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The Influence of Service Quality and Price Perception on Cunsumer Trust and Revisit Intention at Beauty Care Clinic in Indonesia

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ABSTRACT

A lot of research has been done. These involved variables of service quality, price perception, and trust on revisit intention. However, there are still not many researches on these variables investigating consumer behaviors in beauty care clinics. For this reason, this research aims to determine the influence of service quality and price perception on consumer trust and revisit intention of the consumers at beauty care clinics in Indonesia. Survey data were collected from 276 customers of beauty care clinics in Indonesia. Data was analysed using descriptive statistics and partial least square (PLS) path modelling. The result found that service quality had a significant and positive influence on consumer trust, price perception had a significant and positive influence on consumer trust and consumer trust had a significant and positive influence on revisit intention. The novelty of the research was the quality of service and price perception had an important role in building consumer trust that would increase their intention to revisit the beauty care clinic.

Keywords: Quality Service, Price Perception, Trust, Revisit Intention, Beauty Care Clinic in Indonesia.

INTRODUCTION

The aesthetic clinic or beauty care clinic business is growing very rapidly in big and small cities in Indonesia. Competition among aesthetic clinics is increasingly competitive. This is evident from the increasing number of beauty care clinics in various cities. Even in one area, there are about 3-5 beauty care clinics. The development of beauty care clinics is growing rapidly, related to people's wants and needs that change over time, where beauty is very important. Beauty has become a top priority for everyone and this is an opportunity for cosmetics manufacturers and beauty care business owners. In Indonesia, the development of the beauty care clinic industry reached 15 percent, which is relatively high compared to Malaysia and Singapore which are still under 10 percent (Fajriana, 2018). With the increasing growth of the beauty care clinic business in Indonesia, beauty care clinics must improve their quality and provide the best service to consumers to achieve competitive advantage. Beside providing the best service, beauty care clinics

must offer competitive prices with good quality to achieve customer satisfaction that will increase consumer trust in beauty care clinics. When consumers are satisfied and believe it, it will encourage consumers to review their intentions.

There are two types of revisit intention, the intention to return to a place based on one's own experience and the intention to visit a place based on other experience (Lin, 2012). The intention to revisit comes from the process of activating memory as a stored plan and based on beliefs and values relating to the purchase or use of the product (Li et al., 2017). Consumer trust, service quality and price perception can encourage behavioral revisit intentions.

Trust is the trust of consumers in a particular store, brand or certain product that they consider to meet their needs and expectations. Trust is important in maintaining relationships between service providers and customers (Cheng et al., 2017). Trust is one important factor in making decisions whether consumers will return to the place and reuse services / products or not. Therefore, beauty care clinics can capture a larger market share when it can increase consumer trust on them. The increase of consumer trust on a place is influenced by the service provided to consumers and the price perception provided at the place.

Dortyol et al., (2014) defined service quality as "the overall features and characteristics of the product or service to provide satisfaction in meeting the desires of consumers". According to Seo et al., (2015), service quality is a cognitive response to consumer experience and an indicator for each company to improve its services according to the needs and expectations of consumers. The service quality in the beauty care clinic industry is related to the clinic's ability to provide beauty care in accordance with service standards to meet consumer expectations.

On the other hand, price perception can also influence consumer trust. Price perception is an indicator for consumers in assessing the benefits and quality of a product and service (Kotler & Keller, 2016). Price perception (such as expensive or cheap, reasonable or unreasonable) has an important role in the customer's decision making process. Price perception influences customer decisions in making repeated purchases (Han & Sunghyup, 2015). An individual's assessment of whether the price of a product or service offered is reasonable or not will lead to an unfavorable decision regarding the product or service for example, products with high prices, but the quality is not good or the service is expensive, does not does not meet consumers expectation. This can give a negative assessment on the products and services that the company has. Price can give consumer trust either trust in the quality of products or services or trust in the company itself.

