0 output (2026)

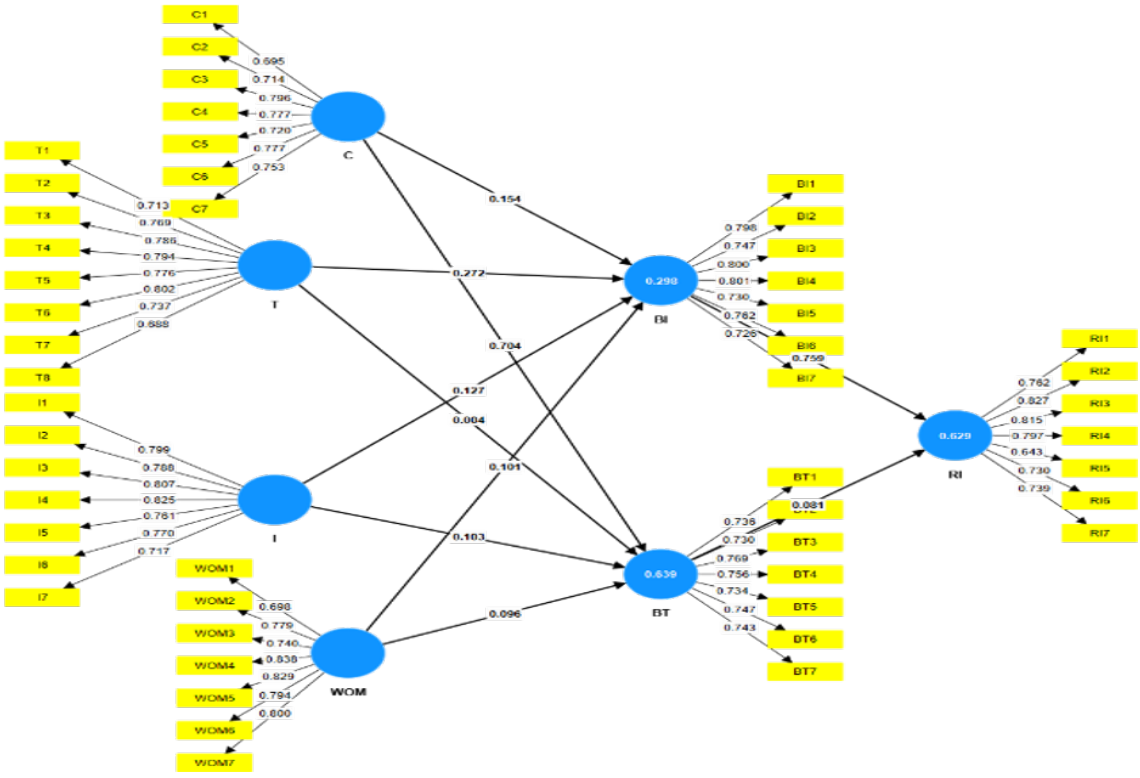

Figure 2. Inner model.
Source*:* Questionnaire results processed with SmartPLS 4.0.

The model predicts brand trust best out of sample (Q^2predict = 0.629). It outperforms the indicator-average benchmark for all three constructs, but the linear-model benchmark predicts repurchase intention better (Table 4).

Table 4. PLSpredict and CVPAT results

Construct / indicator	Q²predict	RMSE (PLS-SEM)	RMSE (LM)	CVPAT vs IA: ALD (*t*; *p*)	CVPAT vs LM: ALD (*t*; *p*)
Brand image	0.289			–0.128 (8.227; < .001)	–0.012 (0.585; .559)
BI1	0.184	0.741	0.687		
BI2	0.100	0.862	0.902		
BI3	0.185	0.839	0.843		
BI4	0.173	0.820	0.839		
BI5	0.188	0.795	0.810		
BI6	0.200	0.777	0.794		
BI7	0.143	0.733	0.737		
Brand trust	0.629			–0.241 (13.038; < .001)	0.008 (0.641; .522)
BT1	0.350	0.661	0.674		
BT2	0.423	0.616	0.607		
BT3	0.394	0.610	0.613		
BT4	0.310	0.722	0.729		
BT5	0.296	0.638	0.662		
BT6	0.310	0.762	0.709		
BT7	0.335	0.725	0.704		
Repurchase intention	0.307			–0.148 (11.862; < .001)	0.048 (2.529; .012)
RI1	0.171	0.795	0.763		
RI2	0.246	0.860	0.848		
RI3	0.225	0.794	0.761		
RI4	0.144	0.829	0.765		
RI5	0.150	0.818	0.818		
RI6	0.201	0.836	0.787		
RI7	0.098	0.804	0.784		
Overall model				–0.172 (15.901; < .001)	0.015 (1.098; .273)

Note. Bold rows report construct-level results; plain rows report indicator-level results. RMSE = root mean squared error; LM = linear model; IA = indicator average; ALD = average loss difference. A negative ALD means PLS-SEM predicts better than the benchmark.

