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Factors Affecting Patient Satisfaction and Revisit Intention at Beauty Clinic

Brazelton Tasek* & Pauline H.P. Tan
Universitas Pelita Harapan, Indonesia

Abstract

This study aims to analyze the factors affecting patient satisfaction and their impact on revisit intention at Youtherna Beauty Clinic in Gading Serpong. This type of research based on its type is quantitative research with surveys . This study uses a survey with a cross-sectional study design based on the time of data collection, where data is collected once in a predetermined period of time. Data collected from October 2024 to November 2024 Data was collected through a questionnaire compiled on a likert scale that allowed respondents to rate the statements presented, such as in the form of the degree of approval or disapproval of the statements, which were then treated as ordinal data. The Likert scale facilitates the measurement of respondents' perceptions and attitudes in a more structured and measurable manner in the context of this study. Tangibility significantly influences both trust and customer perceived value (CPV), while empathy only affects CPV. Other service quality dimensions—reliability, responsiveness, and assurance show no significant effect. CPV positively affects customer satisfaction, which in turn significantly impacts both trust and revisit intention. Trust also significantly influences revisit intention. The model demonstrates moderate predictive accuracy for patient satisfaction ($R^2 = 0.373$) and revisit intention ($R^2 = 0.364$), indicating its adequacy in predicting patient revisit behavior at Youtherna Clinic.

Keywords: Patient Satisfaction, Revisit Intention, Service Quality, Customer Perceived Value, Trust

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1. Introduction

Appearance conscious society, the beauty industry has become one of the fastest-growing sectors within the healthcare service domain (Warbung et al., 2023). Beauty clinics, offering a wide array of aesthetic treatments from skincare and facial rejuvenation to body contouring and anti-aging therapies have become highly sought-after, especially among urban populations (Bang & Park, 2021). This growing demand is driven not only by rising disposable incomes and social media influence but also by shifting cultural norms where physical appearance plays a significant role in personal and professional success. As more consumers view beauty treatments as essential lifestyle components rather than luxury indulgences, the need to understand what drives patient satisfaction and repeat visits becomes increasingly urgent for clinics operating in this competitive market (Maretalinia et al., 2023; Sukmawati et al., 2024).

Patient satisfaction emerges as a critical indicator of service quality and business sustainability. Satisfied patients are more likely to return for future treatments, engage in word-of-mouth promotion, and contribute to the long-term reputation of a clinic (Karaca & Durna, 2019). Conversely, dissatisfaction even from minor service failures can lead to negative reviews, customer attrition, and reputational harm (Goodrich & Lazenby, 2023; Riley et al., 2021). Therefore, identifying the key drivers that influence satisfaction and revisit intention is vital not only from a business strategy perspective but also from a service delivery and patient experience standpoint (Nguyen et al., 2020). While aesthetic outcomes are undeniably important, modern beauty clinic consumers increasingly evaluate their experience through a holistic lens, factoring in the quality of interactions, professionalism, perceived value, empathy, and the overall ambiance of the clinic (Gavurova et al., 2021; Mason et al., 2022).

In this modern era, the beauty industry is experiencing rapid growth along with increasing public awareness about the importance of appearance and skin health (Kim et al., 2021). Beauty clinics, as one of the service providers in the sector, have to face the immense challenges of meeting the increasingly high expectations and needs of patients. Patient satisfaction and *revisit intention* are two crucial factors that can affect the success and sustainability of a beauty clinic

* Corresponding author.
E-mail address: brazeltontasek@gmail.com

(Kaur & Kumar, 2022). Therefore, it is important to understand what are the factors that affect these two aspects in order to improve the quality of service and attract new patients (Kaur & Kumar, 2021).

