Global Interactive Journal of World Religions and Cultures (ISSN: 2985 - 0975)

SERVICE QUALITY OF BEAUTY CLINICS AFFECTING SATISFACTION OF SERVICE USERS IN MUEANG NONTHABURI DISTRICT, NONTHABURI PROVINCE

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Received: June 20, 2025; **Revised:** June 25, 2025; **Accepted:** December 27, 2025

Abstract

The objective of this research is to 1) study the service quality of beauty clinics affecting the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province, 2) study the factors affecting the service quality of beauty clinics of service users in Mueang Nonthaburi District, Nonthaburi Province, and 3) study the guidelines for the service quality of beauty clinics affecting the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province. This research is qualitative research using a semi-structured interview method from 16 key informants who were specifically selected from executives of government agencies, beauty business operators, and people who use beauty business services. The statistical analysis of the data and **the research results found** that according to objective 1, the service quality of beauty clinics affects customer satisfaction, service safety, the selection of standard tools and products, and the expertise of personnel. According to objective 2, the factors affecting the service are delays, personnel errors, the use of substandard tools or products, and

the lack of attention to the details of customer needs. According to objective 3, the guidelines for the service quality include professional consultation, skilled and experienced personnel, facilities and atmosphere in the clinic, follow-up after the service, and easy-to-access contact channels.

Keywords: Service Quality; Satisfaction; Beauty Clinic affecting

Introduction

Successful management of a beauty clinic. Doing a beauty clinic business in the present era is not just about having modern tools. It also requires effective management to create trust and satisfaction for customers. This article will introduce you to the heart of beauty clinic management, along with techniques that will help you elevate your business to stand out from your competitors. Marketing strategy planning the success of a clinic starts with understanding your strengths and customer needs. You should clearly define your target group and plan strategies that meet their needs, such as in-depth consultations or promotions that are appropriate for each period. In addition, creating a memorable brand is also important, such as creating a clinic identity through online media. Expert and attentive service personnel are the heart of a beauty clinic. Everyone from doctors, and technicians to receptionists should receive continuous training to enhance their skills, both in terms of technique and polite and friendly service. Making customers feel impressed and confident in the service will increase the chances that they will return to use the service again. Using new technologies and innovations to make the clinic modern and meet a variety of needs Investing in the latest technology, such as laser tools or various procedures can make a difference. However, you should study the value of those devices and choose them appropriately for the services you want to offer. Effective financial management Cost management is something that should not be overlooked. There should be tools to track income, expenses, and profit trends of the business. In addition, organizing promotions or discounts must take into account the impact on all aspects of finance. In order not to have a negative impact on the business in the long run, after-sales service to build long-term relationships, taking care of

customers after the service is complete, such as asking about the results or problems found, is something that helps create closeness and trust between the clinic and the customer. It may also encourage word-of-mouth or good reviews, which has a positive effect on the clinic's reputation. For those who want to enter this business, professional management of a beauty clinic requires both knowledge, understanding, and attention to every detail. Because in an industry full of competition, providing a superior experience to customers is the key to long-term success (Phochakorn, S., 2019). For the future trend of beauty enhancement, it will still be a matter of interest and more openness for all genders, all ages, and all over the world. To correct flaws and build self-confidence.

In the past, we may have seen that most cosmetic surgeries were for young women who started working or LGBT and alternative genders. But now we will see cosmetic enhancements in men, which are more accepted. Even the elderly choose to have cosmetic enhancements because the medical technique is safe, does not take long to recover, and provides more natural results (Krungthep Thurakij.2022). Including consumer behavior that is becoming popular Entrepreneurs prepare to adjust their plans and branding approaches. To be in line with the trend that seems to be strong, selling anything that meets the customer's needs helps create opportunities to increase sales very well, there will be a trend in the beauty business. Which formats are currently popular and meet the needs? (Kachwattana, P., 2018).

