The Impact of Perceived Quality and Price on the Satisfaction of Spa Treatments Customers in Jakarta

Muhammad Robbie Kurniadi1, Mohd Haizam Mohd Saudi2, Muhammad Asyraf Hasim3*

Widyatama University1,2

Universiti Kuala Lumpur3

*corresponding author: asyrafhasim@unikl.edu

Abstract:

The intensely competitive environment existing in the Spa and wellness sector makes it vital that service providers achieve customer satisfaction in order to sustain in the long term. Obtaining customer satisfaction means that customers repeat the experienced service and that they become an effective and efficient communication resource, at no cost to the firm. Prominent among the antecedents that determine the level of customer satisfaction are perceived quality and total perceived price. The research carried out shows that perceived quality has a direct and positive impact on the level of customer satisfaction, while, contrary to what was expected, total perceived price does not really influence that satisfaction. 10 Spa and wellness centers were randomly selected with altogether 188 respondents who volunteer to participate in the survey for the study. This study contributes to the hospitality and customer behavior literatures towards understanding on customer satisfaction.

Keywords: Spa and Wellness, Quality, Prices, Customer satisfaction, Jakarta.

I. Introduction

Indonesia was known as the third largest SPA provider in Asia. Most of the SPA services offered in major city especially Jakarta where the population income and numbers of tourist are justifiable. SPA centers are a place where people will visit for relaxation. SPA centers offered various type of services and most of them based on pure skill-based services that in some situation may invite questions towards meeting each customer needs and wants. Among the services offered are facial treatment, body treatment, massages, hair treatment and nail treatments. Some may offer traditional methods and others offered a modern service or combining both. There are hundreds of SPA centers in Jakarta. The number of new SPA keep on grow and indirectly provide a tense competition among the player. This paper will be focused on the SPA centers provided by Hotels as listed in the top 20 SPA centers in Jakarta.

II. Literature review

Customer Satisfaction

Customer satisfaction by definition as stated by (Kotler, 1992, 2017)is "person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations". Business survival and sustainability especially in the service oriented such as SPA centers is very much dependable to customers. According to (Lindgreen, Palmer, &Vanhamme,

2004)satisfied customer may come back again for repeat purchase or in the context of SPA centers is to repeat the treatments. Satisfied customer according to (Kumar, Scheer, & Kotler, 2000) may become loyal once the service provider managed to satisfy the customer on every occasions. Customer satisfaction usually based on the theory introduced by Oliver (1977). The expectation disconfirmation theory is popular in understanding the level of customer satisfaction concept.