Patient satisfaction is a key indicator of the success of healthcare and beauty services. This satisfaction includes various elements, ranging from the quality of service, the experience during the treatment, to the final result of the beauty procedure received (Peng, 2021). When patients are satisfied, they are more likely to come back and recommend the clinic to others, which ultimately has a positive impact on the growth of the clinic's business. On the other hand, *Revisit intention* refers to the patient's intention to return to using the services of the same clinic in the future (Pighin et al., 2022). This factor is especially important because patient loyalty can reduce the cost of marketing and acquiring new patients. Patients who have the intention to return usually feel that they are getting value for what they paid for and are experiencing treatment that meets or exceeds their expectations (Confetto et al., 2023).

Service quality plays a central role in shaping patient perceptions (Park et al., 2022; Sinyiza et al., 2022).

Another crucial concept in understanding patient behavior is customer perceived value (CPV), which represents the patient's evaluation of the benefits received relative to the costs incurred. In the beauty clinic setting, this includes not just the financial cost, but also the time, effort, and emotional investment a patient makes. A high perceived value typically leads to higher satisfaction, greater trust, and stronger loyalty. Similarly, trust especially in the context of personal care services such as aesthetic procedures serves as a mediator between satisfaction and revisit intention. A patient who trusts the clinic and its personnel is more likely to feel confident in the results, adhere to treatment plans, and make repeat visits. Given the growing sophistication of beauty clinic consumers, understanding these interrelated factors is no longer optional it is essential. The urgency of this research lies in the need for evidence-based strategies that can help clinics enhance patient satisfaction and foster loyalty in an increasingly saturated market. While many beauty clinics invest in state-of-the-art technology, premium skincare products, and aggressive marketing, they often overlook the less tangible, but equally important, elements of service quality and interpersonal relationships. Without a clear understanding of what truly matters to patients, even the most technologically advanced clinic may struggle to retain clients or achieve sustainable growth (Alharbi et al., 2023).

From an academic perspective, there remains a gap in literature specifically focusing on aesthetic service providers in emerging markets such as Indonesia. Most existing studies on patient satisfaction and revisit intention have centered on hospitals, dental clinics, or general healthcare services in Western contexts. The dynamics of beauty clinics, however, are distinct due to their elective nature, emotional impact, and heightened consumer expectations. This study thus fills a critical research void by applying established theoretical models (such as SERVQUAL and CPV) to the beauty clinic setting, using empirical data to test the relationships among service quality, perceived value, satisfaction, trust, and revisit intention.

The novelty of this study is embedded in several key areas. First, it integrates multiple constructs service quality dimensions, customer perceived value, trust, satisfaction, and revisit intention into a unified model, offering a comprehensive framework for understanding patient behavior in aesthetic services. Unlike prior studies that explore these variables in isolation, this research emphasizes the interconnectedness of these constructs, especially the mediating roles of CPV and trust. Second, the inclusion of "trust" as a mediating variable provides a fresh perspective on how emotional assurance, not just clinical outcomes, influences long-term patient loyalty. In beauty clinics, where treatments can involve physical alterations and intimate care, trust becomes not just a benefit, but a prerequisite for patient satisfaction. Third, this study uses Partial Least Squares Structural Equation Modeling (PLS-SEM), a robust analytical method that is particularly effective for evaluating complex models with multiple latent variables. This approach enables a more nuanced understanding of the relative influence of each service quality dimension and mediating factor on patient satisfaction and revisit behavior. Lastly, the research is context-specific, focusing on a local Indonesian beauty clinic and offering insights that are culturally relevant and practically applicable to similar settings in Southeast Asia.

