

Marketing Strategy in the Development of Aesthetic Clinic Services

Case Study of Elty Aesthetic Clinic Jakarta

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ABSTRACT

Aesthetic services in Indonesia has experienced significant growth especially in Jakarta. Most people want to improve their physical appearance because increasingly awareness of aesthetic service. To enhance customer satisfaction, business management must implement marketing strategies such as Segmenting, Targeting, and Positioning (STP) to reach the target market. This study was conducted using a qualitative descriptive approach. The informants in this research were individuals considered to have the most knowledge about marketing activities at Elty Aesthetic Clinic, including the CEO, doctor, supervisor, and customer service representatives. Data collection methods involved interviews and secondary data, such as medical records. This study results indicate the implementation of the STP strategy at Elty Aesthetic Clinic based on segmentation divided on geographic, demographic, and psychographic factors. The clinic primarily targets women, middle-aged adults aged 36 to 55 years, residing in Kelapa Gading North Jakarta who are interested in aesthetic treatments focused on maintaining a youthful appearance and signs of aging. Elty Aesthetic Clinic's target market consists of customers with a middle to upper-middle economic level, seeking premium, complex, and non-invasive treatment procedures. Elty Aesthetic Clinic positions itself as a provider of non-invasive treatments that are less painful, have minimal downtime, and utilize the latest technology. This study provides valuable insights for aesthetic business practitioners in designing more effective STP-based marketing strategies.

Keywords: *Aesthetic, Clinic, Marketing, Services.*

1. INTRODUCTION

Aesthetic service helps increase patient's physical attractiveness and improve their self-esteem and quality of life. It is a service based medical sciences that includes treatments and therapies of individual medical specialties, such as dermatology, surgery, plastic and reconstructive surgery, and others (Ankiel et al., 2021).

Indonesians are increasingly aware of the importance of caring for their skin and appearance to improve self-confidence and quality of life. The beauty industry in Indonesia has experienced very rapid growth in recent years. The impact of the flow of information in the digital era, the ease of purchasing beauty products, and the proliferation of aesthetic clinics have resulted in increased consumer buying interest (Hilmiyah et al., 2024). According to the Statista Market Data Portal, revenue in the Beauty and Personal Care Market in 2022 reached US\$7.23 billion or Rp. 111.83 trillion. The market is estimated to grow annually by 5.81% (growth rate per year 2022-2027). The largest segment is the personal care, with a market volume of US\$3.18 billion in 2022. In 2015 total of aesthetic clinics in Jakarta reached 176 clinics and 2024 total of aesthetic clinics will reach 672 clinics (Juliyanti, 2024) total increase of 496 aesthetic clinic or 281,8% in Jakarta, the aesthetic clinic business has become a highly competitive business. The increasing number of aesthetic clinics in Jakarta and their competition require strategic planning business to dominate the market.

The STP marketing model is a strategic framework used to recognize and assess potential target markets for a product or service. It consists of three key components: Market segmentation, which defines the market; market targeting, which determines the audience; and market positioning, which shapes the consumer's perception. This strategy demands a comprehensive understanding of customer needs and preferences (Kampamba, 2015).

Market segment consists of a group of customers who share a similar set of needs and wants (Moreno-Gómez et al., 2023). Market segmentation is the process of partitioning a large market into smaller groups or clusters of customers.

Consumer market segmentation aims to partition consumers into different segments according to different criteria, including geographical, demographic, behaviour, and psychographics. Geographical segmentation divides the market based on locations who live in the same location and similar demands. Demographic segmentation identifies consumers by age, sex, and occupation. Psychographic segmentation groups by personality and lifestyle (Zhao, 2020)

Kotler (2018) target market consists of a set of buyers who share common needs or characteristics that accompany decides to serve. Market targeting is the process of selecting one or more identified segments to focus on based on their potential return and fit with capabilities and predefined goals. Targeting involves evaluating the attractiveness of different segments based on factors such as size, growth potential, competition, and resources (Ing et al., 2020).

