

THE ANALYSIS OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON BEAUTY CLINIC CARE (THE CASE STUDY OF MIRACLE AESTHETIC CLINIC IN MANADO)

**ANALISIS KUALITAS PELAYANAN DAN KEPUASAN PELANGGAN TERHADAP KLINIK PERAWATAN KECANTIKAN
(STUDI PADA MIRACLE AESTHETIC CLINIC DI MANADO)**

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Abstract : The fast growth of beauty clinic happens everywhere so it is brought The Researcher to research the problem, can beauty clinic give satisfaction for the customer through the service quality of the clinic. Beauty and women are two things are interrelated. The emergence beautiful construction that it has a white face, clean, and free of acne is an incentive for beauty clinics to provide services or beauty services. To know the relation between Service Quality and Customer Satisfaction on Miracle aesthetic clinic in Manado. The result is the service quality of Miracle Aesthetic Clinic Manado brought satisfaction to the customers because the informants of this study agreed that the employees also always deliver best feedback to their customers about the improvement of the beautification of their skin. For the clinic, this study recommends to maintain the availability of product like face cream because the number of customers are not equal with the number of products available. The general facility such as the availability of water in the toilet should be well maintained because this facility is important to complete comprehensive service quality.

Keywords: *service quality, customer satisfaction, beauty clinic care*

Abstrak : Pesatnya perkembangan klinik kecantikan terjadi dimana-mana, dapatkah klinik kecantikan memberikan kepuasan bagi pelanggan melalui kualitas pelayanan klinik tersebut. Kecantikan dan wanita adalah dua hal yang saling terkait. Munculnya konstruksi cantik yang memiliki wajah putih, bersih, dan bebas jerawat merupakan insentif bagi klinik kecantikan untuk memberikan layanan atau layanan kecantikan. Untuk mengetahui hubungan antara Kualitas Layanan dan Kepuasan Pelanggan pada klinik estetika Miracle di Manado. Hasilnya adalah kualitas layanan Miracle Aesthetic Clinic Manado membawa kepuasan bagi pelanggan karena informan penelitian ini setuju bahwa karyawan juga selalu memberikan umpan balik terbaik kepada pelanggan mereka tentang peningkatan kecantikan kulit mereka. Klinik sebaiknya mempertahankan ketersediaan produk seperti krim wajah karena jumlah pelanggan tidak sama dengan jumlah produk yang tersedia. Fasilitas umum seperti ketersediaan air di toilet harus dijaga dengan baik karena fasilitas ini penting untuk melengkapi kualitas layanan yang komprehensif.

Kata Kunci : *kualitas pelayanan, kepuasan pelanggan, perawatan klinik kecantikan*

INTRODUCTION

Research Background

The fast growth of beauty clinic happens everywhere so it is brought The Researcher to research the problem, can beauty clinic give satisfaction for the customer through the service quality of the clinic. There is a various range of beauty products which have become significant and even necessity particularly for women, In Manado there are some beauty clinics which have standards, but as times goes by and the rapid of developing through the lifestyle also so the peoples more likely prefer the best quality by the price because knowing that the best was not cheap.

Beauty and women are two things are interrelated. The emergence beautiful construction that it has a white face, clean, and free of acne is an incentive for beauty clinics to provide services or beauty services. Women are willing to spend time, money, and effort to perform facial treatments for the sake of beauty. So the beauty clinics are significant or important in Indonesia, one of them is Miracle Aesthetic Clinic in Manado. Women desire to get this beauty.

Being beautiful is not something that you can not get. You can make it come true and feel the result by aesthetic surgery procedure. This procedure can harmonize the shape of your face, and skin in a proportional way and are handled by experienced doctor. Combining latest technology, all the treatments and aesthetic surgery will help improve your beauty and enhance your look.

This research is based on the appearance of phenomena rising the new beauty clinic which serve many products and services. Because of that, customers has consideration to choose the beauty clinic as their place for healthy and skin care, the good service quality influence customers satisfaction. Beauty care services which used to be very important for being alive and happy everyday, and now becoming a requirement for most women. In this study showing two important points about the meaning of beauty for women costumers in Miracle Aesthetic Clinic.