Practically, the findings from this research can inform clinic managers and practitioners about where to allocate resources to maximize patient satisfaction and retention. For example, if tangibility and empathy are found to have the strongest influence on perceived value, clinics can prioritize investments in ambiance, hygiene, and staff training in emotional intelligence. If trust is shown to be a crucial mediator, clinics might focus on transparent communication, consistent results, and building long-term patient-staff relationships. These strategies not only improve clinical outcomes but also create a competitive advantage in a crowded market. In addition, this research is expected to make a significant contribution to the development of science, especially in the field of management. This study aims to examine the positive effects caused by independent variables, namely *Service Quality Factors* and *Perceived Value*. Meanwhile, the dependent variable that is the main focus is *Revisit Intention*

2. Research Method and Materials

This type of research based on its type is quantitative research with surveys (Sekaran & Bougie, 2020). This study uses a survey with a cross-sectional study design based on the time of data collection, where data is collected once in a predetermined period of time. Data collected from October 2024 to November 2024 Data was collected through a questionnaire compiled on a likert scale that allowed respondents to rate the statements presented, such as in the form of the degree of approval or disapproval of the statements, which were then treated as ordinal data. The Likert scale facilitates the measurement of respondents' perceptions and attitudes in a more structured and measurable manner in the context of this study. The questionnaire will include questions about Servqual, perceived value, trust, patient satisfaction and revisit intention. The data obtained from the questionnaire will be statistically analyzed to provide a clear picture of revisit intention. This research is a survey research, namely research *Non-intervention* where no special treatment or intervention was given to the subjects during the study period. The research data was only obtained through surveys, namely observations of respondents where data was obtained through questionnaires as a data collection instrument (Sekaran & Bougie, 2020). The population determined in this study is patients who have visited beauty clinics in Indonesia. The sample of this study is patients who underwent treatment at the youtherna clinic for the period of October 2024 to November 2024. The number of samples was 160 respondents (Joseph F, Hair Jr., G. Thomas M. Hult et al., 2021). Samples were taken using the*probability sampling*, which means every individual in the population has an equal chance of being selected as a sample. Sample selection is carried out by the*purposive sampling*, namely by distributing questionnaires to all patients who have undergone treatment between October 2024 and November 2024. The questionnaire is distributed through the clinic admin who sends it *Google Form link* to patients who have received treatment at the Youtherna clinic. Primary data in this study was obtained directly from respondents through answers given in an online questionnaire on the *google form link*. The data analysis method using PLS-SEM is executed using SmartPLS 4 software.

3. Results and Discussion

Results

This study conducted research by distributing questionnaires online using google forms in the period October 2024 – November 2024 to patients who have undergone treatment at the Youtherna clinic from July 2024 to November 2024. On the first page of the questionnaire, there are several questions to prospective respondents regarding the identity of the respondents. From the data that has been entered, 181 respondents have fulfilled the research criteria.

Table 1. Hypothesis Test Results

Hypothesis		Standardized Coefficient	p-value	CI 5.0%	CI 95.0%	Results
H1	Tangibility -> trust	0.268	0.006	0.104	0.453	Supported
H2	Reliability -> trust	0.053	0.289	-0.109	0.202	Not supported
H3	Responsiveness -> trust	0.106	0.153	-0.065	0.278	Not Supported
H4	Empathy -> trust	-0.081	0.258	-0.296	0.113	Not supported
H5	Insurance -> trust	0.055	0.278	-0.101	0.205	Not supported
H6	Tangibility -> customer perceived value	0.223	0.016	0.063	0.405	Supported
H7	Reliability -> customer perceived value	0.084	0.224	-0.084	0.275	Not supported

H8	Responsiveness -> customer perceived value	0.046	0.321	-0.110	0217	Not supported
H9	Empathy -> customer perceived value	0.321	0.004	0.104	0.496	Supported
H10	Assurance -> customer perceived value	-0.024	0.403	-0.179	0.138	Not supported
H11	Customer perceived value -> customer satisfaction	0.611	0.000	0.501	0.731	Supported
H12	Customer satisfaction -> trust	0.375	0.000	0.200	0.563	Supported
H13	Customer satisfaction -> revisit intention	0.365	0.000	0.196	0.549	Supported
H14	Trust - > revisit intention	0.312	0.000	0.136	0.504	Supported

Based on the table of hypothesis test results above, it was found that 7 hypotheses had coefficient values that matched the hypothesis and had significant value, and 7 hypotheses had inappropriate coefficient values and were not of significant value.