Source*:* SmartPLS 4.0 output (2026)

Every Q²predict value is positive, so the model outperforms naive mean predictions for all indicators and constructs. At construct level, brand trust has the strongest predictive performance (0.629), followed by repurchase intention (0.307) and brand image (0.289). Against the linear model, PLS-SEM gives a lower RMSE for six of seven brand image indicators and four of seven brand trust indicators (Hair et al., 2019). It gives a lower RMSE for none of the repurchase intention indicators; RI5 ties at 0.818.

PLS-SEM predicts significantly better than the indicator-average benchmark for brand image, brand trust, repurchase intention and the overall model (all $p < .001$). Against the linear model, the differences for brand image ($p = .559$), brand trust ($p = .522$) and the overall model ($p = .273$) are not significant, so PLS-SEM predicts as well as the linear model. For repurchase intention, the ALD is positive and significant (0.048, $p = .012$), so the linear model predicts this construct better than PLS-SEM. The predictive power for repurchase intention therefore needs strengthening. Trendiness is the only construct with above-average importance (0.207) and below-average performance (64.353). It is therefore the priority for improvement (Table 5; Figure 3).

Table 5. Importance–performance map analysis

Construct	Importance	Performance	Importance vs average	Performance vs average
Trendiness	0.207	64.353	Above	Below
Customization	0.174	80.073	Above	Above
Interaction	0.105	66.538	Below	Below
Brand image	0.085	69.491	Below	Below
Word of mouth	0.085	64.267	Below	Below
Brand trust	0.081	77.966	Below	Above
Average	0.123	70.448		

Note. Constructs are ordered by importance. Averages are the means of the six listed values.
Source: SmartPLS 4.0 output (2026)

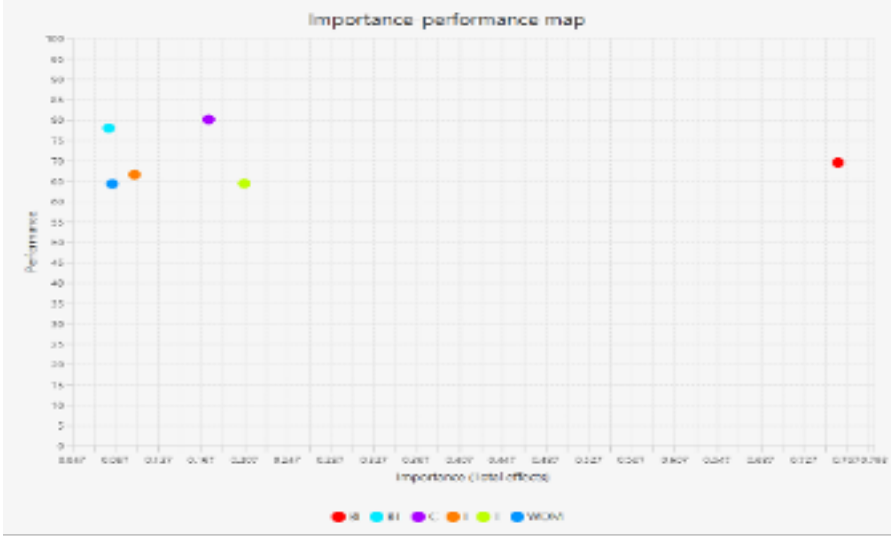

Figure 3. Importance–performance map.
Source: Questionnaire results processed with SmartPLS 4.0.

DISCUSSION

The findings demonstrate that social media marketing contributes to expected brand evaluations through distinct relationships with brand image and brand trust. Customization, trendiness, interaction, and word of mouth positively influence brand image, while customization, interaction, and word of mouth also strengthen brand trust. These findings support the Stimulus–Organism–Response (S–O–R) framework by showing how marketing stimuli relate to customers' psychological evaluations and behavioural intentions. Customization is particularly relevant because personalized communication allows aesthetic clinics to address individual treatment preferences and customer concerns. This finding aligns with Pallant et al. (2020) and Sanny et al. (2020), who emphasize the relevance of personalization and social media marketing to consumer evaluations. Personalized communication therefore extends beyond promotional relevance by strengthening perceptions of professionalism, customer orientation, and service reliability.

