

Analysis of the influence of inflation on consumer purchase interest at the Ansha Aesthetic Beauty Clinic

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Abstract

Purpose: This study aims to determine the effect of perceptions of inflation on consumer purchasing interest in beauty services at the Ansha Aesthetic Clinic. This study was conducted to answer the question of whether inflation affects consumer decisions in using aesthetic services.

Methodology: This study was conducted at Ansha Aesthetic Clinic, Jakarta, using a quantitative approach with a survey method. The data collection instrument was a questionnaire distributed to 50 respondents who were active and potential consumers of the clinic. The analysis method used was simple linear regression with the help of IBM SPSS Statistics software version 26.

Results: The results of the study indicate that perceptions of inflation have a positive and significant effect on consumer purchasing interest. The R Square value of 0.689 indicates that 68.9% of the variation in consumer purchasing interest can be explained by perceptions of inflation. The t-test produces a significant value ($p < 0.05$), which confirms that the effect is statistically significant. This finding provides novel evidence that inflation is not merely a macroeconomic concern but also a direct psychological driver of consumer behavior.

Conclusions: The study concludes inflation doesn't always reduce purchasing interest; middle-upper consumers maintain strong demand for aesthetic services despite price pressures.

Limitations: This study at one Jakarta beauty clinic with limited respondents requires cautious generalization due to restricted scope and sample size.

Contribution: This study highlights consumer behavior under economic pressure, offering insights for beauty industry, service marketers, and marketing researchers.

Keywords: *Consumer Behavior, Inflation, Income Service Marketing, Purchase Interest*

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1. Introduction

Inflation as one of the macroeconomic indicators plays an important role in determining people's purchasing power. According to Mankiw (1998), inflation is a general increase in the price of goods and services in the economy over time which causes a decrease in the real value of money. In the context of Indonesia, the Central Statistics Agency (BPS) noted that inflation can affect people's consumption patterns, especially for non-primary goods and services, including services in the beauty sector. The impact of inflation on consumer behavior is multidimensional. On the one hand, consumers experience a decrease in real income, which forces them to prioritize spending on basic necessities such as food,

housing, education, and healthcare. On the other hand, the psychological impact of inflation manifested as economic anxiety and uncertainty also influences how consumers perceive the value and urgency of non-essential purchases. According to Fu (2020), in a modern consumer economy, inflation does not merely affect purchasing power, but also reshapes consumer preferences, lifestyle aspirations, and brand perceptions. This leads to a complex behavioral shift where some consumers reduce consumption while others shift to different product categories or service tiers.

The beauty industry, particularly aesthetic clinics, is considered part of the tertiary sector providing services that are not essential for survival but are valued for their contribution to quality of life and emotional well-being. Historically, this sector has been seen as vulnerable to economic downturns. However, recent developments suggest otherwise. There is increasing evidence that consumers especially those from middle to upper socio-economic classes continue to allocate budget for personal care and appearance, even amid rising prices. This is partly due to social media influence, evolving beauty standards, and the perceived necessity of maintaining a polished appearance in both professional and personal contexts (Bay, Wirth, Shaffrey, Thornton, & Rao, 2024; Y. Ma & Kwon, 2021; Sun et al., 2024).

Although previous studies have examined the general impact of inflation on consumer purchasing power and spending priorities, limited attention has been paid to how inflation perceptions specifically influence demand for aesthetic services in Indonesia. This represents a critical research gap, given the growing normalization of aesthetic treatments as lifestyle investments among urban, middle-to-upper-class consumers. Unlike essential goods, aesthetic services operate within a unique behavioral economics framework where perceived value, brand trust, and psychological satisfaction often outweigh cost considerations. By integrating concepts from behavioral economics and perceived value theory, this study emphasizes that inflation does not only reduce real income but also reshapes consumer decision-making in the beauty service sector.