3.1. Influence of tangibility on trust

Hypothesis is *supported*, this hypothesis is supported by previously obtained data, namely with a *standardized coefficient* value that was found to be positive of 0.268 and *a bootstrapping confidence interval* (CI) of 5% and 95% obtained of 0.104 and 0.453 (greater than 0). This positive direction has the meaning of having corresponded to the direction that has been determined in the *directional hypothesis.*The effect *of tangibility* on *trust* has an impact on the mediation variables in this study. From these two data, it can be concluded that the higher the *tangibility,* the *more trust* will also increase. The managerial implication in the above findings is that the *tangibility* assessed by the patient is important in increasing the sense of trust in the patient, therefore aspects related to variable *tangibility* must be maintained and even improved.

3.2. The effect of reliability on trust

From the data, it was found *that the standardized coefficient* value that was found to be positive was 0.018 and *the bootstrapping confidence interval* (CI) of 5% and 95% was obtained -0.150 and 0.178 (there is a number of 0). From these results, it can be concluded that the H2 hypothesis is not *supported*. The *reliability* variable is often considered important, but in relation to *trust* it does not have a significant effect. There are other factors in the Servqual dimension that have a greater effect on trust directly in this study.

3.3. The Effect of Responsiveness on Trust

This hypothesis is supported by previously obtained data, namely with a *standardized coefficient* value that was found to be positive of 0.106 and *bootstrapping confidence intervals* (CI) of 5% and 95% obtained -0.065 and 0.278. From these results, it can be concluded that the H3 hypothesis is not supported. The *responsiveness* variable is often considered important, but in relation to *trust* it does not have a significant effect. There are other factors in the Servqual dimension that have a greater effect on trust directly in this study.

3.4. The Influence of Empathy on Trust

From the data, it was found *that the standardized coefficient* value was found to be negative of -0.081 and *bootstrapping confidence intervals* (CI) of 5% and 95% were obtained at -0.296 and 0.113. From these results, it can be concluded that the H6 hypothesis is not *supported*. The *empathy* variable is often considered important, but in relation to *trust* it has no significant effect. There are other factors in the Servqual dimension that have a greater effect on *trust* directly in this study.

3.5. *Effect of Assurance on Trust*

From the data, it was found that the standardized coefficient value that was found to be negative was 0.055 and bootstrapping confidence intervals (CI) of 5% and 95% were obtained -0.101 and 0.205. From these results, it can be concluded that the H5 hypothesis is not supported. The *assurance* variable is often considered important, but in relation to *trust* it does not have a significant effect. There are other factors in the Servqual dimension that have a greater effect on *trust* directly in this study.

3.6. The Effect of Tangibility on Customer Perceived Value

Based on table 4.21, it is known that the H6 hypothesis is *supported*, this hypothesis is supported by previously obtained data, namely with a *standardized coefficient* value that was found to be positive of 0.223 and *a bootstrapping confidence interval* (CI) of 5% and 95% obtained of 0.063 and 0.405 (greater than 0). This positive direction has the meaning of having corresponded to the direction that has been determined in the directional hypothesis. The effect *of tangilibility* on *customer perceived value* is a variable that has an impact on the mediation variables in this study. From these two data, it can be concluded that the higher the *tangibility*, the *more customer perceived value* will also increase. The managerial implication of the above findings is that the *tangibility* of the patient is important in increasing *customer perceived value*. Clinic management needs to ensure things that cause an increase in *tangibility variables* in the future.

3.7. The Effect of Reliability on Customer Perceived Value

From the data, it was found that the standardized coefficient value was found to be negative of 0.084 and the bootstrapping confidence interval (CI) of 5% and 95% was obtained -0.084 and 0.275. From these results, it can be concluded that the H7 hypothesis is not supported. The *reliability* variable is often considered important, but in relation to *customer perceived value* based on data it was found to have no significant effect. There are other factors in the Servqual dimension that have a greater influence on *reliability* directly in this study.

