



THE IMPACT OF SERVQUAL DIMENSIONS OF CUSTOMERS SATISFACTION IN SKINCARE CLINIC IN YANGON, MYANMAR

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Abstract

This study on impact of service quality is based on the five dimensions of service quality, which are *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. In this study, 397 customers of Dr. Wai Clinic were engaged, whose survey responses and metrics were processed using the SPSS. Findings revealed that the *reliability* dimension of the service quality is the *highest* influencing satisfaction factor and *responsiveness* dimension is the *lowest* satisfaction factor. In general, customers have expressed a good level of satisfaction by the service quality offered by Dr. Wai Skin Clinic. Moreover, it was found out that *tangibles*, *reliability*, *assurance*, and *empathy dimensions* brought higher customer satisfaction while *responsiveness dimension* needs to be improved in the services of the clinic. Certainly, high level of service quality improves the customer satisfaction level, which in turn increases the potential of the skin care business sustainable.

1. Introduction

Healthcare industry is a fast-growing service sector in the global business, and everyone is trying to improve the service quality to sustain a good position in the market.

In order to remain competitive and for business to grow, *service quality and customer satisfaction* are the keys to succeed. Service quality and customer satisfaction are different but these two exhibit a very strong correlation. The loyalty of the customer positively affects the benefits of the organization such as preserving a tremendous percentage of an existing client, fascinating new customers via word of mouth which in turn can confidently increase the belief of a customer upon that organization and

promoting the number of old clients in it. Customer satisfaction at a beauty clinic is a standardized level of the feeling, thought and appearance of the customer because of the service performance the customer obtains compared to their expectation. Therefore, service quality has become the focus of considerable attention in respect of satisfying and retaining customers in the service industry. Moreover, service quality is one of the major predictors of customer satisfaction, the measurement of which is utilized to gain insights about organizational functioning. (Aliyeva, 2015)

One type of small and medium enterprises that are developing quickly now is the aesthetic and beauty center business. Some of these aesthetic and beauty centers that are presently frequently found in huge

urban communities are magnificence centers that join facial and body contouring services and skin well-being conferences. (Aulia Fajar Triani et.al, 2019)

1.1 Background of the study

In Myanmar, the market for skin and aesthetic clinics is booming. Consumers tend to be more selective in choosing a skin clinic that they would like to receive the treatment for self-confidence and personal grooming frequently, by looking at the services provided by the clinic. This is partly due to proper facilities being also a crucial one in the development and customer satisfaction of the current business. The skin and aesthetic clinic provides a wide variety of services on skin and beauty care including hair and nail services as well as health care. Owing to the developed technology with a booming economy as well as changing of the culture of the people in the current time, the aesthetic and wellness services are essential components for the community as a relaxation as well as a self-satisfaction matter in their daily activities. It can provide the customer interest in their appearance and healthy skin as well. This process supports the appearance of aesthetic clinics offering the skin care product and merit to fulfill the need of a community for skin health and skin care. Nowadays, the aesthetic centers are fully equipped with sophisticated machines that are always, upscaled, latest innovative and complete in overcoming all health and beauty problems and providing efficient solutions. That's why the service quality plays an evident role in this industry and utmost customer satisfaction is a priority for the skin clinic business more important in today's competitive world.

Customer satisfaction measurement involves many aspects; the utmost essential is the collection of data that provides information about the satisfaction or dissatisfaction of a service on the customer's view. Customer satisfaction

measurement enables an organization to better understand which factors and attributes of the service drives and influences the customer most during a service experience. And which factors and attributes are outside of the organizational control. (Using SQ model to assess sustainable competitive advantages leading to repeat, purchase, brand loyalty and positive word of mouth) Since customer satisfaction is considered a major criterion to access quality; however, related data has not been formally collected and published to help with the improvement of the skin clinic service quality. Service quality and customer satisfaction are imperative concepts to academic researchers studying evaluations and to practitioners as a means of creating competitive advantages and customer loyalty (Mutsvanga, 2014).

The conceptual framework used in this study of skin care in the aesthetic clinic is very much timely and in demand. Skin clinics in Myanmar are highly competitive in terms of customer satisfaction.