Beauty clinics that has been favorite in Manado is Natasha skin care, Erha clinic, Esther house of beauty, Miracle aesthetic clinic, London beauty care (LBC), some above is the best in Indonesia, and some of above already exist in almost all cities in Indonesia. But there are also beauty experts, or dermatologists that called it as a doctor, In Manado was available for doctor's beauty clinic also, beauty approaches include holistic treatment and complementary and medicine therapy to change the outward appearance which provide an options, some of the treatments are medically involved and to make a shapes in face or adding something in their face, therefore, they need to be performed by qualified beauty therapists either unsupervised or under some degree of supervision.

Research Objectives

Based on the formulated research problems, the next steps to do is make clarification and exploring about the problem is to know the relation between Service Quality and Customer Satisfaction on Miracle aesthetic clinic in Manado.

THEORETICAL REVIEW

Marketing

Marketing, according Tjiptono (2008: 5) is a "function that has the greatest contact with the external environment, but the company only has limited control over the external environment". Therefore, marketing plays an important role in the development of strategies, it is about creating customer value and a good relationship, it is putting the customer at their heart, it is all about creating customer value and building profitable customer relationships. It starts with understanding customer needs and wants, determining which target markets the company can serve best, and developing a compelling value proposition by which the company can attract and grow valued customer, and if the company does these things well, it will reap the rewards in terms of market share, profits and customer equity. Aggerbeck (2012: 9) points out that marketing is about relationships: about responding to the needs of others. For libraries, this means identifying patrons' needs, communicating how they can help patrons fulfill those needs, and delivering offerings that meet those needs.

Service Quality

According to Zeithaml and Bitner (2008:85) Service quality is a focused evaluation that reflects the customer's perception of specific dimensions of service: reliability, responsiveness, assurance, Empathy,

tangibles. Satisfaction, on other hand, is more inclusive: it is influenced by perceptions of service quality, product quality, and price as well as situational factors and personal factors. Quality and customer service has been identified as critical strategies issues for the organizations (Donnelly,1995). The goal is to know and understand the customer so that the product that is sold will be suitable in accordance with the wishes of the customer, so the product can be sold by itself. Ideally marketing led to the customer is ready to buy so as to be in the next thought is how to make these products available.

Customer Satisfaction

Customer satisfaction is depends on the product's perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is highly satisfied or delighted. Customer satisfaction is one of the important outcomes of marketing activity. Customer satisfaction depends on the product's perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is highly satisfied or delighted.(Oliver, 1980).

According to Kee and Manshor (2009).Customer satisfaction and service quality are very important concepts that companies must understand if they want to remain competitive and grow. In today's competitive environment delivering high quality service is the key for a sustainable competitive advantage. Customer satisfaction does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth.

Previous Research

Khan and Tabassum (2011) Service Quality and Customer Satisfaction of the Beauty-Care Service Industry in Dhaka: A Study on High-End Women's Parlors. This study used a qualitative method. Today beauty care services is not just a luxury, it is necessity. The findings of the study indicated; when choosing a specific beauty clinic/parlor, the customer gave importance to the service provider's behavior and knowledge.

Ming, Chung, and Paul (2013) Impact of Customer Orientation, Service orientation, Service quality, Service Encounter Quality and Perceived value towards Customer satisfaction and Behavioural intention. This study used descriptive analysis, pearson correlation, linear regression. This study showed that managers and marketers in retailing industry are getting more aware of the customer satisfaction and customer behavioural intentions as the market is becoming more competitive. But also to the entire services sector.

Curtis, Rhoades, and Waguespack (2012) Satisfaction with Airline Service quality; Familiarity breeds contempt. This study used a qualitative method. The result indicate that the level of satisfaction with overall airline quality and select attributes decrease the more decrease passengers fly.

Conceptual Framework



Figure 1. Conceptual Framework

Source : Data Processed, 2018

RESEARCH METHOD

Type of Research

This research type is Qualitative approach. Qualitative methods are typically more flexible, they allow greater spontaneity and adaptation of the interaction between the researcher and the study participant. Qualitative research is empirical research where the data are not in the form of numbers. Qualitative methods ask mostly open-ended questions that are not necessarily worded in exactly the same way with each participant. With open-ended questions, participants are free to respond in their own words, and these responses tend to be more complex than simply yes or no. In addition, with qualitative methods, the relationship between the researcher and the participant is often less formal. Participants have the opportunity to respond more elaborate

and in greater detail than is typically the case with quantitative methods. In turn, researchers have the opportunity to respond immediately to what participants say by tailoring subsequent questions to information the participant has provided.