There are many reseach that study the influence of service quality and price perception on trust and the influence of consumer trust on revisit intention. However, there are still not many research on service quality, price perception, trust and revisit intention in beauty care clinics. In addition, it is because there are still research gaps such as in research conducted by Isa et al. (2019) which stated that there is no significant influence between patient trust and the intention of patient to revisit. Therefore, the purpose of this research is to determine the influence of service quality and price perception of consumer trust and revisit intention in beauty care clinics in Indonesia.

LITERATURE REVIEW

Service Quality

Service quality is difficult to determine because customers can determine quality when an organization supplies goods or services with specifications that satisfy their needs and meet customer expectations (Mbise & Ronald, 2013). Service quality serves as the extent to which a service meets the needs or expectations of customers (Kaura et al., 2013). Service quality is defined as the difference between the real service received by customers (perceived service) with customer expectations and as a customer's evaluation of overall excellence or service excellence (Liu & Tingko, 2016).

In health services, service quality is an important key to gain a competitive advantage and increase patient satisfaction, trust, and loyalty on health services so that doctors and medical personnel must always focus on improving the quality of services to patients (Fatima et al., 2018).

Good service quality will increase the desire of customers to repurchase a product or service, reduce price sensitivity and willing to recommend the product or service to others (Akroush, M. et al, 2016). Service quality in the health sector is evaluated through three dimensions, namely the quality of interaction between customers and employees, the quality of the physical environment and the quality of the results obtained by customers (Lien et al, 2015).

Previous research about service quality on customer trust, was conducted by Thaichon and Thu (2015). They research found that service quality has a positive relationship with customer trust. When a company provides the best quality of service, the customer will trust the product or service provided and this will bring great customer trust on the company.

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Price Perception

Kaura et al. (2013) stated that price are distinguished from two resolutions as objective price and subjective price. Subjective prices are prices felt by consumers based on objective prices of products / services whereas objective prices are actual prices held by the product or service. According to Kotler and Keller (2016), price is an indicator of quality and is effective for sensitive products, higher prices are considered as high quality products / services. In addition, when information about a product / service is not available, consumers make a price signal to illustrate the quality of the product / service. Price perception whether cheap, expensive, reasonable or unreasonable has an important role in the consumer decision making process (Ryu & Heesup, 2010).

Research conducted by Jeaheng et al. (2020) found that price perception has a positive and significant influence on consumer trust and satisfaction. Another research conducted by Suhaily and Darmoyo (2017) stated that product quality, brand image and price perception have a positive and significant influence on consumer trust.

Trust

Trust is one of the most important determinants in creating and maintaining long-term sustainable relationships between suppliers and customers in the service sector (Zarei et al., 2015). According to Cuong (2019), trust is the ability to refer to comfort, experience, and build communication constantly to produce good relationships in the future. Trust consists of two aspects, the first aspect is related to customer perceptions about the behavior / performance of staff in service delivery situations and the second aspect is related to company performance, namely policy and practice (Han & Sungsean, 2015).

Trust in health services focuses on interpersonal relationships (patient-doctor). Interpersonal trust is one's belief that the doctor's words and actions are credible and reliable (Isa et al., 2019). Trust will lead to loyalty regardless of the magnitude of the relationship between the customer and the provider. In health services, trust can improve a patient's health status, increase satisfaction, loyalty and desire to recommend to others. Trust will strengthen closer relationship between patients and service providers and patient commitment to clinics is stronger (Zarei et al., 2015). Research on trust in revisit intention carried out by Abubakar et al. (2016) stated that trust has a positive and significant influence on revisit intention.

Revisit Intention

The revisit intention is important in marketing because it plays a role in increasing the number of customer visits to places such as tourist attractions, service providers, hospitals, or others. The revisit intention is related to the customer's trust in the service provider and also related to their previous experience. The revisit intention is an evaluation carried out on service experience or perceived value and overall customer satisfaction that will influence future behavior by considering the desire to return back to the same destination and willingness to recommend it to others (Som et al., 2012).

According to Lin, C.H (2012), the revisit intention is the customer's desire to return to their destination within one year. In a service, there are two types of customers, new customers and old customers who visit again. New customers are consumers who visit service providers based on information they collect from various sources to meet the consumer expectations. Whereas old customers who visit again are consumers who have received services and has trust and satisfied with the previous service. Most of the cause of revisit intention is satisfaction during the first meeting of consumer and service provider (Abubakar et al., 2017).

