An Empirical Research of Factors influencing of Perceived Service Quality, Corporate Image, and Customer Satisfaction on Customers' Intention to Revisit the Plastic Surgery Clinic in Chonburi, Thailand

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Abstract

The main aim of this study to investigate the significant factors of perceived service quality that influence intentions to revisit, corporate image, and customer satisfaction of the patients toward the plastic surgery clinic in Chonburi, Thailand. A total of 400 questionnaires was distributed to the plastic surgery patients who had the experience of treatment at a plastic surgery clinic in Chonburi, Thailand. The researchers analyzed the data by using descriptive analysis and inferential analysis. For inferential analysis, the researcher's design to test all hypotheses by using Simple Linear Regression Analysis. The result showed that service quality in terms of doctor concern, the convenience of the care process, and tangibles was statistically significant on the corporate image of plastic surgery clinic, intention to revisit, and customer satisfaction towards plastic surgery clinic. However, service quality in terms of staff concern is not statistically significant on the corporate image of plastic surgery clinic, intention to revisit, and customer satisfaction towards plastic surgery clinic. Moreover, perceived service quality and customer satisfaction were statistically significant on intention to revisit towards plastic surgery clinic. However, the corporate image was no statistical significance on intention to revisit towards plastic surgery clinic.

Keyword: Intentions to revisit, Corporate image, Customer satisfaction, Perceived service quality, Plastic surgery

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Introduction

In this study, several research problems are identified and derived from the research background which is divided into managerial and theoretical problems. The managerial problem is the quality of the service because, on the fact that good hospitals with international accreditation and the cost in cosmetic surgery procedure in Thailand is very competitive, the trend of plastic surgery and the wellness industry as a whole are continuously growing, and the lack of regulation in Thailand has been harshly exposed by the patients. Furthermore, patients' satisfaction constitutes a significant indicator of health care quality (Johansson, Oleni & Fridlund, 2002). The success of service organizations can be determined by the high degree of customer's behavioral intention in consumption of the providers' services, which are primarily influenced by perceived service quality, corporate image, and customer satisfaction (Rahman, Mannan, Hossain & Zaman, 2018). Corporate image and customer satisfaction may help service businesses to compete in the highly competitive situation because corporate image plays an important role in the situation of high competition and identical service offerings by attracting and retaining the customers (Andreassen & Lindestad, 1998). Moreover, the corporate image powerfully influences customer intention to revisit (Kandampully & Suhartanto, 2000). Furthermore, Kim, Duncan , and Chung (2015) indicated that customer satisfaction is influenced by perceived service quality. In general, service quality is an antecedent of the broader concept of customer satisfaction (Cantallops & Salvi, 2014). The importance of each dimension of service quality that influences customer satisfaction varies with the situation (Anderson, Fornell & Rust, 1997). Thus, the relative impact of service quality on customer satisfaction in the plastic surgery industry is unique among industries. Customer satisfaction is a compelling issue because in the service industry customer retention and intentions to revisit are more important than attracting new customers (Kim & Lee, 2011). The intentions to revisit have been regarded as an extension of satisfaction rather than an initiator of the revisit decision-making process (Um, Chon & Ro, 2006).

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No matter which the above approaches could be taken, an understanding of the significant factors determining the intentions to revisit is a prerequisite to the effective implementation of plastic surgery clinics. While, the theoretical problems are diversified and fragmented factors influence the intentions to revisit toward plastic surgery clinic in Chonburi province, Thailand. This study first reviewed current and past research on the measurement of service quality, satisfaction/dissatisfaction literature, disconfirmation theory, attribution theory, image formation and the effect of image on expectations, unique aspects of information acquisition for services, and formation of intentions to revisit toward plastic surgery services. Some significant factors that affect the intentions to revisit include perceived service quality, corporate image, and customer satisfaction. Thus, this study will focus on such factors. In addition to the existence and emphasis of all these relationships, still there is a gap here whether "corporate image and customer satisfaction" have mediating role in the influence of perceived service quality on intentions to revisit. So, to answer this main question, the purpose of this study is to contribute to the influence of service quality on intentions to revisit with the focus on the mediating role of corporate image and customer satisfaction.

