

# The Effect of Service Quality and Clinic Image on Satisfaction to Mediate Revisit Intention and Loyalty in Beauty Clinic Industry

Andrew Lienata\* & Margaretha Pink Berlianto

Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang, Indonesia

---

## Abstract

The aesthetic sector of healthcare services has grown significantly for both men and women in Indonesia and around the world. This study targets to examine the direct effect of service quality, which consists of tangibility, reliability, responsiveness, assurance, empathy, and clinic image, on patient satisfaction, which is assessed by the expectation of intention to revisit and patient loyalty. A questionnaire was used to collect data for this quantitative analysis. The research focused on patients who had received aesthetic treatment at SKYN Clinic in South Jakarta, Indonesia. According to data, there were 4,290 outpatients between January and August of 2022. It was determined that there were a total of 231 samples. The sampling technique used was systematic sampling. The research study utilized SEM-PLS (Partial Least Square-Structural Equation Modeling). Patient satisfaction positively influenced patient loyalty and revisit intention, while service quality and clinic image positively influenced patient satisfaction. This study revealed that to compete with the competitors in the beauty clinic industry, revisit intention and patient loyalty must be strengthened. Practitioners in the business of aesthetics, is required to rise customer satisfaction by promoting healthcare service quality factors and the overall clinic image.

*Keywords:* Service quality, patient satisfaction, revisit intention, patient loyalty, aesthetic clinic

---

## 1. Introduction

The Indonesian beauty industry is projected to increase by over nine percent in 2020 (Kemenperin, 2020), having grown by seven percent in 2019 (Kemenperin, 2020). It was then followed by the rapid expansion of beauty service providers, particularly aesthetic clinics. The aesthetic clinic is a healthcare facility where medical personnel and aesthetic specialists provide each patient with the necessary beauty care. Changes in the lifestyles of the general population, coupled with the high demand for beauty treatments, create a business trend for beauty clinics in Indonesia (Indonesia, 2022).

The development of aesthetic health services occurs in Indonesia and around the globe, just as it did in the United States, where the beauty business industry expanded by 14.7% in 2021 (Research, 2020). Access to aesthetic clinics has expanded by more than 10% (Leclerc et al., 2021), which has contributed to the expansion of business figures in the beauty industry. The global aesthetic industry is expected to grow at a compound annual growth rate (CAGR) of 9.6% between 2022 and 2030, according to Grand View Research (2020). It demonstrates the need for comprehensive readiness between aesthetic clinic business owners and aesthetic service providers to satisfy each patient's expectations with the highest quality service. Therefore, after the patient has completed treatment, they intend for another visit for additional care.

In Indonesia alone, the total consumption of cosmetic products has reached 92 quadrillion rupiahs. The market for skin care products is projected to reach \$2.5 billion by 2026, expanding at an annual rate of 8.9% (Data, 2022). This industry expanded concurrently with the expansion of aesthetic clinics and the rapid development of treatment technology. With the increase in the number of aesthetic clinics, competition between clinics has increased. This highlights the significance of a marketing strategy that focuses on patients (patient-centricity) as holistic beings, rather than merely as customers seeking treatment (Bellio & Buccoliero, 2021). (Wolf et al., 2014) Patient centricity

---

\* Corresponding author.

E-mail address: [andrewlienata@gmail.com](mailto:andrewlienata@gmail.com)

integrates patient perspectives, requirements, and priorities into the service delivery process to produce experiences that meet patient expectations. This is accomplished by attending to the patient's emotional state or requirements throughout the service process (Bellio & Buccoliero, 2021; Van Overbeeke et al., 2020). Thus, patient experience is a crucial factor in evaluating the aesthetic clinic's services.

Skin care and personal beauty tools that allow care from home have dramatically increased in popularity during the pandemic. There has been a change in customer behavior after the COVID-19 pandemic. Today's society tends to seek treatment that is fast, inexpensive, and non-invasive. There has also been a shift in beauty care trends after the pandemic. Today, skin boosters, non-invasive body sculpting, injections, and several other non-invasive treatments available due to technological advances are patient priorities (Leclerc et al., 2021). Based on the American Aesthetic Society (AAS), non-invasive fat reduction is one of the five most frequently performed procedures in the United States in 2020: 140.314 procedures. This procedure is a popular choice for patients who want post-pandemic toning and body shaping, for it only requires a short recovery time but produces real effects in just one session (Clinic, 2022).

One of the most important keys to consistently differentiating a high-quality company from competitors is to meet or exceed consumer expectations for the quality of service the company provides to targeted consumers. A service quality measurement tool called SERVQUAL (Service Quality) was created to ease the assessment and measurement of service quality. SERVQUAL consists of several items in one scale that measure customer perceptions of service quality which, as developed by (Parasuraman et al., 1988), includes five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

A study conducted by (Chien & Chi, 2019) in Taiwan on the agricultural economics industry aimed to examine service quality on customer satisfaction, which affected behavioral intention. The results showed a significant effect between service quality on customer satisfaction and customer satisfaction on behavioral intentions. The method used in the study was Partial Least Squares Structural Equation Modeling (PLS-SEM), with a total sample of 113 respondents. However, in that study, customer satisfaction was also affected by corporate image as a mediation between service quality and customer satisfaction (Chien & Chi, 2019). In the healthcare sector, the quality of medical services is the main factor, so it is necessary to conduct research without involving other factors besides the quality of medical services, primarily aesthetic treatment from service providers, to determine the relationship between good service quality, meeting medical standards and patient expectations with the level of satisfaction to revisit.