Based on the theory, customer will become satisfied once the service given was more than customer expectations(M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018). Figure 1 shows that customer expectations and perceived performance is important in order to lead the level of satisfaction or not. Customer become satisfied should the service delivery above the expectations(Mohd Farid Shamsudin, Esa, & Ali, 2019). The same treatments in the case of what customer perceived on the performance(Kumar et al., 2000). At this level, service provider needs to communicate accurately on their level of service. SPA centers need to be careful in communicating the service to customer(Zhang, Zhang, & Zhang, 2019). The message at the communication level should be parallel with the actual services offered. Bydoing so, customer may not trap in their own expectations. Figure 2 below is another situation that has been simplified for a clearer understanding on how the expectations and service delivered lead to the end result that indicates whether customer is satisfied or not.
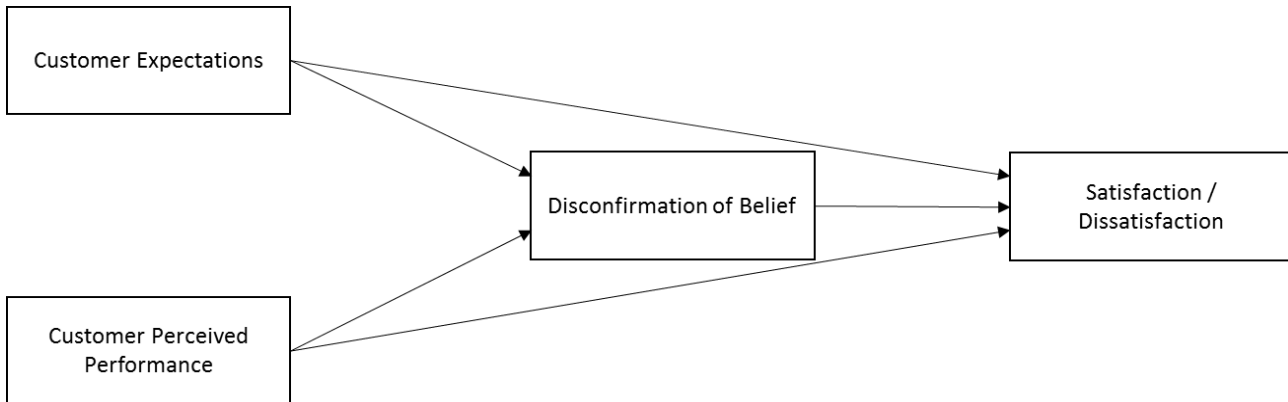
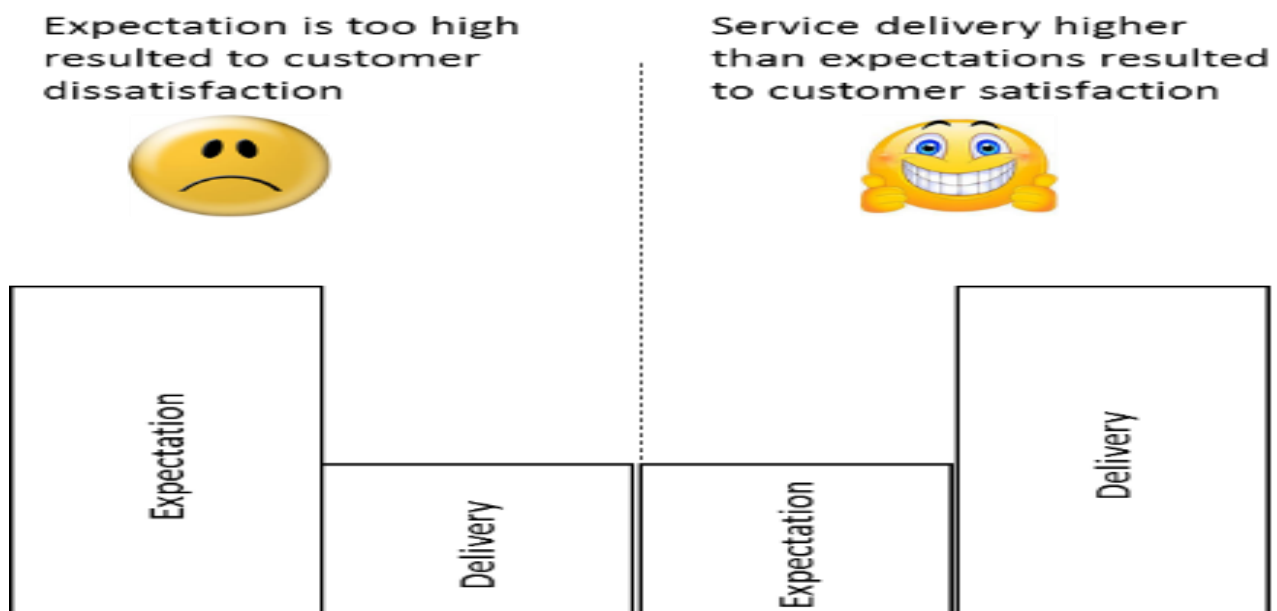Figure 1: Expectation disconfirmation theory (Oliver & Swan, 1989)

Figure 2: illustrations on customer expectations of service delivery

As mentioned by (Berry, Parasuraman, & Zeithaml, 1985) customer satisfaction is important for service provider. Numbers of competitor increase from time to time and such situation created a tough competition among the market player in the industry(Berry, Zeithaml, & Parasuraman, 1985). Each of the player may need to find their unique services to be offered(Hassan & Shamsudin, 2019). The competition is not only limited to the attract new customer but to maintains the existing customers. Service provider need to be more creative in order to win the market and most importantly is to increase their service quality in order to attract new customer and keep the current one(Chicu, Pàmies, Ryan, & Cross, 2019; Kim, Cho, & Kim, 2019; Zhang et al., 2019).