The current situation has forced entrepreneurs to develop a management system that addresses the needs of all target customer groups. In addition, people's behavior nowadays has started to involve seeking knowledge and information about beauty independently, and they are increasingly choosing to purchase cosmetics for their own use, which may lead to a decrease in the opportunity to visit a beauty clinic. To succeed in the beauty business, it is essential to continually study and develop innovative products that are both interesting and effective. The heart of the business is to provide standardized and diverse services that can meet the needs of consumers and have unique strengths that are completely different from competitors. Problems related to beauty clinics. It is a business that has grown rapidly in the past few years due to the increasing demand

of consumers who place importance on appearance. However, the expansion of this type of business is not without problems. The important issues that often occur are in terms of service standards, safety, and ethics in operations. One common problem is safety standards and the qualifications of personnel. Some clinics may lack a team of licensed experts, resulting in health risks for service users. In addition, there are cases of the use of uncertified products, which may cause side effects or long-term health problems for consumers. Another factor that is widely debated is marketing ethics. Some clinics may use exaggerated sales promotion strategies or provide information that misleads consumers about the results of the service, such as advertising that it can guarantee perfect results regardless of each person's physical condition. To solve this problem, strict supervision by relevant agencies is required. Including raising awareness among consumers to be able to check and evaluate the credibility of the clinic before deciding to use the service, which will help reduce the risk to people's lives and health in the long term (Kasikorn Research Center, 2018). From the aforementioned trends, the researcher sees the importance of studying the quality of services of beauty clinics that affect the satisfaction of service users in Bangkok. This research aims to study the quality of services from the customer's perspective and the impact on the satisfaction of service users to use what customers are interested in and give importance to developing and improving services to meet the needs of customers to create satisfaction and create customer loyalty that will lead to sustainable business operations.

Research objective

1. To study the service quality of beauty clinics that affect the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province.

2. To study the factors that affect the service quality of beauty clinics in Mueang Nonthaburi District, Nonthaburi Province.

3. To study the service quality guidelines of beauty clinics that affect the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province.

Literature Reviews

Concepts, theories on service quality and service: Service quality is a management concept that organizations or agencies want to develop relationships with service recipients so that their organizations or agencies can respond to the needs of service recipients by giving more importance to service recipients. There are many definitions of service quality. The researcher has studied and compiled them as follows: Ratbunpha, A. (2014) stated that service quality means the ability to respond to the needs of the organization or agency that is a service provider. Service quality is an important thing that will create satisfaction for service recipients. Presenting service quality that meets the expectations of service recipients is something that service providers must do because it will make service recipients satisfied if they receive what they want when the service recipients want it at the place where the service recipients Want and in the desired form. Nammuang, J. (2017) said that service quality means the interaction between the service provider and the service recipient, which has activities and or practices that the service provider does to directly meet the needs of the service recipient, which such actions create satisfaction and impression for the service recipient after receiving the service. The quality of service is measured by how much it meets the needs or expectations of the service recipient. If the needs or expectations of the service recipient are greater than the perception, it is considered that the service is not of good quality. At the same time, if the perception is equal to or greater than the needs or expectations, it is considered that the service is of good quality.

Concepts, theories related to satisfaction: Thanasuwichakorn, P. (2020) mentioned the concept of customer satisfaction that customer satisfaction will come from the experience of providing full service to the best of their ability. Customers will feel that it is worth using the service. Satisfaction for the service is more difficult to create than products because the quality of the product, which is something that has been developed, does not change. But the quality of the service depends on the staff, which changes with moods and situations or some customers who use the service may have specific needs that exceed the needs that the staff can provide to the fullest, causing dissatisfaction. Therefore, there are 3 main factors in creating satisfaction as follows: 1) Service recipients have

different needs and expectations for service from each person, and those needs also change for each service. 2) Service providers Customer satisfaction is affected by knowledge, skills, and readiness in physical and emotional aspects while providing services, including the willingness of the staff to provide services. 3) Other environments, such as air, sunlight, chairs, tables, these affect the satisfaction of customers who come to eat or use the services at the place where the service is used.

Moreover, customer satisfaction is also affected by the number of customers who use the service. A long line of banks on Fridays creates a reluctance to use the service and if it is necessary to use the bank's services that day, customers will tend to be more dissatisfied than usual. What can be done is to manage the queue effectively. In summary, satisfaction is that satisfaction with the service can reflect the level of needs and expectations of service recipients that have been met by the organization or agency providing the service very well. Such measurement not only helps to understand the strengths and weaknesses in the service process, but also serves as a guideline for developing quality and creating a long-term impression. In addition, satisfaction of service recipients is often related to many factors, such as speed of response, politeness and care of the staff, accuracy and completeness of information, and convenience in various steps, all of which affect the image and credibility of the overall service provider.

Research Methodology

In this research, the researcher used qualitative research. The qualitative data collection method was obtained from in-depth interviews, key informants and related documents (Documentary Research) to (1) study the quality of services of beauty clinics that affect the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province (2) study the factors that affect the quality of services of beauty clinics in Mueang Nonthaburi District, Nonthaburi Province and (3) study the guidelines for the quality of services of beauty clinics that affect the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province.