To improve the quality of the skin clinic services, there are many important aspects to consider, for instance, the professional qualification, technological services like aesthetic machinery in one stop services, customer custody and clinic status to maintain relaxation of the clients. Dr. Wai Skin clinic is one of the competitive private aesthetic clinics in Yangon in terms of the number of customers. Moreover, Dr. Wai Skin Clinic treats the patients with high quality medication, upgraded machines and provide cost-effective packages.

Thus, this study is done in order to improve quality of service and identify the dimensions that provide higher customer satisfaction.

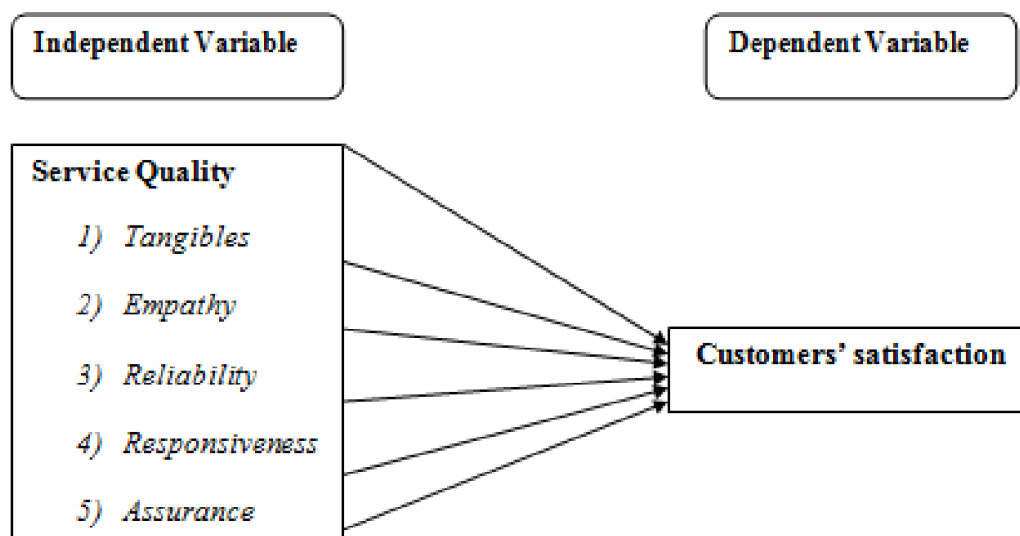
1.2 Scope and Limitation

This research was participated by 300 randomly selected customers of Dr. Wai Skin Clinic situated in Yangon, Myanmar. The objective is to evaluate the impact of

service quality and be able to determine the most influential factor on the customer satisfaction of the clinic. Specifically, the study discussed the impact of the independent variables which are, reliability, responsiveness, assurance, empathy, and tangibility to the dependent variable, which is the level of customer satisfaction

1.3 Theoretical Framework

Below model is based on the analysis of customer satisfaction as perceived by the customers and patients of Dr. Wai Skin Clinic in Yangon, Myanmar by means of five dimensions: tangibility, empathy, reliability, responsiveness, and assurance.



Source: (Bharwana, 2013; Parasuraman, et. al 2015;)

2. Literature Review

This section is the compilation of the local and foreign literature and studies that were reviewed by the researchers and provides discussion and synthesis which were used to support or oppose the findings of this paper.

2.1. SERVQUAL Dimensions

Service providers would like to know what the customers (internal or external) care about (Berry, 2016). Service quality is a great figure. Price, and to a minor degree item quality, also count. Moreover, customers care most about high service quality. The SERVQUAL scale is one of the most widely used equipment for measuring quality of service. There is a positive correlation between customer satisfaction and service quality. Furthermore, SERVQUAL Scale is one of

the most accepted service quality assessment scales, it was developed by (Parasuraman et. al, 2005). It uses a 44-item scale which is further grouped into five categories (tangibles, reliability, assurance, empathy, and responsiveness) to measure service quality before and after service consumption (Khan, 2014).

