Identification of Patient Satisfaction with the Main Clinic Services of Ramanathan in Medan City

Ramanathan[1], Susanna Halim[2*], Alamsyah[1]

[1] Open College Executive MBA with Collaboration Open College ASIA, UK and Portman College Malaysia, Malaysia.
[2] Aesthetic and Dental Implant Department, Faculty of Medicine, Dentistry and Health Sciences, University of Prima Indonesia, Indonesia.

Abstract: The increasing demand for beauty treatments has made customer satisfaction a critical factor in determining the success of beauty clinics. This study aims to evaluate patient satisfaction with the services provided by Klinik Utama Ramanathan in Medan. Using a quantitative approach with survey methods, data was collected from 60 respondents who had received treatments at the clinic. The analysis was based on five dimensions of service quality: tangible, reliability, responsiveness, assurance, and empathy. Results indicate that the overall patient satisfaction level is high, with the assurance dimension receiving the highest rating (4.4) and responsiveness scoring the lowest (4.1). Regression analysis revealed that assurance had the most significant impact on patient satisfaction, followed by tangible aspects, empathy, reliability, and responsiveness. Although the clinic performs well in service quality, improvements in responsiveness, such as faster response times and enhanced customer interaction, could further enhance patient satisfaction. The study highlights the importance of continuous service quality improvements in maintaining competitiveness in the beauty clinic industry.

Keywords: Beauty clinic; Customer experience; Patient satisfaction; Service quality; Service improvement

Introduction

In modern society, beauty treatments have become an essential need, particularly among women who seek to enhance their appearance (Hariantiningsih et al., 2020). With the increasing demand for personal grooming and skincare, beauty clinics have emerged as key service providers, offering various treatments and products aimed at improving customers' quality of life, self-confidence, and overall well-being. Despite the rapid growth of the beauty industry, beauty clinics face significant challenges, including intense competition and the necessity to meet customer expectations. Recent reports indicate that many beauty clinics experience a decline in customer growth due to dissatisfaction with services or products. Furthermore, the emergence of new competitors with innovative service offerings requires beauty clinics to quickly adapt to evolving trends and customer demands (Cahyana et al., 2024). These conditions highlight the critical importance of improving service quality to gain customer trust and ensure business sustainability (Rahadi et al., 2022; Rosyidah et al., 2024; Sakyarsih et al., 2024; Triastuti et al., 2023).

Customer satisfaction plays a crucial role in determining the success of beauty services (Yusran et al., 2025). Satisfied customers are more likely to recommend services to others, creating a positive chain reaction that enhances a clinic's reputation and competitiveness. Conversely, dissatisfaction can negatively impact a clinic's image, reduce customer loyalty, and ultimately lead to market share loss (Nababan et al., 2023). Customer satisfaction is influenced by several factors, including service punctuality, staff friendliness,

technological sophistication, clinic ambiance, and treatment outcomes that align with customer expectations (Kurnianingsih, 2021).

According to Euromonitor International, Indonesia's cosmetics industry has surpassed USD 5 billion, with an average annual growth rate of 12%. Even during the 2009 economic crisis, the industry remained stable and was projected to grow by up to 20% in 2015. Data from the Directorate General of Producer-Based Industry, Ministry of Industry, indicated that Indonesia's cosmetics industry reached IDR 11.2 trillion in 2015, marking a 15% increase from IDR 9.7 trillion in 2013. These figures demonstrate that the demand for beauty products and services continues to rise.

Within this context, Ramanathan Primary Clinic, located in Medan, is one of the city's prominent beauty service providers which offers various facial and body treatments supported by experienced doctors and staff. Strategically situated in the Medan Selayang district, the clinic holds great potential to become a leading choice for customers. By utilizing advanced technology and maintaining a comfortable environment, the clinic aims to provide high-quality services. However, to ensure that the services meet customer expectations, it is essential to assess customer satisfaction. Previous studies have shown that service quality significantly influences customer loyalty. Trust built through positive experiences strengthens the customer-clinic relationship. Therefore, this study seeks to identify the factors influencing customer satisfaction to provide a foundation for service improvement. By gaining deeper insights into customer needs and preferences, the clinic can enhance its competitiveness in the ever-evolving beauty industry.

Method

This research was conducted at Klinik Utama Ramanathan in Medan, Indonesia, from January 1 to 15, 2025, to evaluate patient satisfaction with its services. A quantitative research approach was used, employing a structured survey method to collect and analyze data objectively.