Research Objective

To investigate the significant factors of perceived service quality that influence intentions to revisit, corporate image, and customer satisfaction of the patients toward the plastic surgery clinic in Chonburi, Thailand.

Literature Review

- Related literature review between perceived service quality and customer satisfaction: Bolton and Drew (1991) found that customer (dis) satisfaction is affected by expectation, performance level, and disconfirmation, and this (dis) satisfaction impact upon service quality's perceptions. The following researchers concluded that service quality is on antecedent to customer satisfaction and perceived service quality is determined to long tern evaluation of service or a

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product (Parasuraman, Zeithaml & Berry, 1988; Fornell, 1992; Oliver & Desarbo, 1988; Anderson, Fornell & Lehmann, 1994). Also, Anderson, Fornell, and Lehmann (1994) concluded that customer satisfaction is affected by price, expectation, and overall quality. Moreover, Lee, Lee, and Yoo (2000) summarized that customer satisfaction is evaluated from the perception and experience of the service. Ismail, Haron, Ibrahim, and Isa (2006) found that service quality influences customer satisfaction in the audit firm. Service quality is often used as an antecedent of customer satisfaction and the result of their study exhibit a significant effect of service quality on satisfaction in University College (Helgesen & Nesset, 2007). According to the study (Uddin & Akhter, 2012), perceived service quality is affected by the difference between customers' expectations and perceived service quality. In addition, Carranza, Díaz, and Martín-Consuegra (2018) and Nguyen, Nguyen, Nguyen and Anh (2018) summarized that service providing industry is correlated with perceived experience regarding the quality issues are positively influenced by satisfaction.

- **Related literature review between perceived service quality and corporate image:** Image can be built up mainly both technical and functional quality of the company service (Grönroos, 1984). Smith and Clark (1990) showed that the quality of physicians, advanced technology, and overall quality and investigated that there is a strong positive relationship with hospital image. Similarly, Nguyen and LeBlance (1998) found that collective perception of service quality from repeated service encounters is expected to the overall image of the company. Also, Helgesen and Nesset (2007) summarized that service quality is often used as an antecedent of image. Moreover, Aydin and Ozer (2005) studied that corporate image is established by all consumption experiences from the customer, and service quality is influenced by these consumption experiences. Then, the result of many pieces of research showed that perceived service quality has a direct impact and positively influenced the corporate image.

- **Related literature review between perceived service quality and customer intention to revisit:** Bloemer, Ruyter, and Wetzels (1999) scrutinized the relationship between perceived service quality dimensions and service loyalty