3.8. The Effect of Responsiveness on Customer Perceived Value

From the data, it was found *that the standardized coefficient* value was found to be negative of 0.046 and *the bootstrapping confidence interval* (CI) of 5% and 95% was obtained -0.110 and 0.217 (there were 0). From these results, it can be concluded that the H8 hypothesis is not *supported*. The *responsiveness* variable is often considered important, but in direct relation to *customer perceived value* it does not have a significant effect. There are other factors in the Servqual dimension that have more influence on *customer perceived value* directly in this study.

3.9. The Effect of Empathy on Customer Perceived Value

Namely with a *standardized coefficient* value that was found to be positive of 0.321 and *a bootstrapping confidence interval* (CI) of 5% and 95% obtained of 0.104 and 0.496 (greater than 0). This positive direction has the meaning of having corresponded to the direction that has been determined in the directional hypothesis. *Empathy* is a variable that has an impact on *the mediating variable of customer perceived value* in this study. From these two data, it can be concluded that the higher the *empathy*, the *more customer perceived value* will also increase. The managerial implication of the above findings is that empathy assessed by patients is important in increasing *customer perceived value*. Clinic management needs to ensure things that cause an increase in *empathy variables* in the future.

3.10. The Effect of Asurance on Customer Perceived Value

From the data, it was found that the standardized coefficient value was negative of -0.024 and the bootstrapping confidence interval (CI) of 5% and 95% was obtained -0.179 and 0.138. From these results, it can be concluded that the H10 hypothesis is not supported. This finding may occur because patients think that the benefits and quality of services they receive are standard competencies that should be accepted by all patients. In addition, there may be other factors in the Servqual dimension that have more influence on *customer perceived value*.

3.11. The Effect of Customer Perceived Value on Customer Satisfaction

This hypothesis is supported by previously obtained data, namely with a standardized coefficient value that was found to be positive of 0.611 and a bootstrapping confidence interval (CI) of 5% and 95% obtained of 0.501 and 0.731 (greater than 0). This positive direction has the meaning of having corresponded to the direction that has been determined in the directional hypothesis. *Customer perceived value* is a mediating variable that has a significant impact on *the customer satisfaction* variable in this study. From these two data, it can be concluded that the higher *the customer perceived value* according to the patient, the higher the level of customer satisfaction. The managerial implication in the above findings is that *customer perceived value* is important in increasing customer satisfaction. Clinic management needs to ensure things that cause an increase in *customer perceived value variables* in the future.

3.12. The Effect of Customer Satisfaction on Trust

Namely with a standardized coefficient value that was found to be positive of 0.375 and a bootstrapping confidence interval (CI) of 5% and 95% obtained of 0.200 and 0.563 (greater than 0). This positive direction has the meaning of having corresponded to the direction that has been determined in the directional hypothesis. Client*satisfaction* is a mediating variable that has a significant impact on *the trust* variable in this study. From these two data, it can be concluded that the higher the customer satisfaction, the higher the level of customer trust. The managerial implication of the above findings is that patient satisfaction is important in increasing their trust. Clinic management needs to ensure things that cause an increase in *customer satisfaction variables* in the future.

3.13. The Effect of Customer Satisfaction on Revisit Intention

This hypothesis is supported by previously obtained data, namely with a *standardized coefficient* value that was found to be positive of 0.365 and *a bootstrapping confidence interval* (CI) of 5% and 95% obtained of 0.196 and 0.549 (greater than 0). This positive direction has the meaning of having corresponded to the direction that has been determined in the directional hypothesis. Client*satisfaction* is a variable that has an impact on the *revisit intention* variable in this study. From these two data, it can be concluded that the higher *customer satisfaction*, the *more revisit intention* will also increase. The managerial implication of the above findings is that *customer satisfaction* assessed by patients is important in increasing the likelihood of patient revisits. Clinic management needs to ensure that things that cause increased *customer satisfaction* are maintained and even improved in the future.