This researcher takes this method in order to analyze what is really happening while solving the research problem. This method require researcher to do investigation in field directly. Descriptive method involves gathering data describe it into some explanation of the main issues. It is important to note, however, that there is a range of flexibility among methods used in qualitative research and that flexibility is not an indication of how scientifically rigorous a method.

Location and Times Studies

This research will be conducted in Miracle Aesthetic Clinic according to agreements with the doctor at Miracle Aesthetic Clinic Manado, whoever the customer who are ready to be asked which is to get some information. Location Miracle Aesthetic Clinic at Jl. Bethesda, Sulawesi Utara 95116. Start from Augustus 2016 till September 2016 .

Research Procedures

The steps of research are as follow:

1. Asking a permission from college, the permission such a letter that will be used to collect the data.
2. Inputting and applying the letter to Miracle Aesthetic Clinic Manado, to ask permission from the clinic for take some of their customers to be ready for being interviewed
3. Make sure the customers are prepare and willing to be informant as the interviewees.
4. Interviewing the customers, by recording first and then write the current discussion problem, follow up it with make an explanation such as understand the result of interview.
5. Data collection analysis.
6. Re-checking all the interview and observation results.
7. Writing results.

Population and Sample

The population in this research is all the costumer of Miracle Aesthetic Clinic. A sample investigates a small subset of the population to derive conclusions about the characteristics of the population. In this research, the samples should be permanent member in Miracle Aesthetic Clinic.

Sampling technique

According to Hair, et al (2007: 170), a sample investigates a small subset of the population to derive conclusions about the characteristics of the population.

Sampling size

The sample size of this research is minimum ten informant than the number of variables being considered (Roscoe, 1975). The sample size of this research is 11 customer of Miracle Aesthetic Clinic Manado. In this research, the samples should be permanent member in Miracle Aesthetic Clinic.

Purposive sampling

According to Hair, et al (2007: 170). Purposive sampling is a technique to collect sample of data source with some considerations like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation.

Data Collection Method

In this case there are use one types of source of collection data which is explained as follow:

Primary Data

Personal Interview: This data is gained through a direct visiting to the costumer at Miracle Aesthetic Clinic and ask some question about the product itself, to have some interview about the services at the clinic.

In-depth Interview

In-depth interview is an unstructured one-to-one discussion session between a trained interviewer and a respondent, Hair, et al (2007). In this research, the interviews were held face-to-face. stated that interview is a useful data collection method for exploratory research.

Secondary Data

This secondary data is collected for some purpose other than the problem at hand. The secondary data is taken from books, journal, the relevant literature from library and internet. In conducting this research, the researcher will use both of the types data. So there will be a primary and secondary data. To conduct this thesis study, the author uses various sources of data including academic published resources from the internet and earlier studies. For the theoretical framework, the primary data used by the author are mainly unpublished resources from the case companies. Some secondary data are exploited are books, journals and articles. Referring to the empirical part, the analysis was done thanks to the interviews with the case of this study which the customer that has been interviewed considered highly reliable.

Data Analysis Method

The process of evaluating data using analytical and logical reasoning to examine each component of the data provided. This form of analysis is just one of the many steps that must be completed when conducting a research experiment. Data from various sources is gathered, reviewed, and then analyzed to form some sort of finding or conclusion. According to Hair, et al (2007), there are several steps in qualitative data analysis as follows:

1. **Data Collection:** is the process where the researcher found information or data from any kind of source such as books, internet website and gather deeper information from the informant.
2. **Data Reduction:** involves selecting, simplifying and transforming the data to make it more manageable, and understandable.
3. **Data Display:** helps qualitative researcher to organize information and view it in a way that enables them to identify linkages and develop explanations that relate their findings to existing theories.
4. **Drawing and Verifying Conclusion:** drawing and verifying involves deciding what the identified themes and patterns and how they help to answer the research question. Verification involves checking and re-checking the data ensure the initial conclusion are realistic, supportable, and valid.