In health services, a person will return to health services if the behavior of doctors and medical personnel meets his expectation, and someone who believes that the health service has the resources, abilities and opportunities to provide services according to the hopes and desires of consumers (Isa et al., 2019).

RESEARCH METHOD

The population in this research study are all consumers who have visited and and did beauty care treatment at the Beauty Care Clinic in Indonesia.

Sample is part of the number of characteristics possessed by a particular population. The sampling technique used purposive sampling which is the sampling technique with certain considerations.

The samples in this research were customers of large beauty care clinics in Indonesia (Natasha, Larissa, Erha, LBC, Miracle, etc.) and had visited at least 2 times. There are 340 customers who participated in this research. Among the responses that were returned back, 64 were deleted because they did not meet the research criteria. Thus, there are 276 responses that can be used for further analysis.

In this research, a Likert scale with a 6 scale interval scale is used, namely "1 = strongly disagree", "2 = disagree", "3 = somewhat disagree", "4 = agree", "5 = strongly agree". The indicators used for this research were adopted based on previous studies. The questionnaire used Google form and the distribution of questionnaires used snowball sampling techniques through social media.

Service quality is measured by five indicators namely tangible, responsiveness, reliability, empathy, and assurance. Price perception is measured by four indicators: affordable prices, in accordance with the quality received, in accordance with benefits, and competitive prices. Trust is measured by three indicators namely benevolence, integrity, and competence. Revisit intention is measured by using three indicators, namely trust the place, comfortable service and revisit intention.

INDICATOR	REFERENCE
Service Quality • The beauty care clinic has attractive, comfortable, clean, safe facilities to use (waiting room, bathroom, parking area, treatment room). • The beauty clinic uses sophisticated and modern equipment in its services. • Doctors and officers are responsive in dealing with patient complaints. • Knowledge and expertise of doctors and officers in serving each patient's complaints and needs • Professional staff and provide comfort to patients	Fatima et al. (2018); Song, et al. (2019) Song et al. (2019) Fatima et al. (2018); Al-Borie and Sheikh Damanhouri, et al. (2013) Akter et al. (2013)
Price Perception ◆ The price offered by the beauty care clinic is cheaper than other beauty clinics. ◆ These beauty care clinics often provide discount prices to customers. ◆ Overall, the price offered by the beauty care clinic is very reasonable.	Kim et al. (2012) Lien et al. (2015) ; Jani and Heesup (2011)
Trust • I believe that the services provided by the beauty care clinic are very good. • I believe that the beauty care clinic products will not disappoint. • I believe that beauty care clinic will not disappoint me in fulfilling my hopes and desires. • I believe that the transaction process at the beauty care clinic is very easy. • I believe the beauty care clinic will be responsible for any risks experienced by consumers.	Abubakar et al. (2017) ; Lien et al. (2015) Abubakar et al. (2017) Zarei et al. (2015) Cheng, et al. (2017)

In this study, researchers conducted a model and hypothesis test using the PLS technique. Analysis using PLS (Partial Least Square) consists of two parts, namely outer model evaluation and inner model evaluation. Outer model evaluation aims to determine the validity and reliability of measurement instruments in the research model. Analysis of the outer model can be seen from the value of convergent validity, construct validity, discriminant validity, and composite reliability. Testing the inner model or structural model is done to predict causal relationships between variables or hypothesis testing. This test can be seen through the results of the coefficient of

determination, predictive relevance, goodness of fit, as well as the path coefficient and parameter coefficient.

Research Model and Hypothesis

Figure 1 shows this research model. Based on the research model below, the hypotheses of this research are as follow:

H1: There is positive and significant influence between service quality and consumer trust.
H2: There is positive and significant influence between price perception and cumsumer trust.
H3: There is positive and significant influence between consumer trust and revisit intention.

RESULT

Demographic Profile

In this research, there were more female respondents than male respondents of 88% aged 23 -30 years as much as 61%. The majority of educational background of respondents in the research were undergraduate by 71%, with the income ranged Rp 2,500,000 - Rp 5,000,000 of 42%. The respondents occupation in this research were mostly entrepreneurs of 43%.

