

Service Quality Strategy in Increasing User Satisfaction of Beauty Clinic Services from a Legal Perspective in Indonesia

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Abstract

Criminal responsibility for children must be taken into account with the principles of caution and sensitivity because This research aims to identify and analyze service quality strategies that can increase user satisfaction of beauty clinic services from a legal perspective in Indonesia. Beauty clinics as providers of health and beauty services have a responsibility to ensure that the services provided are not only effective and safe, but also comply with applicable regulations and legal standards. The research method used in this research is normative legal research, which involves analysis of library materials or secondary data. Even though there are regulations such as Law Number 29 of 2004 concerning Medical Practices and the Consumer Protection Law, their implementation still faces various challenges. This research underlines the importance of increasing the competency of medical and non-medical personnel through training and certification, the use of quality technology and products that meet national standards, as well as transparency of information and consumer education. In addition, improving responsive customer service and promoting ethical principles in medical practice were also identified as important factors in increasing service user satisfaction and trust. Through these strategies, beauty clinics can improve the quality of their services, ensure legal compliance, and ultimately increase consumer satisfaction and protection. This research provides concrete recommendations for beauty clinic practices in Indonesia so that they can operate to higher standards and provide greater benefits for consumers.

Keywords: Strategy, Service Quality, User Satisfaction, Beauty Clinics, Legal Perspective.

INTRODUCTION

This research aims to explore service quality strategies that can increase user satisfaction of beauty clinic services from a legal perspective in Indonesia. Beauty clinics are important entities in providing aesthetic and dermatology care services to the community. In this context, quality service is the main factor in meeting the expectations of service users and maintaining a healthy relationship between doctors and patients.

The right to health is the main basis for efforts to provide quality health services. Aligning service quality with a legal perspective is relevant given the complexity of regulations governing medical practice and consumer protection. Doctors and patients have a close relationship, which is based on moral and legal principles, including the concepts of therapeutic contract and informed consent.

The need to look beautiful and attractive has become a necessity for many women in this modern era. As consumers, women are often less careful in researching beauty products before buying them and prioritize fast and instant treatment results. This factor is one of the reasons why cosmetic products containing dangerous ingredients are still in great demand, even though the risks and impacts have not been properly considered by users.

However, in practice, there are still challenges in maintaining the quality of beauty clinic services from a legal perspective. Cases of patient complaints regarding medical errors or misuse of cosmetic products highlight the need for better legal protection for consumers. In this context, consumer protection, as regulated in the Consumer Protection Law, becomes important to balance the relationship between doctors and patients.

From a legal perspective, the Indonesian government has a responsibility to ensure that beauty clinics comply with the regulations and standards that have been set to protect the constitutional rights of beauty service users. This includes guarantees for the quality of services provided as well as legal protection for consumers against potential violations or malpractice that may occur (Widjaya, CE (2022)).

With the development of the beauty clinic industry and increasing awareness of the importance of appearance, it is important for beauty clinics to present service quality strategies that comply with legal standards and consumer expectations. This includes increasing information transparency, understanding medical risks, and protecting consumer rights. Service quality is a key factor in increasing customer satisfaction and building customer loyalty in beauty clinics.

Various studies show that aspects such as reliability, responsiveness, guarantee and empathy of service have a significant influence on customer satisfaction (Fajarini, A., & Meria, L. 2020). This satisfaction not only has an impact on customer loyalty but also increases trust and intention to return to using beauty clinic services (Kurnianingrum & Hidayat, 2020).

Apart from that, factors such as effective promotion and marketing are also important strategies in increasing competitiveness and customer satisfaction in beauty clinics. Innovation in marketing and the use of social media can increase customer engagement and loyalty to the services provided (Fitria & Razali, 2023).

In the context of globalization of information, the success of beauty clinic service quality strategies is not only determined by medical aspects, but also by the availability of accurate and transparent information and service quality strategies in increasing user satisfaction. Therefore, this research aims to identify and analyze service quality strategies that can increase user satisfaction of beauty clinic services from a legal perspective in Indonesia, so that they can contribute to increasing consumer protection and public trust in aesthetic health services.

