


Analysis Of Service Quality On Return Visit Interest At Beauty Clinic At WTC Sudirman Skin Clinic, South Jakarta

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Article Info	ABSTRACT
<p>Keywords: service quality, revisit intention, beauty industry, Clinic Skin WTC Sudirman, Jakarta Selatan</p>	<p>This study aims to analyze the influence of service quality on patients' revisit intentions at Clinic Skin WTC Sudirman, Jakarta Selatan. With increasing competition in the beauty industry, service quality has become a crucial factor in retaining and attracting patients. This study is motivated by the importance of service elements, such as reliability, tangibles, responsiveness, assurance, and empathy, in building patient loyalty. The method used in this research is quantitative with a cross-sectional design. Data were collected through questionnaires from 80 respondents selected randomly. The findings reveal that all dimensions of service quality significantly influence revisit intentions, with assurance being the most dominant dimension. The study concludes that optimal service quality can increase revisit intentions. The main recommendation is for Clinic Skin management to enhance assurance aspects and provide continuous staff training to maintain patient satisfaction.</p>
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INTRODUCTION

The global beauty industry has shown rapid growth in recent years, driven by the increasing demand for aesthetic treatments. According to the International Society of Aesthetic Plastic Surgery (ISAPS, 2023), there was a 26.1% increase in botulinum toxin procedures worldwide in 2022. This reflects a global trend where physical aesthetics are becoming a major concern, supported by technological advances in beauty treatments.

The beauty industry in Indonesia has experienced significant growth, driven by lifestyle changes, urbanization, and increased access to digital information. This has led to the proliferation of beauty clinics offering a variety of treatments and products (Amryanti et al., 2012). This market expansion is influenced by social media trends, endorsements, and government support for the local cosmetics industry (Nawiyah et al., 2023). Consumer satisfaction and loyalty at beauty clinics are influenced by service quality, product quality, and price fairness. The desire to look beautiful has become a primary need for women, especially among female students, leading to a consumptive lifestyle and dependence on beauty treatments (Nurul Hidayah, 2014).

In the Asia Pacific region, the beauty industry is experiencing significant growth. Data from Euromonitor shows that the beauty care market in Asia is projected to grow by 7% per annum between 2018 and 2023. This growth is largely driven by countries such as China and

Thailand, with an increase of 9% per annum. This trend is supported by increasing awareness of skin care, environmental pollution, and lifestyle changes that affect skin conditions (In-cosmetics Connect, 2023). In major cities such as Seoul, Tokyo, and Bangkok, beauty trends often become global benchmarks, reflecting the strong influence of pop culture and social media in the region.

In Indonesia, the beauty industry has not only grown consistently but has also shown remarkable resilience even amidst the challenges of the COVID-19 pandemic. According to Kantar Worldpanel (2023), the Indonesian beauty industry has experienced a growth in value of 13.9% in recent years. This increase was driven by demand from the upper middle class and strong adoption of e-commerce. Meanwhile, data from the Indonesian Central Bureau of Statistics shows that the cosmetics sector, which is included in the chemical, pharmaceutical, and traditional medicine industries, grew by 9.61% in 2021 (Indonesia Business Post, 2023).

The cosmetics and skincare industry in Indonesia has experienced significant growth, driven by several factors. Rising middle-class incomes and changing consumer preferences have increased demand for premium beauty products (Nawiyah et al., 2023). The influence of social media and pop culture has fueled interest in beauty care, especially among younger demographics (Nindya Dwiana Putri, 2019). Government support, including import regulations and incentives for local industries, has further fueled growth, with a 20.6% increase in the cosmetics and personal care business in 2022.