Market targeting identifies the people or organizations in a product-market toward inorganization directs its positioning strategy. Targeting and positioning strategies consist of identifying the segments in a product market, deciding which segment to target, and designing and implementing a positioning strategy for each target (Nadube & James, 2018)

Market Positioning is the process of establishing a unique and appealing image of a product or brand in the minds of the target audience. It involves crafting a distinctive value proposition and effectively conveying it to potential customers, emphasizing the product's advantages and how it stands out from competitors (Kampamba, 2015).

Elty Aesthetic Clinic is a primary clinic that operates in beauty and aesthetic treatments. This clinic was founded in 2019 with the concept of providing non- invasive services without surgery which is a trend in the aesthetic industry recently. Elty Aesthetic Clinic has not yet conducted an analysis of Segmenting, Targeting, and positioning (STP) up to this point. Therefore, this study aims to evaluate the STP of Elty Aesthetic Clinic. This research is expected to provide insights into effective marketing strategies, particularly for aesthetic clinic business owners. STP is crucial because accurate purchase decisions can enhance customer satisfaction and help achieve an optimal target market.

2. RESEARCH METHODS

Methodology refers to the systematic and theoretical analysis of the approaches used in a specific field of study. Research methodology is the scientific study of how research is conducted in a structured manner, providing a logical framework to solve research problem through a series of methodical steps (Patel & Patel, 2019). This study is in the form of a qualitative descriptive research characterized by its aim to systematically, accurately, and factually present a general overview of the facts, attributes, and interconnections among the phenomena under investigation (Furidha, 2024). This research conducted at Elty Aesthetic Clinic in Kelapa Gading North Jakarta. This study uses interview techniques for data collection, which are employed to address the research problem. Interviews as a primary form of social interaction, involve asking questions and gathering data based on the responses given (Taherdoost, 2021). Interviews follow a plan of inquiry and include a set of research questions. The interviewer uses a guide to direct the discussion, but the wording and sequence of questions are not standardized. This method is particularly useful when the focus of the study is on understanding the unique characteristics of a case (Wethington & Mcdarby, 2016). The informants in this research include the CEO, doctor, supervisor, and customer service representatives. Secondary data for this study was obtained from medical records of customers who frequently visited the clinic between October 2024 to March 2025.

