

MODEL TO STRENGTHEN CUSTOMER ROYALTY OF BEAUTY CLINICS IN THE BANGKOK METROPOLITAN AREA

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ABSTRACT

Cosmetology clinics strengthen customer loyalty with customer service methods and strategies with knowledgeable specialists. Ability and expertise in cosmetic treatment, both surgical and non-surgical treatments. To build customer confidence with quality service and reasonable, fair prices. Innovation and modern technology are used in beauty practices. Moreover, customer service management is to be convenient, fast, safe, and reduce side effects from beauty treatments to make customers perceive the value of service and be satisfied and intend to use beauty services with loyalty.

INTRODUCTION

Technological advances continuously evolve in all dimensions to meet human needs more efficiently. The need to change their physical appearance can be used by innovations and modern technologies by surgeons. Specialists can modify corrections to meet the cosmetic treatment needs at and without surgery. The beauty treatment market is becoming more competitive globally and regionally because of the increasing customer demand and the use of both domestic and international services in the form of medical tourism (Rahman, M.K., Zailani, S. and Musa, G., 2018b; International Society of Aesthetic Plastic Surgery, 2020). The rapid growth of the global beauty treatment market is caused by the acceptance and demand of customers at all levels, the reason for self-confidence, occupation, desire, attraction to bystanders, and other reasons. Beauty clinic specialty hospitals and beauty salons also emerge in abundance when customer demand is more outstanding. Competition to strengthen customer loyalty has evolved to meet customers' needs as much as possible for a competitive advantage. Strengthening customer loyalty in beauty services Cosmetic clinic operators recognize the reputation of surgeons because it builds confidence in customers. Cham, T. H., Cheng, B. L., Low, M. P., and Cheok, J. B. C. (2020) that the knowledge and experience of doctors are what customers need in making beauty treatment decisions and the customer's willingness to return to the service with loyalty stems from trusting the reputation of the doctors and the quality of the medical profession to be recommended to others. Therefore, the researcher is interested in the study, Enhancing customer Loyalty of beauty clinics in Bangkok and Vicinity to create competitiveness for beauty clinics in Bangkok and vicinity to grow sustainably.

LITERATURE REVIEW

This section provides a brief literature review of the variables used in the current study.

Customer loyalty – Customer loyalty is a genuine intention, from a positive attitude of customers to satisfaction. Trust in the quality of beauty services that meet customers' needs. Customer loyalty results from confidence in hospitals and doctors who provide adequate care to customers, resulting in returning to services and recommending others. Pevec, T., and Pisnik, A. (2018); Kucukusta, D., Hudson, S., and DeMicco, F. J. (2019) said customer loyalty

is a positive attitude toward healthcare facilities that provide patient care from the tangible quality of service. Be sincere and willing to help patients recover from illness and become healthier. As a result, the patient is satisfied. Build trust in healthcare facilities and commitment. Intend to come back when you are good and can tell others to have a good experience like yourself.

Doctor's reputation- For a beauty clinic to meet the expectations and needs of its customers, it requires a surgeon who specializes in cosmetology and has experience. Contributions perceived by society. Reputation from past services or use of services of famous people in society. These can create awareness for clients and those who want to make decisions in cosmetic surgery. In line with the concept of Soni, M., Jain, K., & Kumar, B. (2019) said the reputation of a surgeon is a demonstration of the doctor's knowledge, competence, and experience that the client or patient wants to recognize in order to make a decision and give confidence in the decision of surgery or further treatment.

Quality of Service - The service that can impress customers must be tangible according to customer expectations and convenient, fast, and timely. Good management will affect customer satisfaction and loyalty. In line with the concept of Wang, H., Liu, S., Gao, B., & Zhang, J. (2020); Wirtz, J., So, K. K. F., Mody, M. A., Liu, S. Q., & Chun, H. H. (2019) see the quality of health services as tangible services. Providers must be sincere, caring for patients and taking care of their health to restore patients to everyday life, affecting patient satisfaction and customer loyalty.

Innovation – Beauty salons must introduce innovations or novelties into cosmetic treatments with and without surgery. The beauty treatment process that is convenient and fast, with clear steps, can create awareness for customers to access the quality of service that can attract customers according to their expectations and needs. In line with the concept of Lee et al. (2020), there is an opinion that innovations are used in beauty treatments to be desired and can stimulate people's decision to perceive the effectiveness of modern beauty treatments.

Technology - Technology can make beauty methods, processes, and services convenient, fast, and meet customer needs. Beauty clinics and beauty salons are used to create quality services that affect customer satisfaction. In line with the concept of Jain, V. and Ajmera, P. (2018) sees that medical technology can effectively create successful health and beauty medical services. Xu, J., Chan, T.L. & Pratt, S. (2018) mentioned that the technology could be used in scar surgery to make the facial skin smoother, more naturally satisfying customers in cosmetology.