(Gerdt, Wagner, & Schewe, 2019) indicated that getting new customer is 20 times more expensive than keeping the current one. Based on that it is important that service provider to be consistent in providing the service to customer especially related to SPA centers and treatments(Lagrosen & Lagrosen, 2016; J. Lee & Kim, 2015; Voigt, Brown, & Howat, 2011). SPA treatments is very special and subjective as it involved the skills set of individual employees to the customer. (Giritlioglu, Jones, & Avcikurt, 2014) stated that is very difficult to copy the skills set of individual to another. Human is difficult and impossible to be program. Each services are considered unique to each customer (Lagrosen & Lagrosen, 2016).

Customer satisfaction at the same time according to (Kotler, 1992, 2017) may lead to a positive word of mouth. Satisfied customer may talk about their experiences to other people especially within their circle of family and friends. The sharing experiences may not stop at that level since according to (Borishade et al., 2018; Broetzmann, Kemp, Rossano, & Marwaha, 1995; Davras & Caber, 2019)their family and friends may also communicating the same thing to their relationship circles. Indirectly the positive word of mouth become advertisements to promote the service of the SPA centers(Alexandre & Kharabsheh, 2019; Smith, Damron, & Melton, 2017; Weed, 2009). Service providers should also consider that the same communication might happened should the customer got frustrated or dissatisfied. Customer will make used of the social media to share their experiences and the effect is very costly to the service provider.

Service Quality

Most studies related to service industry will make used of the SERVQUAL model introduced by (A. Parasuraman, Berry, & Zeithaml, 1991; A. Parasuraman, Zeithaml, & Berry, 1994). The SERVQUAL model or also known as RATER have been used widely to measure the service quality provided by the service providers to their customer(A. A. Parasuraman, Zeithaml, & Berry, 1991). SERVEQUAL model introduced reliability, assurance, tangibles, empathy and responsiveness as the key measurement of services to customer. SERVQUAL used the paradigm of disconfirmation instead of attitudinal and it is very subjective based on the service scope from one industry to another(Berry, Zeithaml, et al., 1985).

This research used all the dimensions introduced by (A. Parasuraman et al., 1991, 1994)to measure how customer perceived the service quality that may lead to customer satisfaction as per the expectation disconfirmation theory(Eberle, Milan, & Dorion, 2016; Wang, Wu, Lin, & Wang, 2011). SPA treatments is a fully service business that can only be measured through customer experience. The nature of the business is unique because the service level from one SPA treatments to another is nonstandard. The only way that service provider may improve their service is through customer feedback(Oliver & Swan, 1989).

Reliability in SPA treatments is related to how the SPA centers managed to deliver their promised regularly(Smith et al., 2017). The service level should be consistent and dependably. SPA centers is responsible to deliver their services accurately(Hudson, Thal, Cárdenas, & Meng, 2017). Customer will have satisfied once the service delivery is meeting or above the customer expectation. SPA centers need to be carefully in designing their service mantra(J. Lee & Kim, 2015). SPA centers also need to make sure that their advertisements or promotions is within their capacity of delivery. Over promised may raise the customer expectations but under promised may not attract customer to visit(Giritlioglu et al., 2014). Service provider may need to carefully understand their target market and focused on their potential target market.