Population and key informants: The key informants used a purposive selection method to obtain important data in line with the research objectives. The key informants were 4 government agency executives, 4 beauty business operators, and 8 people who used beauty business services. **Research Instruments:** The instruments used for research and data collection were: 1) The researcher is a research instrument. This means that the researcher himself is considered the most important tool in collecting data because the researcher can adapt to specific situations, which sometimes cannot be predicted in advance. In addition, general knowledge and theories can be used to solve problems encountered. 2) Semi-structured interviews are used for interviews with main questions but allow respondents to express additional opinions. 3) Notebooks are used to record details throughout the research process, such as important events or observational data, in preparation for later data analysis. 4) Digital voice recorders help to collect data conveniently, quickly, and completely, especially during interviews or conversations. 5) Digital cameras are used to record situations, people involved, or activities that occur during the research, which helps to increase the dimensions of the data to be more complete. **Data collection:** The researcher collected data from in-depth interviews by making an appointment and contacting key informants to request an interview within the specified time period in order to obtain data according to the research objectives. When the required amount of data has been collected and the interview forms have been checked for accuracy and completeness, the data analysis is carried out in the next step. **Data analysis:** In this study, the researcher collected data to obtain the research objectives. The process in this step is therefore to analyze the data obtained from interviews with key informants using content analysis, descriptive and narrative analysis, conversations, and recorded data, etc., by organizing them into categories and summarizing them to present the descriptive research results by explaining them further.

Results

From the research on the quality of service of beauty clinics affecting the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province. The research results can be summarized according to the objectives as follows:

To study the quality of service of beauty clinics affecting the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province

Quality of service of beauty clinics in Mueang Nonthaburi District, Nonthaburi Province. In terms of service quality, the research results found that beauty businesses need to pay attention to every detail in order to create confidence and satisfaction for customers, including having a team with sufficient knowledge and specialized skills, ready to provide appropriate advice and respond to the individual needs of service users. In addition, following up on the service results after customers have completed the service is another important factor that will help build confidence and encourage customers to return to use the service in the future.

Quality of service of beauty clinics in Mueang Nonthaburi District, Nonthaburi Province. In terms of after-service care, the research results found that the clinic must have a system for following up on the results periodically, which is another important factor that helps customers gain confidence in the results of the service, including resolving any problems that may occur in a timely manner. Good care not only improves the quality of life of customers, but also helps build confidence in the beauty business itself, which affects satisfaction and the opportunity to return to use the service again in the future.

Quality of service of beauty clinics in Mueang Nonthaburi District, Nonthaburi Province. In terms of responding to service users, the research results found that understanding the individual needs and expectations of each customer is an important factor that helps to effectively adjust the service method to suit the

situation. Moreover, following up after the service, whether it is asking about satisfaction or giving additional advice, is another way to show care and build a good relationship with customers in the long term. All of this will help strengthen the business's potential to grow and become a reputation as a service provider who truly cares about quality.

To study the factors affecting the service quality of beauty clinics in Mueang Nonthaburi District, Nonthaburi Province

The research results found that management, if the clinic has an unorganized management system or neglects to train personnel, the service that customers receive may not be of the quality that it should be. At the same time, the expertise and experience of the medical team and beauty experts are the core that will affect customer confidence. Because small mistakes in service can lead to undesirable results, which will have a negative impact on the clinic's image in the long run.

To study the service quality guidelines of beauty clinics that affect the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province

The research results found that the clinic's service quality guidelines are an important part that will help build trust and satisfaction with customers, which can be summarized into the following important topics: 1) Professional consultation Starting with listening to and analyzing customers' problems sincerely is the key. Advice must be based on accurate, clear and transparent medical information so that customers understand every step of the treatment and can make decisions with confidence. 2) Standards of cleanliness and safety since cosmetic surgery often involves medical procedures, cleanliness and the use of standard equipment play an important role. The clinic should pay attention to details, such as sterilizing equipment, using safe products, and following the criteria set by professional organizations. 3) Quality and experienced personnel the medical team and staff must be skilled, licensed and experienced, and must also have good communication skills to build good relationships with customers. Most importantly, maintain professionalism in all situations. 4) Individualized service each customer has different needs and problems. Designing a treatment

plan that meets each individual's needs in detail will result in satisfactory results and demonstrate attention to small details. 5) Post-treatment follow-up the customer care process should not end just after the procedure. Multiple follow-ups to assess satisfaction and solve immediate problems help increase confidence and promote long-term relationships with customers.