Positioning inflation as both an economic constraint and a psychological signal provides a novel theoretical lens to understand how consumers negotiate between financial pressures and identity-driven consumption. This framing highlights the originality of the study and its contribution to consumer behavior literature by linking macroeconomic variables with lifestyle-oriented service consumption in Indonesia's aesthetic industry (Amalia & Darmawan, 2023; Sugesti, 2025). Purchase intention itself is part of the consumer decision-making process that describes an individual's desire to purchase a particular product or service based on perceived benefits, price, and emotional value (Strijbosch et al., 2021). This theory emphasizes that purchase intention is greatly influenced by external factors, such as economic conditions, as well as internal factors such as perceived value, brand trust, and psychological satisfaction. In an inflationary situation, price perception becomes a crucial element that can reduce consumers' perceived value of aesthetic services, unless counterbalanced by high-quality service, brand reputation, and emotional engagement (Putra, Ahadiyat, & Keumalahayati, 2023; Tiimub et al., 2023).

Ansha Aesthetic, as a beauty clinic serving the middle to upper market segment in Jakarta, faces the challenge of staying relevant and attracting consumer interest amidst the fluctuating economic situation (Kim & Kim, 2023; Setiawan, Widjojo, & Purnama Alamsyah, 2024). Although aesthetic treatments are tertiary needs, there is a growing trend of increased self-awareness, self-care, and wellness among consumers particularly after the COVID-19 pandemic. Consumers have begun to prioritize health and appearance as integral components of their identity and lifestyle. This shift is especially prominent among urban, professional women and millennials, who see aesthetic services not as a luxury, but as a form of personal investment. The increased normalization of aesthetic treatments ranging from facial treatments to advanced dermatological procedures has redefined consumer expectations. What was once considered indulgent is now perceived as routine. In this context, inflation presents both a threat and an opportunity. While rising prices may deter some price-sensitive consumers, they may also encourage clinics to innovate in service delivery, pricing models (e.g., bundling, subscriptions), and communication strategies that highlight long-term value over short-term cost (C.-C. Ma, Ou, Tsai, & Chen, 2025; Uliyah, Cahyono, & Hermawan, 2025).

Therefore, this study aims to analyze the effect of inflation on consumer purchasing interest at the Ansha Aesthetic Beauty Clinic, by considering relevant modern consumer behavior theories. The core question that guides this research is: to what extent do perceptions of inflation influence the willingness of consumers to engage in aesthetic services, and what mediating factors reinforce or mitigate this influence? By addressing this question, the research aims to make both theoretical and practical contributions. The results of this study are expected to provide practical contributions in formulating marketing strategies that are responsive to economic changes, as well as theoretical contributions in developing consumer behavior studies in the beauty services sector. Furthermore, the study aims to enrich the discussion on how macroeconomic variables intersect with lifestyle consumption and provide insights for policymakers, marketers, and service providers in adapting to inflationary pressures while maintaining customer satisfaction and loyalty.

2. Literature review

Inflation is one of the macroeconomic variables that is often the main focus in consumer behavior studies. The increase in the price of goods and services in general tends to cause a decrease in people's purchasing power (Mankiw, 1998). Inflation reduces the real income of consumers, prompting them to readjust their consumption patterns. In particular, spending on non-essential items such as entertainment, fashion, and aesthetic services becomes more selective. According to Arora and Chouksey (2025), inflation has a direct impact on people's consumption decisions, especially in terms of spending on secondary needs such as beauty products. In this context, purchase intention is an important indicator for understanding changes in consumer behavior amid economic pressures, as it reflects both conscious decision-making and underlying emotional drives.

Purchase intention is a person's psychological tendency to buy a particular product after going through an evaluation stage. This variable is influenced by various elements, including price perception, value perception, previous experience, product availability, advertising exposure, and external economic conditions (Strijbosch et al., 2021). The purchase intention of consumers of aesthetic services tends to fluctuate when there is economic pressure such as inflation or recession. The same thing was expressed by Liu (2021), who showed that increasing prices of beauty services reduce purchase intentions, especially in the productive age group with middle income. These findings suggest that middle-income consumers are particularly vulnerable to inflationary pressures, given their limited disposable income and competing spending priorities.