Another important dimension is assurance. SPA centers need to ensure that all employees have almost the same skill set and knowledge(Lagrosen & Lagrosen, 2016; Voigt et al., 2011). SPA industry required in skill development among the employee. Employee is important in this industry as they are the one who will deliver the service to customer. The quality of the service than can only be decided by the customer experiences. (Lagrosen & Lagrosen, 2016) claimed that each customer have a different point of view based on their experiences. Some customer may have high tolerance but some may not. It is very important for the SPA centers to have a staff that can inspire customers to have trust on them(Aydemir & Sahin, 2019; Ramanathan, Di, & Ramanathan, 2016). A knowledgeable employee with a good

skill sets may satisfied customer and attract them for a repeat treatments. The employee play vital role in ensuring that the customer is satisfied or not based on their experience.

(Lau, Cheung, Pires, & Chan, 2019) claimed that tangibles play important role in giving impression towards customer. Tangibles in the SERVQUAL referring to the physical facilities, equipment and personnel(Smith et al., 2017). First time customers may look at the tangibles quality in order to set their own level of expectations(Ting et al., 2018). A good-looking SPA centers with a good interior design may inspire or develop high expectations among the customers.(Eberle et al., 2016) There are also customers that come for the service based on recommendation by friends. This group of customers may have higher expectations as they have been feed with information based on their people experiences. SPA centers also need to ensure that they used latest equipment in servicing(Ahmed, Tarique, & Arif, 2017; Janahi & Al Mubarak, 2017). Today, there are many new gadgets introduces with the help of rapid progress of technology. SPA centers although provide traditional treatments but attract customers by using the latest technology that has been blend to provide a unique experiences to customer(Giritlioglu et al., 2014; Lagrosen & Lagrosen, 2016). SPA centers relied on skill sets of employee. The appearance of employee is important to convince customer. Service provider needs to ensure that customer is well dressed and portray a good customer service.

Empathy is the other measurement used for service quality in service industry. Employee should be trained to focus on individual customers. It is the nature of SPA treatments that all services is exclusive to individual. SPA treatments required the employee to have high empathy since individual customer may have different purposes or objective in getting the services. Employee should be more ready to provision care to individual and try to understand their needs. Such situation may lead to a positive customer experience and instill satisfaction.

The final dimension of SERVQUAL is responsiveness. SPA treatments required high responsiveness in providing the services(Moghavvemi, Lee, & Lee, 2018). Responsiveness is referring to the willingness of employee to help customers by understanding their situation and ready to serve them promptly(Nguyen, Nisar, Knox, & Prabhakar, 2018). Such situation should it occurred may increase the level of customer satisfaction. Responsiveness is among the unique service quality that highly measured by the customer through their experience (Thaker et al., 2020).

Past studies indicates that not all of the dimension introduced by (A. Parasuraman et al., 1994) have a positive relationship towards customer satisfaction. Based on the past findings, it indicates that the nature of services and expectations from customer is very important in determine whether the dimension is important or not(Razak &

Shamsudin, 2019; Mohd Farid Shamsudin et al., 2019). SPA centers offered unique services as it involved highly on individual skills and attention.

Price

There is another important elements that service provider should consider in order to market their product or services(Cakici, Akgunduz, & Yildirim, 2019). Marketers should not only focus on needs and wants but must consider to another important element, which is demand(Boniface, Gyau, & Stringer, 2012). Demand according to (Kotler, 1966, 2017) is the ability of customer to pay as an exchange to the subscriptions or purchase of the product or services. Demand actually determined the selection of service providers that meet the customer ability(Slater, 1980). In the service sector that demand is translated into the price tag that the service provider is willing to exchange with the product or services(Pantouvakis & Bouranta, 2014; Swani & Yoo, 2010). Each price category may represent the level of services(M. F. Shamsudin, Shabi, & Salem, 2018). The prices may indicate whether the service is budget, moderate or premium. Customer expectations should base on the price tag itself(Swani & Yoo, 2010). Associated the premium services against the budget services is illogical and not accepted in the industry.