E-commerce has had a significant impact on the Indonesian economy, especially in the beauty industry. Online platforms such as Shopee have facilitated easier access to beauty products, with product reviews and transaction convenience positively influencing purchasing decisions (Restuti & Kurnia, 2022). The growth of e-commerce has increased the accessibility of global markets, increased productivity, and improved people's welfare (Siti Nur'aini, 2023). The beauty e-commerce sector has shown high market potential, with online businesses expected to continue to grow due to the increasing public understanding of online-based information technology (Syarif et al., 2023). According to reports, online sales of beauty products have reached a significant value, with sales increasing steadily over the past few years. (Indonesia Business Post, 2023). With easy access and a variety of product choices, consumers are increasingly spoiled for choice in choosing products that suit their needs and preferences. However, the beauty industry also faces challenges. Fierce competition, both from local and international brands, demands continuous innovation to maintain market share. In addition, product safety issues and fluctuations in raw material prices are major concerns that must be managed properly by industry players. Service quality is one of the main factors that determines the success of a beauty clinic in attracting and retaining patients. In an era of increasingly fierce business competition, especially in the health and beauty industry, service quality is not only an added value, but also an absolute necessity to maintain the existence of the clinic (Tjua, 2024). In this context, service quality not only includes technical aspects such as the skills of medical personnel and completeness of facilities, but also emotional and psychological aspects such as comfort, friendliness, and patient trust in the services provided.

Beauty clinics now not only serve as a place to get aesthetic treatments, but also as a place that provides a satisfying experience for patients. This experience can be seen from how patients are served from the first time they come to the follow-up process after treatment (Ahmad, 2023). The level of patient satisfaction with the services provided greatly influences their desire to return to using the clinic's services, as well as recommending the clinic to others. Superior service quality is one of the main keys to increasing patient visits.

Research on service quality in the beauty industry shows that there are several main dimensions that beauty clinics need to pay attention to in order to achieve optimal service quality. These dimensions include reliability, responsiveness to patient needs, assurance or certainty, empathy, and physical facilities. Each of these dimensions plays an important role in shaping patient perceptions of the quality of service provided. For example, the reliability of medical personnel in providing safe and effective care greatly affects patient trust, while empathy shown by clinic staff in understanding patient needs and concerns will increase their comfort and satisfaction (Prasanu & Setyawati, 2023).

Clinic Skin, located in WTC Sudirman, South Jakarta, has become one of the main destinations for people seeking premium beauty treatments in the capital city. Located in the business and commercial center of Jakarta, the clinic operates amidst very tight competition, where many other beauty clinics offer a variety of similar services. Therefore, Clinic Skin needs to have a competitive advantage, one of which is through improving the quality of services provided to patients. With superior service quality, the clinic is expected to attract more patients and increase the overall visit rate.

In an urban environment like Jakarta, where people's mobility and lifestyle are very dynamic, beauty clinics like Clinic Skin must be able to provide fast, efficient, and high-quality services. This is increasingly important considering the patient profile which is generally professionals and executives who value time and comfort. Good service quality can build patient trust, which in turn will affect their loyalty to the clinic. Patients who are satisfied with the services provided tend to return and recommend the clinic to others, which is an important factor in increasing patient visits (Tamia & Soediono, 2020).

Based on several previous studies, service quality in the health and beauty industry has been shown to have a significant influence on patient satisfaction and loyalty. Research by Ansori & Wasiman (2024) found that although product quality has a stronger influence on patient loyalty, service quality also has a positive and significant effect on patient satisfaction, which then has an impact on their loyalty. This study shows that patient satisfaction can be an important mediating variable in the relationship between product quality, service quality, and patient loyalty. This emphasizes the importance for beauty clinics such as Clinic Skin to not only focus on the products offered, but also on how the service is provided to patients.

The quality of service at Clinic Skin WTC Sudirman, South Jakarta, plays an important role in attracting and retaining patient visits. By maintaining high quality standards and continuously improving existing service aspects, the clinic can strengthen its position as one of the leading beauty clinics in South Jakarta. Previous studies have shown the importance of service quality in building patient satisfaction and loyalty, and these findings can be the basis for efforts to improve service quality at Clinic Skin to achieve these goals.