The SERVQUAL model was initially taken to use for the retailers and service firm. In reality, while most organizations will give some frame of customer service, it is truly only for service sectors that are inquisitive about understanding and measuring the quality of service. Therefore, SERVQUAL takes a broader perspective of service, far beyond simple customer service. Moreover, emphasis was on the development of quality systems in the field product quality. Over time, it became more and more important to improve the quality of related services (Marketing Study Guide, 2020).

With an increase of service establishments and their types, the demands of consumers also increase. This usually depends on their environments. Consumers gain knowledge through advertising which makes them increase their disposable incomes. In addition, they became highly dependent on services. Therefore, quality of service also plays a distinct role in marketing since it is within the management of the service provider, and with an improvement of service quality, customer satisfaction will be improved as a consequence, which in turn affects the customer's purpose to purchase the service (Aliyeva, 2015).

To attain true customer satisfaction, companies need to achieve quality not only by eliminating the causes for direct complaints but also, they need to provide their products with excellent, attractive quality, provide delight to the customer. That is why the research on customer satisfaction is often associated with the measurement of service quality. A business which has high service quality will meet the client needs at the same time as remaining economically competitive. Moving forward high service quality may increase economic competitiveness.

2.2 Dimension of Service Quality

The achievement of the quality of services is a goal and a marketing tool at the same time, because achieving high quality services leads to achieving the clients' satisfaction. The service quality's concept is not an autonomous term; its formation depends upon various factors dialed with the service firms. These factors are tangible, reliability, responsiveness, assurance, and empathy.

2.2.1 Tangibility

Customers determine their recognition of the service quality by comparing with the tangibility since services are tangible. Moreover, tangibility here refers to a physical touch of quality, personnel,

equipment, communication materials and technology. This dimension is related to creating First-Hand Impressions (Business Studies Information, 2020).

2.2.2 Reliability

Reliability can be defined as the ability for performing the promised service dependably and precisely. In a wide sense, reliability means, service firms' guarantees about service provisions, problem resolution, delivery, and pricing. Clients like to work with those kinds of organizations, who strongly stand at their faithful commitments. So, it is a significant component in their service quality insight by the customer and his loyalty (Ramya et. al, 2019).

2.2.3 Responsiveness

Responsiveness is the willingness and readiness of employees for delivering service, encompasses timeliness of services (Kumar et.al, 2010). This dimension may emphasize promptness and attentiveness in managing customer's demands, questions, complaints, and issues. It further incorporates understanding attention to client's security and issues in their transaction, singular consideration and taking care given by the staff, and helpful working hours. These are critical expectations of customer satisfaction that responsiveness increases their likelihood for the organization and also will delight customers.

2.2.4 Assurance

This dimension can be classified by 4 components; competence, effective communication, respect for the customer and basic attitude that is conveyed to the customers. Furthermore, this dimension is likely to be especially vital for the services of the customers who perceive high rising and/or about their feeling irrelevant about their capacity of assessing. The customer's

trust and confidence are linked with the service quality of the company, for example, the marketing department. Therefore, employees need to be more aware as the important facts for creating trust and confidence from the customers to gain competitive advantage and for customers' loyalty (UKESSAYS, 2020)

2.2.5 Empathy

Empathy means taking care of the customers by giving attention at an individual level to them. This measurement attempts to pass on the significance through customized or individualized administrations that clients are remarkable and exceptional to the firm. Moreover, Empathy as Quality Dimension shows how an organization minds its clients and gives individualized consideration regarding construct client certainty on their administration. The main point of this dimension is on various services that delight the customers' various needs, or personalized services or individualized etc. In this case customer's personal needs or wants and preferences will need to be known by service providers (Ramesh & Manju, 2017).

2.3 Customer Satisfaction

Customer satisfaction is a measurement we use to quantify the degree to which a customer is satisfied with a product, service, or experience. The level of a person's felt state is the customer satisfaction that derives from comparing a product's perceived performance or outcome over his or her own expectations (Kotler & Lee, 2015). Furthermore, customer satisfaction is also a critical concept for customer success professionals to understand and live by, and it's actually about more than a money-back guarantee.

Customer satisfaction is a mental state of loyalty which includes their good or negative sentiments or perspectives towards their experience upon the service

experience. Satisfaction catches the arrangement of services or products that fulfill the patients or clients' desires regarding service and quality in relation to price paid. (Magesh, R., 2010).