dimensions across 4 industries (entertainment, fast food, supermarket, and health care). The perceived service quality dimensions are SERVQUAL dimensions including reliability, responsiveness, assurance, empathy, and tangibles. The customer loyalty dimensions are the word of mouth, purchase intention, price sensitivity, and complaining behavior. Bloemer, Ruyter, and Wetzels (1999) showed that some perceived service quality dimension affects service loyalty dimension in all four industries. These results showed that perceived service quality has a direct effect on service loyalty. However, the relationship between the perceived service quality dimension and customer intention to revisit dimension vary across four industries. For health care industry, assurance influence price sensitivity and empathy influence word of mouth and purchase intension. Also, Choi, Lee, Kim, and Lee (2005) studied perceived service quality dimensions from the SERVQUAL dimension. The study showed that the perceived service quality dimension influences customer intention to revisit. In addition, Choi, Lee, Kim, and Lee (2005) studied the correlation between sacrifice, service quality, service value, customer satisfaction, and behavioral intention across six industries (spectator sport, participation sports, entertainment, healthcare, long-distance carriers, and fast food). The result showed that there are similarities in each industry. This result indicates the service quality influence service value than sacrifice. Also, service quality directly affected behavior intention to revisit. The conceptual framework of this study (see Figure 1).
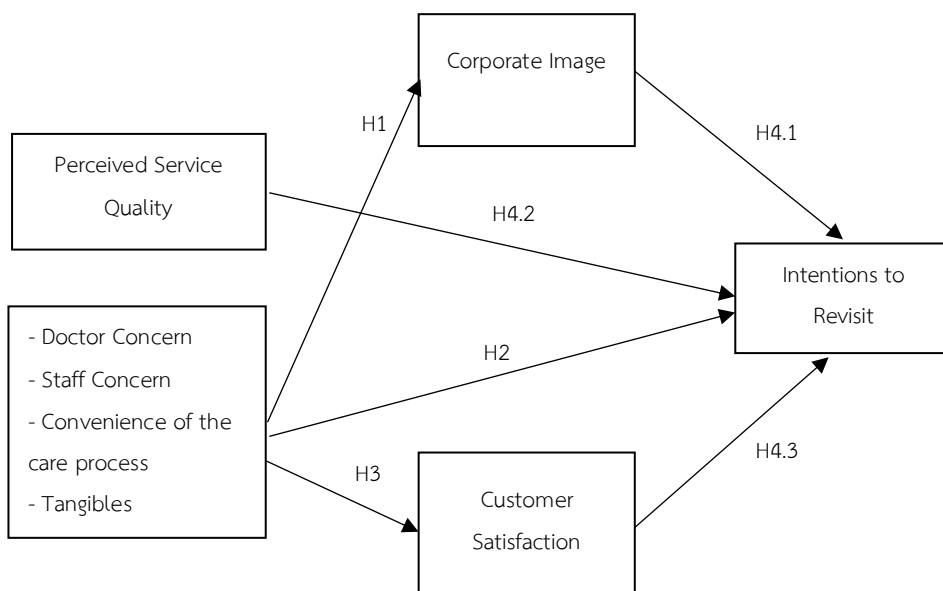
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Figure 1 The conceptual framework of An Empirical Research of Factors Influencing Perceived Service Quality, Corporate Image, and Customer Satisfaction on Customers Intention to Revisit the Plastic Surgery Clinic in Chonburi, Thailand.

Methodology

This research is a quantitative research design that the primary data are collected through an empirical study using a structured questionnaire design. The target population in this research, who are all the plastic surgery patients in Chonburi, Thailand, that exact number cant not be known certainly, determining the adequacy of the sample size (Cochran, 1977), the researcher attempted the 95 percent confidence interval of the sample size with tolerance rate of error at 5 percent. The research conducts with a sample size of 400 respondents consisting of plastic surgery patients who had experience of treatment at two branches of plastic surgery clinic in Chonburi, Thailand (200 questionnaires in the Bangsaen branch and 200

questionnaires in Pattaya branch) to apply convenience judgment and quota sampling.

In this research, self-administered questionnaires are applied for finding the information obtained from the respondents by using a five-point Likert scale. The questionnaire consists of three parts as follow:

Part 1: The determinants of corporate image, customer satisfaction, and perceived service quality for the perceptions of the patients toward plastic surgery clinics in Chonburi, Thailand. Independent variables consist of perceived service quality (Choi, Lee, Kim & Lee 2005; Parasuraman, Zeithaml, and Berry, 1988), which has four dimensions (doctor concern 5 items, staff concern 5 items, convenience of the care process 5 items, and tangibles 4 items), corporate image (Smith & Clark, 1990; Nguyen & Leblanc, 1998) (6 items), and customer satisfaction (Ismail, Haron, Ibrahim & Isa, 2006; Uddin & Akhter, 2012) (6 items) that is measured via the five-point Likert rating scale, which can be classified as the following rating.