METHODS

In this study, the type of research used is quantitative research, in this case analytical observational. While the research design used in this study is a cross-sectional study. Cross-sectional study, or cross-sectional study, is a research design that involves collecting data at a certain point in time to analyze the relationship between the variables studied (Notoatmodjo, 2018). In this study, researchers collect data from samples that represent the population simultaneously and analyze the data to see patterns, relationships, or differences between the variables studied.

The research location refers to a specific place or area where a research is conducted (Sugiyono, 2017). This research was conducted at the WTC Sudirman Skin Clinic, South Jakarta. The selection of this location was based on the relevance of the clinic in providing beauty services and having a diverse customer base. The research time refers to the period or time span when the research was conducted (Sujarweni, 2014). This research was conducted in September 2024. The data collection stage, data analysis process and reporting are scheduled to last for one month.

The population in this study were all patients who had received services at the WTC Sudirman Skin Clinic within a certain period of time. Random sampling was used in this study. The random sampling method used was simple random sampling. This study selected patients randomly from a predetermined population, namely patients who visited the WTC Sudirman Skin Clinic during the study period, by meeting the established inclusion criteria. This approach allows each member of the population to have an equal chance of being selected as a research sample. The sample size was determined based on the Slovin formula with a 5% error rate. So, the sample size needed is around 80 respondents.

RESULTS AND DISCUSSION

Research Results

Univariate Analysis

Respondent Characteristics

The respondents who were the samples in this study were patients at the WTC Sudirman Skin Clinic, South Jakarta. Patient characteristics consisted of: age and gender.

Table 4.1

Respondent Characteristics			
No	Respondent Characteristics	Frequency	Percentage (%)
1	Age		
	< 30 years	16	20%
	> 30 years	64	80%
	Total	80	100%
2	Gender		
	Male	9	11%
	Female	71	89%
	Total	80	100%

Source: Primary Data, 2024

Based on Table 4.1 regarding the frequency distribution of respondent characteristics at the WTC Sudirman Skin Clinic, South Jakarta, it can be seen that the majority of patients are in the age group of 30 years and above, which is 64 respondents or 80% of the total sample. Meanwhile, patients under the age of 30 years numbered 16 respondents, which covers 20% of the total. Regarding the frequency distribution of respondent characteristics at the WTC Sudirman Skin Clinic, South Jakarta, the majority of patients are female, with a total of 71 respondents or 88.8% of the total sample. Meanwhile, male patients only numbered 9 respondents, which covers 11.3% of the total.

Reliability

The research results and descriptions of respondent responses based on reliability can be seen in the table below.

Table 4.3 Frequency Distribution of Answers Based on Reliability at the WTC Sudirman Skin Clinic, South Jakarta

No.	Reliability	Answer				Total
		SS	S	T	STS	
1	linic Skin provides health services to patients as promised	30	45	5	0	80
2	Clinic Skin services are on time	39	34	5	2	80
3	Examination, treatment and care at Clinic Skin are carried out quickly	34	40	5	1	80
4	Laboratory examinations, doctor visits and care at Clinic Skin are carried out promptly	39	38	3	0	80
5	Clinic Skin provides clear information about patients	33	43	3	1	80

Based on the analysis results, the number of respondents who gave the answers "Strongly Agree" and "Agree" for the reliability indicator at Clinic Skin reached 375 out of a total of 400 expected answers (80 respondents with 5 questions). This resulted in a percentage of 93.75%. This percentage is higher than the minimum limit of 62.5%, so it can be concluded that the reliability indicator in Clinic Skin services is included in the good criteria. This means that the majority of respondents feel that the services provided by the clinic are in accordance with the expectations and promises conveyed.

Tangibles

The results of the study and description of respondents' responses based on tangibles can be seen in the table below.