Measurement Model Construct Reliability and Validity Testing

The results of the construct measurement scale analysis are presented in Table 1. The first outer model analysis was by seeing convergent validity. An indicator item is said to have fulfilled convergent validity if the loading score on each path between the component (latent variable) and manifest variable should be ≥ 0.7 (Abdillah & Jogiyanto., 2016). Analysis of the second outer model was by seeing construct validity. The construct is said to have a good construct validity if the average variance extracted (AVE) value must be ≥ 0.5. The value of AVE ≥ 0.5 means that the indicator probability of a construct enters another variable which is lower (less than 0.5); thus, the probability of the indicator became convergent converges and greatly enters the intended construct, ie above 50 percent (Abdillah & Jogiyanto., 2016). Next, by looking at the reliability test of the value of Cronbach's alpha and Composite reliability, a construct can be said to be reliable, if it has a Cronbach's alpha value must be ≥ 0.6 and the Composite reliability value must be ≥ 0.7 (Abdillah & Jogiyanto., 2016).

Table 1 The Measurement Scale of Constructs

Construct	Indicator	Standardize Loading	Average Variance Extracted AVE (≥ 0.5)	Cronbach's Alpha (≥ 0.6)	Composite Reliability (≥ 0.7)
Service Quality	SQ1	0.823	0.731	0.909	0.931
	SQ2	0.834			
	SQ3	0.883			
	SQ4	0.875			
	SQ5	0.858			
Price Perception	PP1	0.851	0.719	0.805	0.885
	PP2	0.876			
	PP3	0.816			
Trust	T1	0.867	0.721	0.903	0.928
	T2	0.853			
	T3	0.834			
	T4	0.822			
	T5	0.869			
Revisit Intention	RI1	0.915	0.844	0.908	0.942
	RI2	0.926			
	RI3	0.915			

Source : Processed Primary Data, 2020

Based on the table above, it can be concluded that all of the indicators of this research were valid because they have a loading factor value for each indicator of ≥ 0.7. This research had a good construct validity value, it can be seen from the AVE value which is greater than 0.5. All constructs in this research are reliable because they have a Cronbach's alpha value ≥ 0.6 and Composite reliability value ≥ 0.7. This can be interpreted that each construct in the research model has internal consistency in the instrument reliability test.

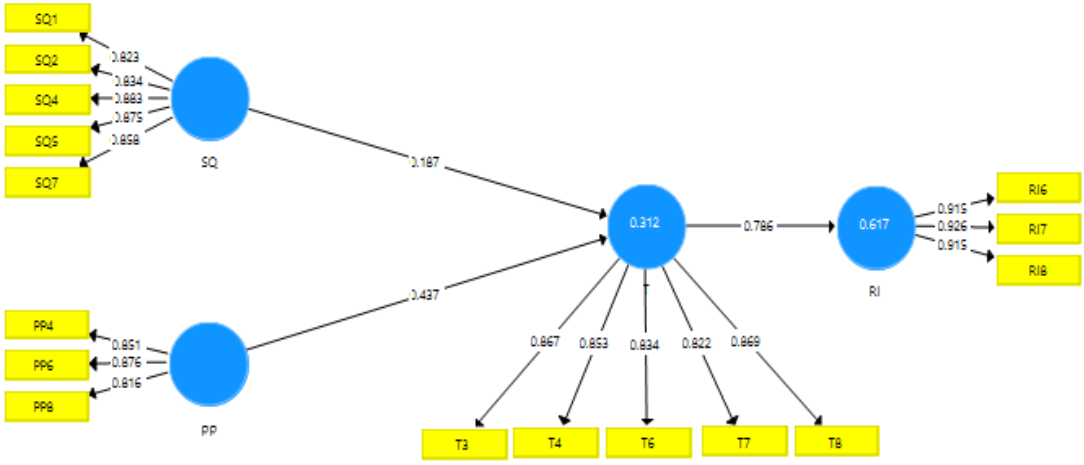


Figure 2 Diagram of Outer Model PLS Path

Discriminant validity is used to see whether each indicator that makes up a latent variable has a higher loading value than the indicator for other latent variables.