5 score means "The respondent are strongly agreed on the sentence."

4 score means "'The respondents are agreed on the sentence."

3 score means "The respondents have a neutral opinion on the sentence."

2 score means "The respondents have disagreed on the sentence."'

1 score means "The respondents are strongly disagreed on the sentence."

Part 2: The determinants of intentions to revisit of the patients toward plastic surgery clinic in Chonburi, Thailand (dependent variables) which contains 4 items (Nguyen & Leblanc, 1998; Bloemer, Ruyter & Wetzels, 1999) that is measured via the five-point Likert rating scale, which classified as same Part 2.

Part 3: Demographic profile of respondents that is measured by nominal scale containing 6 items (Gender, Age, Marital Status, Educational Level, Occupation, and Income).

The researcher pre-tested the research instrument for testing the reliability of the questionnaire by conducting with a sample size of 50 respondents. The result of the pretest can adjust the terms of sequencing, wording, and structuring the questions that the changes have been made to the final questionnaire. The data is

analyzed by using statistical software to obtain the reliability results, the researcher found that Cronbach's alpha test results for all four variables are between .915 to .969.

The researcher aims to analyze by using descriptive analysis and inferential analysis. The basic data and general information such as gender, marital status, age levels, educational levels, income levels, and employment status of demographic factors are applied to analyze the samples of the plastic surgery clinic's customers in Chonburi province, Thailand. The data are calculated and demonstrated based on frequency, and percentage. Based on the general information of each variable, the researcher may present in terms of mean, standard deviation, and range, which is easy to understand and all calculations may lead to support the results of hypothesis setting. For inferential analysis, the researcher designs to test all hypotheses by using Simple Linear Regression Analysis to find the influence of independent variables on the dependent variable.

Results

The researcher found that the majority of respondents are females as 78.0% or 312 respondents, and most patients are single, which are 63.0% or 252. The majority of patients' age level is the age between 26 to 33 years old at 43.8% or 175 respondents, and have the bachelor degree for education level at 65.8% or 263 respondents. In addition, the majority of the respondent's employment status is employed, which is 80.3% or 321 respondents. Eventually, the highest income per month is 20,000 baht or less, which is equal to 36.5% or 146 respondents

The results from descriptive analysis indicated that the highest mean is a corporate image, which is equal to 4.500, and the lowest mean is "convenience of the care", which is equal to 4.366. In addition, the mean value of doctor concern is 4.482, patient satisfaction is 4.449, tangible is 4.421, staff concern is 4.404, and intention to revisit is 4.400.

Then, all the results of hypotheses testing are summarized (see Table 1) as follows:

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Hypothesis 1: The results of H1 showed that service quality in terms of doctor concern, the convenience of the care process, and tangibles have a statistically significant influence on the corporate image of the plastic surgery clinic at.001 significant level with the standardized coefficients beta at.394,.207, and.359, respectively. However, service quality in terms of staff concern has no statistically significant influence on the corporate image of the plastic surgery clinic at.05 significant levels.

Hypothesis 2: The results of H2 showed that service quality in terms of doctor concern, the convenience of the care process, and tangibles have a statistically significant influence on intention to revisit at .001 significant level with the standardized coefficients beta at .229, .271, and .312, respectively. However, service quality in terms of staff concern has no statistically significant influence on intention to revisit at the significant level of.05.

Hypothesis 3: The results of H3 snowed that, service quality in terms of doctor concern, the convenience of the care process, and tangibles have a statistically significant influence on customer satisfaction towards the plastic surgery clinic at.001 significant level with the standardized coefficients beta at.165, .290, and.418, respectively. However, service quality in terms of staff concern has no statistically significant influence on customer satisfaction towards the plastic surgery clinic at the significant level of.05.