Table 4.4 Distribution of Frequency of Answers Based on Tangibles at the WTC Sudirman Skin Clinic, South Jakarta

No.	Tangibles	Answer				Total
		SS	S	T	STS	
1	The equipment used at Clinic Skin looks sophisticated	43	30	7	0	80
2	Clinic Skin has quite complete medical equipment	37	40	3	0	80
3	Clinic Skin employees always appear neat	49	27	2	2	80
4	The room at Clinic Skin is neat, clean and comfortable	34	38	7	1	80

Source: Primary Data, 2024

From the table above, it can be seen that the majority of respondents gave an assessment of "Strongly Agree" (SS) and "Agree" (S) to all statements related to tangibles, with a total of 298 agree answers out of a total of 320 expected answers. The overall percentage for the "Strongly Agree" and "Agree" categories is 93.13%, which is much higher than the threshold of 62.5%, so that the tangibles indicators at Clinic Skin can be categorized as good. This shows that the equipment, staff appearance, and condition of the clinic room are viewed positively by patients.

Responsiveness

The results of the study and description of the respondents' responses based on responsiveness can be seen in the table below.

Table 4.5 Distribution of Frequency of Answers Based on Responsiveness at the WTC Sudirman Skin Clinic, South Jakarta

No.	Responsiveness	Answers				Total
		SS	S	T	STS	
1	Doctors give patients the opportunity to ask questions	12	33	28	7	80
2	Doctors provide explanations about treatment	37	39	4	0	80
3	Clinic Skin doctors always ask about patient complaints	38	38	4	0	80
4	Nurses answer patient complaints	31	44	4	1	80

Based on the results above, the total answers "Strongly Agree" and "Agree" are 272 out of the expected 320, with a percentage of 85%. Because this percentage is higher than 62.5%, the responsiveness indicator at Clinic Skin is in the good category. This shows that doctors and nurses at the clinic provide responsive services to patient needs and complaints.

Assurance

The results of the study and description of respondents' responses based on assurance can be seen in the table below.

Table 4.6 Distribution of Frequency of Answers Based on Assurance at the WTC Sudirman Skin Clinic, South Jakarta

No.	Assurance	Answers				Total
		SS	S	T	STS	
1	Skin Clinic is supported by reliable medical personnel	46	32	1	1	80
2	Pasien merasa aman untuk perawatan di Clinic Skin	38	37	4	1	80
3	Nurses at Skin Clinic are polite to patients	50	27	2	1	80
4	Doctors are able to answer questions asked by patients	35	38	6	1	80

From the results above, the total answers "Strongly Agree" and "Agree" reached 303 out of the expected 320, resulting in a percentage of 94.69%. Because this percentage exceeds 62.5%, the assurance indicator at Clinic Skin is stated in the good category. This shows that patients feel confident and safe when receiving treatment at the clinic, and have confidence in the competence of the existing medical personnel.

Empathy

The results of the study and description of respondents' responses based on empathy can be seen in the table below.

Table 4.7 Frequency Distribution of Answers Based on Empathy at the WTC Sudirman Skin Clinic, South Jakarta

No.	Empathy	Answers				Total
		SS	S	T	STS	
1	Doctors try to calm patients' anxiety about fear of treatment	50	26	3	1	80
2	Nurses take special time to communicate with patients	47	29	3	1	80
3	Treatment given to patients is done for patient care	42	34	4	0	80
4	Time to consult with the patient's family is fulfilled	38	39	3	3	80

From the results above, the total answers "Strongly Agree" and "Agree" reached 305 out of the expected 320, resulting in a percentage of 95.31%. Because this percentage exceeds 62.5%, the empathy indicator at Clinic Skin is stated in the good category. This shows that patients feel heard and understood, and receive sufficient attention from doctors and nurses, creating a comfortable and supportive environment for patients during the treatment process.

Interest in Return Visits

The results of the study and description of respondents' responses based on the interest in returning visits can be seen in the table below.