Structured questionnaires were distributed both physically and online, targeting patients who had used the clinic's services at least once and were 18 years or older. A total of 60 respondents were selected through purposive sampling to ensure relevance and accuracy.

The questionnaire assessed demographics and service quality based on the SERVQUAL model, covering tangibles, reliability, responsiveness, assurance, and empathy. Responses were recorded using a 5-point Likert scale to provide a detailed

understanding of satisfaction levels and improvement areas (Robinson, 2023).

Data were analyzed using IBS SPSS Statistics (RRID:SCR_016479) v.22.0 software, applying descriptive statistics for demographic summaries and satisfaction levels. Validity and reliability test of Cronbach's Alpha ensured consistency, while multiple linear regression analysis examined the impact of service quality dimensions on patient satisfaction. Hypothesis testing confirmed the significance of these relationships. Ethical considerations included confidentiality, informed consent, and the right to withdraw at any time. Transparency was ensured by clearly communicating research objectives and procedures to all participants.

This structured and ethical methodology provides valuable insights into patient satisfaction at Klinik Utama Ramanathan, offering practical recommendations for service improvements and further research in healthcare quality.

Result and Discussion

The study aimed to evaluate patient satisfaction with the services provided by Ramanathan Main Clinic. The findings indicate that overall patient satisfaction is high, as reflected in the mean scores across five service quality that staff competence, politeness, and the sense of dimensions in Figure 1: tangible (4.3), reliability (4.2), responsiveness (4.1), assurance (4.4), and empathy (4.3). The assurance dimension recorded the highest score, demonstrating security experienced by patients play a crucial role in shaping their overall satisfaction. Despite the generally positive assessment, areas for improvement were identified, particularly in responsiveness, which received the lowest score among the dimensions.
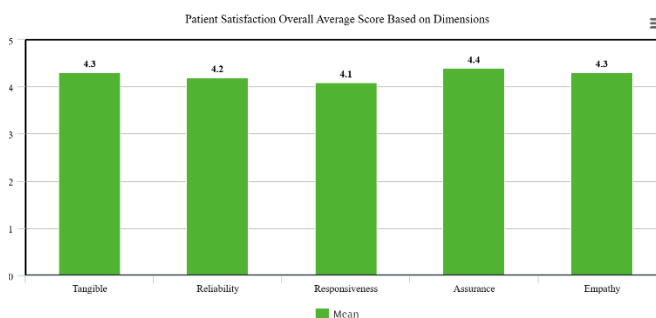

Figure 1. Patient satisfaction overall average score based on dimensions

The tangible dimension, which includes the clinic's physical facilities, cleanliness, and modern equipment, was rated positively by respondents. Patients appreciated the clinic's modern facilities, comfortable waiting areas, and hygienic medical equipment. These

findings align with prior research suggesting that well-maintained and aesthetically pleasing environments enhance trust and satisfaction in healthcare services. These results support the study by Darmianti et al. (2019), which found that a combination of service elements can influence overall patient satisfaction. However, further enhancements such as the incorporation of decorative elements, better lighting, and soothing aromas in waiting areas could improve the patient experience. Providing exclusive lounges for VIP patients and creating private consultation areas may also contribute to better satisfaction.

Table 1. Tangible Dimension

Statement	Mean Score	Category
The clinic has modern facilities	4.2	Good
The waiting room is comfortable and clean	4.4	Good
Medical equipment appears hygienic	4.3	Good
Average Tangible Dimension	4.3	Good

Table 2. Reliability Dimension

Statement	Mean Score	Category
Services are provided as scheduled	4.2	Good
Doctors and staff are professional	4.3	Good
Information provided is accurate and complete	4.1	Good
Average Reliability Dimension	4.2	Good

The reliability dimension, representing the clinic's ability to deliver services as promised, scored 4.2, reflecting a high level of trust in the clinic's professional standards. Patients reported that staff who maintained professionalism and provided accurate information. These results align with the study by Dewi (2019), Achadi et al. (2021), and Handayani et al. (2019) which emphasized that staff response speed to patient complaints significantly affects patient satisfaction. However, some respondents noted inconsistencies in appointment scheduling, which affected their experience. The implementation of an automated reminder system and stricter adherence to appointment schedules could further improve this dimension.