2.4. Relationship between Service Quality and Customer Satisfaction

In relating service quality and customer satisfaction, researchers have been more exact around the meaning and estimations of satisfaction and the quality of service. Satisfaction and service quality have precise facts in common, but satisfaction generally is a wider concept, whereas service quality spotlights particular dimensions of service. Although it is known that other factors such as the quality of product and price can have an impact on customer satisfaction and also customer satisfaction can also be an important component of service quality. (Wilson et.al, 2012)

The measurement of service quality has prominent effects on the outpatient satisfaction (Pouragha & Zaei, 2016). Similarly, (Alghamdi, 2014) found that service quality factors directly significantly impact customer satisfaction statistically. They have a corresponding connection among satisfaction and service quality and positive linear triple impacts relationship with organizational execution that satisfaction cannot be achieved without the delivery of quality of service and without customer satisfaction; business cannot realize its success

2.5 Profile and Services of Dr. Wai Skin & Aesthetic Clinic

Dr. Wai Skin Clinic started its operations on 1 July 2013. Dr. Wai Skin & Aesthetic Clinic is handling a patient load of approximately a hundred and fifty patients daily. It is a several year-old clinics in the field of aesthetic dermatological clinic. Aesthetic dermatology is a treatment for the hair, body and or skin that is implied to

improve the patient's appearance. It is dermatology that is focused on enhancing looks rather than eliminating disease. In other ways, aesthetics dermatology can have beneficial effects to improve self-confidence and self-perception, benefiting the patient's mental wellbeing (Dermatology Center of Acadiana, 2020).

Dr. Wai Skin Clinic is an outpatient aesthetic and dermatology specialist clinic with an expert aesthetician and aesthetic dermatologist who have the experience and expertise to treat every skin condition and skin related beauty concern. Furthermore, Dr. Wai Skin & Aesthetic Clinic is handling a patient load of approximately a hundred and fifty patients daily. Dr. Wai Skin Clinic provides the specialized dermatological services: chemical peeling, microdermabrasion, micro needling, fractional lasers, Q switch ND YAG laser, long pulse ND YAG laser, high intensity focused ultrasound (HIFU), intense pulse light, micro-fractional RF, excimer laser for vitiligo, narrow band UVB therapy, botox, filler, thread lift, lipo-injection, mesotherapy and others.

3.0. Research Methodology

3.1 Statistical Treatment

The statistical package for social sciences (SPSS) and Microsoft Excel 2016 were used to analyze the data. Frequency distribution and percentages were also used to analyze the profile of the respondents and to determine the proportion of respondents choosing various responses. The mean (weighted average) and standard deviation were used to answer the first research question.

Presentation devices such as tables, graphs, and charts were also used to analyze and present the results to help easy understanding of the analysis and findings. Multiple regression analysis was conducted to find out the second objective. The mathematical symbolic expression for the regression model is given as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Where Y presents the dependent variable designating Customer Satisfaction and X_1 , X_2 , X_3 , X_4 and X_5 show the independent variables standing for the five service quality dimensions: Tangibles, Reliability, Responsiveness, Assurance and Empathy. α is a constant (the intercept of the model) and β_{is} are regression coefficients of X as variables while ε is the error term.

Analyses and conclusions of the study are made centered on actual numerical facts of the collected data, in order to obtain verified and applicable data. Furthermore, a reliability analysis was performed to test the reliability of the scale and the inner consistency of extracted factors. For this purpose, Cronbach's alpha coefficients were calculated. Cronbach Alpha value of 0.7 or above for all constructs is considered acceptable for this study.

4.0 Analysis of findings

4.1 Reliability Test

After the statistical treatment, the Reliability test indicated that the internal consistency of the five constructs was significant with the score of over .90 for all the service quality dimensions. Cronbach's alpha is commonly used to test the research Reliability. If the alpha is *higher than 0.7 then the reliability is great*. If the alpha is lower than *0.3 then the reliability is poor*.