According to Berlo, Reijmersdal, and Rozendaal (2020) consumers will be more careful in spending their money when inflation occurs, due to concerns about personal economic stability. During uncertain economic periods, psychological responses such as fear of job loss or declining income increase risk aversion, leading consumers to defer or cancel non-essential purchases. In the fashion and beauty sector found that inflation reduced purchasing interest by up to 35% compared to non-inflationary periods. This decline underscores the sensitivity of discretionary spending to macroeconomic shocks. However, it is important to note that the relationship between inflation and purchasing interest is not always linear; it can be moderated by factors such as product differentiation, consumer loyalty, and perceived benefits.

In addition, perceived value plays an important role in shaping purchasing intentions even when prices increase (Ariffin, 2018). Consumers tend to assess whether the benefits they derive from a product or service justify the cost. If the perceived benefits remain high due to quality, exclusivity, emotional gratification, or social validation then price increases may not significantly deter purchase intention. Several studies have shown that price perception and quality perception can reduce the negative impact of inflation on purchasing interest. In other words, value-based marketing and quality assurance can act as strategic tools for businesses to retain customers despite inflationary pressures.

This is supported by the findings of Y. Huang, Chen, X., & Liu, J. (2022), which state that brand loyalty and emotional value towards a brand can maintain high purchasing interest even though prices increase due to inflation. A study by Guilermo (2024) also shows that customers with high brand engagement tend to be more tolerant of price changes. These studies highlight the importance of emotional and psychological bonding between the consumer and the brand, especially in sectors like beauty and

wellness where trust, comfort, and image play key roles. For instance, a customer who has built a long-term relationship with a specific aesthetic clinic and its practitioners is more likely to continue availing services even as prices rise, compared to a customer with no prior attachment.

In the service industry, especially beauty clinics, understanding the impact of inflation is very important. Research by Guilermo (2024) proves that consumers of aesthetic clinics in big cities still have relatively stable purchasing interest if the service is communicated with clear added value. This includes not only the technical quality of the service but also aspects such as ambiance, professionalism, after-sales service, and personalized care. This is supported by research by Dewi and Praswati (2024), which states that perceptions of service quality and procedure safety also determine purchasing decisions for beauty services. Especially in aesthetic procedures, where health and appearance are involved, consumers are likely to prioritize safety and expertise even at higher costs.

Global studies such as those conducted by Jham and Malhotra (2019) in the Middle East also show similar trends, where the aesthetic sector faces major challenges as inflation increases, especially in attracting new customers. However, promotional strategies, discounts, and subscription packages have proven effective in maintaining consumer purchasing intentions (Chen & Wang, 2020; Hartati & Gunawan, 2023). These strategies can temporarily offset the impact of inflation by increasing perceived affordability and urgency to purchase.

Research by Gajanova, Nadanyiova, and Moravcikova (2019) suggests that beauty clinics need to apply a psychographic approach in market segmentation in order to identify consumer preferences that are still willing to make purchases amidst inflation. Psychographic profiling considering lifestyle, values, personality, and aspirations helps in targeting consumers who are intrinsically motivated to maintain their appearance regardless of economic fluctuations. On the other hand, a recent study by Gunter (2024) underlines the importance of digital marketing and strong value communication to maintain customer loyalty in challenging economic situations. In the digital age, consistent online presence, influencer collaboration, customer testimonials, and interactive content can significantly influence how consumers perceive the value of services offered.