Qualitative Research Method

Varying philosophical and theoretical orientations to qualitative inquiry remind us that issues of quality and credibility intersect with audience and intended research purposes. This overview examines ways of enhancing the quality and credibility of qualitative analysis by dealing with three distinct but related inquiry concerns: rigorous techniques and methods for gathering and analyse qualitative data, including attention. Purposes for qualitative inquiry will typically include additional or substitute criteria for assuming and judging quality, validity, and credibility, transferability, conformability. It needs to have enough good detail to eliminate assumptions or the need to ask questions without becoming so granular in detail that no one will read it. It is a balancing act between too much information and not enough information. The incredible resources that found in Qualitative research must be checked the validity as follow:

1. **Credibility:** the validity and reliability of the research process and result must be proved. The interview result analysis with the document examinations, which is daily, noted, picture, and previous study theory and it will be matched with the observation. the service quality and customer satisfaction of Miracle Aesthetic Clinic.
2. **Transferability:** Make sure this data will be accurate is quite difficult, the result of this research can be implemental in other situation and conditions.
3. **Conformability:** The validity can be obtained through discussion with people who are not included in the research that have the connection with this research.

The result of interview and observation will be matched with the existing theories, and if there is any different statement, the process interview and observation will be checked again by the validity.

RESULT AND DISCUSSION**Result**

From eleventh informants that were interviewed, basically have benefits and advantage of being a customer on Miracle Aesthetic clinic. Customer more likely feel comfortable with the service and the usefulness of the product noticeable effected well to the skin.

Informant 1

The first respondent is informant 1, She is 26 years old. She was a customer in Miracle Aesthetic Clinic for 3 years. This customer said that has been using the product before marriage until now she already have a children and it does not brought any influence on the generation of her skin, it means the product work well on her face regeneration. She is start using Miracle Aesthetic Clinic because acne problems. When she did a consult with the Doctor, and doctor give recommendation, first is to using product such as face cream anti acne, second is doing a treatment as a step to healing the face problems, third is doing a peeling repeatedly for every month. Informant 1 also said that during doing the treatments at the Clinic, she did not feel addicted using the product, she was used other product in the other beauty clinic before, but the product is not suitable to her skin and she feel much better for her skin in Miracle Aesthetic Clinic. She got satisfied of the treats and service in the clinic, the service is very good.

Informant 2

The second respondent is informant 2, She is 32 years old. She said that she is merely doing the treatments in beauty clinic, not a necessity and not a must for her to doing the treatment. She is using the cream product, and the treatment also. She feels comfortable of the service in Miracle aesthetic clinic, the treats are not disappointing and she also explain about all the treatment room is always clean every time she enter the room, and the equipment such as the sponge is always in new condition. The employee always gives the best treats for the customer.

Informant 3

The third respondent is informant 3, She is 16 years old. She was a customer in Miracle Aesthetic Clinic for 2 years. She is using the face cream and also doing the treatment such as laser but she did laser only twice until this time, the next treatment is the facial treatment and she doing facial often, every month. But she admits that she is prefer and often to doing a body scrub treatment, because basically her face has no problem or complaint, she was good in face skin condition. And the last she said nothing wrong about the service in Miracle Aesthetic Clinic, everything was good.

Informant 4

The fourth respondent is informant 4, She is 29 years old. She is having acne treatment now, using the face cream in order to help the healing process of the face. she is starting use the product for about 3 months, but she got improvement from the process, she truly feels the progress. This customer did a consult with the doctor and she said doctor gave the best service, she felt a very well treated by the doctor, basically she had a sensitive skin and it has been analyzed by the doctor, and the doctor explained the main problems of her skin, and the reason she always faced with the same problems in face, so that she could understand her kind of skin types that she had. She said the service are so good, the employee in Miracle Aesthetic Clinic are so friendly, and the clinic give the best care to follow the process of the customer. This informant feels so comfortable and happy while doing contact with all the employee.

Informant 5

The fifth respondent is informant 5, She is 23 years old. She is using the treatment for 6 months, because of the acne problems and have a small spot on face. She is having acne treatment and peeling treatments now, she using the cream face also. She has a sensitive skin, and she said she feel the great progress of all the treatment that she did, there is a little bit spots in her face. on this case of problems doctor said the reason why customer faces this kind of skin problem is because this customer is frequently doing a midnight picket at the hospital as a doctor, but over all she felt very good about service of the clinic.

Informant 6

The sixth respondent is informant 6, She is 40 years old. this informant had a brief explanation, because

she did not have any problems on her skin, and doing skin treatments is not a needed and not an absolute necessity for her. she did a facial treatment for more than one year, with uncertain period when the time she will doing treatment, she is not use face cream, just do a facial, and consultation with doctor. She is not as typically as patient with skin problems. And for the services she said very satisfied with the service.

