

THE EFFECT OF SERVICE QUALITY AND FACILITIES ON REVISIT INTENTION WITH CUSTOMER SATISFACTION AS A MODERATING VARIABLE AT AFIFA SKINCARE CENTER BEAUTY CLINIC, NGAWI

Indri Khorriati¹⁾, Dian Citaningtyas Ari Kadi²⁾

¹⁾Management Program, Faculty of Economics and Business, Universitas PGRI Madiun
email: indrihorriati244@gmail.com

²⁾Management Program, Faculty of Economics and Business, Universitas PGRI Madiun
email: dian.citaningtyas@unipma.ac.id

Abstract

The beauty clinic industry in Indonesia continues to experience growth in line with increasing public awareness of skincare and personal appearance (Krismajayanti et al., 2024). This study is entitled “The Effect of Service Quality and Facilities on Revisit Intention with Customer Satisfaction as a Moderating Variable at Afifa Skincare Center Ngawi.” This study used primary data collected through questionnaires distributed to respondents. The sample consisted of 187 respondents. Data analysis was conducted using SPSS. The results showed that service quality has a significant effect on revisit intention. Facilities have a significant effect on revisit intention. Customer satisfaction is able to moderate the effect of facilities on revisit intention. However, customer satisfaction is unable to moderate the effect of service quality on revisit intention.

Keywords: *Service Quality, Facilities, Customer Satisfaction, Revisit Intention.*

A. INTRODUCTION

The beauty clinic industry in Indonesia continues to experience growth in line with increasing public awareness of skincare and personal appearance (Krismajayanti et al., 2024). Beauty clinics, as providers of facial and body treatment services, play an important role in meeting consumer needs through professional services, the use of safe products, and optimal treatment results. Competition among beauty clinics is becoming increasingly intense, requiring each clinic to improve service quality and implement effective promotional strategies to attract and retain consumers (Solehat & Yanita, 2025).

In this competitive environment, revisit intention has become an important factor for the sustainability of beauty clinic businesses. Revisit intention is influenced not only by service quality and promotional activities but also by the level of customer satisfaction after receiving services

(Saputro & Laily, 2021). Satisfied consumers tend to revisit the clinic, recommend it to others, and develop a long-term commitment to the clinic (Rahmadani & Sulistyowati, 2026).

Beauty clinics, as providers of skincare and facial treatment services, play an important role in meeting the public's need for safe, effective, and reliable treatments (Tjua, 2024). Although beauty clinics offer various competitive treatment services, many consumers tend to choose clinics that are considered more popular, have numerous positive testimonials, and offer attractive promotions (Khaerunisa & Husain, 2025). As consumer preferences increasingly favor beauty clinics that provide fast services, satisfactory treatment results, and diverse promotional programs, clinics need to pay attention to factors that can increase revisit intention (Amelia et al., 2024).

Afifa Skincare Center, as one of the growing beauty clinics, also strives to provide the best services to consumers, particularly in terms of skin consultations, treatment procedures, and the provision of skincare products tailored to customer needs. In conducting its business, Afifa Skincare Center faces challenges from competition with other beauty clinics offering similar services, the use of more modern treatment technologies, and more aggressive promotional activities through social media. The rapid growth of beauty clinics, accompanied by increasing public awareness of the importance of skincare, has intensified competition. Therefore, every clinic must be able to maintain service quality in order to retain customers and increase consumer loyalty.

Table 1 Number of Visitors

Year	Number of Visitors	Changes	Persentase
2022	9.143	-	-
2023	8.425	-718	-7,85%
2024	8.067	-358	-4,25%
2025	8.012	-55	0,68%

Source: Afifa Skincare Center

Based on visitor data from 2022–2025, it can be seen that the number of visitors has continuously declined. The decline in the number of visitors may reflect low revisit intention, which refers to customers' willingness to return to use the services offered by Afifa Skincare Center. In addition, this condition may indicate that customers do not yet have sufficient recommendation intention, namely the willingness to recommend the services to family, friends, or relatives. When customers feel dissatisfied with their experience, their tendency to provide positive recommendations to others may also decrease. On the other hand, low promotion intention may also contribute to the decline in the number of visitors.