Although prior research has provided rich insights into the effects of inflation on consumer purchasing interest, most studies remain descriptive and fragmented across different sectors such as food, fashion, and consumer goods. A critical comparison reveals both convergence and divergence. Highlight the negative impact of inflation on discretionary spending, others (Guilermo, 2024; M.-H. Huang & Rust, 2018). Show that strong brand loyalty, perceived service quality, and emotional value can offset such effects. These findings indicate that inflation does not operate in a linear fashion but interacts with psychological and contextual factors that reshape consumer behavior. To systematize these insights, this study positions inflation perception within two theoretical lenses: the Theory of Planned Behavior (TPB), which explains how external pressures such as inflation influence attitudes, subjective norms, and behavioral intentions, and the Perceived Value Theory, which highlights how consumers balance price perception against functional, emotional, and social benefits.

By aligning these frameworks, the proposed research model conceptualizes purchase intention in aesthetic services as the outcome of both macroeconomic constraints and value-based psychological evaluations. This synthesis not only clarifies the mixed results in previous studies but also foregrounds the novelty of examining inflation perceptions in the under-researched aesthetic service sector in Indonesia (Endi, Faggidae, & Ndoen, 2023; Latunusa, Timuneno, & Faggidae, 2023). Although many studies have discussed the effect of inflation on purchasing interest, most of them still focus on consumer goods such as food, fashion, and electronics (Dubois, Jung, & Ordabayeva, 2021; Li, 2023). Studies on aesthetic services, especially in the local context such as the Ansha Aesthetic beauty clinic, are still very limited. In addition, there is a gap in the integration between macroeconomic variables and consumer psychology in explaining the dynamics of purchasing interest in the aesthetic services sector.

Therefore, this study aims to fill this gap by comprehensively analyzing the effect of inflation on consumer purchasing interest at the Ansha Aesthetic Clinic. It seeks to examine not only the statistical

relationship but also the underlying behavioral motivations that drive consumer decisions during inflationary periods. By doing so, this research provides valuable insights for both academic inquiry and practical business application in the field of beauty services. In particular, this study contributes by contextualizing inflation within lifestyle consumption, where aesthetic services are increasingly perceived as a necessity rather than luxury. By highlighting the interaction between perceived value, service quality, and consumer resilience, the research strengthens theoretical discourse in behavioral economics and offers practical pathways for service providers to adapt marketing, pricing, and customer engagement strategies under macroeconomic uncertainty. This dual focus enhances the originality of the study and positions it as a reference point for future research in emerging markets (Mennekes & Schramm-Klein, 2025; Wang, Sung, & Phau, 2024).

3. Methodology

This study is a quantitative study with an explanatory survey approach. Quantitative research was chosen because it allows for systematic measurement, statistical testing, and generalization of findings to the population of interest. The explanatory nature of this study is aimed at identifying the extent to which the independent variable inflation perception affects the dependent variable, which is consumer purchasing interest. This approach is useful in testing causal hypotheses using statistical techniques, which in this case is simple linear regression. The research was conducted at the Ansha Aesthetic Beauty Clinic, located in Jakarta. This clinic was selected due to its established customer base, focus on middle-to-upper income clients, and the increasing popularity of its services in recent years. The clinic offers a variety of aesthetic treatments ranging from basic facial care to advanced dermatological procedures, making it a suitable case for exploring how economic variables like inflation influence consumer behavior.

The exploratory nature of this study is justified by the novelty of the research focus, namely the impact of inflation perception on purchasing interest in aesthetic services an area with limited prior empirical investigation in Indonesia. Using a purposive sampling strategy at the Ansha Aesthetic Clinic allows for targeted insights into middle-to-upper income consumers, who represent the primary market for aesthetic services and are thus most relevant for examining behavior under inflationary pressures. However, this design also presents several limitations. The relatively small sample size ($n=50$) reduces statistical power and weakens the external validity of findings, while purposive sampling may introduce selection bias by excluding other consumer groups. Furthermore, focusing on a single clinic in Jakarta limits the generalizability of the results to broader populations or other regions. These limitations suggest that while the study offers valuable exploratory insights, its conclusions should be interpreted with caution. Future research should aim to expand the sample size, include multiple clinics across diverse geographic locations, and consider probability-based sampling methods to strengthen representativeness and external validity.