(Rita et al., 2019) mentioned a study on the online shopping industry in Indonesia, aiming to examine the effect of e-service quality on customer satisfaction which affects repurchase intention. This study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with a sample of 355 respondents. The results showed that e-service quality has a significant effect on customer satisfaction, and customer satisfaction has a significant effect on repurchase intention. However, the contributing targeted sample in the study is consumers in cyberspace or consumers who do not physically receive services (Rita et al., 2019). Thus, the intention to repurchase the same product has yet to be able to answer the relationship between the quality of aesthetic clinic services and patient satisfaction to revisit the clinic.

A study conducted by (Charoensereechai et al., 2022) at aesthetic clinic in Thailand identified previous factors that affected revisit intention. This study used the PLS-SEM method with a sample of 400 respondents. The results showed that Social Media Marketing Activities (SMMA) positively correlated with impression, trust, and loyalty of a brand and revisit intention. However, the results indicated that the effect of the independent variables was minimal. The characteristics in this study consist of the middle to the upper class with luxurious service targets. So that further modifications are needed if the results of this study are to be applied to people with broader demographic characteristics (Charoensereechai et al., 2022).

SKYN Clinic in South Jakarta is trying to implement a strategy in an effort to satisfy every patient to revisit the clinic after the subsequent treatment. From initial observations made by SKYN Clinic, patients still have satisfaction that has not consistently reached the company's target which is the Patient Satisfaction Index (PSI) of 98% every month.

Based on SKYN Clinic data from January 2022 to August 2022, based on internal data that the highest number of outpatients was in May 2022, with a total of 566 outpatients and 98% patient satisfaction in the previous month. On the contrary, the least number of patients was in April 2022, with 493 outpatients and 93% patient satisfaction in the previous month. This shows the need to increase patient satisfaction to trigger monthly patient revisits and loyalty.

## 2. Research Method and Materials

This study utilized the quantitative method and a cross-sectional design. Quantitative analysis refers to research in which quantitative data are collected via predetermined inquiries to explain the influence of tangibles, reliability, responsiveness, assurance, empathy, and clinic image on patient satisfaction, which mediates revisit intention and patient loyalty on the basis of variables that can be assessed with statistics that are applied. Additionally, statistical outcomes of tests can be used to test hypotheses and theories derived from research results, thus contributing novelty to science. The sample population consists of patients who visited the SKYN Clinic, given this postulate. According to (Kock & Hadaya, 2018), at least 160 samples were utilized for this investigation. In accordance with additional requirements specified by (Ali Memon et al., 2020), the total quantity of valid samples utilized for the multivariate statistical modeling method (PLS-SEM) must range between 160 and 300. This survey contained 36 indicators, and 231 samples were used for the purpose of this study. Tangibles variable has five indicators, reliability variable has five indicators, responsiveness variable has five indicators, assurance variable has four indicators, and empathy variable has four indicators, according to (Siripipatthanakul, 2021). Clinic Image consists of three variables, while patient loyalty consists of three variables (Chien & Chi, 2019). According to (Chien & Chi, 2019; Siripipatthanakul, 2021), the patient satisfaction variable includes four indicators and the revisit intention variable includes three indicators.

SmartPLS 3.0 was utilized in conjunction with the structural equation model (SEM) technique, the Assessment Model (Outer Model), the Structural Model (Inner Model), and Hypothesis Testing to analyze and display the study data. If the outer loading rule of thumb or indicator had a value greater than 0.4, it was accepted as valid (Ghozali & Latan, 2015). The rule of thumb for an acceptable AVE (Average Variance Extracted) is greater than 0.5, which indicates that the construct explains at least 50 percent of the variance of the items (Hair et al., 2019). The Rule of thumb for composite reliability or to assess each construct and ascertain its reliability, if values are between 0.60 and 0.70; values between 0.70 and 0.90 are adequate to exceptional. Higher than 0.95 composite reliability values indicate that the elements are redundant (Hair et al., 2019). According to (Hair et al., 2019), discriminant validity was determined using the HTMT (Heterotrait Monotrait Ratio) rule of thumb, and its value was considered valid if it was less than 0.90. Each indicator's variance inflation factor (VIF) should be less than (Hair et al., 2011). According to (Hair et al., 2019), R<sup>2</sup> values of 0.75, 0.50, and 0.25 are categorized as substantial, moderate, and weak respectively. As the experiment has only one tail, the hypothesis becomes accepted to be assessed if the T-statistic are higher than 1.65 (Ghozali & Latan, 2015).

## 3. Results

Researchers distributed 250 questionnaires, of which 231 returned samples were acceptable for implementation in this study, representing a return rate of approximately 92%. In this analysis on Table 1, there were 42 male respondents (18.18%) and 189 female respondents (81.82%). There were 2 respondents (0.97%) of patients between the ages of 17 and 23, 214 (92.64%) patients between the ages of 24 and 39, 12 (5.19%) patients between the ages of 40 and 55, and 3 (1.30%) patients between the ages of 56 and 74. There were 157 (67.97%) patients with a bachelor's degree, 48 (20.78%) undergraduates, 25 (10.82%) patients with a master's degree, and 1 (0.43%) patient with a doctorate degree. The majority of respondents, 97 (41.9%), were employed in the private sector, followed by 89 (38.53%) housewives, 21 (9.09%) professionals, 17 (7.36%) students, and seven (3.03%) entrepreneurs. The majority of respondents lived in Jakarta, with 196 (84.85%) patients, followed by Bogor, Depok, and Bekasi with 20 (8.66%), and West Jakarta with 15 (6.49%). The proportion of respondents who visited the emergency room within the previous six months: 6 (2.60%) patients visited once, 119 (52.52%) patients visited two to three times, 6 (2.60%) patients visited four to five times, and 100 (43.29%) patients visited more than five times.