3.14. The Influence of Trust on Revisit Intention

This hypothesis is supported by previously obtained data, namely with a standardized coefficient value that was found to be positive of 0.312 and a bootstrapping confidence interval (CI) of 5% and 95% obtained of 0.136 and 0.504 (greater than 0). This positive direction has the meaning of having corresponded to the direction that has been determined in the directional hypothesis. *Trust* is a mediating variable that has an impact on the *revisit intention* variable in this study. From these two data, it can be concluded that the higher the *trust*, the more revisit intention will also increase. The managerial implication of the above findings is that *patient-assessed trust* is important in increasing the likelihood of patient revisits. Clinic management needs to ensure that the things that cause increased *trust* are maintained and even improved for the future.

3.15. Indirect Effect Specific Test

The next stage is a hypothesis test by conducting a path analysis on the research model. This is done because there is one mediating variable in this research model, namely *the trust variable.* The analysis of this path is carried out by looking at the coefficient values and T-statistical values of the path, especially on the path that starts with the independent variable to the dependent variable in the *bootstrapping menu* of the SmartPLS 4 software.

Table 2. Specifics of indirect effect and direct effect

Specific indirect effect			Immediate effect		
Path (mediation)	**Coefficient**	**P-value**	**Path**	**Coefficient**	**P-values**
ASR-> *CPV* -> CSF-> *TRST*-> RIT	-0.002	0.416	CPV -> CSF	0.611	0.000
RSPN -> CPV -> CSF-> TRST -> -> RIT	0.003	0.351	CPV-> RIT	0.549	0.000
ASR-> CPV -> CSF -> RIT	-0.005	0.411	CPV-> TRST	0.321	0.004
RBL-> CPV-> CSF -> RIT	0.019	0.246	CSF->RIT	0.169	0.000
TGB-> CPV-> CSF -> RIT	0.050	0.049	CSF ->TRST	0.223	0.000
CPV-> CSF-> TRST-> RIT	0.071	0.021	EPT->RIT	0.280	0.004
TGB-> CPV-> CSF-> TRST-> RIT	0.016	0.079	EPT-> CSF	0.584	0.008
EPT->CPV->CSF->TRST-> RIT	0.023	0.064	TGB->CPV	0.223	0.016
TGB->TRST-> RIT	0.083	0.028	TGB->CSF	0.136	0.018
EPT->CPV->CSF->RIT	0.072	0.036	TGB->RIT	0.149	0.004
RSPN->CPV->CSF->RIT	0.010	0.339	TGB->TRST	0.319	0.002
RBL->CPV->CSF->TRST-> RIT	0.006	0.261	TRST-> RIT	0.312	0.003

The results of the analysis *of specific indirect effects* and *direct effects* showed that some mediation pathways in this study had a significant influence, while others did not. As from the table above, the direct effect results can be seen that *the customer perceived value* (CPV) path to *customer satisfaction* (CSF) has a significant direct influence, showing that the value perceived by customers (CPV*)* directly increases customer satisfaction (CSF), which ultimately has an impact on *revisit intention* (RIT). In the specific indirect effect, the *tangibility* pathway (TGB) to *customer perceived value* (CPV) to *customer satisfaction* (CSF) to *revisit intention* (RIT) showed a significant mediating effect, indicating that the value of *the tangibility* aspectIt has an important role in building a sense of value that customers get, which ultimately influences patient satisfaction and intention to return.

3.16. Importance – Performance Analysis (IPMA)

The next stage is to use the analysis menu in the software *SmartPLS4 Importance Performance Map Analysis (IPMA)*. This method is a calculation that will be used to get variables and indicators that are considered important and have performance or performance that will be quantified. The IPMA analysis on the Smart PLS software was carried out using a combination of descriptive analysis (*(Scott)* with the objective analysis (*total effect)*. This result is in the form of a coefficient value *Total Effect* This is combined with the average value of the respondent's answer results on the latent variable displayed on a map. In this analysis mapping, the *Importance* which is the axis *x* in IPMA obtained from *Total Effects*, while the value of *Performance* on the axis *y* derived from the average value (*Mean*). Readings can use average values as a reference limit for performance, while *effect size* used to determine the level of importance (*Importance*). This average value can be a guide in drawing an imaginary line dividing the quadrants in the IPMA, specifically to identify the priority quadrants called *area of improvement*. Through this IPMA analysis, it can be identified factors that have shown good performance and must be maintained to those that still need attention and improvement by management.