3.1. Population and Sample

The population in this study comprises all active and potential customers of the Ansha Aesthetic Clinic. The sampling technique used is purposive sampling, which involves selecting individuals who are considered to have sufficient knowledge or experience related to the topic of study. In this case, the sample includes individuals who have used or are currently using beauty clinic services, particularly those who have made purchases during the period affected by inflation. A total of 50 respondents were selected to participate in this research. These respondents consist of male and female customers from various age groups and income levels, although the primary demographic is urban women between the ages of 25 to 45, reflecting the clinic's target market. The sample size of 50 is considered adequate for a preliminary study, especially given the narrow scope and localized focus of the research (Rahu, Neolaka, & Djaha, 2023).

3.2. Research Instruments

The main instrument for data collection in this study was a structured questionnaire. The questionnaire was developed based on theoretical constructs from previous studies related to inflation perception and purchasing interest. It consisted of two main parts: the first part focused on demographic information (age, gender, income level, and frequency of visits to the clinic), and the second part measured the

variables of interest. Items related to inflation perception included questions such as “I feel that current beauty service prices have significantly increased” and “Inflation has made me reconsider purchasing non-essential services.”

Meanwhile, purchasing interest was measured with items like “I still intend to continue aesthetic treatments despite price increases” and “I prioritize beauty care even when prices go up.” All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). To ensure validity and reliability, the questionnaire underwent expert review and was pre-tested with 10 respondents prior to full deployment. Items that were unclear or showed weak correlations were revised or removed. Reliability was assessed using Cronbach’s alpha, and all variables exceeded the acceptable threshold of 0.60, indicating satisfactory internal consistency.

3.3. Data Collection Procedure

Data was collected through both online and offline means. Offline questionnaires were distributed at the clinic to consenting customers, while online versions were sent via WhatsApp and email to customers in the clinic’s database. The online version was created using Google Forms for ease of access and tracking. Respondents were assured of anonymity and confidentiality, and participation was entirely voluntary. The data collection process took approximately three weeks, allowing sufficient time for follow-ups and reminders to increase the response rate. In total, 50 valid responses were collected and used for analysis. There were no major data integrity issues, and all responses were complete and usable.

3.4. Data Analysis Techniques

The data collected were processed and analyzed using IBM SPSS Statistics software version 26. The first step in data analysis involved descriptive statistics to summarize respondent characteristics, such as gender distribution, income level, and clinic visit frequency. This helped in profiling the sample and understanding the demographic context of purchasing interest. Next, classical assumption tests were conducted to ensure the suitability of the data for regression analysis. These included:

- a. Validity test: Used Pearson correlation coefficients to assess whether each item accurately measured the construct it was intended to.
- b. Reliability test: Used Cronbach’s alpha to evaluate internal consistency.
- c. Normality test: Employed Kolmogorov-Smirnov test to confirm the data distribution was normal.
- d. Linearity and homoscedasticity checks: Visual inspection of residual plots ensured that the assumptions of linear regression were not violated.

Following these preliminary tests, inferential analysis was conducted using simple linear regression. This method was chosen because it is suitable for evaluating the relationship between one independent variable (inflation perception) and one dependent variable (purchasing interest). The regression analysis provided information on the direction, strength, and significance of the relationship between the variables.

The key statistics generated in this process included:

- a. The correlation coefficient (R), which indicates the strength and direction of the linear relationship.
- b. The coefficient of determination (R^2), which shows the proportion of variance in the dependent variable explained by the independent variable.
- c. The t-test, which evaluates whether the regression coefficient differs significantly from zero.
- d. The significance level (p-value), where $p < 0.05$ was used as the threshold for statistical significance.