Table 2 Discriminant Validity

Construct	Service quality	Price Perception	Trust	Revisit Intention
SQ1	0.823			
SQ2	0.834			
SQ3	0.883			
SQ4	0.875			
SQ5	0.858			
PP1		0.851		
PP2		0.876		
PP3		0.816		
T1			0.867	
T2			0.853	
T3			0.834	
T4			0.822	
T5			0.869	
RI1				0.915
RI2				0.926
RI3				0.915

Source : Processed Primary Data, 2020

Structural Model Testing

Inner model or structural model testing is done to predict causal relationships between variables or hypothesis testing. Hypothesis testing is done by bootstrapping. The following are the results of PLS bootstrapping output on the research model:

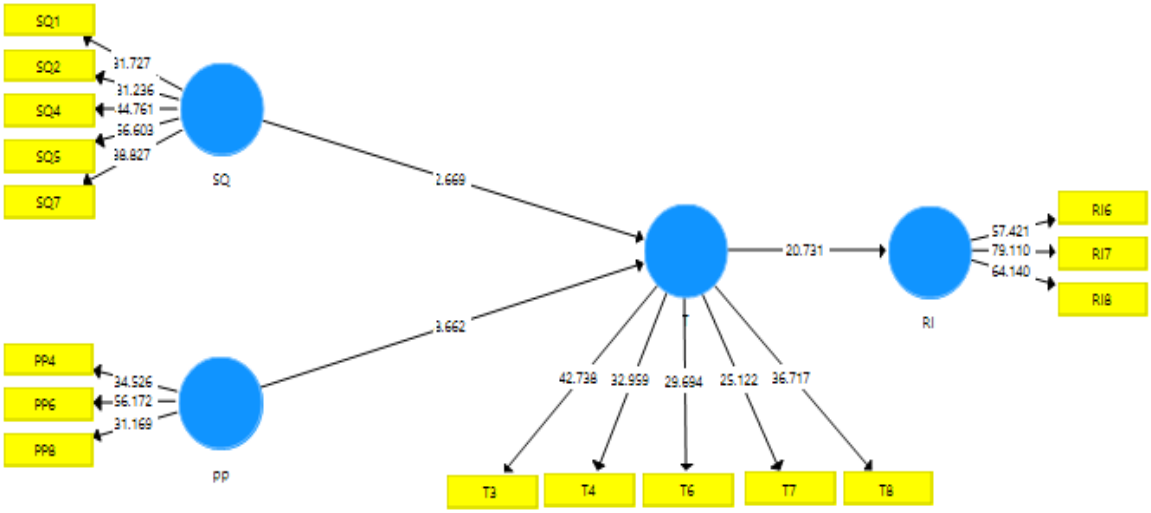


Figure 3 Diagram of Inner Model PLS Path

Source : Processed Primary Data, 2020

Coefficient of Determination

Analysis of the coefficient of determination is done to measure how far the ability of a model in explaining the variation of the dependent variable (Ghozali & Fuad, 2008). The coefficient of determination is between zero and one. The coefficient of determination is seen from the R Square table and multiplied by 100%. If the result is more than 67%, it indicated a good coefficient of determination. If the result is less than67% but more than 33%, it indicated a moderate coefficient of determination, and if less than 33% but more than 19%, it indicated a weak coefficient of determination (Ghozali & Fuad, 2008). The following table shows the coefficient of determination:

Table 3 R Square

	R Square	R Square Adjusted
Revisit Intention	0.617	0.616
Trust	0.312	0.307

Source : Processed Primary Data, 2020

Based on the R-square value shown in Table 4 and after multiplied by 100%, the coefficient of determination obtained from each variable was 61.7% for Revisit Intention variable, and 31.2% for Trust variable. These results indicated that the coefficient of determination variable, revisit intention, influenced this rsearch by 61.7%, while the remaining 38.3% is explained by other variables outside the research model. The coefficient of determination of Trust variable by 31.2% had influence in this reearch, while the remaining 68.8% is explained by other variables outside the research model.