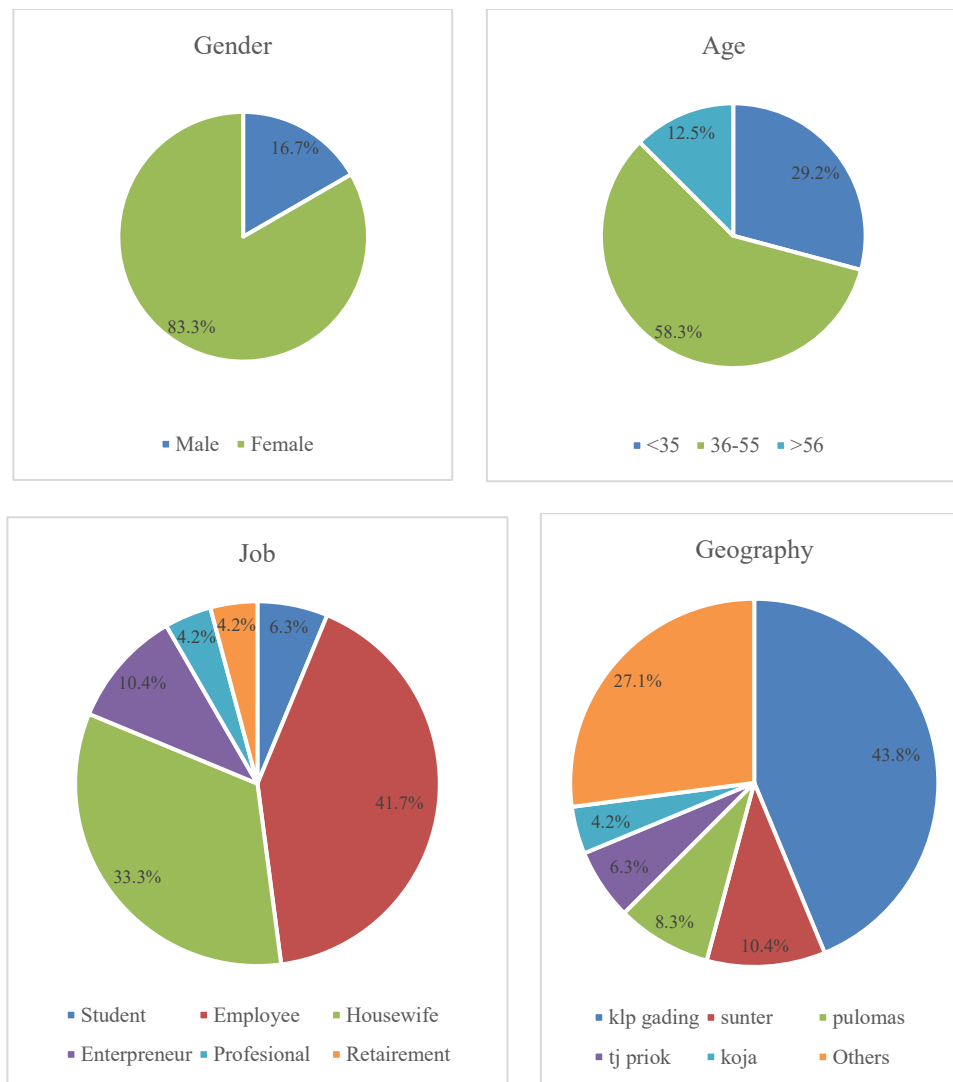
3. RESULTS AND DISCUSSIONS

3.1. Segmenting

Segmentation is carried out in the initial stage of the marketing process before determining the target market and developing a marketing strategy. The segmentation process involves collecting and analyzing market data, which is then used to divide the market into smaller, more focused groups. Based on interviews with key informants, Elty Aesthetic Clinic's segmentation focuses on four segmentation variables, each with specific segment categories as targets. Some of the market segmentation criteria for Elty Aesthetic Clinic include:

3.1.1. Geographic segmentation

Geographic segmentation is carried out by selecting North Jakarta as the service area. North Jakarta consists of 6 districts and 32 sub-districts. Elty Aesthetic Clinic is located in Kelapa Gading District, which serves as the central area of North Jakarta, making it a strategic location. As shown in Figure 1, 43.8% of Elty Aesthetic Clinic's customers come from Kelapa Gading.

**Figure 1** Classification of Segmenting

3.1.2. Demographic segmentation

Elty Aesthetic Clinic utilizes demographic segmentation to classify customers based on age, gender, and occupation shown at table 1. The results obtained from secondary data in Figure 1 show that 58.3% of customers are aged 36-55 years, with women dominating at 83.3%, and 41.7% of them working as employees.

Table 1. Demographic Segmentation

	Young Professional	Middle-Aged Adult	Senior Citizen
Age	<35 years old	36-55 years old	56 years old and above
Gender	Primarily female, but an increasing number of male customers	Primarily female but a growing number of male clients.	Primarily female, though men seeking rejuvenation treatments are on the rise.
Employment	Full-time jobs in corporate roles, creative industries, start-ups, or entrepreneurs	Senior professionals, housewife, business owners, or established entrepreneurs.	Retired, and semi-retired.

3.1.3. Psychographic segmentation

Psychographic segmentation of Elty Aesthetic Clinic's customers is geared towards individuals who prioritize youthful maintenance, show a preference for non-invasive treatments, and value trust over following trendy procedures shown at table 2.

3.1.4 Behavioural segmentation

Behavioral segmentation of Elty Aesthetic Clinic's customers shown in table 2 focuses on those who select the clinic based on its reputation, service quality, and reviews. These customers are less interested in trying new treatments and prefer procedures with proven results. They tend to be more conservative and cautious in choosing treatments, prioritizing safety and effectiveness.