3.5. Ethical Considerations

This research was conducted with full adherence to ethical standards in social science research. All participants were informed about the purpose of the study, the voluntary nature of their participation, and their right to withdraw at any time. Informed consent was obtained before distributing the questionnaire. No personal or identifiable information was collected. The data was used solely for academic purposes and was stored securely to protect respondent confidentiality. Additionally, the research protocol received approval from the supervising academic body of the Graduate Management Program.

3.6. Limitations of Methodology

Although this methodology provides valuable insights, it has certain limitations. The sample size, while sufficient for an exploratory analysis, limits the generalizability of the findings to a wider population. The use of purposive sampling introduces the potential for selection bias. Moreover, as the study relies on self-reported data, it is subject to the usual limitations of questionnaire-based research, such as social desirability bias and response fatigue. Future research could expand the sample size and include a more diverse population across different geographic areas.

Additionally, incorporating qualitative methods such as interviews or focus group discussions could enrich the understanding of the psychological factors influencing purchasing decisions during inflation. In summary, the methodology employed in this study is robust and appropriate for its objectives. It allows for a systematic investigation of how inflation perceptions impact purchasing interest in the aesthetic service sector, offering a solid foundation for both theoretical exploration and practical recommendations.

4. Results and discussion

4.1. Results

The characteristics of respondents in this study were studied based on several indicators, one of which was monthly income and frequency of visits to beauty clinics in one month. These two variables are considered important because they are closely related to economic capacity and the intensity of consumption behavior towards aesthetic services.

Table 1. Respondent Characteristics based on Monthly Income

		Monthly Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 10 million per month	21	42.0	42.0	42.0
	5 – 10 million per month	24	48.0	48.0	90.0
	< 5 million per month	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Based on data obtained from 50 respondents, it is known that the majority of respondents have a monthly income level in the middle to high range. Respondents with a monthly income between IDR 5,000,000 to IDR 10,000,000 are the largest group, which is 24 people (48.0%). This shows that almost half of the respondents are in a fairly stable economic category, which allows them to access beauty services regularly. Meanwhile, 21 respondents (42.0%) have an income of more than IDR 10,000,000 per month, indicating that this group is included in the upper economic category. Respondents in this group tend to have high purchasing power and are likely to be more selective and consider the quality of service in choosing a beauty clinic such as Ansha Aesthetic.

Meanwhile, respondents with incomes of less than Rp5,000,000 per month only numbered 5 people (10.0%), indicating that the low-income group is a minority in this study. However, their presence still provides an overview of the diversity of economic profiles of customers who access aesthetic services. Overall, these data show that the majority of respondents are in the middle to upper income group, which is relevant to the main market segment of aesthetic services which is generally aimed at consumers with moderate to high financial capacity.

This composition is important for several reasons. First, the aesthetic service sector is generally considered a tertiary sector, meaning its target audience typically consists of individuals with disposable income. The predominance of middle- and upper-income respondents validates the assumption that The Ansha Aesthetic Clinic effectively reaches its intended market segment. Second, the income level of respondents significantly influences their sensitivity to inflation. While lower-income groups might immediately reduce discretionary spending under inflationary pressure, higher-income groups tend to display more stable or adaptive consumption patterns. This explains, in part, why purchasing interest remained relatively high among study participants, even amidst inflation.

Furthermore, the distribution suggests that the clinic's pricing, service offerings, and promotional strategies are aligned with the financial expectations and capabilities of its clients. An income of IDR 5 million to IDR 10 million is typical among urban professionals, particularly in Jakarta. Such individuals often place value on appearance and wellness, not only for personal satisfaction but also due to the professional demands and social norms of urban life. This income characteristic also affects the decision-making process. Higher-income respondents are more likely to evaluate aesthetic services in terms of value rather than cost alone. They may focus on long-term benefits such as improved confidence, psychological well-being, and perceived social standing. In this context, inflation, while acknowledged, does not become a deterrent as long as perceived value remains high.