Table 4.8 Distribution of Frequency of Answers Based on Reliability at the WTC Sudirman Skin Clinic, South Jakarta

No.	Reabilitas	Jawaban				Total
		SS	S	T	STS	
1	After receiving service at the registration of the Skin Clinic	39	39	2	0	80
2	After receiving service from a beauty doctor at the Skin Clinic	32	43	4	1	80
3	After receiving service from a beauty therapist at the Skin Clinic	29	47	2	2	80
4	After receiving service from a specialist doctor at the Skin Clinic	30	48	2	0	80
5	After receiving service from a beauty therapist in the treatment room	34	44	1	1	80
6	After receiving service from an entrance officer at the Skin Clinic	33	42	4	1	80
7	After receiving service from a specialist doctor in the treatment room	32	45	2	1	80
8	After receiving service from a radiology officer at the Skin Clinic	34	44	1	1	80
9	After receiving service from a nutritionist at the Skin Clinic	33	45	2	0	80
10	After receiving service from a pharmacist at the Skin Clinic	29	46	3	2	80
11	Clinic Skin provides beauty facilities according to my needs	36	41	2	1	80
12	I will return to Clinic Skin to get beauty products	29	46	3	2	80
13	I will return for repeat treatment even though the distance is far	30	47	2	1	80
14	I will recommend Clinic Skin to family, relatives, and friends	32	46	2	0	80

Source: Primary Data, 2024

Based on the results above, it shows that 96.25% of respondents gave a positive response by choosing the "Strongly Agree" and "Agree" options to various statements regarding the services received, including from registration, beauty doctors, therapists, and facilities provided. With a total of 1078 positive answers out of 1120 expected, and this percentage far exceeds the threshold of 62.5%, the variable of return visit interest can be

categorized as good. This finding reflects a high level of patient satisfaction with the services provided at the clinic, which in turn increases their desire to return for treatment.

Bivariate Analysis

Relationship between Reability and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Table 4.9. Relationship between Reability and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Reliability	Revisit Intention				Total	p-value	
	Bad		Good				
	N	%	n	%	n	%	
Bad	2	40%	3	60%	5	100%	0.001
Good	3	4%	72	96%	75	100%	

Source: Primary Data, 2024

Based on the table, it is known that the interest in returning visits with service quality (reliability) is in the good category. In addition, the Sig. (P-Value) value is 0.001 < 0.05, so there is a significant relationship between service quality (reliability) and the interest in returning visits.

Relationship between Tangibles and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Table 4.10 Relationship between Tangibles and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Tangibles	Revisit Intention				Total	p-value	
	Bad		Bad				
	n	%	n	%	n	%	
Bad	2	40%	3	60%	5	100%	0.001
Good	3	4%	72	96%	75	100%	

Source: Primary Data, 2024

Based on the table, it is known that the interest in returning visits with service quality (tangibles) is in the good category. In addition, the Sig. (P-Value) value is 0.001 < 0.05, so there is a significant relationship between service quality (tangibles) and the interest in returning visits

Relationship between Responsiveness and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Table 4.11. Relationship between Responsiveness and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Responsiveness	Minat Kunjungan Kembali				Total	p-value	
	Tidak Baik		Baik				
	n	%	n	%	n	%	
Tidak Baik	2	40%	3	60%	5	100%	0.001
Baik	3	4%	72	96%	75	100%	

Source: Primary Data, 2024

Based on the table, it is known that the interest in returning visits with service quality (responsiveness) is in the good category. In addition, the Sig. (P-Value) value is 0.001 <0.05, so there is a significant relationship between service quality (responsiveness) and the interest in returning visits.

Relationship between Assurance and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Table 4.12 Relationship between Assurance and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Assurance	Return Visit Intention				Total	p-value	
	Bad		Good				
	n	%	n	%			
Bad	2	67%	1	33%	3	100%	0.000
Good	3	4%	74	96%	77	100%	

Source: Primary Data, 2024

Based on the table, it is known that the interest in returning visits with service quality (assurance) is in the good category. In addition, the Sig. (P-Value) value is 0.000 <0.05, so there is a significant relationship between service quality (assurance) and interest in returning visits.