Table 3. Importance- Performance Construct

Variable	Importance	Performance
Assurance	0.010	76.243
Customer perceived value	0.295	64.888
Customer satisfaction	0.482	74.293
Empathy	0.069	74.367
Reliability	0.041	75.276
Responsiveness	0.047	74.448
Tangibility	0.149	74.557
Trust	0.312	74.768
Average	0.1756	73.605

Source: Data processing results (2024)

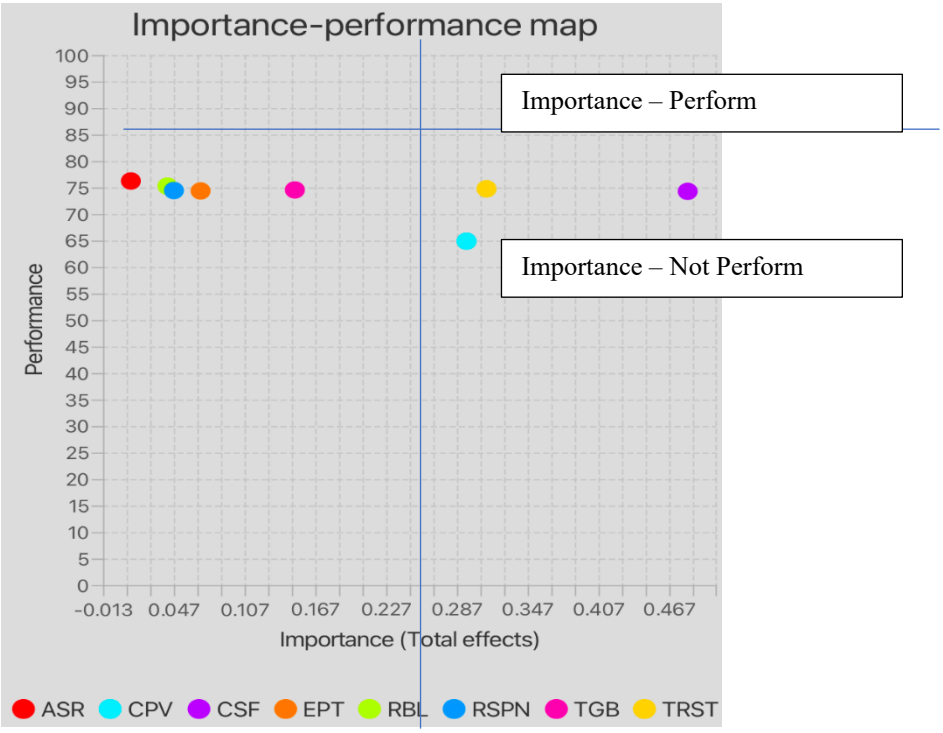

Figure 1. *IPMA*

Source: PLS SEM processed data (2024)

The mapping concept in this IPMA will be very helpful for management in developing a service strategy to achieve the goal of creating *patient satisfaction* which will have an impact on *revisit intention.* The results of this study are illustrated in the mapping of IPMA divided into four quadrants that are recommended to be of concern to the management. The variables that need to be maintained are *customer satisfaction* and *trust.* Furthermore, the variable that needs to be the attention of management to be improved and worked on is *customer perceived value*.