According to (Weisstein, Asgari, & Siew, 2014)there is no concrete relationship between demand and price for a certain product or services. Demand for Veblen or luxury product or services will increase when the price increase(Pantouvakis & Bouranta, 2014; Swani & Yoo, 2010). To a certain market segment the high price representing the high quality of a services such as the SPA treatments by the 5-star rated hotel(Hudson et al., 2017; J. Lee & Kim, 2015). Price at the same time according to (Asadi, Pool, & Jalilvand, 2014)is representing the cost incurred or invested by the service provider. From the perspective of customer price is important to be compared with the service benefit and value(Narteh, 2018). Customer today have more bargaining power where they can easily compare the price through customer portal, website, social media or mobile applications(Matzler, Würtele, & Renzl, 2006). Service provider need to carefully understand and determined their target market before impose any price as customer is highly price sensitive. Only loyal customer is less sensitive towards a slight price increment(Matzler et al., 2006).

In order to win the market, service provider need to carefully set the right pricing to the market(Mohd Farid Shamsudin et al., 2019). At the same time service provider must always alert on customer trend and competitor movement(Konuk, 2019). As a basic price can just be a signal to the customer on the standard of quality and delivery(Huang, Bai, Zhang, & Gong, 2019; J. E. Lee & Stoel, 2014). Price also can be used as an instrument to compete in

the market. Beside that price can also be used as a tool for marketing program(Kotler, 1994). Service provider can introduce discount program, loyalty card, and early bird campaign and group discount in order to invite more customer(Lindgreen et al., 2004). Past research indicates a various feedback on the role of price. The most certain is the influence of price towards customer satisfaction on tangibles products(Liang, 2016). The results on intangible or service based products varies because of the unique characteristic and customer experience(Smith et al., 2017; Voigt et al., 2011).

III. Methodology

This is a quantitative research with a specific research objective and questions. The purpose of this research is to measure the level of customer satisfaction based on the service quality and price in the context of SPA treatments in Jakarta. There are too many SPA centers in Jakarta. Almost every hotel provide their own SPA centers. This research only take into consideration of top 20 SPA centers as per listed and recommend by AGODA, Tripadvisor.Com and SPA-Hotel-Guide.com. Overall, there are 188 respondent for this research. Data collection was done through online questionnaire. Selection of respondent based on the list of customer given by the top 20 SPA centers selected. A list of recent customer was given together with the contact numbers and email address. The link of the questionnaire in the format of google form sent to all the list of customer given by the SPA centers. 10 customers for each SPA was identified and each respondent was given a 7 days to respond. Two reminders sent to follow up each respondent. 188 data were collected by the end of day 7. Online survey was chosen because it is cheap and fast. The online survey also known to be very efficient as we can track the number of respondent from time to time. Another advantage of data collection using online is the direct data entry together with the summary result that can be retrieved any time. The online survey was also convenient in nature where there is no elements of hurry or pressure towards the respondent.

IV. Data analysis

Most of the customer for SPA is female. Only 10% of the customer is male. The possible reason of that low take up is that there is a lot of male beauty center in the market. Service providers realized that there is a market for female and thus a new market appeared in the market based on the new needs of customers. Most of the customers are 36 years and above. Most of them is a young professional or businesspersons that may need spare some time for themselves for relaxation and rejuvenation. Majority of customer will repeat the treatments at least 5 to 7 times a year. That shows that the SPA centers is popular and important for them to understand their customer in order to sustain in the market and expand market share.

Table 2 indicates the model summary of regression analysis. The R-value with 0.875 is known as the correlation coefficient between the dependent and independent variables. According to Hair (2010), the R2-value, which accounts for 0.890 illustrates that 89 per cent of the variance in customer satisfaction is explained by the service quality and price.