### 3.1. Measurement Models (Outer Model)

#### 3.1.1. Convergent Validity Test

Table 2 presents the outer loading test outcomes for nine variables: tangibility, responsiveness, reliability, assurance, empathy, clinic image, patient satisfaction, revisit intention, and patient loyalty. According to Table 4. 13, all of the research study's indicators fit the rule-of-thumb criteria for outer loading above 0.40 and AVE greater than 0.50. This variables of tangibles, reliability, responsiveness, assurance, empathy, clinic image, patient satisfaction, revisit intention, and patient loyalty meet the AVE requirements with AVE values of 0.675 for the tangibility variable, 0.713

for the reliability variable, 0.617 for the responsiveness variable, 0.806 for the assurance variable, 0.837 for the empathy variable, and 0.837 for the clinic image variable.

**Table 1.** Demographic profile of Respondents

<b>Demographic Characteristics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b><u>Gender</u></b>		
• Male	42	18.18
• Female	189	81.82
<b><u>Age</u></b>		
• 17-23	2	0.87
• 24-39	214	92.64
• 40-55	12	5.19
• 56-74	3	1.30
<b><u>Education</u></b>		
• Doctoral Degree	1	0.43
• Master Degree	25	10.82
• Bachelor Degree	157	67.97
• Undergraduate	48	20.78
<b><u>Occupation</u></b>		
• Housewives	89	38.53
• Private Workers	97	41.99
• Professional	21	9.09
• Entrepreneur	7	3.03
• Student	17	7.36
<b><u>Domicile</u></b>		
• Jakarta	196	84.85
• Bogor, Depok, Bekasi	20	8.66
• Outside Greater Jakarta	15	6.49
<b><u>Frequency of Aesthetic Clinic Visit in the last 6 months</u></b>		
• 1x	6	2.60
• 2-3x	119	52.52
• 4-5x	6	2.60
• >5x	100	43.29

**Table 2.** Results of Measurement Model

<b>Model Construct &amp; Measurement Item</b>	<b>Loading</b>
Tangibles (CR= 0.912; AVE= 0.675)	
SQT1: The equipment in this aesthetic clinic is modern.	0.769
SQT2: The staffs at this clinic look clean.	0.835
SQT3: The waiting room in this clinic is comfortable	0.936
SQT4: The quality of the medicines used in this clinic is good	0.742
SQT5: The payment process at this clinic is easy.	0.813
Reliability (CR=0.925; AVE= 0.713)	
SQR1: The medical personnel at this clinic explain medical treatment procedures to me	0.846
SQR2: My medical summary is well documented with no omissions when I visit the clinic.	0.871
SQR3: My medical summary can be found easily when I visit the clinic.	0.685
SQR4: The treatment cost at the aesthetic clinic is not too expensive	0.902
SQR5: Overall, all services can run smoothly without any delays since the first visit.	0.898
Responsiveness (CR=0.888; AVE=0.617)	
SQRS1: At this aesthetic clinic, I don't have to wait long between physical examination sessions and treatment procedures.	0.783
SQRS2: The treatment process was given to me responsively and comfortably.	0.707

<b>Model Construct &amp; Measurement Item</b>	<b>Loading</b>
SQRS3: Clinic staff behave politely, so I trust the clinic and all its employees.	0.892
SQRS4: The doctor explained to me clearly about the need for aesthetic treatment the first time I visited and did a physical or facial examination	0.890
SQRS5: Clinic staff are always helpful and available to answer my questions.	0.621
Assurance (CR=0.943; AVE=0.806)	
SQA1: At this aesthetic clinic, the clinic staff always respects and keep my confidentiality.	0.846
SQA2: I think doctors are aware of the latest methods of treatment procedures and the latest technology.	0.939
SQA3: I think doctors are competent in performing aesthetic treatments.	0.919
SQA4: Aesthetic clinic has a good reputation in the community, so we give each other recommendation for treatment at the clinic.	0.885
Empathy (CR=0.954; AVE=0.837)	
QE1: In this aesthetic clinic, the registration process for consultations and physical or facial examinations, for me is responsive and easy.	0.915
SQE2: Clinic staff listen to my comments and opinions.	0.920
SQE3: Clinic staff listen to my comments and opinions	0.926
SQE4: Clinic staff pay attention to every service fee and make sure the costs are appropriate.	0.898
Clinic Image (CR=0.893; AVE= 0.735)	
CI1: The aesthetic clinic has good Word of Mouth recommendations compared to other aesthetic	0.859
CI2: The clinic manages medical services with good and reliable benefits.	0.798
CI3: The aesthetic treatment services at this clinic are very attractive.	0.912
Patient Satisfaction (CR=0.918; AVE= 0.736)	
PS1: The treatment cost at this aesthetic clinic is reasonable	0.782
PS2: Receiving treatment at this aesthetic clinic can potentially build relationships with other patients.	0.869
PS3: The aesthetic care service at this clinic has met my expectations.	0.888
PS4: I am satisfied with the aesthetic care services at this clinic.	0.889
Revisit Intention (CR= 0.924; AVE=0.802)	
BIRI1: I will continue with aesthetic treatments, even if they are more expensive.	0.887
BIRI2: This aesthetic clinic is my first choice in receiving aesthetic treatment.	0.890
BIRI3: I will revisit this aesthetic clinic.	0.910
Patient Loyalty (CR= 0.912; AVE=0.777)	
BIL1: BIL1: I will give a good recommendation if any of my colleagues need it	0.921
BIL2: I will invite my colleagues to start the treatment at the clinic.	0.926
BIL3: If anyone asks about recommendations for an aesthetic clinic, I would recommend them to come to the clinic	0.790

Source: (Smart-PLS output, 2023)

### 3.1.2. Discriminant Validity Test

Due to the indicator's high multicollinearity value, it will be rendered insignificant. Consequently, multicollinearity must be examined. The presence of multicollinearity is indicated if the VIF value is higher than five (Hair et al., 2011). This study does not manifest multicollinearity symptoms, as indicated by the antecedent table.