Discussions

The research results on the quality of service of beauty clinics affecting the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province, which have important issues that can be discussed as follows: Factors affecting the management of service quality of health and beauty clinics in Bangkok The research results found that 1) Professional consultation 2) Standards of cleanliness and safety 3) Quality personnel and experience of the medical team 4) Personal care services 5) Follow-up after treatment, which is consistent with the concept of Kachwattana, P. who studied the relationship between the quality of service received and the satisfaction and loyalty of patients towards a private medical service in Bangkok. The results of the study showed that patients who received services had good opinions on the quality of service received in various aspects, therefore, they were highly satisfied and loyal to the medical service. After testing the statistical hypothesis, the values obtained showed the level of relationship between the quality of service in various aspects that affected the satisfaction and loyalty of service users, especially the quality of service in terms of fast response will affect the satisfaction level, while the quality of service in terms of the image of the place in terms of building confidence and the care of the medical service will affect the loyalty level of patients who received services, which is consistent with the concept of Kittilap, R. who studied the factors that influence the decision to use the clinic services. For skin beauty, consumer groups in Bangkok, research results found that the research results found that the behavioral characteristics of each type of service users that influenced the decision to use the services of a skin beauty clinic, most of them had reasons for deciding to use the services to take care of and maintain their skin to be healthy at all times. The person who influenced the decision to use the skin beauty service the most was themselves, and the frequency of using the service was approximately 3

times/month. The program of interest was skin whitening. As for the marketing mix factors, it was found that the sample group gave importance to the marketing factors of products and services with quality at the highest average level, followed by the factors of people or employees, the process, the price is appropriate for the quality, the marketing promotion, the promotion, discounts, freebies, value-for-money packages, the distribution channels, and the environment, including having clear and easy-to-understand signs indicating various service points.

New Knowledges

Knowledge from research on "Quality of service of beauty clinics that affects the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province" can be summarized as follows: The main core of the current beauty clinic business model is to create recognition and create distinctiveness in the treatment or service format. Therefore, adjusting the strategy to suit the market conditions will be one thing that helps the business attract customers to use the service in terms of both the number of service users and the frequency of receiving beauty services.

Figure 1: The core principles of a successful beauty clinic business mode.

The quality of services guidelines of beauty clinics affecting the satisfaction of service users in Mueang Nonthaburi District, Nonthaburi Province. The research results found that 1) Professional consultation Starting with listening and analyzing the customer's problem sincerely is the key. Advice must be based on correct, clear and transparent medical information so that customers understand every step of the treatment and can make decisions with confidence. 2) Standards of cleanliness and safety Since beauty treatments often involve medical procedures, cleanliness and the use of standard equipment play an important role. The clinic should pay attention to details, such as sterilizing equipment, using safe products, and following the criteria set by professional organizations. 3) Quality and experienced personnel The team of doctors and staff must be skilled, licensed and experienced, and must also have good communication skills to build good relationships with customers. Most importantly, maintain professionalism in all situations. 4) Personal care services Each customer has different needs and problems. Designing a treatment plan that meets the needs of each individual in detail will result in satisfactory results and demonstrate attention to small details. 5) Post-treatment follow-up The customer care process should not end after the procedure. Follow-up multiple times to assess satisfaction and solve immediate problems helps increase confidence and promote long-term relationships with customers.

Conclusions

Summarizes the key findings of a research study focusing on service quality in beauty clinics. The research investigated the impact of service quality on customer satisfaction, identified factors affecting service delivery, and proposed guidelines for enhancing service quality in beauty clinics.

Suggestions and Policy Recommendations

Policy Recommendations

The government should have a help center to help victims affected by health and beauty clinics to protect their rights.

The government should provide consultation before receiving beauty services by doctors or specialists to carefully assess the needs and skin conditions of customers.

The government should amend the law and increase legal penalties for beauty clinics that commit offenses.

The government should be certified by relevant agencies, such as the Food and Drug Administration (FDA) and the Department of Health Service Support, to assure customers of the safety of using the service.

Suggestions for Implementations

Government agencies should monitor and supervise beauty clinics to operate medical facilities correctly and in accordance with standards.

Using management systems and tracking software systems to collect customer information, track treatment history, and evaluate after-service results will help the service be orderly and in accordance with standards.

Beauty clinics should closely follow up after treatment to provide advice or consultation if customers have additional problems.

Suggestions for Further Research

Should study the law on complaints for decision making in using beauty clinic services for skin care among consumers in Bangkok.

Factors that influence the quality of beauty clinic services of service users should be studied to support appropriate beauty clinic services.

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