A particularly important finding is the contrasting relationship of trendiness with brand image and brand trust. Although trendiness positively influences brand image, its relationship with brand trust is not statistically significant. This suggests that contemporary content and popular aesthetic treatments may strengthen perceptions of innovation without necessarily establishing confidence in service reliability. Chorowski et al. (2023) highlight the importance of trends in innovation adoption, while Aini (2024) examines the relationship between trendiness and brand trust. The present findings extend this discussion by demonstrating that brand attractiveness and credibility represent distinct customer evaluations. In aesthetic clinics, customers may appreciate innovative treatments but remain cautious about their safety, effectiveness, and professional delivery. Thus, social media content that communicates modernity does not automatically establish the confidence

required for trust formation. This distinction challenges the assumption that all dimensions of social media marketing contribute equally to favourable brand evaluations.

Interaction and word of mouth positively influence both brand image and brand trust, emphasizing the importance of communication and customer-generated information in aesthetic services. Interactive communication allows customers to clarify treatment expectations, express concerns, and assess the clinic's responsiveness. These findings are consistent with Bilgin (2018) and Yang et al. (2022), who establish the relevance of social media engagement to brand evaluations and customer retention. Meanwhile, word of mouth provides customers with information drawn from the experiences of others, which may strengthen perceptions of service quality and credibility. Chen and Yuan (2020) explain the psychological relevance of word of mouth, while Mihardjo et al. (2019) identify its relationship with brand image. In aesthetic clinics, where treatment outcomes involve uncertainty, responsive communication and credible testimonials may provide reassurance beyond conventional promotional messages. Both dimensions therefore contribute to expected brand associations and confidence in service providers.

Brand image and brand trust positively influence revisit intention, confirming their relevance to continued customer relationships. A dreamed brand image reinforces perceptions of service quality, professionalism, and reputation, while brand trust reflects confidence in the clinic's ability to deliver reliable treatment experiences. These findings are consistent with Aquinia and Soliha (2020) and Tahir et al. (2024), who establish the importance of brand-related evaluations for customer loyalty, as well as Zboja and Voorhees (2006) and Erciş et al. (2012), who emphasize the relationship between trust and repurchase intention. The findings suggest that customers' willingness to revisit aesthetic clinics depends on more than favourable impressions. Confidence in treatment reliability also matters. Brand image and brand trust therefore represent complementary but conceptually distinct evaluations associated with revisit intention.

Overall, this study contributes to social media marketing literature by distinguishing image-based and trust-based responses to different marketing activities. The nonsignificant relationship between trendiness and brand trust provides the central theoretical insight: social media attractiveness does not necessarily translate into service credibility. For aesthetic clinic managers, this distinction suggests that personalized communication, responsive interaction, and authentic customer testimonials should complement trend-oriented promotional content. Such strategies may strengthen brand perceptions and support continued customer relationships. Nevertheless, the cross-sectional design and convenience sampling limit causal interpretation and generalizability. Future research should examine actual revisit behaviour, test the indirect effects through brand image and brand trust, and consider professional credibility, perceived treatment risk, and customer satisfaction as additional explanatory mechanisms.

CONCLUSION

This study demonstrates that social media marketing plays an important role in shaping brand image, brand trust, and revisit intention among aesthetic clinic customers. Customization, trendiness, interaction, and word of mouth positively influence brand image, while customization, interaction, and word of mouth also strengthen brand trust. However, trendiness does not significantly influence brand trust, indicating that contemporary and appealing social media content does not necessarily establish confidence in service reliability. Both brand image and brand trust positively influence revisit intention, highlighting their distinct roles in supporting customer retention. These findings contribute to the Stimulus–Organism–Response (S–O–R) framework by demonstrating that different social media marketing dimensions produce distinct brand-related evaluations. More importantly, the study establishes that favourable brand perceptions and confidence in service credibility represent different considerations in customers' decisions to revisit aesthetic clinics.

The findings offer practical implications for aesthetic clinic managers seeking to strengthen customer relationships in competitive markets. Social media strategies should prioritize personalized communication, responsive customer interaction, and credible testimonials rather than relying primarily on trending content. Clinics should integrate attractive digital communication with reliable treatment information and consistent service experiences to reinforce both brand image and brand trust. Nevertheless, the cross-sectional research design and convenience sampling limit causal interpretation and the generalizability of the findings. Furthermore, revisit

intention reflects customers' stated behavioural intentions rather than actual repeat visits. Future studies should employ longitudinal designs, examine actual customer retention, and investigate the roles of perceived treatment risk, professional credibility, and customer satisfaction in shaping these relationships. Such investigations could extend understanding of how social media marketing contributes to sustainable customer relationships in aesthetic healthcare services.

ETHICAL DISCLOSURE

All participants provided written informed consent prior to participation. They were informed about the study's purpose, their voluntary participation, the right to withdraw at any time, and the confidentiality of their responses.

CONFLICT OF INTERESTS

The authors declare no conflict of interest.

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