### 3.1.3. Structural Model (Inner Model)

Figure 1 depicts two dependent variables, one mediating variable, and six independent variables. In the inner model image segment, the p-values of the eight pathways of the study model is demonstrated. These values emphasize the significance of the relationship between variables with a p-value of 0.05.

**Table 3.** Discriminant Validity of Constructs HTMT

	Assurance	Clinic Image	Empathy	Patient Loyalty	Patient Satisfaction	Reliability	R Responsiveness	Revisit Intention	Tangibles
<b>Assurance</b>									
<b>Clinic Image</b>	0.784								
<b>Empathy</b>	0.765	0.876							
<b>Patient Loyalty</b>	0.704	0.815	0.878						
<b>Patient Satisfaction</b>	0.749	0.875	0.821	0.894					
<b>Reliability</b>	0.696	0.861	0.887	0.763	0.825				
<b>Responsiveness</b>	0.761	0.736	0.808	0.707	0.736	0.853			
<b>Revisit Intention</b>	0.755	0.887	0.875	0.858	0.860	0.852	0.802		
<b>Tangibles</b>	0.100	0.052	0.065	0.030	0.050	0.067	0.060	0.053	

Source: (Smart-PLS output, 2023)

**Table 4.** Collinearity Statistic

Variables	Patient Satisfaction	Revisit Intention	Patient Loyalty
<b>Assurance</b>	2.464		
<b>Clinic Image</b>	3.050		
<b>Empathy</b>	4.294		
<b>Patient Loyalty</b>			
<b>Patient Satisfaction</b>		1.000	1.000
<b>Reliability</b>	4.121		
<b>Responsiveness</b>	3.162		
<b>Revisit Intention</b>			
<b>Tangibles</b>	1.045		

Source: (Smart-PLS output, 2023)

### 3.2. Hypotheses Test Results

The outcomes of testing the research's hypothesis are tabulated in Table 5. A standardized path coefficient of 0.018, a negative direction, and p-values of 0.368 greater than 0.05 signify that the first hypothesis, that tangibles fails to impact patient satisfaction positively. This indicates that tangible elements of service quality have no effect on patient satisfaction. The testing of the second hypothesis, which states that reliability has a positive influence on patient satisfaction, yielded a standardized path coefficient of 0.223 with a positive direction and p-values of 0.008 less than 0.05. The results of validating this hypothesis suggest that the quality of reliability affects patient satisfaction. In accordance to a standardized path coefficient of 0.023, a positive direction, and p-values greater than 0.05 for 0.375, the third hypothesis claims that responsiveness does not have an advantageous influence on patient satisfaction. This indicates that the responsiveness of service quality has had no impact on patient satisfaction. The fourth hypothesis, that assurance has a positive effect on patient satisfaction, can be implemented by an advantageous path coefficient of 0.169 and p-values of 0.004 or less than 0.05. The test results reflect that assurance quality influences patient satisfaction. The result of assessing the fifth hypothesis, that empathy has a positive effect on patient satisfaction, was a standardized path coefficient of 0.185 with a positive direction and a p-value less than 0.05.

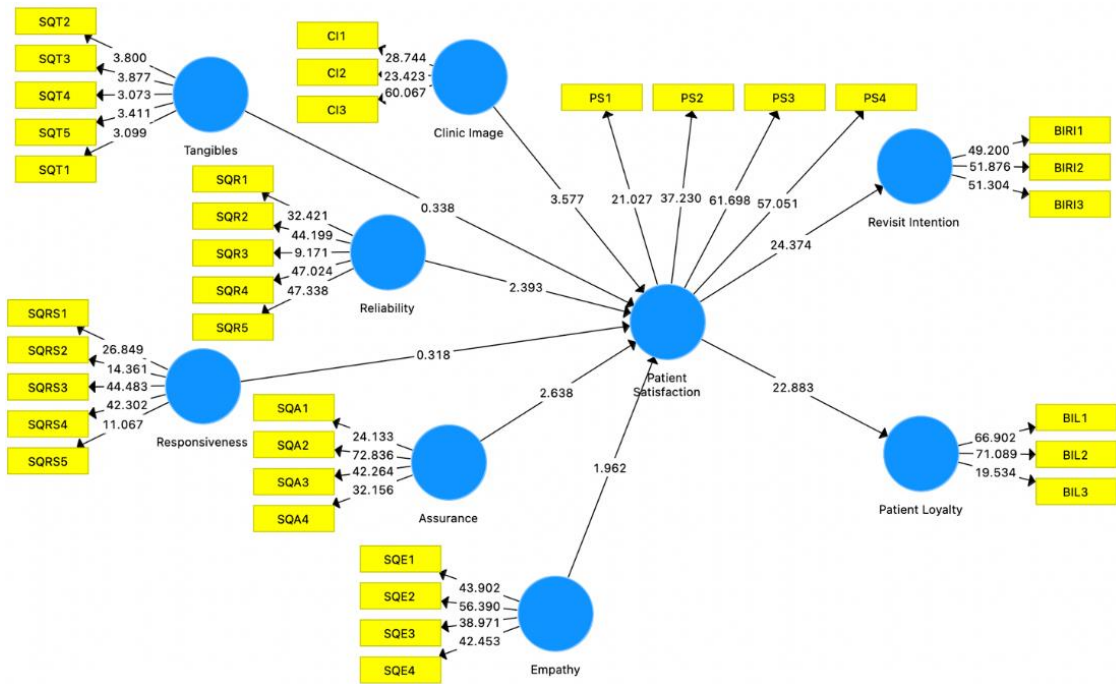


Figure 1. Structural model results (inner model)