4.2 Demographic Profile of Respondents

For the demographic profile, the findings revealed that 89% of the respondents were female and 10% of the respondents were male. Females are the majority of the respondents in this study. Most of these customers were students and employees that go to Dr. Wai Skin Clinic for various skin care services. Also, it is shown that 72% of the respondents were between the ages of 20 and 29; 19% of the respondents were between the ages of 30 and 39 while

9% were under 20. Only 1% belongs to the age category of 40 and above.

In terms of marital status, 88% of the respondents are single and 12% are married. The single people are obviously having more disposable income to spend for the skin care services. And also, it can be seen that the majority of Dr. Wai Skin Clinic customers' income lies between 100,000 kyats and 500,000 kyats with the percentage of 54%, followed by the percentage of 20% of those earning below 100,000 kyats. Only 19% belongs to the income level of above 500,001 to 1,000,000 and 7% with above 15,000,000 kyats income level.

In addition, the result shows that 36% of the respondents are private employees, 26% are students; 15% of the respondent's occupation is government employees; 13% are self-employed and 4% of the respondents are dependents.

Moreover, the findings depict that 55% of the respondents had experienced Dr. Wai's clinical services for 1 to 5 times; 24% for 6 to 10 times and 14% with above 15 times of experience in the skincare services of the clinic. Only 7% of the respondents said that they have experienced the services for 11 to 15 times.

For the visiting time frequency at Dr. Wai Skin Clinic, the results show that 53% of the respondents comes once a month, 22% of the respondents are once in 3 months and 21% comes once in two weeks or once every 6 months for the remaining percentage of respondents.

With regard to the services that the customers avail in the clinic, the results show the following: 38% comes for consultation and medication, followed by 37% of the respondents who comes for Acne treatment. Twelve percent (12%) of the respondents do the chemical peeling services; 2% comes for Intense Pulse light and chemical peeling and 1% of the respondents comes for Microdermabrasion, Fractional Lasers, Q switch Nd YAG laser, Micro-fractional RF and Mesotherapy. Some respondents were also provided the services such as Botox, Filler, Thread lift, Lip-injection, blue light, blue ray, pimple etc.

4.3 SERVQUAL Dimensions

The following shows the results of the five dimensions that were used in assessing the service quality of Dr. Wai Skin Clinic:

Table 1. Descriptive Analysis of Tangibility

No	Tangibility	Mean	Standard Deviations
1	The skin clinic has appealing physical facilities	3.90	1.14
2	The skin clinic has modern equipment and facilities	4.43	0.91
3	The atmosphere and décor appearance of the waiting room is appealing	3.57	1.18
4	The skin clinic provides detailed information packs about the services provided	4.14	1.07
5	Employee's appearances are neat and tidy.	3.95	1.07
6	The skin clinic locations are convenient to go	4.34	0.93
Overall		4.06	1.05

4.3.1 Tangibility

In the case of Tangibility dimension, the finding indicates that the lowest mean with 3.57 is the *atmosphere and physical appearance of the waiting room*. This suggests that expansion of the waiting room should be done to make the patients and

customers comfortable while waiting for their turn to be attended by the doctors. The highest mean score with 4.43 is about the *modern equipment and facilities* of Dr. Wai Skin clinic

Table 2. Descriptive Analysis of Reliability

No	Reliability	Mean	Standard Deviation
1	The skin clinic delivers the promised service	4.52	0.87
2	The skin clinic informs customers when the services will be performed.	4.28	1.04
3	Whenever you face the problem, the skin clinic authority shows a sincere interest in solving it.	4.31	1.00
4	The skin clinic keeps accurate records of the customers.	4.44	0.90
5	The skin clinic delivers service correctly and timely.	4.11	1.13
Overall		4.33	0.99

4.3.2 Reliability

Service delivery and promptness got the lowest mean score at 4.11 while delivering services as promised got the highest score at 4.52. It is important to note that this dimension is very important to maintain the customer's loyalty on Dr Wai Skin Clinic.

customers which supports the lowest mean score of the *service delivery factor* of the *Reliability dimension*. However, in terms of *responding to queries* the mean score of 3.77 indicates the highest among the factors in this dimension. As mentioned by (Kumar, 2010), these are critical expectations of customer satisfaction that responsiveness increases their likelihood for the organization and also will delight customers.