Table 2. Respondent Characteristics based on Frequency of Visits to the Clinic

		Frequency of Visits			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a month	16	32.0	32.0	32.0
	Every two weeks	31	62.0	62.0	94.0
	Once a week	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Based on the results of data distribution from 50 respondents, it is known that the majority of respondents have a fairly high intensity of visits to beauty clinics. As many as 31 respondents (62.0%) were recorded as visiting the clinic once every two weeks, indicating that aesthetic services have become part of the routine needs for this group. This high frequency also illustrates the consumer's commitment to ongoing self-care. Furthermore, 16 respondents (32.0%) visited the clinic once a month. This frequency is still considered regular and reflects consumer habits in maintaining their appearance or performing regular treatments, although with lower intensity compared to the previous group.

Meanwhile, respondents who visited once a week only numbered 3 people (6.0%). Although the proportion is small, this group shows that there are consumers with more intense care needs or the possibility of using advanced services such as special care programs. Overall, the data shows that most respondents have consistent visiting habits to beauty clinics, with the majority accessing services at least twice a month. This indicates a high level of interest and passion for aesthetic services, thus providing a strong basis for assessing purchasing intentions in the context of economic pressures such as inflation.

These figures highlight that most clients maintain a routine engagement with aesthetic services. This routine behavior is a strong indicator of habitual consumption, which in turn suggests a deeper integration of these services into their lifestyle. Such regularity shows that for many consumers, aesthetic services are not occasional indulgences, but consistent commitments akin to other wellness practices such as fitness, nutrition, or medical check-ups. Routine visitation patterns have significant implications in the context of inflation. When a product or service is integrated into a consumer's habitual behavior, it becomes more resilient to macroeconomic pressures. Consumers are less likely to cut back on services they view as essential to their routine and well-being. This perspective explains why, despite inflation, a substantial proportion of the respondents continued visiting the clinic at regular intervals.

From a marketing and operations perspective, knowing that over 60% of clients are bi-weekly visitors allows the clinic to design loyalty programs, bundling strategies, or subscription services that cater to this pattern. For instance, bi-weekly clients might be offered treatment packages at a fixed monthly rate, ensuring affordability while maintaining clinic revenue. It also opens up opportunities for targeted communication. The clinic could send personalized reminders, aftercare tips, or exclusive offers timed with the expected next visit. This not only reinforces brand connection but also deepens emotional loyalty an important buffer against price sensitivity.

4.1.1. Validity Reliability Test

Table 3. Validity and Reliability Test

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Inflation 1	16.86	27.511	.822	.934
Inflation 2	16.98	30.102	.771	.941
Inflation 3	16.74	28.237	.806	.936
Purchase Interest 1	16.62	25.220	.883	.926
Purchase Interest 2	16.56	26.496	.816	.935
Purchase Interest 3	16.34	24.882	.909	.923

Based on the results of the validity and reliability tests in Table 3 above, all indicators have a corrected item-total correlation value greater than 0.250 and a Cronbach's alpha value greater than 0.60, so all instruments are declared valid and reliable.

4.1.2. Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.92009707
Most Extreme Differences	Absolute	.091
	Positive	.091
	Negative	-.090
Test Statistic		.091
Asymp. Sig. 2 (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Results of the normality test indicates that the Asymp value. Sig. of 0.200 (> 0.05), so that researchers can conclude that the data is normally distributed and meets the classical assumptions for further analysis.

4.1.3. Correlation and Determination Coefficient Test

Table 5. Coefficient Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.830 ^a	.689	.682	1.940	.873
a. Predictors: (Constant), Inflation					
b. Dependent Variable: Purchase Interest					

Based on the results of the simple linear regression analysis shown in the Model Summary, the correlation coefficient (R) value is 0.830, which indicates a very strong relationship between the inflation variable and purchasing interest. The R Square value of 0.689 indicates that 68.9% of the variation in consumer purchasing interest can be explained by the perception variable of inflation. Meanwhile, the remaining 31.1% is explained by other factors outside the model.