Table 5. Hypotheses test results

	Hipotesis	Coefficient	T-Statistic	P-Values	Conclusion
H <sub>1</sub>	Tangibles has positive effect on patient satisfaction	-0.018	0.338	0.368	Rejected
H <sub>2</sub>	Reliability has a positive effect on patient satisfaction	0.223	2.393	0.008	Accepted
H <sub>3</sub>	Responsiveness has a positive effect on patient satisfaction	0.023	0.318	0.375	Rejected
H <sub>4</sub>	Assurance has a positive effect on patient satisfaction	0.169	2,638	0.004	Accepted
H <sub>5</sub>	Empathy has a positive effect on patient satisfaction	0.185	1.962	0.025	Accepted
H <sub>6</sub>	Clinic image has a positive effect on patient satisfaction	0.318	3,577	0.000	Accepted
H <sub>7</sub>	Patient Satisfaction has a positive effect on revisit intention	0.763	24.374	0.000	Accepted
H <sub>8</sub>	Patient Satisfaction has a positive effect on Patient Loyalty	0.775	22.883	0.000	Accepted

Source: (Smart-PLS output, 2023)

The outcomes of this hypothesis's testing imply that empathy affects patient satisfaction. The result of testing the sixth hypothesis is that clinic image has a beneficial impact on patient satisfaction, constitutes a standardized path coefficient of 0.318 with a positive direction and p-values less than 0.05 and less than 0.000. The results of this test indicate that the image of the clinic contributes to patient satisfaction. Reliability, assurance, empathy, and clinic image have been identified to have a positive effect on patient satisfaction. The seventh hypothesis, that patient satisfaction influences revisit intention positively, is supported by a standardized path coefficient of 0.763, a positive direction, and p-values less than 0.05 and less than 0.000, respectively. Based on the findings of this study, patient satisfaction influences key elements of revisit intention and vice versa. The eighth hypothesis is supported by a standardized path coefficient of 0.77, a positive direction, and p-values of 0.000 0.05. Following the findings of this study, patient satisfaction influences patient loyalty, and inversely. As a result, patient satisfaction has been optimized, which has a positive impact on revisit intention and patient loyalty.

**Table 6.** Determination Test Results

	<b>R Square</b>	<b>Remarks</b>
<b>Patient Satisfaction</b>	0.677	Substantial
<b>Revisit Intention</b>	0.582	Moderate
<b>Patient Loyalty</b>	0.601	Substantial

Source: (Smart-PLS output, 2023)

According to Table 6, the R2 value for satisfaction was 0.677. It demonstrates that tangibles, reliability, responsiveness, assurance, empathy, and clinic image have a substantial impact on patient satisfaction. The R2 for revisit intention was 0.582, showing moderate remarks for revisit intention. R2 for patient loyalty was 0.601, implying that patient loyalty is substantial.

#### 4. Discussion

This study targets business actors in the health services industry, specifically in the beauty clinic industry. This study examines the consequences of service quality factors and clinic image in beauty clinics on patient satisfaction in the provision of health services, with Patient Satisfaction serving as a mediator for Revisit Intention and Patient Loyalty.

The evaluation of eight hypotheses revealed that service quality dimensions can influence the dependent variable of patient satisfaction, intention to return, and patient loyalty. The professionalism and competence of all medical personnel, including nurses and physicians, as well as the professionalism of the non-medical staff and the standard of service provided, all contribute to the assessment on the overall service quality in the beauty clinic industry.

This research establishes that reliability (hypothesis 2), assurance (hypothesis 4), empathy (hypothesis 5) and clinic image (hypothesis 6) have a substantial and beneficial effect on patient satisfaction. Other studies have also presented that reliability, assurance, clinic image, and patient satisfaction have a significant effect on patient satisfaction (Bellio & Buccoliero, 2021; Konuk, 2019; Rita et al., 2019; Shie et al., 2022; Soleimani & Einolahzadeh, 2018), whereas service quality in the aspects of tangibles (hypothesis 2) and responsiveness (hypothesis 3) are not significantly affected by this variables.

In the present study, the hypothesis that tangibles have a positive correlation with patient satisfaction was rejected. As evidenced by the fact that a number of respondents agreed or firmly agreed with the questionnaire's statements, the tangibility aspect of service quality is a crucial factor in patient satisfaction. On the evidence of inferential statistical analysis, however, the tangibles aspect was not statistically significant, and the results of this study cannot be generalized to the entire population. The subsequent are potential causes. Tangibles refer to physical forms that can be seen or used by employees according to their use, which can support the services received by consumers leading to satisfaction, along with the appearance of the service provider, which can make an impression on consumers (Nyabundi et al., 2021). Thus, visiting patients may provide subjective and unique evaluations based on their respective characteristics and backgrounds, such as gender, age, occupation, education, place of residence, etc. In this study, respondents were indifferent or disagreed with statements characterizing tangibles that did not significantly contribute to patient satisfaction. Despite the fact that tangibles have no direct impact on patient satisfaction, they should be kept at Skyn Clinic. For the reason to enable business developers to compete in the beauty clinic industry sector by providing services with a physical form that meets patient expectations, they are still necessary and essential. Even though this variable does not directly influence patient satisfaction, it still plays a crucial role.