Relationship between Empathy and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Table 4.13 Results of Bivariate Analysis of Empathy and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Empathy	Return Visit Intention				Total	p-value	
	Bad		Bad				
	n	%	n	%			
Bad	0	0%	3	100%	3	100%	0.649
Good	5	6%	72	94%	77	100%	

Source: Primary Data, 2024

Based on the table, it is known that the interest in returning visits with service quality (empathy) is in the good category. In addition, the Sig. (P-Value) value is 0.649 > 0.05, so there is no significant relationship between service quality (empathy) and interest in returning visits.

Relationship between Service Quality and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Table 4.14 Results of Bivariate Analysis of Service Quality and Return Visit Interest at WTC Sudirman Skin Clinic, South Jakarta

Crosstab					
SERVICE QUALITY			Return Visit Interest		Total
			Bad	Good	
Bad	Count		2	1	3
	Expected Count		,2	2,8	3,0

	Good	Count	3	74	77
		Expected Count	4,8	72,2	77,0
Total		Count	5	75	80
		Expected Count	5,0	75,0	80,0

Source: Primary Data, 2024

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	19,417 ^a	1	,000		
Continuity Correction ^b	10,182	1	,001		
Likelihood Ratio	8,235	1	,004		
Fisher's Exact Test				,009	,009
Linear-by-Linear Association	19,174	1	,000		
N of Valid Cases	80				

a. 3 cells (75,0%) have expected count less than 5. The minimum expected count is ,19.
b. Computed only for a 2x2 table

Source: Primary Data, 2024

Based on the table, it is known that the interest in returning visits with service quality is in the good category. In addition, the Sig. (P-Value) value is 0.000 < 0.05, so there is a significant relationship between service quality and interest in returning visits.

Multivariate Analysis

Table 4.15 Multivariate Analysis Results

Omnibus Tests of Model Coefficients				
		Chi-Square	df	Sig.
Step 1	Step	9,612	4	,047
	Block	9,612	4	,047
	Model	9,612	4	,047

Source: Primary Data, 2024

Based on the table above, the sig. value is 0.045 < 0.05, so simultaneously all four indicators (reability, tangibles, responsiveness, and assurance) have an effect on the interest in returning visits.

Table 4.16 Logistic Regression

Variables in the Equation									
		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	RELIABILITY	1,225	2,528	,235	1	,628	3,404	,024	482,688
	TANGIBLES	1,225	1,932	,402	1	,026	10,404	,077	150,167
	RESPONSIVENE SS	,000	2,823	,000	1	1,000	1,000	,004	253,015
	ASSURANCE	2,591	1,819	2,030	1	,004	13,350	,378	471,866
	Constant	-1,675	1,715	,954	1	,329	,187		

a. Variable(s) entered on step 1: RELIABILITY, TANGIBLES, RESPONSIVENESS, ASSURANCE.

Source: Primary Data, 2024

Based on the table above, it is known that the largest Exp(B)/ Odd Ratio value is the Assurance indicator, which is 13.350, so the independent variable indicator that has the greatest influence on the interest in returning visits is the Assurance indicator.

Discussion

Relationship between Reliability and Return Visit Intention at WTC Sudirman Skin Clinic, South Jakarta

Reliability in the context of health services refers to the consistency and accuracy of services received by patients. Good service quality greatly influences patient return visit intention, because patients tend to choose services that have provided positive experiences before. Therefore, it is important to evaluate how good the reliability is at Skin Clinic and how it affects patients' desire to return.

WTC Sudirman Skin Clinic showed a high level of reliability with 93.75% of respondents being satisfied with the services provided. This reflects that the majority of patients feel that the services they receive are in accordance with the clinic's promises, which has the potential to increase their interest in returning. With a high level of satisfaction, patients tend to feel more comfortable and confident in returning to this clinic, indicating that reliability has a significant influence on patients' decisions to make return visits.

Based on bivariate analysis, it was found that the majority of respondents considered the reliability of the clinic's services to be good, with the results showing a Sig. (P-Value) of 0.001, which is smaller than 0.05. This indicates that there is a significant relationship between reliability and intention to revisit, where 75 out of 80 respondents who gave a positive assessment of reliability also showed a high interest in returning to the clinic.