With a problem focus, what is the picture of medical practice and health services in beauty clinics from a legal perspective in Indonesia? What are the challenges and problems faced by beauty clinic patients in achieving satisfaction with the services provided? And what service quality strategies can be implemented to increase user satisfaction of beauty clinic services from a legal perspective in Indonesia?

METHOD

This research uses normative legal research methods, which include analysis of various library sources or secondary data. This approach examines various related legal regulations such as Law no. 8 of 1999 concerning Consumer Protection, Law of the Republic of Indonesia Number 29 of 2004 concerning Medical Practice, and Law of the Republic of Indonesia Number 36 of 2009 concerning Health, as well as literature containing theoretical concepts relevant to the problem being studied. Collecting legal material is carried out through library research techniques, by collecting primary and secondary legal materials that support each other to answer research questions. The legal materials analyzed consist of Law no. 8 of 1999 concerning Consumer Protection, Law of the Republic of Indonesia Number 29 of 2004 concerning Medical Practices, and Law of the Republic of Indonesia Number 36 of 2009 concerning Health.

The data obtained from this research, both primary and secondary legal materials, will be processed and analyzed qualitatively to gain a deeper understanding. The thinking method used in analyzing legal materials is a deductive method, starting from general things to reach specific conclusions.

RESULTS AND DISCUSSION

A. Overview of Medical Practices and Health Services in Beauty Clinics from a Legal Perspective in Indonesia

Beauty clinics are health service institutions that provide various services to care for and improve physical appearance and skin health. However, in the legal context in Indonesia, medical practice and health services in beauty clinics must comply with a series of regulations and laws that have been established.

1) Medical and Health Regulations

Medical practice in Indonesia is regulated by Law Number 29 of 2004 concerning Medical Practice. This law sets requirements and standards that must be met by doctors in providing health services to patients. Doctors who wish to practice must have official registration and comply with the applicable code of ethics and professional standards.

2) Doctor's Authority and Competence

Doctors who work in beauty clinics must have qualifications and competencies appropriate to their field. They are authorized to carry out medical procedures and prescribe medications according to the education and training they receive. However, doctors also have an obligation not to exceed the limits of their competence and refer patients to other specialists if necessary.

3) The Role of Pharmacies and Pharmacy

In medical practice in beauty clinics, collaboration with pharmacies and pharmaceutical staff is important. If doctors prescribe medicines or cosmetics, they must ensure that the ingredients used are safe and comply with applicable pharmaceutical standards. The presence of a pharmacist or pharmaceutical staff is also important to provide information and consultation to patients.

4) Consumer protection

The aspect of consumer protection is also a major concern in medical practice in beauty clinics. Doctors and aesthetic clinics must provide clear and accurate information to patients regarding procedures, risks and expected results. They must also ensure that the procedures carried out are safe and comply with applicable medical standards.

5) Supervision and Law Enforcement

The government has a role in supervising and enforcing laws regarding medical practices and health services in beauty clinics. The local Health Department is responsible for supervising beauty clinics and ensuring that they comply with established regulations and standards. If a violation of the law occurs, legal action may be taken against the doctor or clinic concerned.

By understanding and complying with applicable regulations and laws, medical practice and health services in beauty clinics can occur legally, ethically and professionally, as well as providing adequate protection for consumers.