Informant 7

The seventh respondent is informant 7, She is 35 years old. She had black spots in her face before she is doing some of treatments in Miracle Aesthetic Clinic, and during 2 years being a customer in Miracle Aesthetic Clinic she got an improvement of her skin problem by using a facial cream routinely, and she also doing a laser, peeling, and facial treatment alternately. She doing a consult with the doctor every 2 weeks once, and the treatment happens every 2 weeks according to the results of consult with the doctor, either the patient would do the laser, peeling or facial for every meeting. She told more about the good services in the clinic, especially the employees are very pleasure with all the complaint, and care about the progress of customer.

Informant 8

The eighth respondent is informant 8, she is 24 years old. She had done the treatment for 6 months and the reason why she came to Miracle because she had a lot of acne in her forehead and after consult session with the doctor she must have a treatment such as peeling and laser once in two weeks, use face cream, and facial treatment either once or twice a week depends on skin condition. She must have frequent consulting session with the doctor. She felt satisfied with the service quality at Miracle Aesthetic Clinic and she felt comfortable during her consulting with the doctor. She trust Miracle Aesthetic Clinic because the quality of doctor's appearance is very convincing. So, she has courage to do treatment at Miracle Aesthetic Clinic.

Informant 9

The ninth respondent is informant 9, she is 17 years old. She had acne and blackheads so she came to Miracle Aesthetic Clinic and is using the treatments for 2 weeks. She is doing facial, laser, and peeling treatments. She has never experienced another Aesthetic Clinic and this is her first time in doing treatments and although she is a new customer but she already got enough improvement during 2 weeks of her treatment. She felt satisfied with the service of employees.

Informant 10

The tenth respondent is informant 10, she is 27 years old. She has been four years as a customer in Miracle Aesthetic Clinic, She never experienced extreme problems on her skin. She is only doing one kind of treatment named Diamond Nano Lift, the useful of this treatment is to make face looks tight, taper, remature aging, and the sagging skin. She is using the face cream also. And she said she was satisfied during doing the treatment and satisfied the result of day routine cream face.

Informant 11

The eleventh respondent is informant 11. She is 23 years old, she is forgot how long her spent time as customer in Miracle Aesthetic Clinic. She told probably almost 4 years, and the treatment she did a routinely is laser and facial, this two kind of treatment is basically are the common treats in beauty clinic. She was used face cream and she didn't get any change to make a sense for herself to continue her face cream as a routinely, because the price is expensive and she stopped use face cream. now she left all the treatment and face cream for a year, she explained more about her experiences after stop being a customer in Miracle Aesthetic clinic, her face are good and as what as happened after leaving the routinely treatment in beauty clinic, the thing that happens is the term of skin condition start to get some problem, example become an oily skin, acne prone skin or breakouts, but she is happy and very welcome because when she did not back it doesn't make her addicted, then she said she is not very satisfy, she only like the time while being a costumer in Miracle Aesthetic Clinic. Over all she can go back anytime she want, although she did not get significant change to her skin while doing treatment and use face cream, but she enjoyed the moment as customer in Miracle Aesthetic Clinic.

Discussion

From the point of Service Quality that the customer got of all the treats is very good, the employee always gives the best treats for them also the treatment room are always clean anytime they enter the room and the equipment such as the sponge is always in new condition which is fresh from the packaging, then while the

customer doing the consult with the doctor they were in well treated by the doctor it is start with the doctor will clearly explaining about the main problems of every little thing problem to their skin because the doctor truly believe that every people has a different skin type and skin problems, so that is why the customer mostly feel so comfortable and happy while doing contact with the doctor by texting or face to face. it happened for the employee also, they are very pleasure with all the complaint and they care about the progress of customer. then for the products, it is very suitable to their skin, either to the customer with no skin problems, or the customer that came to the clinic caused problems of their skin, they are felt satisfied with the result, they trust in the quality of the doctor's appearance is very convincing so that is the thing make them has courage to do treatment and keep coming back at Miracle Aesthetic Clinic in Manado.