Reliability as a dimension of service quality reflects the consistency and accuracy of the services provided. Research by Hamidiyah (2013) shows that there is a significant relationship between patient perceptions of service quality and intention to revisit, with a Pvalue = 0.000. This indicates that high reliability in service can increase patient interest in returning. In the context of the Skin Clinic, increasing reliability can contribute significantly to patients' decisions to make repeat visits.

Relationship between Tangibles and Return Visit Intention at WTC Sudirman Skin Clinic, South Jakarta

Tangibles include physical aspects of the service, such as cleanliness of the facilities, appearance of staff, and completeness of the equipment used. In health services, tangibles play an important role in creating a positive first impression, which can influence a patient's decision to return. Assessment of tangibles at Skin Clinic can provide insight into how well the clinic meets patient expectations in the physical aspects of the service.

Tangibles include physical aspects of the service, such as cleanliness of the facilities, appearance of staff, and completeness of the equipment used. At Skin Clinic, the results of the study showed that 93.13% of respondents gave a positive assessment of tangibles, which include physical aspects such as clinic conditions and staff appearance. These physical aspects are very important in creating a positive first impression, which can influence a patient's decision to return. The clinic's success in meeting patient expectations regarding

facilities and staff appearance can increase patient return visit intention, because they feel appreciated and comfortable with the atmosphere in the clinic.

The results of the analysis showed that the relationship between tangibles and revisit intention was also significant, with a Sig. (P-Value) of 0.001, which is smaller than 0.05. This indicates that patients who rate tangibles as good tend to have a high intention to return, with 72 out of 75 patients giving a positive assessment of tangibles. The tangibles dimension, which includes physical facilities and clinic appearance, plays an important role in creating a positive first impression. Helmawati & Handayani (2024) stated that the tangibles dimension does not directly affect patient satisfaction, but its effect on revisit intention can be seen through satisfaction. Therefore, at Clinic Skin, improving physical elements such as cleanliness and room layout can have an impact on satisfaction which in turn affects the decision to revisit.

Relationship between Responsiveness and Return Visit Intention at WTC Sudirman Skin Clinic, South Jakarta

Responsiveness refers to the ability of service providers to help patients and provide services quickly. In the context of a clinic, responsiveness is very important to provide comfort to patients, so that they feel cared for and appreciated. Assessment of responsiveness can provide an overview of how well the clinic can meet patient needs quickly and efficiently.

The results showed that 85% of respondents felt that the clinic provided responsive services to their needs. When patients feel that their needs are responded to quickly and efficiently, they tend to feel more appreciated, which can encourage them to return. Good responsiveness creates a sense of patient confidence in the services provided, increasing their likelihood of choosing Clinic Skin again for further treatment.

The results of the bivariate analysis showed that there was a significant relationship between responsiveness and return visit intention, with a Sig. (P-Value) of 0.001, which indicates that this value is lower than 0.05. As many as 72 out of 75 patients who gave a positive assessment of responsiveness also showed interest in returning to the clinic, confirming the importance of this aspect in improving patient satisfaction. Responsiveness or responsiveness of service reflects the ability of staff to meet patient needs quickly. Research by Abbas & Kurnaesih shows that responsiveness has a significant influence on patient satisfaction and intention to revisit. A low P-value indicates that the more responsive the service provided, the more likely the patient is to return. At Clinic Skin, speeding up response times to patient questions and complaints can increase the rate of revisits.

Relationship between Assurance and Return Visit Intention at WTC Sudirman Skin Clinic, South Jakarta

Assurance is related to the ability of service providers to provide confidence and trust to patients through the knowledge and skills of staff. In healthcare, assurance is very important to create a sense of security for patients, which can influence their decision to use the service again. Assurance assessment helps clinics understand the level of trust given by staff to patients.