Accepting Hypothesis 2, reliability has a positive correlation with patient satisfaction. Obviously, the reliability element of service quality is perhaps the most influential factor on patient satisfaction. This study shows that the majority of the participants complied or strongly agreed with the questionnaire responses. Consistent with the results of the inferential statistical analysis, which presented a significant relationship between reliability and patient satisfaction, this is indeed the circumstance. According to prior research, the degree of a company's reliability has been suggested to have a significant role in determining the extent of patient satisfaction (Mahmud, 2020). In studies performed in Makasar (Amir Mahmud, 2022) and Bangka (Maryana & Christiany, 2022), a correlation between variable reliability and patient satisfaction has been shown to be statistically significant. On the basis of this study's findings, it can be discovered that patient satisfaction will rise proportionally with service quality, which relies on Skyn Clinic's reliability.

Rejecting Hypothesis 3, which states that responsiveness and patient satisfaction are positively correlated. As evidenced by the number of respondents who concurred or firmly agreed with the questionnaire's statements, the responsiveness component of service quality has had a significant impact on patient satisfaction. On the other hand, based on inferential statistical evaluation, the responsiveness elements was not statistically significant, and the results of this study cannot be generalized to the population across all populations. The following possible causes are responsible for this outcome. According to (Lee & Kim, 2017), responsiveness is a behavioral characteristic of medical personnel who provide health services promptly. In addition, consumers believe that service quality will decrease if they are required to wait too long (Haryeni, 2019). According to the findings of previous studies, patients felt satisfied when everything was performed immediately. Minimally invasive procedures can result in fatal consequences, such as permanent disability or even death, which necessitates patience and caution in the performance of cosmetic treatments. In this study, respondents were neutral or dissatisfied with statements describing aspects of responsiveness, and these statements did not significantly contribute to patient satisfaction. Even though responsiveness does not have a direct impact on patient satisfaction, Skyn Clinic must continue to maintain this aspect in order to remain competitive in the beauty clinic industry sector by providing the quality that meets patients' expectations. Even though this variable does not directly influence patient satisfaction, it still plays a vital role.

Following Hypothesis 4, patient satisfaction has a positive correlation with assurance. Of course, one of the main factors affecting the satisfaction of patients is the assurance element of service quality. This study confirmed that the majority of respondents agreed and strongly agreed with the statements in the questionnaire. This is consistent with the findings of inferential statistical analysis, which indicate that assurance and patient satisfaction are significantly correlated. These findings support the hypothesis from earlier research, which shown a positive association between the assurance variable and customer satisfaction. According to research by Machmud and Maryana & Christiany, patient satisfaction and assurance variables have correlations (Mahmud, 2020; maryana, 2022). On the basis of a study by (Jonkisz et al., 2022), a particular individual approach to patients and doctors' competence with advanced medical procedures also contributed to raising the assurance factor in hospital patient care. in relation to the study's findings, patient satisfaction would rise in direct proportion to service quality, which depends on the level of assurance offered by Skyn Clinic.

The fifth hypothesis indicates that acceptance of patients is positively correlated with empathy. Of course, a key element affecting patient satisfaction is the empathy component of service quality. This study shows that nearly all of those who participated agreed and strongly agreed with the statements in the questionnaire. This is in line with the findings of the inferential statistical study, shows that empathy and patient satisfaction are significantly correlated. These findings support the notion of previous studies, which reveals a positive relationship between the variable empathy and client satisfaction. A crucial aspect of the service delivery method is empathy. The relationship between service providers and clients can be strengthened through empathetic behavior. In order to provide appropriate services and encourage open communication resulting in patient satisfaction, service providers can thus comprehend more thoroughly their clients (Fandy Tjiptono & Chandra, 2017). According to the study's findings, patient satisfaction is going to increase in direct proportion to the level of service quality offered by Skyn Clinic, which depends on empathy.

In accordance with hypothesis six, it has been shown that patient satisfaction is positively correlated with clinic image. Certainly, a significant role in how satisfied patients are is the clinic's image. This study has demonstrated that the majority of respondents agreed and strongly agreed with the statements in the questionnaire. This is according to the findings of the inferential statistical study, which indicated that patient satisfaction and clinic image are significantly correlated. These findings support a theory from previous studies which presented a positive association between clinic image variables and consumer satisfaction. The clinic's image is the result of the hopes, impressions, and expectations people have after using its services. According to the study's findings, customer satisfaction and

clinic image have a strong relationship (Sukawati, 2021). Each patient will reach the conclusion that their perception of a hospital or clinic is based on their previous medical history and their level of satisfaction with the treatment they received therein. Regarding to research (Vimla & Taneja, 2021) it is one of the most important considerations in determining patient satisfaction. Based on the study's findings, it can be stated that patient satisfaction will continue to increase in direct proportion to the clinic's stronger image.

Accepting the seventh hypothesis, there is a positive correlation between patient satisfaction and revisit intention. This study shows that the majority of respondents supported or strongly agreed with the questionnaire responses. This is consistent with the outcomes of an inferential statistical evaluation demonstrating a significant correlation between patient satisfaction and intent to return (Rita et al., 2019). This study's findings support the theory that customer satisfaction is a comparison between an individual's perception of product outcomes and their desired outcomes. It has been discovered that consumer expectations have a substantial impact on levels of satisfaction. Increased customer contentment will increase the likelihood that customers will repurchase the company's products (Holloway & Beatty, 2008). There will be a relationship and synergy between the customer and the business if the customer is content. On basis of the results of this research, it can be accepted that a patient's intention to return to Skyn Clinic is proportional to his or her level of satisfaction with the services provided.