4.3.3 Responsiveness

The lowest mean score (3.60) in this dimension is *providing prompt service to*

Table 3: Descriptive Analysis of Responsiveness

No	Responsiveness	Mean	Standard Deviation
1	The service providers are always willing to help you.	3.63	1.18
2	The service providers provide prompt service to customers	3.60	1.21
3	The service providers respond quickly for any queries	3.77	1.19
4	The service providers always set up follow-up appointments quickly and professionally.	3.74	1.23
Overall		3.69	1.20

4.3.4 Assurance

Table 4. Descriptive Analysis of Assurance

No	Assurance	Mean	Standard Deviation
1	Staff are knowledgeable about the services the Skin Clinic Offers	4.01	1.09
2	The behavior of service provider grow confidence in you	3.70	1.24
3	The service provider or staff are courteous to you	3.65	1.26
4	You feel secure in receiving services from the staff or service provider	3.85	1.21
Overall		3.80	1.20

The assurance dimension shows highest with a score of 4.01 in terms of the *staff being knowledgeable in the skincare services* that Dr. Wai's clinic provides. The staff, however, needs to be more *courteous* in dealing with customers and patients, as shown in the lowest mean score at 3.65. Assurance is the knowledge and courtesy of

employees and their ability to convey trust and confidence. This supports the article posted in UKESSAYS (2020), that says that the customer's trust and confidence are linked with the service and employees need to be more aware as the important facts for creating trust and confidence from the customers to gain competitive advantage and customers' loyalty (UKESSAYS, 2020)

4.3.5 Empathy

Table 5. Descriptive Analysis of Empathy

No	Empathy	Mean	Standard Deviation
1	Skin Care Specialists give you individual attention.	4.39	0.93
2	Skin Care Specialists have your best interest at heart	4.35	0.96
3	Skin Care Specialists deal customers with care	3.99	1.17
4	Skin Care Specialists have convenience operating hours	4.20	1.05
5	Skin Care Specialists understand the customer's requirements	3.97	1.18
Overall		4.18	1.06

The results in this dimension suggest that the skin care specialists of Dr. Wai Skin Clinic should have better *understanding of customers' needs/requirements*. This factor shows the lowest mean score at 3.97. The specialists of the clinic were given highest score at 4.39 in terms of *giving individual*

attention to its customers. This finding reflects that the employees of Dr. Wai Skin Clinic genuinely care for the various needs, or personalized and individualized services of the clinic's customers (Ramesh & Manju, 2017).

4.4 Assessment of Five Dimensions of SERVQUAL

Table 6. Analysis of Five Dimension

No	Five Dimension	Mean	Standard Deviation
1	Tangibility	4.06	1.05
2	Reliability	4.33	0.99
3	Responsiveness	3.69	1.20
4	Assurance	3.80	1.20
5	Empathy	4.18	1.06
Overall		4.01	1.10

Among the 5 dimensions, *Reliability* has the highest score at 4.33, which makes the *most influencing factors of service quality dimensions*. This is followed by *Empathy* at 4.18, *Tangibility* at 4.06, *Assurance* at 3.80 and *Responsiveness* at 3.69. The findings indicate that there should be an improvement to do in terms of *Responsiveness*, particularly in the area of

service delivery or attention where promptness is demanded by the customers. The high score for *Reliability* dimension is due to the *modern and upgraded machines and service facilities* of the clinic which needs continuous improvement to sustain the high score.

4.5 Level of Customer Satisfaction of Dr. Wai Skin Clinic

Table 7. Analysis of Customer Satisfaction

No	Items	Mean	Standard Deviation
1	I feel very pleased with services offered by Skin Clinic	4.44	0.93
2	I intend to continue receiving the services of the skin clinic	4.53	0.89
3	I would recommend Dr. Wai Skin clinic to other people	4.65	0.82
4	I consider the performance of the skin clinic is strong	4.62	0.85
5	Satisfaction on the overall service provided by Dr. Wai Skin Clinic	4.43	0.98
Overall		4.54	0.90

The customers of Dr. Wai Skin Clinic are satisfied with the service as evidenced by the high score at 4.65 when asked whether they will recommend the services of the clinic. They also perceive a high-performance level of the clinic at the score of 4.62. Overall, the findings reflect that customers of the Dr. Wai strongly agree that they are satisfied with its quality of service as shown by the score of 4.54.