In the beauty clinic industry, service quality is a fundamental aspect that determines customer satisfaction and revisit intention (Daeli et al., 2025). Service quality encompasses not only treatment schedule accuracy, equipment cleanliness, and the comfort of treatment rooms, but also the ability of therapists and staff to provide friendly, professional, and responsive services according to consumers' needs. Customers feel valued when they receive clear consultations, appropriate treatment based on their skin conditions, and fast and straightforward services.

Service quality at Afifa Skincare Center remains an area of concern because several aspects have not fully met customer expectations. The phenomenon gap in service practices indicates that although service quality has been implemented well, there is still a gap between customer expectations and the experiences they receive after undergoing treatments. Modern consumers expect fast services, clear treatment procedures, informative consultations, and treatment results that match their skincare needs. In addition, customers expect convenient reservation processes, reasonable waiting times, and friendly and professional services from clinic staff.

Regarding facilities, Afifa Skincare Center is known as one of the beauty clinics offering various treatment programs and attractive treatment packages for consumers. However, the facilities provided by Afifa Skincare Center still have room for improvement, particularly in terms of consistency of facility information, variety of discount programs, and the presentation of facilities in a more attractive and easily understandable manner. Consumers also tend to be

attracted to facilities that provide additional value, such as complimentary treatments, special discounts for existing customers, or loyalty programs. This perceptual gap indicates the need for more effective facility strategies to increase customer satisfaction while encouraging customer loyalty (Rois, 2023).

Revisit intention is an important variable in the beauty clinic industry because it determines the sustainability of long-term relationships between consumers and clinics (Rohima et al., 2024). Loyalty is reflected not only in repeated visits for treatments but also in customers' willingness to recommend the clinic to others as an expression of the trust and satisfaction they experience (Razzaq et al., 2024).

Based on the factors influencing revisit intention described above, the researcher establishes the scope of this study. The variables used in this study are service quality and facilities, which are expected to influence revisit intention, with customer satisfaction as a moderating variable. Service quality refers to the clinic's ability to provide services that meet consumers' needs and expectations (Muslim & Sofyan, 2025).

Good service quality is characterized by services that provide convenience, comfort, safety, and accurate information to consumers (Tousalwa & Waelauruw, 2024). Optimal service will increase customer satisfaction and confidence in using beauty clinic services. Therefore, service quality is an important factor in creating revisit intention at Afifa Skincare Center

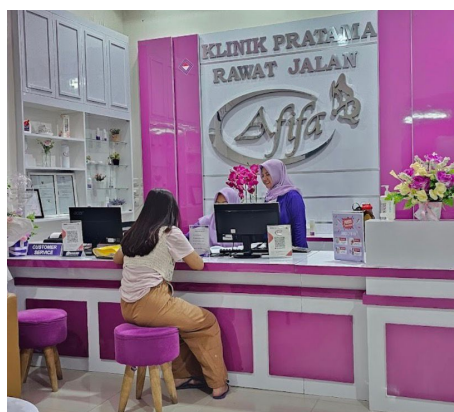


Figure 1. Afifa Skincare Center

In addition to the decline in the number of visitors, problems have also been identified regarding the service quality provided by Afifa Skincare Center. Based on initial observations and customer reviews on Google Reviews, several complaints indicate that service quality has not yet been fully optimized. In terms of responsiveness, customers have complained about relatively long waiting times and slow responses from administrators when providing information and addressing customer needs. Regarding empathy, some customers have indicated that the friendliness and attentiveness of staff in providing services are not yet consistent. Meanwhile, in terms of tangibles, there have been complaints regarding the comfort of the waiting area, which is considered less supportive of customer comfort while waiting for services or treatments.

These conditions indicate that several service quality indicators still need to be improved to meet customer expectations. When the quality of service provided does not meet customer expectations, customer satisfaction may decline. In the long term, this condition may reduce customers' willingness to revisit and potentially lead to a decline in customer loyalty toward Afifa Skincare Center.