Skin Clinic managed to record a high score on the assurance indicator with 94.69% of respondents feeling confident in the competence of the existing medical staff. When patients

feel safe and confident in the skills of the staff, they are more likely to return. Assurance has a major influence on patients' decisions to reuse clinic services, due to the sense of trust created during previous treatment experiences.

Based on the analysis, it was found that the Sig. (P-Value) for the relationship between assurance and return visit intention was 0.000, which means there is a significant relationship between the two. This shows that 74 out of 77 patients who rated assurance as good had a high interest in returning to the clinic, emphasizing the important role of assurance in creating patient loyalty.

Assurance is related to the ability of staff to provide confidence and trust to patients. The results of a study by Haeruddin et al. (2021) showed that assurance has a positive and significant influence on patient return interest. In the context of Skin Clinic, improving staff expertise and competence in providing services can increase patient trust, which will ultimately encourage their interest in making repeat visits.

Relationship between Empathy and Return Visit Intention at WTC Sudirman Skin Clinic, South Jakarta

Empathy in health services refers to the ability of service providers to understand and feel what patients are experiencing. This aspect is very important in creating a good relationship between patients and staff, so it can affect the level of patient satisfaction and desire to return. Assessment of empathy in the clinic can provide insight into how well the clinic can meet the emotional needs of patients.

The results showed that 95.31% of respondents felt that the staff at the Skin Clinic paid attention to and understood their needs. This aspect of empathy is very important in creating a good relationship between patients and staff, which in turn affects the level of patient satisfaction. When patients feel heard and appreciated, they are more likely to return, because they feel that the clinic provides more than just medical attention, but also emotional.

However, the results of the analysis showed that the Sig. (P-Value) for the relationship between empathy and return visit intention was 0.649, which is greater than 0.05. This indicates that there is no significant relationship between the two variables. Although three patients rated empathy as poor, five patients still expressed interest in returning, suggesting that other aspects of the service may be more influential. Empathy as a dimension of service quality focuses on individual attention to patients. According to research by Honifa et al. (2022), empathy has a significant effect on patient satisfaction and return visits. At Clinic Skin, a more personal approach and attention to patients' emotional needs can increase their satisfaction, which in turn will affect the intention to return.

Relationship between Service Quality and Return Visit Intention at WTC Sudirman Skin Clinic, South Jakarta

Service quality is an important indicator that covers all dimensions of service received by patients, including reliability, tangibles, responsiveness, assurance, and empathy. Measuring service quality provides a comprehensive picture of the patient experience and can be a determining factor in return visit intention. Therefore, it is important to analyze how service quality at Skin Clinic affects patient decisions to return.

The results of the study showed that a high level of satisfaction in all service dimensions with the majority of respondents giving positive answers to all indicators had a positive effect on return visit intention. With good service quality, patients feel satisfied and tend to choose this clinic again for further treatment. Therefore, good service quality has a major influence on patient decisions to return, because it covers all aspects of positive patient experiences at Skin Clinic.

Bivariate analysis shows that there is a significant relationship between service quality and revisit intention, with a Sig. (P-Value) of 0.000, which is far below 0.05. This indicates that 74 out of 77 patients who rated the service quality as good have a high interest in returning to the clinic. This finding suggests that improving service quality can contribute directly to patient loyalty at Clinic Skin. Overall service quality has a significant effect on revisit intention. Rasyid & Indah K (2019) found that improving service quality is directly related to increasing revisit intention. At Clinic Skin, focusing on all dimensions of service quality reliability, tangibles, responsiveness, assurance, and empathy can create a positive experience that underlies the patient's decision to return. Therefore, continuous improvement in these aspects is essential to attract patients to make repeat visits.

CONCLUSION

Based on the description of the results and discussion above, the following conclusions can be drawn: There is a significant relationship between reliability, tangibles, Responsiveness, Assurance and the intention to revisit at the Skin Clinic, while empathy There is no significant relationship between and the intention to revisit and the overall quality of service is directly related to the intention to revisit, where improvements in all dimensions of service can increase patient loyalty at the Skin Clinic.

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