4.6 The Relationship Between Service Quality (SERVQUAL) Dimensions and Customer Satisfaction

In assessing the relationship between SERVQUAL Dimensions and Customer Satisfaction, the findings revealed the *significant relationships* between the 5 dimensions and the customer satisfaction. Specifically, *Responsiveness and Empathy* have better relationships with customer satisfaction with high coefficient value of

.764 and .759 respectively, followed by Tangibility with coefficient value of .649. Assurance and Responsiveness have comparatively low relationship with customer satisfaction which have

correlation coefficient values of .595 and .530 respectively.

Table 8. Correlation (Relationship among SERVQUAL dimension, Overall service quality and customer satisfaction)

	T	RE	RES	A	EM	OSQL	CS
T	1						
RE	.790**	1					
Res	.702**	.671**	1				
A	.716**	.688**	.844**	1			
EM	.747**	.804**	.751**	.801**	1		
OSQL	.872**	.870**	.900**	.916**	.914**	1	
CS	.649**	.764**	.530**	.595**	.759**	.726**	1

Source: Survey Data, December 2020

** Correlation is significant at the 0.01 level (2-tailed)

T: Tangibility, RE: Reliability, RES: Responsiveness, A: Assurance, EM: Empathy, OSQL: Overall Service Quality, CS: Customer Satisfaction

4.7 Impact of Overall Service Quality on Customer Satisfaction

Overall, the service quality dimensions have a *significant impact* on customer satisfaction with coefficient β value of 0.726.

Table 9. Impact of service quality dimension on Customer satisfaction)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.153	0.132		8.734	0.001	0.893	1.412
	Tangibility	0.050	0.052	0.051	0.953	0.341	-0.053	0.153
	Reliability	0.419	0.054	0.441	7.751	0.001	0.313	0.525
	Responsiveness	-0.137	0.042	-0.188	-3.239	0.001	-0.220	-0.054
	Assurance	0.014	0.048	0.019	0.303	0.762	-0.079	0.108
	Empathy	0.434	0.054	0.492	7.982	0.001	0.327	0.541

5.0 Conclusion and recommendation

5.1 Conclusions:

Based on the above findings the study arrived at the following conclusions:

- a. Majority of the customers of Dr. Wai Skin Care Clinic is female, students and employees of private companies, with ages ranging 20-29, single, having income between 100,000 and 500,000 kyats, visits the clinic once a month for consultation and medication.
- b. Modern equipment and facilities has the highest impact on customer satisfaction in terms of *Tangibility*; delivering services as promised creates higher *Reliability*; being responsive to the queries, being knowledgeable of customers' requirements and giving individual attention to customers, satisfy the customers with regard to *Responsiveness*, *Assurance* and *Empathy*, respectively.
- c. Among the five dimensions of service quality, Reliability is the most influencing factor due to the modern and upgraded machines and service facilities while Responsiveness is the least influencing factor due to lack of promptness the in the service delivery.
- d. The satisfied customers of Dr. Wai Skin Care clinic strongly agree that they can recommend the clinic's services.
- e. There is a significant relationship between the SERVQUAL dimensions and satisfaction of Dr. Wai Skin Care Clinic customers.
- f. There is a significant impact of SERVQUAL dimensions and satisfaction of Dr. Wai Skin Care Clinic customers.

5.2 Recommendations:

- a. It is recommended that Dr. Wai Skin care clinic should do a promotional campaign to increase awareness of the male customers on skin care.

- b. There should be more communication channels such as social media, emails, mobile apps to be able to provide prompt service delivery to the customers. Thus, improving the *Responsiveness* dimension which was found the least influencing factor of the service quality of Dr. Wai Skin Care Clinic
- c. Loyalty card should be provided to the satisfied customers who recommend the services of Dr. Wai Skin Care Clinic.
- d. Since there is limited to no research papers made on skin care health services in Myanmar, it is recommended that further studies on SERVQUAL dimensions be conducted such as, its role in the organizational reputation, customer loyalty, and profitability.

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