The study by Subawa & Sulistyawati (2020) stated that service quality has a positive and significant effect on customer loyalty. The better the service quality provided, the higher the revisit intention, as customers feel that they are served professionally and according to their expectations. Friendly and fast service, as well as staff members' ability to provide clear consultations, can increase customer comfort and encourage them to remain loyal to the clinic's services. Mariana et al. (2025) found that service quality has a significant effect on loyalty, in which consistent and satisfactory services make customers less likely to switch to other beauty clinics. This indicates that service quality is an important factor in increasing revisit intention at Afifa Skincare Center.

Facilities also play an important role in shaping consumers' perceptions of beauty clinics. According to Apramilda et al. (2025), attractive and informative facilities can increase consumers' interest, trust, and confidence in using the services offered. Facilities represent marketing communication activities carried out by companies to provide information, persuade, and remind

consumers about the products or services offered (Panguriseng & Nur, 2022). Effective facilities can create consumer interest and encourage decisions to use the available services.

Strong facilities can create consumer interest, trust, and confidence in using beauty clinic services (Lorenza & Saputra, 2024). Facilities implemented consistently through social media, discounts, treatment bundle packages, and customer testimonials can increase the perceived value of the clinic because they are considered to provide additional benefits. The facilities offered by Afifa Skincare Center are reflected in various treatment offers, discounts during certain periods, and service information communicated through social media, thereby creating a positive perception among consumers when choosing treatments that suit their needs.

Table 2. Comparison of Facilities Based on Reviews

Indicator	Afifa Skincare Center	Natasha Skin Clinic	Larissa Aesthetic Center
Physical Evidence	Treatment rooms and waiting areas are clean and comfortable. Google rating is approximately 4.8–5.0.	Consumers consider the clinic clean, comfortable, and equipped with a relaxing atmosphere.	Provides well-organized facilities and a comfortable service area.
Visual Design	Uses a modern clinic concept with a relatively strong brand identity.	Professional design with a comfortable waiting area.	Adopts a natural beauty concept that has become a distinctive characteristic of Larissa.

Indicator	Afifa Skincare Center	Natasha Skin Clinic	Larissa Aesthetic Center
Accessibility	Branches are spread across East Java and Central Java, making them accessible to local customers.	Has a national branch network with strategic locations.	Branches are spread across various major cities in Indonesia.
Completeness of Facilities	Provides doctor consultations, facial treatments, skincare products, and customer waiting areas.	Provides various types of treatments, comfortable waiting areas, and supporting customer facilities.	

Source: Primer, 2026

Based on the observations, the facilities available at Afifa Skincare Center are adequate to support customer service activities, including a waiting area, treatment rooms, doctor consultations, and skincare products. However, when compared with other beauty clinics such as Natasha Skin Clinic and Larissa Aesthetic Center, several aspects of the facilities still need to be improved. These differences can be seen in the more modern visual design of the clinics, the completeness of supporting customer facilities, the use of more advanced treatment technology, and the ease of access to services offered by competitors. In addition, various consumer reviews indicate that facility comfort, room cleanliness, completeness of treatment equipment, and the clinic atmosphere are important considerations in shaping customer satisfaction. This condition indicates that the facilities at Afifa Skincare Center still need to be further developed to provide a better service experience and increase customer satisfaction. If the available facilities are not

continuously improved in accordance with consumer needs and expectations, this may potentially affect customers' intention to return for treatments at Afifa Skincare Center.

Positive facilities create a strong impression that a beauty clinic is capable of providing greater benefits, offering competitive prices, and providing services that meet consumer needs, thereby encouraging customers to remain loyal to the services provided (Jaenudin, 2025). Facilities that are communicated clearly, attractively, and consistently can increase consumer interest and create a perception that the clinic offers beneficial treatment programs. This condition can strengthen the relationship between consumers and the clinic because customers feel that they receive added value from every service they use.