Predictive Relevance

Predictive relevance in structural models is used to measure how well the value of observations produced by the model and also the estimated parameters (Ghozali, 2008). The value of predictive relevance can be determined through the calculation of Q-square as follows:

Q2
= 1 – (1–R21) x (1– R22)
= 1 – (1 – 0.617) x (1 – 0.312)
= 1 – (0.383) x (0.688)
= 1 – 0.263504
= 0.736496

Q square value> 0 indicated that the model had accurate predictive relevance to certain constructs while Q square value <0 indicated that the model lacks predictive relevance (Sarstedt et al., 2017). Based on the Q-square calculation above, it can be stated that the model had a predictive relevance value of 0.736496 or 74%, this shows that the analysis model had a good predictive relevance.

Goodness of Fit

Goodness of fit is a test of compatibility or suitability between certain observations (frequency of observations) and frequencies obtained based on their expected value (theoretical frequency). Goodness of fit values can be determined through the following calculations:

Goodness of fit
= √(AVE X R^2)
= √(0.75375 X 0.4645)
= 0.59135

Based on these calculations, it can be seen that the value of goodness of fit in this research was 0.59. GoF had three criteria, namely GoF = 0.10 of small value, GoF = 0.25 of medium value, GoF = 0.36 of large value. The calculation results above show that the combined performance of the measurement model and structural model had a large value above 0.36. This explains that empirical data fits or fits the model (there is no difference between the model and the data so the data model is said to be fit) (Ghozali, 2011).

Hypotesis Testing

Hypothesis testing with estimated path coefficients can be evaluated based on T-statistics values. The path efficiency estimate shows the estimated value that illustrates the relationship between latent variables obtained by the bootstrapping procedure. The measurement items used are said to be significant if the T-statistics value is greater than 1.96 and the p-value is less than 0.05 at the significant level of 5%. While the parameter coefficient indicated the direction of influence by looking at the positive or negative original sample as well as the magnitude of the influence of the independent variable on the dependent variable (Ghozali & Fuad, 2008). The following is the path coefficient table to see the T-statistic value:

Table 3 Path Cooefisien

	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
PP → T	0.437	0.437	0.050	8.662	0.000
SQ → T	0.187	0.188	0.070	2.669	0.008
T → RI	0.786	0.788	0.038	20.731	0.000

*PP (Price Perception); T (Trust); SQ (Service Quality); RI (Revisit Intention)
Source : Processed Primary Data, 2020

Based on the results of the path coefficient test in Table 5 above, it can be concluded that this research had a positive original sample value.

DISCUSSION

The results showed that Service Quality had a positive and significant influence on Trust. The influence can be seen from the path coefficient results from Table 4 that shows the Original sample value of 0.187 which shows a positive relationship and the T-statistic value of 2.669 ≥ 1.96 and the p-value of 0.000 ≤ 0.05. Based on these statistical calculations, it can be concluded that H1 in this research was supported. In other words, if the quality of services provided by beauty care clinics is getting better it will increase the level of consumer trust in the clinic. Quality of service in the health sector includes individual evaluations of the performance of core medical products (eg. excellence in medical care, surgical / medical skills, availability of wider medical / health care products, continuity of care, modernity of medical facilities); and assessment of service performance of medical professionals and staff (eg. service delivery skills and competencies, efficient / comfortable communication, kindness). Service quality is an important factor for companies to gain competitive advantage and trust from their customers (Fatima et al., 2018). The results of this research are in line with research by Thaichon and Thu (2015) which stated that service quality has a positive relationship with customer trust.

The results of futher research indicated that Price Perception had a positive and significant influence on Trust. The influence can be seen from the path coefficient results which show the Original sample value of 0.437 which shows a positive relationship and the T-statistic value of 8.662 ≥ 1.96 and the p-value of 0.000 ≤ 0.05. Based on these statistical calculations, it can be concluded that H2 in this research was supported. The results of this rearch were consistent with the study of Jeaheng, et al. (2020) that stated price perception has a positive and significant influence on consumer trust.