Accepting the eighth hypothesis, patient satisfaction has a positive relationship with patient loyalty. This study shows that the majority of respondents supported or strongly agreed with the questionnaire responses. This is consistent with the outcomes of an inferential statistical evaluation demonstrating a significant correlation between patient satisfaction and patient loyalty. This study's findings support the hypothesis that customers who attend the same location multiple times qualify as loyal customers. Patient satisfaction and brand loyalty are two strategic constructs that must be continuously monitored and enhanced in order for a business to thrive year after year (Meesala & Paul, 2018). In general, the level of patient loyalty will increase as a result of a greater degree of overall satisfaction, such as a positive image of healthcare facilities, quality medical staff services, and increased care for patients (Liu et al., 2021). Based on the results obtained from this study, it can be concluded that patient loyalty will enhance in direct proportion to patient satisfaction together with the services provided by Skyn Clinic.

## 5. Conclusion

This study tried to evaluate and examine the positive effect of tangibles, reliability, responsiveness, assurance, empathy, and clinic image as an additional variable on patient satisfaction in the Skyn Clinic, which mediates revisit intention and patient loyalty. Using data from 231 respondents, this study empirically validated the tested model. Data from offline questionnaires distributed to patients at Skyn Clinic were collected from respondents. Only respondents who have visited Skyn Clinic are being taken into account. Using Smart PLS version 3.0 software, the SEM-PLS method was used to analyze the data in this study.

The outer model assessment with SEM-PLS shows, based on the measurement of their respective constructs, each of the indicators utilized in this study are reliable and valid. In addition, an inner model evaluation was executed resulting in the following findings: a) The tangibles aspect of service quality has no influence on patient satisfaction. In this study, tangibles perform no role in determining patient satisfaction at Skyn Clinic; b) The reliability aspect of service quality has a positive effect on patient satisfaction; the higher the level of reliability, the more substantial the patient satisfaction at Skyn Clinic; c) The responsiveness element of service quality has no effect on patient satisfaction at Skyn Clinic. In the current research, responsiveness has no role in determining patient satisfaction at Skyn Clinic; d) the assurance aspect of service quality has a positive effect on patient satisfaction. e) The empathy factor in service quality has a positive impact on patient satisfaction at Skyn Clinic. The more profound the empathy, resulting in higher the patient satisfaction at Skyn Clinic. f) The clinic image positively influences patient satisfaction; the stronger the clinic image, the more powerful the patient satisfaction at Skyn Clinic. Higher patient satisfaction at Skyn Clinic strengthens the potential that a patient will intend to return; g) Patient satisfaction positively influences patient loyalty. The more extensive patient satisfaction at Skyn Clinic, the greater the opportunity that a patient will develop loyalty.

Presented here are the administrative implications of this study. Because it influences patient satisfaction, reliability is an important variable to consider. Consequently, the aesthetic clinic must deliver reliable services that comply with patient expectations. Starting with straightforward and understandable explanations of treatment procedures, precisely documented patient medical records, and ensuring an uninterrupted flow of care for each and every patient who visits the clinic. Assurance plays an important role in patient satisfaction, thereby as a business manager engaged in the beauty clinic industry, it is required to ensure the data protection of patient confidentiality, provide doctors and nurses

who meet competency standards in providing aesthetic care, maintain a reputation by consistently implementing SOP (stand operational procedures) that have been set. Empathy is an essential factor that significantly affects patient satisfaction. Ability in communication needs to be improved to convey a sincere state of concern to patients verbally. In addition, clinic staff must always be ready to listen and answer all patient needs starting from registration, treatment, and post-treatment if needed. Clinic images are also a significant factor affecting patient satisfaction. Aesthetic clinics need to be more aware that an extremely-well image built still needs to continuously improve services from multiple aspects to build a better image every year. It can be started with initiatives to allow patients to convey input and suggestions, always provide the latest technology in treatment, and provide medical personnel to take part in competency training so they consistently excel in providing services. Hence, patients will be satisfied and willing to recommend the clinic to others and remain loyal to revisit the clinic for treatment.