The study by Arifin & Budiarti (2021) shows that facilities have a significant influence on customer loyalty. The better the facilities provided, the stronger consumers' interest and trust in continuing to use beauty clinic services. Consumers tend to be more loyal to clinics that offer attractive promotions, treatment discounts, treatment packages, and membership programs that provide ongoing benefits. Other research findings also indicate that facilities have a positive and significant effect on loyalty, in which consumers tend to remain with beauty clinics that offer consistent facility programs and provide tangible benefits (Sari & Soedjoko, 2024). Strong facilities are an important consideration for consumers in maintaining long-term commitment because they feel that they receive additional benefits, are valued as customers, and have confidence in the services provided by Afifa Skincare Center.

B. METHOD

The method used in this study is a quantitative descriptive method. The population consisted of all visitors/customers of Afifa Skincare Center. Since the exact population size was unknown, this study employed a non-probability sampling technique. The sample size was determined using the Hair formula, resulting in 187 respondents. The sampling technique used was

purposive sampling. Data processing and analysis were conducted using a computer with SPSS (Statistical Package for the Social Sciences) software.

C. RESULTS AND DISCUSSIONS

In this study, the researcher used the One-Sample Kolmogorov-Smirnov Test as a statistical test for normality. The data are considered normally distributed if the probability value (α) is > 0.05 (Ghozali, 2018). The results of the normality test are presented as follows.

Table 3. Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		187
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,40849133
	Absolute	,047
Most Extreme Differences	Positive	,042
	Negative	-,047
Kolmogorov-Smirnov Z		,649
Asymp. Sig. (2-tailed)		,793
a. Test distribution is Normal.		
b. Calculated from data.		

Source: SPSS, 2026

Based on Table 2, the results of the normality test using the *One-Sample Kolmogorov-Smirnov Test* show that the *Asymp. Sig. (2-tailed)* value is 0.793, which is greater than $\alpha = 0.05$. This indicates that the data are normally distributed.

Table 3. Results of Moderated Regression Analysis (MRA) 1

Coefficients ^a					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	-2.466	3.275		-.753	.453
1 X1	.556	.234	.628	2.370	.019
Z	.533	.227	.622	2.348	.020
X1Z	-.022	.015	-.625	-1.425	.156
a. Dependent Variable: Y					

Source: *Output SPSS, 2026*

Based on the table above, the *t*-value for the service quality variable is 2.370, with a significance level of 0.019 ($\alpha < 0.05$). This indicates that service quality has a positive and significant effect on revisit intention. The *t*-value for the customer satisfaction variable is 2.348, with a significance level of 0.020 ($\alpha < 0.05$). This indicates that customer satisfaction has a positive and significant effect on revisit intention. Furthermore, the *t*-value for the Moderating Variable 1 is -1.425, with a significance level of 0.156 ($\alpha > 0.05$). This indicates that the Moderating Variable 1 does not have a significant effect on revisit intention.

Table 4. Results of Moderated Regression Analysis (MRA) 2

Coefficients ^a					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	-2.840	2.703		-1.051	.295

X2	.722	.247	.721	2.924	.004
Z	.632	.194	.737	3.258	.001
X2Z	-.035	.017	.810	2.105	.037

a. Dependent Variable: Y

Source: *Output SPSS, 2026*

Based on the table above, the *t*-value for the facilities variable is 2.924, with a significance level of 0.004 ($\alpha < 0.05$). This indicates that facilities have a positive and significant effect on revisit intention. The *t*-value for the customer satisfaction variable is 3.258, with a significance level of 0.001 ($\alpha < 0.05$). This indicates that customer satisfaction has a positive and significant effect on revisit intention. Furthermore, the *t*-value for Moderating Variable 2 is 2.105, with a significance level of 0.037 ($\alpha < 0.05$). This indicates that Moderating Variable 2 has a significant effect on revisit intention.