Discussion

The research model was tested on patients who had undergone beauty treatments at the Youtherna clinic to fill out a questionnaire consisting of several questions, where the mediating variables such as trust, patient satisfaction which can have an impact on revisit intention (Ferreira et al., 2023). This research is expected to contribute to management science in the field of Health, especially hospitals and clinics engaged in similar fields (Touati et al., 2022). This research model functions to predict the variables Revisit intention, where the predictive capabilities of the model fall into the category moderate predictive accuracy (R2 = 0.364). The model prepared consists of several mediation variables, namely customer perceived value, trust and patient satisfaction. From the data, it is known that the influence of this mediation variable has a small to large effect, effect size the largest significant are Customer perceived value towards Customer Satisfaction (f2 = 0.596). On the method using the value of Q^2_predict considered to have predictive relevance small ones (Q^2_predict = 0.204). Thus, this model is considered adequate in predicting Revisit intention in patients undergoing treatment in the clinic.

In this study, the test results consist of variables that have good reliability and validity. On reliability testing contruct realibility by viewing the value Cronbach's Alpha where the value is obtained Cronbach's Alpha sequentially on the variable Tangibility (0.923), Reliability (0.935), Responsiveness (0.917), Assurance (0.919), Empathy (0.940), Customer Perceived Value (0.943), Trust (0.903), Customer Satisfaction (0.925) and Revisit intention (0.859).

Another method that exists in this study compared to the previous study is that this study performs calculations Importance Performace Map Analysis where variables and indicators are quantified to assess Importance and Performance from each variable so that it can be known what variables have shown good performance or which still need to be improved to produce Patient satisfaction which has an impact on patient revisits. The variables that need to be maintained are customer satisfaction and trust. Furthermore, the variables that need to be the attention of management to prioritize to improve and strive for are customer perceived value, where the indicators in question are CPV3 (Overall, I feel satisfied with the cost of this hospital), CPV4 (This clinic offers a reasonable price for its services), CPV5 (This hospital's services are worth the money spent), and CPV6 (This clinic offers good value for my money).

4. Conclusion

Tangibility statistically has a positive effect on *trust*, if the better the tangibility aspect, the greater the patient's *trust*. *Reliability* statistically does not have a positive effect on the *trust of* Youtherna clinic patients. *Responsiveness* statistically did not have a positive effect on the *trust of* Youtherna clinic patients. *Empathy* statistically did not have a positive effect on the *trust of* Youtherna clinic patients. *Assurance* statistically did not have a positive effect on the *trust of* Youtherna clinic patients. *Tangibility* statistically has a positive effect on *customer perceived value*, if the higher *the tangibility*, the higher *the customer perceived value* (CPV) of Youtherna clinic patients. *Reliability* statistically does not have a positive effect on *the customer perceived value* of Youtherna clinic patients. *Responsiveness* statistically did not have a positive effect on *the customer perceived value* of Youtherna clinic patients. *Empathy* statistically has a positive effect on *customer perceived value,* if the higher *the empathy*, the more *customer perceived value* (CPV) of Youtherna clinic patients will increase. *Assurance* statistically does not have a positive effect on *the customer perceived value* of Youtherna clinic patients. *Customer perceived value* (CPV) statistically has a positive effect on *customer satisfaction*, if the higher *the customer perceived value* felt by the patient, the higher the level of customer satisfaction. *Customer satisfaction* statistically has a positive effect on *trust*, the higher the level of customer satisfaction, the higher the level of customer trust. *Customer satisfaction* statistically has a positive effect on *revisit intention*, if the higher *the customer satisfaction*, the greater the patient's intention to make a *revisit intention*. *Trust* statistically has a positive effect on *revisit intention*, the higher the patient's trust, the greater the customer's intention to make a repeat visit. The results of this study show that this research model can be used to adequately

predict *the revisit intention* variable. Based on the model results from the PLS-SEM analysis, it shows that the research model regarding services in the clinic has the ability to moderate predictive accuracy for the *patient satisfaction* variable (R2 = 0.373) and also moderate predictive for the dependent *variable revisit intention* (R2 = 0.364).

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