Table 1: Respondent profile

Classification	Frequency	Percentage
Gender of respondents		
Female	169	90%
Male	19	10%
Total	188	100%
Age of respondent		
below 25	1	1%
26 - 35	25	13%
36 - 45	68	36%
45 - 60	51	27%
more than 60	43	23%
Total	188	100%
Visiting Purpose		
Face treatments	32	17%
Body treatments	35	19%
Massages	89	47%
Nail treatments	14	7%
Hair removal	6	3%
Beauty treatments	12	6%
	188	100%
Frequency of visits/ year		
once	15	8%
2 - 4 times	34	18%
5 - 7 times	47	25%
8 - 10 times	65	35%
more than 10	27	14%
	188	100%

Table 2: Model summary

Model	R	R^2	Adjusted R^2	SE of the estimate
1	0.975^a	0.981	0.970	0.37081

Note: ^aPredictors (constant), service quality, price

Table 3 provides the coefficients of the variables with collinearity statistics. Based on the collinearity statistics, according to (Hair & Fávero, 2019), the Varian inflation factor (VIF) is a test to indicate that the variables are not highly correlated with each other. Table 3 shows that the VIF of the 2 independent variables is equal to 1.000. It implies that the value illustrates a complete lack of multicollinearity. It is evident that all tolerance values, which must be higher than 0.5 to prevent multicollinearity, are 1.000. As a result, it can be said that the 2 independent variables are unaffected by each other and verifying the appropriateness of conducting the regression analysis. Moreover, the results shown in Table 3 also indicate that the significance of the independent variables is 0.000, which is less than 0.05. Therefore, it can be concluded that the 2 independent variables have an influence on the dependent variable (customer satisfaction).

Table 3: Coefficients

	Unstandardised coefficients		Standardized coefficients			Collinearity Statistics	
	B	SE	B	t	Sig	Tolerance	VIF
Model 1							
Constant	6.367	00.32		184.067	0.00		
Service quality	2.019	00.32	0.864	67.145	0.00	1.000	1.000
Price	0.470	00.32	0.374	17.853	0.00	1.000	1.000

Note: Dependent variable: customer satisfaction

V. Discussion and conclusion

The results indicated that customer is very much concern about the service quality followed by the price. SPA centers need to focused more on service quality and design the pricing package accordingly. At this level, customer satisfaction derived from the service quality. Customer is more concerns about the quality provided that will provide high customer experience to them. The respondent profile indicates that at least 60% of customer is repeating more than 5 times per year for the services. It shows that the market segment is very concern about their needs for the session. The result could be different if the research was conducted within the normal SPA other than nominated by the large third party agency such as travel advisor. It means that the customer who visited the top recommended SPA centers is actually those who have high needs and demand. They could be having high income and the services that they enjoyed justified the price that they pay for the experiences. SPA is the services that is very intangible (J. Lee & Kim, 2015). The experience provided by the SPA is the main factors to determine whether the customer is satisfied or not. Another factor that may lead to such result is because the top SPA selected is known as their premium quality services. As such pricing falls into the second option for decision making.

Business in the 21st century is not easy especially when it is related to price. Customer can easily check the price and compare against another provider. In this context, Top SPA who provide and compete in the same category may carefully decide on their pricing schemes so that they will not far from the industry standards. Such situation is the reason why price actually did not really play high influence impact towards customer satisfaction. Customer not only have good knowledge but ready to invest on the amount before the decision making made for having the SPA session.

Price is important for a middle income customer as stated by (Sun & Wang, 2019; Weisstein et al., 2014). Different economy background may have different preferences to satisfied their needs. The result shows that customer who have high bargaining power may demand more for service quality as they can afford to pay. SPA centers manager should improve more towards the service quality factors and implementation so that they can attract more customer to their centers. Service quality as measure in this research used 5 dimension which is reliability, assurance, tangibility, empathy and responsiveness (Lagrosen & Lagrosen, 2016).

SPA centers at the same time may also provide a second level package to cater different market segment that is more concerns on pricing. The package could be less luxury but maintains the same high standards of service quality. Overall the research indicates that service quality is more important in the case of top SPA centers. The result could be different if similar research to be conducted ion some different geographical areas such as small city.

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