The t-test aims to determine whether service quality, facilities, customer satisfaction, and revisit intention have significant effects at a confidence level of $\alpha = 0.05$. The results of the t-test are presented as follows:

Table 5. Test t

Coefficients ^a					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1	(Constant)	1.329	1.037	1.281	.202
	X1	.192	.068	.217	.005
	X2	.163	.075	.162	.032
	Z	.183	.065	.214	.006

a. Dependent Variable: Y

Source: *Output SPSS, 2026*

1. The effect of service quality on revisit intention

The service quality variable has a positive and significant effect on revisit intention, as evidenced by a t -value of 2.825 and a significance value of $0.005 < 0.05$. Therefore, H1 is accepted, indicating that service quality has a significant effect on revisit intention.

2. The effect of facilities on revisit intention

The facilities variable has a positive and significant effect on revisit intention, as evidenced by a t -value of 2.158 and a significance value of $0.006 < 0.05$. Therefore, H2 is accepted, indicating that facilities have a significant effect on revisit intention.

D. CONCLUSIONS

Based on the results of data analysis and hypothesis testing conducted in this study, it can be concluded that service quality has a significant effect on consumers' revisit intention at Afifa Skincare Center Ngawi. This indicates that the better the service quality provided, such as employee friendliness, service speed, accuracy in treatment procedures, and the ability to provide consultations to consumers, the higher consumers' intention to revisit the clinic.

Furthermore, facilities also have a significant effect on consumers' revisit intention at Afifa Skincare Center Ngawi. This means that improved facilities, such as room cleanliness, comfortable waiting areas, complete treatment equipment, and a comfortable and modern clinic atmosphere, can increase consumers' intention to return and use treatment services at Afifa Skincare Center Ngawi.

In addition, customer satisfaction as a moderating variable is unable to moderate the effect of service quality on revisit intention. This indicates that customer satisfaction does not strengthen the relationship between service quality and revisit intention. Therefore, consumers' intention to revisit is not solely determined by their level of satisfaction with the services received.

However, customer satisfaction is proven to moderate the effect of facilities on revisit intention. This indicates that when consumers are satisfied with the facilities provided, the effect

of facilities on revisit intention becomes stronger, thereby encouraging consumers to return for treatments at Afifa Skincare Center Ngawi.

E. SUGGESTIONS

Based on the limitations of the study described above, several suggestions can be provided as follows:

1) For Afifa Skincare Center Ngawi

Afifa Skincare Center Ngawi is expected to continuously improve its service quality, particularly in terms of friendliness, service speed, and the ability of staff to provide consultations and treatments to consumers. In addition, the clinic's facilities should be continuously improved to make them more comfortable, clean, modern, and aligned with consumer needs, thereby increasing customer satisfaction and revisit intention.

2) For Future Researchers

Future researchers are advised to include other variables that may influence revisit intention, such as price, promotion, brand image, word of mouth, or customer loyalty, so that the research findings can be more comprehensive. Furthermore, future studies may employ a mixed-methods approach to obtain more in-depth findings.

REFERENCES

- Amelia, L. R., Rahayu, S., & Asmini, A. (2024). Efek Strategi Customer Relationship Marketing Terhadap Loyalitas Pelanggan Klinik Gerasia Sumbawa Besar. *Samalewa: Jurnal Riset & Kajian Manajemen*, 3(2), 197–206. <https://doi.org/10.58406/Samalewa.V3i2.1341>
- Apramilda, R., Menhard, M., Haribowo, R., Irdiana, S., Putra, F. A., & Hermansyah, E. N. (2025). Analisis Pengaruh Kualitas Layanan, Strategi Key Opinion Leader Dan Promosi Digital Terhadap Repurchase Intention. *Jurnal Lentera Bisnis*, 14(2), 1278–1286. <https://doi.org/10.34127/Jrlab.V14i2.1456>
- Arifin, F. N., & Budiarti, A. (2021). Pengaruh Promosi Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Sakinah Supermarket Surabaya. 10.
- Daeli, G. S. P., Siagian, N., & Sinaga, K. (2025). Pengaruh Dimensi Kualitas Pelayanan Terhadap Kepuasan Konsumen Grab Di Lubuk Pakam. 19.

- Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program Ibm Spss 25. Universitas Diponegoro.
- Jaenudin. (2025). Pengaruh Penilaian Produk Dan Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan Pt. Outlets Worldwide Indonesia.
- Khaerunisa, R., & Husain, F. (2025). Experiencedan Persepsi Perempuan Terhadap Dampak Kesehatan Kulit Dalam Keputusan Penggunaan Produk Skincare.
- Krismajayanti, N. P. A., Nurmalsari, M. R., Prawitasari, P. P., & Megawati, A. P. (2024). Mengapa Konsumen Bertahan? Minat Beli Dan Loyalitas Terhadap Produk Skincare Lokal.
- Lorenza, D., & Saputra, A. (2024). Pengaruh Kepercayaan, Citra Merek Dan Promosi Terhadap Keputusan Pembelian Two Way Cake Viva Di Kota Batam. Jurnal Ekonomi & Manajemen Indonesia, 24(2), 31–43. <https://doi.org/10.53640/Jemi.V24i2.1692>
- Mariana, M., Duana, M., Jihad, F. F., Marniati, M., & Yulizar, Y. (2025). Hubungan Antara Kualitas Layanan Dan Word Of Mouth Terhadap Kepuasan Pelanggan: Studi Di Klinik Azzyfaa Beauty Aceh Besar. Media Ilmiah Kesehatan Indonesia, 3(1), 21–30. <https://doi.org/10.58184/Miki.V3i1.563>
- Muslim, A., & Sofyan, I. R. (2025). Pengaruh Pelayanan Dan Kualitas Produk Terhadap Kepuasan Pelanggan Pada Davina. 14(3).
- Panguriseng, A. A., & Nur, I. (2022). Analisis Strategi Promosi Dan Pengaruh Promosi Terhadap Keputusan Pembelian Konsumen. 1(1).
- Rahmadani, & Sulistyowati, E. (2026). Pengaruh Kualitas Pelayanan Dan Citra Terhadap Loyalitas Pasien Untuk Berkunjung Kembali Melalui Kepuasan Pasien Sebagai Variabel Mediasi Di Rumah Sakit Dr. Soetarto Yogyakarta.
- Razzaq, M., Rasheed, S., & Khan, S. (2024). The Effect Of Service Quality On Patient Loyalty With Mediation Of Patient Relationship Management And Moderation Of Hospital Brand Image. International Journal Of Research And Innovation In Social Science.
- Rohima, A. A., Josua, D. P., & Jubaedah, L. (2024). Pengaruh Citra Perusahaan Dan Customerrelationshipmanagementterhadap Loyalitas Pelanggan Pada Klinik Kecantikan Oriskin Kedoya Jakarta.
- Rois, M. H. (2023). Pengaruh Citra Toko Dan Program Loyalitas Terhadap Kepuasan Dan Loyalitas Pelanggan (Studi Pada Toko Roliz Jaya Di Desa Teluk Lingga). Jurnal Ilmu Manajemen Terapan, 7(4).
- Saputro, N. A., & Laily, N. (2021). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Pada Federal International Finance Cabang Rungkut Surabaya. 10.
- Sari, A., & Soedjoko, D. (2024). Analisis Brand Image, Kualitas Produk Dan Promosi Terhadap Loyalitas Konsumen Klinik Kecantikan Loris Kediri.
- Solehat, M., & Yanita, M. (2025). Pengaruh Fasilitas Dan Kualitas Layanan Terhadap Kepuasan Konsumen Di Klinik Kecantikan Aiskin Padang.

- Subawa, I. G. B., & Sulistyawati, E. (2020). Kualitas Pelayanan Berpengaruh Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. E-Jurnal Manajemen Universitas Udayana, 9(2), 718. <https://doi.org/10.24843/Ejmunud.2020.V09.I02.P16>
- Tjua, J. (2024). Perencanaan Strategis Bisnis Klinik Kecantikan Dengan Analisa Porter's Generic Strategy Studi Kasus Pt Yua Medical Aesthetic Clinic. 8(7).
- Tousalwa, C. C., & Waelauruw, A. T. (2024). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pengguna Jasa Penyeberangan Rute Waipirit-Hunimua. 3(1).