Table 3. Responsiveness Dimension

Statement	Mean Score	Category
Staff responds quickly to inquiries	4.1	Good
Patient complaints are addressed promptly	4	Good
Registration process is efficient	4.2	Good
Average Responsiveness Dimension	4.1	Good

Responsiveness, which refers to the promptness and efficiency of staff in addressing patient needs, had the lowest score (4.1). While still categorized as good, patient feedback indicated that response times to inquiries and complaints could be enhanced. These results support the study by Nastiti et al. (2014), which stated that quick response times in handling patients can increase trust and customer satisfaction. The clinic could improve this by offering additional training for staff in time management and communication. Introducing digital solutions, such as chatbots or mobile applications for instant responses, may help address patient concerns more efficiently. Furthermore, establishing a 24/7 hotline service would ensure that patients receive timely assistance, thereby enhancing satisfaction in this area.

Table 4. Assurance Dimension

Statement	Mean Score	Category
Doctors have sufficient knowledge	4.3	Good
Clinic staff are polite and professional	4.4	Good
Patients feel safe during treatment	4.5	Very Good
Average Assurance Dimension	4.4	Good

The assurance dimension, which encompasses staff competency, courtesy, and the sense of security provided to patients, achieved the highest satisfaction score (4.4). Respondents reported feeling reassured by the expertise and professionalism of the clinic's doctors and staff. These results are consistent with the study by Kamaludin (2021), which found that staff competence and the sense of security provided to patients significantly influence customer loyalty. Maintaining and improving this dimension requires continuous training and certification programs for medical and non-medical staff. Enhancing transparency in communication and implementing regular feedback mechanisms can further strengthen patient confidence (Aprillia et al., 2024; Maryam et al., 2024; Wijaya et al., 2024).

Table 5. Empathy Dimension

Statement	Mean Score	Category
Staff provides personal attention to patients	4.2	Good
Doctors understand patient needs	4.3	Good
Patients feel valued	4.4	Good
Average Empathy Dimension	4.3	Good

The empathy dimension, which assesses the level of personalized attention and understanding shown to patients, scored 4.3. Respondents felt that clinic staff were attentive to their needs and made them feel valued. These results are consistent with the findings of Aulia (2022), which showed that personal attention to patients can create a more satisfying experience. Regular surveys and feedback collection can help identify areas where empathy can be further improved. Additionally, establishing a dedicated customer care team focused on

patient engagement and follow-ups may strengthen the clinic's patient relationships.

The results from this research can be used to help the studied clinic to maintain their overall good rate in the five dimensions assessed (tangible, reliability, responsiveness, assurance, empathy) as well as to help improving the health services provided to maximized patient satisfaction by addressing minor issues which can be noticed by evaluating each dimensions daily with the statements given.

Conclusion

This study has provided valuable insights into patient satisfaction with the services offered by Ramanathan Main Clinic. The findings indicate that while the clinic generally delivers high-quality services, specific areas require enhancement to optimize patient experiences and satisfaction levels. The analysis of service quality dimensions revealed that assurance (4.4) received the highest rating, emphasizing the importance of staff competence, professionalism, and the sense of security provided to patients. Tangible (4.3), reliability (4.2), and empathy (4.3) also scored well, highlighting the clinic's strengths in facility quality, service dependability, and personalized attention. However, responsiveness (4.1) scored the lowest, indicating that improvements in communication and response times are necessary to further enhance patient experiences. The regression analysis confirmed that all service dimensions significantly influence patient satisfaction, with assurance (β = 0.278) having the strongest impact, followed by tangible (β = 0.215), empathy (β = 0.214), reliability (β = 0.182), and responsiveness (β = 0.153). These findings suggest that while patients appreciate the technical and environmental aspects of the clinic, timely responses to inquiries and concerns remain a critical area for improvement. To sustain and enhance patient satisfaction, Ramanathan Main Clinic should prioritize improvements in responsiveness by implementing digital communication tools, streamlining appointment management, and training staff in effective customer service strategies. Additionally, maintaining high assurance standards through continuous staff development programs will reinforce patient trust and loyalty. Further investments in aesthetic and comfort-related enhancements within the clinic facilities can also contribute to a more positive patient experience. By adopting these recommendations, the clinic can ensure long-term patient satisfaction, strengthen its reputation, and remain competitive in the rapidly evolving healthcare and aesthetic services industry.

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