Table 2. Psychographic Segmentation

	Young Professional	Middle-Aged Adult	Senior Citizen
Interests/ Attitudes	- Focus on self-care, well-being, and looking presentable. - Aesthetic consciousness driven by social media and influencer culture. - Preference for innovation, technology, and minimal downtime in aesthetic procedures.	- Focused on maintaining a youthful appearance, delaying signs of aging. - Strong interest in non-invasive, safe anti-aging treatments. - Prioritize expertise and trustworthiness over trendy treatments.	- Focus on maintaining skin health, texture, and vitality as they age. - Strong preference for gentle treatments that align with their specific health conditions (e.g., skin sensitivity). - Interest in longevity and holistic wellness rather than just superficial aesthetics.
Behavioural	- Tech-savvy, frequently search for treatments online before committing. - Likely to be influenced by peer reviews, social media, and online testimonials. - More prone to try new treatments and trends, including preventive skincare and wellness routines.	- Generally research-driven, compare clinics based on reputation, service quality, and reviews. - Less likely to experiment with new treatments, more inclined to stick with proven solutions. - More conservative and careful in choosing treatments, prioritizing safety and results over trends.	- Likely to rely on recommendations from friends, family, or long-established relationships with aesthetic professionals. - Cautious in choosing treatments and value safety over experimentation. - Seek long-term care, favouring consistency and trustworthiness in the clinic's services.

3.2. Targeting

Target market determination is crucial to ensure the effectiveness of marketing strategies and business sustainability. In the targeting process, a company evaluates factors such as market size, profit potential, and its ability to meet the needs of the targeted market. Based on interviews and secondary data, it was found that Elty Aesthetic Clinic focuses on targeting individuals with middle to upper-middle economic levels, as this market segment is considered the most profitable. Most of Elty Aesthetic Clinic's customers are employees with stable incomes, allowing them to choose premium, complex treatments and non-invasive procedures.

3.3. Positioning

Positioning is a strategic process in marketing that aims to create a unique and valuable perception in the mind of customers. Positioning is crucial for all businesses, including Elty Aesthetic Clinic, where the clinic must establish a

strong identity to attract customers. In implementing its positioning strategy, Elty Aesthetic Clinic utilizes the following positioning variables:

3.3.1. Products

Product-Based Positioning – The products offered to customers play a significant role. All products sold are registered with BPOM (Food and Drug Supervisory Agency) and the Ministry of Health, ensuring premium quality at more affordable prices compared to competitors.

3.3.2. Image

Image-Based Positioning – Elty Aesthetic Clinic positions itself as a provider of non-invasive treatments that offer less pain, minimal downtime, and utilize the latest technology.

The research results indicate that implementing the right marketing strategy can help Elty Aesthetic Clinic provide services that align with customers' needs and desires. STP is one of the most commonly used strategies, and Elty Aesthetic Clinic has adopted this approach as an initial step before progressing to the next stages, such as the marketing mix. Elty Aesthetic Clinic aims to be recognized as a clinic that offers comfort and prioritizes the customer experience.

4. CONCLUSION

Based on the findings and discussion, it can be concluded that Elty Aesthetic Clinic implements the STP strategy based on segmentation of Elty Aesthetic Clinic by dividing it into geographic, demographic, psychographic, and behavioral segments. The clinic's market segmentation focuses on women, middle-aged adults aged 36 to 55 years, residing in Kelapa Gading, North Jakarta, who are interested in aesthetic treatments aimed at maintaining a youthful appearance and delaying signs of aging. Elty Aesthetic Clinic adopts a strategy by targeting individuals with a middle to upper-middle economic level, offering premium, complex, and non-invasive treatments. Elty Aesthetic Clinic positions itself as a provider of non-invasive treatments that are less painful, have minimal downtime, and utilize the latest technology.

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