Hypothesis 4: The results of H4 showed that perceived service quality and customer satisfaction have statistically significant levels at.05, and.001, which show statistically significant influence on intention to revisit towards the plastic surgery clinic with the standardized coefficients beta at.150, and.571, respectively. However, the corporate image has no statistically significant influence on intention to revisit towards plastic surgery clinic at the significant level of.05.

Table 1 The summary of hypotheses testing

Hypothesis	Std. Error	beta	Sig.	Correlation Results
H1: Perceived service quality in terms of doctor concern, staff concern, the convenience of the care process, and tangibles influence on the corporate image of plastic surgery clinic in Chon Buri, Thailand.				
doctor concern	.008	.394	.000	R =.879
staff concern	.008	.013	.786	R^2 =.772
convenience of the care process	.007	.207	.000	Adjusted R^2 =.770
tangibles	.006	.359	.000	F = 335.047
H2: Perceived service quality in terms of doctor concern, staff concern, the convenience of the care process, and tangibles influence on intention to revisit of plastic surgery clinic in Chon Buri, Thailand.				
doctor concern	.015	.229	.000	R =.725
staff concern	.015	-.009	.900	R^2 =.526
convenience of the care process	.013	.271	.000	Adjusted R^2 =.521
tangibles	.011	.312	.000	F = 109.780
H3: Perceived service quality in terms of doctor concern, staff concern, the convenience of the care process, and tangibles influence on customer satisfaction of plastic surgery clinic in Chon Buri, Thailand.				

Hypothesis	Std. Error	beta	Sig.	Correlation Results
doctor concern	.009	.165	.000	R =.847
staff concern	.009	.062	.238	R^2 =.718
convenience of the care process	.008	.290	.000	Adjusted R^2 =.715
tangibles	.007	.418	.000	F = 251.238
H4: Corporate image, perceived service quality, and customer satisfaction influence on intentions to revisit the plastic surgery clinic in Chon Buri,				R =.792
corporate image	.085	.102	.141	R^2 =.628
perceived service quality	.081	.150	.023	Adjusted R^2 =.625
customer satisfaction	.077	.571	.000	F = 222.501

Discussion

Based on the results of a significant level of hypothesis one, service quality in term of doctor concern, the convenience of the care process, and tangibles has a statistically significant influence on the corporate image of the plastic surgery clinic. Doctor concern has the highest standardized coefficients beta followed by the tangibles in the clinic. Additionally, the result was supported by the mean of doctor concern. This is the highest mean among other sub-variables of service quality followed by "tangibles", which is the second-highest mean among service quality dimensions. Moreover, both "doctor concern" and "tangibles" have a significant influence on intention to revisit in hypothesis two, and patient's satisfaction in hypothesis three. It means that both sub-variables are important factors of the plastic surgery clinic. The results of this study are supported by Coutinho, Vieira, Mattoso, Troccoli, and Renni (2019) who found that healthcare service quality in terms of hospital facilities or tangibles has a significant influence on corporate image. Also,

Han and Back (2008) revealed that corporate image was influenced and impressed by patients' experiences towards the quality of service such as physician concern, facilities, nursing, and staff concern, etc.

From the results of hypothesis two, the researcher found that service quality in terms of doctor concern, the convenience of the care process, and tangibles has a statistically significant influence on intention to revisit. Based on the results "tangible" has the highest standardized coefficients beta followed by the convenience of the care process.

The analysis of hypotheses one, two, and three, provided similar significant results. Therefore, the data are quite accurate as the results move in the same direction. Also, many previous pieces of research supported these results. Tangibles of healthcare service include all kinds of facilities that can be touch such as waiting areas, the guideline to find care facilities, etc. Bloemer, Ruyter, and Wetzels (1999) and Laohasirichaikul, Chaipoopirutana, and Combs (2011) found that service quality in terms of tangibles has a significant impact on patient's loyalty in term of intention to revisit. Also, Eleuch (2011) and Manimay (2014) found that service quality in terms of convenient care processes has a significant relationship with patients' revisit intention to the same clinic/hospital.