The customer satisfaction is absolutely the main answer of this research because from the eleven informant said they are satisfied with all the benefits that they got, there is some customer did tried another clinic but the result are different, because they could not get a significant satisfy in some thing at once. Miracle aesthetic clinic give it all at once, either the products, treatments, equipment, handling, services, employee, and the most important is the doctor. All the customer needed is the comfortable and happy as a customer, and it has covered up by the satisfaction, some customer are dear to claim another clinic did not give the same service and result to them which mean Miracle Aesthetic Clinic is the number one beauty clinic care in Manado for this season. But we do not know for the next days if any other new clinic would present in Manado, the researcher understand that the growth of beauty clinic is non stop nowadays, but in order to know what clinic hold the best position in Manado now, the answer is Miracle Aesthetic Clinic, yes the price is higher than another beauty clinic but such as the customer said that the result is worth it.

The customer always siding to their expectation to the result from Miracle Aesthetic Clinic. it is an about the expectation, it is something can not change in world of business especially in marketing. In order to achieve the target and to satisfying their expectation. Based on the interview, more than eight or overall respondent said they expectation became a real while being a customer in Miracle Aesthetic Clinic, this clinic is capable to give the best of they have to the customer, they are doing improvement a routinely even the price is higher than other beauty clinic, but some respondent said is the result always worth the price.

The purpose, the vision and mission of Miracle Aesthetic Clinic already been hold tight by the customer. but there are some customers are not feel very satisfy and not in a position of dissatisfaction when they become customers at Miracle Aesthetic Clinic, which mean they are in the middle. in the comparison of miracle aesthetic clinic with other brauty clinics, of course the customer response, they prefer miracle aesthetic clinic to overcome beauty problems, and other skin problems. so, for now on there is no other beauty clinic can compete with miracle aesthetic clinic, but times goes by fast when it comes a chance to another beauty clinics such as the korean brands ready to enter in Manado and can take the best position of Miracle Aesthetic Clinic, surely beauty clinic care will continue to grow rapidly and advance in this era.

Miracle Aesthetic Clinic is a solution for all the people who want to make they skin looks more beautiful, either those who has a problem with their skin or for who just want to make improvements to their skin. For the customer that has been a loyal patient in Miracle Aesthetic Clinic, they even more feel satisfied with the result of the treatment that they did, although it is not happening repeatedly and routine, but the patient got a better results and they prefer to keep contact and be back for another time in other treatment.

The researcher is admired that all the customer in Miracle Aesthetic Clinic feel the best service, the clinic is very pleasure to open up the secrets of being beautiful, the doctor is very pleasure to treat the patient well, with all the complaint, and the employee give the best care of them, even though the price is about above average and costly than the other clinics but it is feasible for the patient because the feedback between the clinic and patient are a really happened. This research was also supported by the existence of previous research by Munusamy, Chellia, and Mun (2010) about Service Quality Delivery and Its Impact on Customer Satisfaction in the Banking Sector in Malaysia. This study used a quantitative. The result say that consumer having a good recovery process for a dissatisfy customer is a very important and necessary process for any service program; how this measures relate to customer satisfaction in the retail bank sector. Also there are other research was also supported by Kooshyar and Azad (2014) about Impact of service quality on customers loyalty with emphasis on Customer satisfaction Index model (CSI) (case study: parsian bank of guilan province). The Result of this theoretical study show that the quality of service has positive impact on customer satisfaction; satisfaction has a positive effect on trust and trust has positive impact on loyalty to bank eventually.

CONCLUSION AND RECOMMENDATION

Conclusion

After the examination process of findings and discussion of results, the brief constructive conclusions based on research are:

1. The service quality of Miracle Aesthetic Clinic Manado brought satisfaction to the customers because the informants of this study agreed that the employees also always deliver best feedback to their customers about the improvement of the beautification of their skin.
2. The customers also agreed that they are satisfied by the service quality of Miracle Aesthetic Clinic Manado for the best service of the clinic because the employees are always care for the progress of its customers' skin by contacting the customers on time through phone to find out the result of the treatment.
3. The doctors at Miracle Aesthetic Clinic Manado in every consulting session always deliver true suggestions of the right treatment based on customers' need and the result of their previous treatment.

Recommendations

1. For the clinic, this study recommends to maintain the availability of product like face cream because the number of customers are not equal with the number of products available. The general facility such as the availability of water in the toilet should be well maintained because this facility is important to complete comprehensive service quality.
2. For the employees, the recommendation is to put more concern of their outward appearance to prove their capacity as they are working in beauty clinic.
3. For future researches, to support another research and give knowledge about marketing especially in order to open opportunity for students to learn and conduct study in wider perspective of service quality and customer satisfaction in aesthetic clinic.

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