Trust has a positive and significant influence on Revisit Intention. The influence can be seen from the path coefficient results which show the Original sample value of 0.787 which shows a positive relationship and the T-statistic value of 20,381 ≥ 1.96 and the p-value of 0.000 ≤ 0.05. Based on these statistical calculations, it can be concluded that H3 in this research was supported. It means that the high level of consumers trust will increase revisit intention to the beauty care clinic again. It is important for companies to increase consumer trust in order to attract repurchasing / revisit behavior (Yan et al. 2013). In health services, a person will revisit health services if the behavior of doctors and medical personnel give results as expected, and consumer believes that the health service has the resources, abilities and opportunities to provide services according to the hopes and desires of consumers (Isa et al., 2019). The results of this research were consistent with the

research of Abubakar et al. (2016) who stated trust has a significant and direct influence on revisit intention.

CONCLUSION

Every year the growth of beauty care clinics in Indonesia is increasing, as a result the competition is getting tougher. It is important for beauty care clinics to be able to maintain business continuity in the long term. One of the methods used is to make customers always want to visit and return back to do treatment at the beauty care clinic. Revisit intention in general is the desire of someone to revisit the same place within a period of one year because she is satisfied with the place. The main factor that influences someone to revisit the same place is trust. Consumer trust happencd because of the sevice provided meets the consumer expectation and desire, the place has a competitive price and in accordance with the benefits received by consumers. Thus, in this research, the researcher considered discussing the influence of service quality and price perception on consumer trust and revisit intention.

The results showed that service quality and price perception have a significant influence on consumer trust, meaning that if beauty care clinics are able to provide services that meets the consumer expectation and desire, trust will also increase. Beside that, if the price given by the beauty care clinic is competitive in accordance with the benefits and services received by consumers, it will have consumers trust in the beauty care clinic.

Management Application

This research is an empirical evidence in explaining the influece of service quality and price perception on trust and revisit intention as proposed in the research model. This research contributed an explanatory model on health care especially beauty care which measures the patient's impression related to the quality of health services and prices, as well as to measure the level of patient trust and revisit intention. Thus, this research is beneficial for health care providers especially beauty care clinics. Beside that, this research will add literature on understanding and learning factors that influence one's desire to revisit.

Therefore, the results of this research can help owners or managers of beauty care clinics in the process of implementing their business strategies. Explanation of the results of research can help managers of beauty care clinics to better understand how customers assess the quality of beauty care clinic services since service quality is one of the factors that can increase consumers trust. To improve the quality of service, the owner / manager of the beauty care clinic must pay attention to five important dimensions of service quality namely tangible, responsiveness, reliability, and empathy. Thus, consumer trust will increase in the clinic. Examples of improving the quality of this service include providing attractive and convenient facilities for consumers, providing doctors and officers who can serve consumers well, responsive, have knowledge, expertise and care for consumer complaints and able to provide information and the best solutions for consumers.

Beauty care clinics need to consider determining prices according to consumer expectations so that consumers will trust the services or products offered by the beauty care clinic. For example, providing affordable prices and in accordance with the benefits of the products or services offered, giving discounts for new and loyal customers, or giving gifts in the form of free vouchers for those

who did beauty care treatment with special packages in the clinic. Competitive pricing compared to its competitors will have more consumers trust in the beauty care clinic.

If the beauty clinic can provide services and prices according to the wishes and expectations of customers, the customer will trust the beauty care clinic and have revisit intention to do treatment at the beauty care clinic and will recommend it voluntarily to others.

LIMITATION AND FUTURE RESEARCH

This research has been carried out according to scientific procedures, but there are still limitations in this research that the sample did not answer the questionnaire in accordance with the actual situation. In addition, because the distribution of this questionnaire used snowball sampling techniques and intended for all consumers of beauty care clinics in Indonesia, researchers could not supervise anyone who fills out the questionnaire in this research.

For further research, it is expected to add other variables related to consumer trust and revisit interest so that it can provide a broader picture of factors that influence consumer trust and revisit intention on a place / company. Questionnaires used by researchers were still limited so it is expected that in future research can add or improve the questions in the questionnaire in this research.

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