4.1.4. T Test

Table 6. T-test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Std. Error	Standardized Coefficients		
	B		Beta		
1 (Constant)	1.464	.887		1.651	.105
Inflation	.871	.085	.830	10.310	.000

a. Dependent Variable: Purchase Interest

T-test results The calculation above shows a value of 10,310 where the value is is greater than the T table of 2.010. So it can be concluded that inflation has an effect on the purchasing interest of patients at the Ansha Aesthetic beauty clinic.

5. Conclusions

5.1. Conclusion

This study concludes that perceptions of inflation have a positive and significant influence on consumer purchasing interest in aesthetic services at the Ansha Aesthetic Clinic. The findings reveal that middle-to upper-income consumers maintain strong demand for aesthetic treatments despite inflationary pressures, indicating that psychological, emotional, and lifestyle factors play a critical role in moderating economic constraints. Aesthetic services are increasingly viewed not as luxury goods but as investments in self-confidence, well-being, and professional identity. Theoretically, this study extends consumer behavior literature by demonstrating that inflation does not uniformly reduce demand, but interacts with perceived value, brand trust, and lifestyle priorities. Practically, the results suggest that aesthetic clinics should focus on communicating long-term value, strengthening customer relationships, and maintaining consistent service quality rather than relying solely on price adjustments.

While the results provide valuable insights, the limited sample size and single-clinic focus restrict generalizability. Future research should involve larger and more diverse samples, longitudinal designs, and potential mediating variables such as brand trust and perceived risk. Comparative studies across service sectors would also help determine whether the resilience observed in aesthetic services is unique or part of broader consumer behavior patterns. From a theoretical perspective, this study contributes to the consumer behavior literature by reinforcing the relevance of Perceived Value Theory, behavioral economics, and brand loyalty frameworks in explaining purchasing decisions under inflationary pressures.

The findings show that consumers' willingness to sustain spending on aesthetic services is shaped not only by price sensitivity but also by psychological evaluations of value, trust, and identity. This highlights how inflation functions as both an economic constraint and a behavioral signal that reshapes decision-making processes. Beyond the beauty sector, the insights can inform broader service industries such as healthcare, education, and leisure where consumer demand may also persist if services are framed as investments in well-being, self-development, or social capital. Thus, this study advances scholarly discourse by linking macroeconomic variables with micro-level behavioral theories and providing a framework that can be adapted to analyze resilience in other service contexts.

5.2. Suggestions

1. For Beauty Industry Practitioners

- Focus on effectively communicating the long-term value of services by emphasizing tangible and intangible benefits for health, self-confidence, and professional identity rather than merely price.
- Build and maintain strong, sustainable customer relationships through loyalty programs, personalized services, and transparent communication to enhance long-term trust and retention.
- Maintain consistent service quality and continuously improve staff professionalism, as these critical factors significantly strengthen loyalty even under strong inflationary pressures.

- d) Develop innovative digital marketing strategies and leverage authentic customer testimonials to highlight the emotional, psychological, and social value of aesthetic services.
2. For Policymakers
 - a) Recognize the aesthetic service sector as part of a resilient, growing lifestyle industry, worthy of comprehensive support through innovation policies, quality regulations, and consumer protection.
 - b) Encourage collaboration between beauty clinics, professional associations, industry stakeholders, and government bodies to uphold safety standards and enhance the competitiveness of local services.
3. For Future Researchers
 - a) Expand studies with larger and more diverse samples across different regions to improve external validity and the generalizability of findings.
 - b) Employ longitudinal approaches to carefully observe consumer purchase intention dynamics and behavioral adjustments over time.
 - c) Test the role of mediating and moderating variables such as brand trust, perceived risk, and emotional attachment in the inflation–purchase intention relationship.
 - d) Conduct comparative studies across other service sectors (healthcare, education, leisure, hospitality) to determine whether resilience is unique to aesthetics or reflects a broader consumption pattern.

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