## References

- Ali Memon, M., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Huei Cham, T. (2020). Journal of Applied Structural Equation Modeling SAMPLE SIZE FOR SURVEY RESEARCH: REVIEW AND RECOMMENDATIONS. *Journal of Applied Structural Equation Modeling*, 4(2), 2590–4221.
- Amir Mahmud. (2022). Pengaruh Kualitas Layanan Terhadap Kepuasan Pasien Rawat Jalan. *Mirai Management*, 7(2022)), 104–119.
- Bellio, E., & Buccoliero, L. (2021). Main factors affecting perceived quality in healthcare: a patient perspective approach. *The TQM Journal*, 33(7), 176–192.
- Charoensereechai, C., Nurittamont, W., Phayaphrom, B., & Siripipatthanakul, S. (2022). Understanding the Effect of Social Media Advertising Values on Online Purchase Intention: A Case of Bangkok, Thailand. *Asian Administration & Management Review*, 5(2).
- Chien, L., & Chi, S. (2019). Corporate image as a mediator between service quality and customer satisfaction: difference across categorized exhibitors. *Heliyon*, 5(3), e01307.
- Clinic, S. A. (2022). 6 Aesthetics Trends For 2022 To Tap Into - SPA+CLINIC. <https://www.spaandclinic.com.au/aesthetics/6-aesthetics-trends-for-2022-to-tap-into>
- Data, G. (2022). *Healthcare - GlobalData*. <https://www.globaldata.com/industries-we-cover/healthcare/>
- Fandy Tjiptono, G. C., & Chandra, G. (2017). Pemasaran Strategik Edisi 3. *Yogyakarta: Andi*.
- Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Haryeni, N. Y. (2019). Kualitas Layanan, Kepuasan dan Loyalitas Pasien pada Rumah Sakit Swasta di kota Padang: Berpikir ke Masa Depan. *Menara Ilmu*, 13(1).
- Holloway, B. B., & Beatty, S. E. (2008). Satisfiers and dissatisfiers in the online environment: A critical incident assessment. *Journal of Service Research*, 10(4), 347–364.
- Indonesia, C. (2022). *Begini Tren Bisnis Kecantikan & Klinik Estetika di 2022*. Cnbcindonesia.Com. <https://www.cnbciindonesia.com/lifestyle/20220121110637-35-309317/begini-tren-bisnis-kecantikan-klinik-estetika-di-2022>
- Jonkisz, A., Karniej, P., & Krasowska, D. (2022). The servqual method as an assessment tool of the quality of medical services in selected asian countries. *International Journal of Environmental Research and Public Health*, 19(13), 7831.
- Kemenperin. (2020). *Perubahan Gaya Hidup Dorong Industri Kosmetik*. Kemenperin.Go.Id. <https://kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik>

- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS SEM: The inverse square root and gamma exponential methods. *Information Systems Journal*, 28(1), 227–261.
- Konuk, F. A. I. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110.
- Leclerc, O., Nils, P., Scaglione, A., & Waring, J. (2021). *From extreme to mainstream: The future of aesthetics injectables*. McKinsey & Company. <https://www.mckinsey.com/industries/life-sciences/our-insights/from-extreme-to-mainstream-the-future-of-aesthetics-injectables#/>
- Lee, S., & Kim, E.-K. (2017). The effects of Korean medical service quality and satisfaction on revisit intention of the United Arab Emirates government sponsored patients. *Asian Nursing Research*, 11(2), 142–149.
- Liu, S., Li, G., Liu, N., & Hongwei, W. (2021). The Impact of Patient Satisfaction on Patient Loyalty with the Mediating Effect of Patient Trust. *INQUIRY: The Journal of Health Care Organization, Provision, and Financing*, 58, 00469580211007221. <https://doi.org/10.1177/00469580211007221>
- Mahmud, A. N. (2020). KEPUASAN PASIEN: PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PASIEN RAWAT INAP. *Voice of Midwifery*, 10(2), 940–954.
- maryana, M. C. maryana. (2022). Hubungan Aspek Kualitas Pelayanan Dengan Kepuasan Pasien Rawat Inap. *Citra Delima : Jurnal Ilmiah STIKES Citra Delima Bangka Belitung*, Vol 5 No 2 (2022): *Citra Delima : Jurnal Ilmiah STIKES Citra Delima Bangka Belitung*, 105–112. <http://jurnalilmiah.stikescitradelima.ac.id/index.php/JI/article/view/262/89>
- Maryana, M., & Christiany, M. (2022). Hubungan Aspek Kualitas Pelayanan Dengan Kepuasan Pasien Rawat Inap. *Citra Delima : Jurnal Ilmiah STIKES Citra Delima Bangka Belitung*, 5(2), 105–112. <https://doi.org/10.33862/citradelima.v5i2.262>
- Meesala, A., & Paul, J. (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*, 40, 261–269.
- Nyabundi, H., Aliata, V., & Oondo, A. (2021). Effect of tangibility on customer satisfaction among micro finance banks customers in Kenya. *European Journal of Business and Strategic Management*, 6(2), 15–20.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *1988*, 64(1), 12–40.
- Research, G. V. (2020). *Cosmetic Surgery And Procedure Market Report, 2022-2030*. <https://www.grandviewresearch.com/industry-analysis/cosmetic-surgery-procedure-market>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690.
- Shie, A.-J., Huang, Y.-F., Li, G.-Y., Lyu, W.-Y., Yang, M., Dai, Y.-Y., Su, Z.-H., & Wu, Y. J. (2022). Exploring the relationship between hospital service quality, patient trust, and loyalty from a service encounter perspective in elderly with chronic diseases. *Frontiers in Public Health*, 10.
- Siripipatthanakul, S. (2021). Service quality, patient satisfaction, word-of-Mouth, and revisit intention in a dental clinic, Thailand. *International Journal of Trend in Scientific Research and Development (IJTSRD)*, 5(5), 832–841.
- Soleimani, A. G., & Einolahzadeh, H. (2018). The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies). *Cogent Social Sciences*, 4(1), 1560651.
- Sukawati, T. G. R. (2021). Hospital brand image, service quality, and patient satisfaction in pandemic situation. *Journal: JMMR (Jurnal Medicoeticolegal Dan Manajemen Rumah Sakit)*, 10(2), 120–127.
- Van Overbeeke, E., Vanbinst, I., Jimenez-Moreno, A. C., & Huys, I. (2020). Patient centricity in patient preference studies: the patient perspective. *Frontiers in Medicine*, 7, 93.
- Vimla, & Taneja, U. (2021). Brand image to loyalty through perceived service quality and patient satisfaction: A conceptual framework. *Health Services Management Research*, 34(4), 250–257.

Wolf, J. a, Niederhauser, V., Marshburn, D., & Lavela, S. L. (2014). Defining patient experience. *Patient Experience Journal*, 1(1), 7–19. <https://doi.org/10.35680/2372-0247.1004>.