Reception value - Perceptual value is beneficial from the perception of information and news. Beauty services give customers a positive attitude toward beauty treatment. The quality of service provided by the clinic is reinforced by online and offline communication about prices. Beauty treatment and beauty efficacy services are safe and reduce undesirable side effects. The perception of the value of service affects customer satisfaction and the willingness to receive beauty services by accepting medical efficacy. Customers can use the service to resell or buy residues with the intention of Chou, S., and Chen, C. W. (2018).

Beauty Intentions - Beauty intention is a commitment based on the positive attitude of customers toward beauty treatment. It would help if you had reasonable service rates to change yourself according to their expectations with innovation and technology that provides highly effective beauty treatments. Nguyen Thi, B. and Nguyen Thi Thu, H. (2022) are seen that cosmetic surgery that makes them look younger will encourage customers to have the intention to undergo cosmetic surgery. The surgery is planned according to the perception attitude. Moreover, Xu, J., Chan, T.L. & Pratt, S. (2018) said that the intention of cosmetic treatment was due to the information of the surgeon's expertise in the surgery and therefore committed to receiving services to meet their own needs.

RESEARCH METHODOLOGY

This study applies qualitative research. Studying related literature consists of Thai literature and foreign literature. Data were analyzed by using the inductive method.

FINDINGS

According to Figure 1, a model for enhancing customer loyalty consists of a doctor's reputation, quality of service, innovation, technology, perceived value, and intent to beauty treatment.

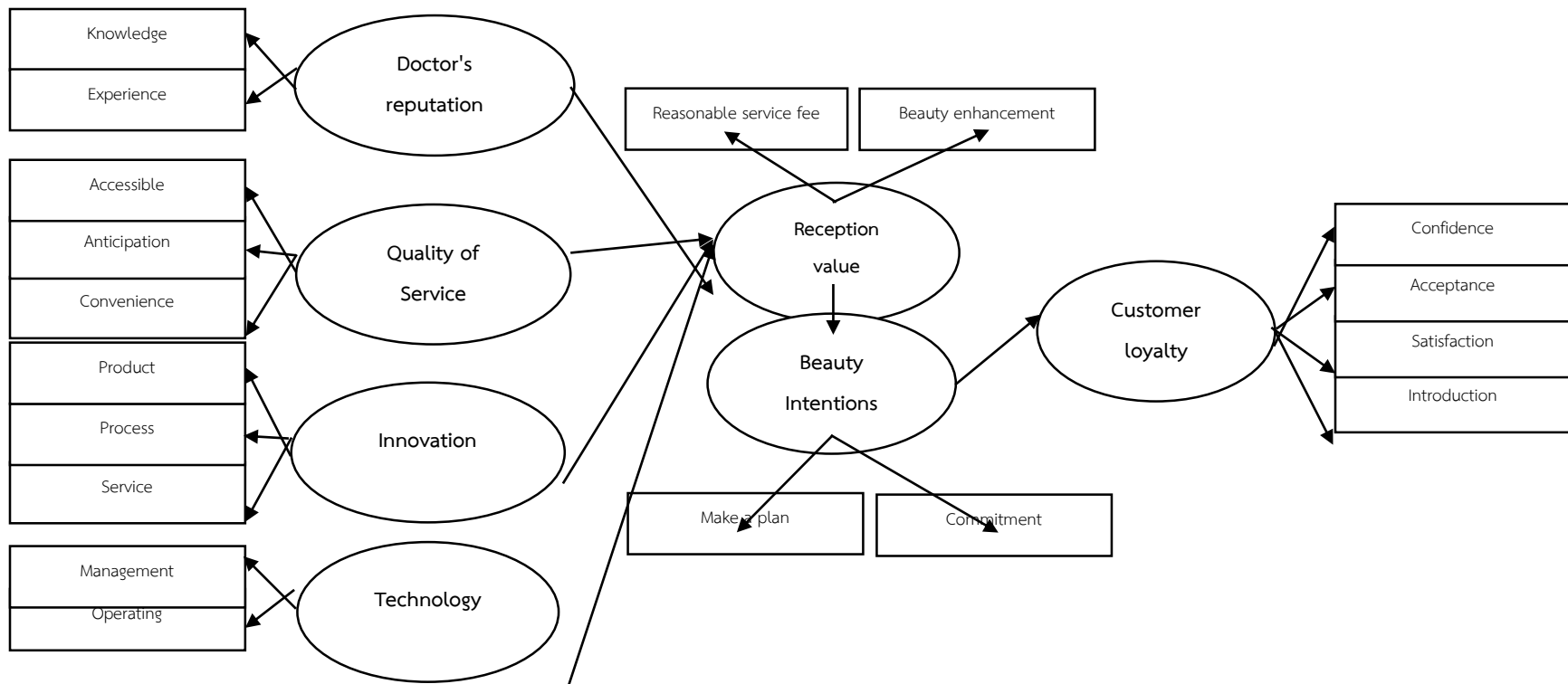


Figure 1 Beauty Clinic Customer Loyalty Building Model in Bangkok Metropolitan Region

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