Based on the results of hypothesis three, the researcher found that service quality in terms of doctor concern, the convenience of the care process, and tangibles has a statistically significant influence on customer satisfaction towards the plastic surgery clinic. Base on the results "tangible" has the highest standardized coefficients beta followed by the convenience of the care process. This result is also supported by hypotheses one, two, and three, which showed a similar significant result. It is possible to conclude that all the data are accurate as the results of all hypotheses move in the same direction. Also, many previous pieces of research supported these results (Ismail, Haron, Ibrahim & Isa, 2006; Choi, Lee, Kim & Lee, 2005). Laohasirichaikul, Chaipoopirutana, and Combs (2011) found that service quality in terms of convenience of the care process, and tangibles have a statistically

significant relationship with the patient's satisfaction, which was also supported (Boakye, Blankson, Prybutok & Qin, 2017).

Based on the results of hypothesis four, the researcher found that perceived service quality and customer satisfaction have a statistically significant influence on intention to revisit the plastic surgery clinic. From this analysis, the patient's satisfaction has the highest standardized coefficients beta followed by perceived service quality. There are various previous researches supported the results of this study. Gaur, Xu, Quazi, and Nandi (2011) found that there is a relationship between the patient's satisfaction and behavioral intention to revisit. According to a study (Chahal & Kumari, 2010), the researchers found that there was a statistically significant relationship between patient's perceive service quality and revisit intention, which was also supported (Gaur, Xu, Quazi & Nandi, 2011). The authors found that perceived service quality had a positive direct effect on patient's intention to revisit both private and public hospitals.

Conclusions

Perceive service quality in terms of doctor concern and tangibles were the major factors to create an image, satisfaction, and intention to revisit healthcare service providers. Doctor concern is the most important dimension of healthcare service among four sub-variables of healthcare service quality which was followed by tangibles. The professional and skillful doctor is the major requirement to delivering excellent service quality, in term of tangibles sub-variable of service quality, the plastic surgery clinic decorates a beautiful internal design in all aspects in the clinic, especially the first impression of front desk has to be attractive by beautiful design and beautiful attracted girl to welcome all patients. Perceived service quality and customer satisfaction were statistically significant on intention to revisit towards plastic surgery clinic. The result showed that the patient's satisfaction had the highest beta, which means that the patient's satisfaction is the most important factor to attract patients to revisit these clinics. The patient's satisfaction was caused by service quality with four sub-variables. However, each sub-variable

was influenced patient's satisfaction at different levels (Gaur, Xu, Quazi & Nandi, 2011). The most influential sub-variable on patient's satisfaction was "tangibles" followed by "convenience of the care process". Also, the researcher found that the highest means of "tangibles" is "The toilet area is clean", followed by three questions that have the same means of "the waiting area for medical examination room in clean", "The waiting area for payment is clean", and "The clinic has up-to-date care facilities (e.g. medical equipment, laboratories, medical examination room, etc.)" Based on this patient's point of view, most patients focused on cleanliness and new medical equipment. In addition, cleanliness is very important for the plastic surgery clinic in order to attract patients to return to get treatment in the future. Patients suggest that the plastic surgery clinic should improve the waiting process. The patients don't want to wait long for the medical examination from the doctor, and the process of making the appointment with the doctor should be simple and easy. The plastic surgery clinic should improve scheduled admissions to be more simple and quick to reduce their waiting times, and also improve their ability to provide prompt service. Moreover, the clinic should hardly train their medical team to look ahead for unexpected complications in a process of preventive medical treatment. The plastic surgery clinic may provide brochures giving information of clinic services while waiting and prepare activities (e.g. game, massage machine, internet computer, etc.). Finally, the results from this study may not apply to demonstrate plastic surgery in other geographic areas as this study focuses on personal business, which collects the data from only two branches of Bang Sean and Pattaya, Chonburi province.

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