B. Challenges and Problems in Achieving Satisfaction with the Services Provided

Here are some of them:

- 1) Mismatch of Expectations
The difference between expectations and reality: Patients may have high expectations regarding the results of the cosmetic procedures they undergo, but the results obtained do not always match their expectations.
- 2) Risks and Side Effects
Uncertainty regarding risks: Patients may not fully understand the risks and potential side effects of the cosmetic procedures they undergo. Potential unwanted side effects: Some cosmetic procedures can have unwanted side effects, ranging from skin irritation to infection or even permanent damage.
- 3) Limitations of Technology and Methods
Limitations of technology or methods: Aesthetic clinics may not have access to the latest technology or methods in cosmetic procedures, which may affect the results achieved.
- 4) Qualifications and Skills
Lack of qualifications or expertise: Some aesthetic clinics may have staff who lack the skills or experience in performing certain procedures, which may affect the success and safety of the procedure.
- 5) Cost and Availability
High costs: The cost of certain cosmetic procedures can be prohibitive for some patients, especially if they do not have access to health insurance or sufficient funds. Availability of services: Aesthetic clinics may be limited in offering certain services desired by patients, especially if they are in areas that do not have sufficient access.
- 6) Communication and Consultation
Communication deficiencies: Patients may have difficulty communicating with doctors or aesthetic clinic staff, which may impact their understanding of the procedure and their expectations. Lack of prior consultation: Some patients may not undergo adequate consultation before undergoing a cosmetic procedure, which can lead to dissatisfaction due to a lack of understanding or realistic expectations.
- 7) Legal protection
Lack of legal protection: Patients may not have adequate legal protection if they experience problems or complaints related to the cosmetic procedures they undergo.
- 8) Ethics and Professional Standards
Violation of ethics or professional standards: Some beauty clinics may not comply with applicable ethics or professional standards, which may lead to problems or complaints from patients.

Overcoming these challenges requires a holistic approach, involving clear communication between patients and healthcare providers, ensuring adequate qualifications and expertise of beauty clinic staff, and complying with applicable regulations and standards to protect patient interests and safety.

C. Service Quality Strategy to Increase User Satisfaction of Beauty Clinic Services from a Legal Perspective in Indonesia

To increase user satisfaction of beauty clinic services from a legal perspective in Indonesia, a service quality strategy is needed that pays attention to legal aspects and consumer safety. Here are some strategies that can be implemented:

- 1) Education and Consultation
Providing complete information: Beauty clinics must provide clear and complete information to patients regarding the procedures to be performed, the risks involved, and the realistic results that can be expected. Prior consultation: Ensure that every patient undergoes a consultation prior to undergoing a cosmetic procedure to ensure that they understand the procedure and have realistic expectations.
- 2) Qualifications and Skills
Have qualified staff: Ensure that doctors and beauty clinic staff have appropriate qualifications and sufficient expertise in performing cosmetic procedures. This also includes undergoing the necessary training and certification.
- 3) Legal Compliance
Comply with regulations and standards: Beauty clinics must ensure that they comply with all regulations and legal standards applicable to the practice of medicine and the beauty industry. Legal protection for consumers: Ensure that beauty clinics provide adequate legal protection for consumers, including procedures for dealing with complaints or problems that arise.
- 4) Ethics and Transparency
High ethical principles: Beauty clinics must operate with high ethical principles, including honesty, integrity and patient safety. Transparency in fees and procedures: Ensure that beauty clinics are transparent in setting procedure fees and provide clear cost estimates to patients before procedures are performed.
- 5) Evaluation and Continuous Improvement
Conduct regular evaluations: Beauty clinics should regularly evaluate their service processes and outcomes to identify areas where they can improve the quality of service. Continuous improvement: Based on the results of

the evaluation, beauty clinics must make continuous improvements in their practices and procedures to ensure patient satisfaction and safety.

6) Community Counseling and Education

Education regarding procedures and risks: Providing education to the public regarding cosmetic procedures, the risks involved, and how to choose a safe and quality beauty clinic. Education about consumer rights: Providing education to the public about their rights as consumers, including the rights related to beauty clinic services and the legal protections available.

By implementing these strategies, beauty clinics can increase the satisfaction of their service users while ensuring their compliance with relevant legal aspects. Strategies to improve service quality in beauty clinics are very important to ensure service user satisfaction and loyalty. One effective step is increasing the competency of medical and non-medical personnel through training and certification. This step not only enhances their knowledge and skills but also ensures that they can provide services to a high professional standard. With competent workforce, beauty clinics can provide more effective and safer services, which of course will increase customer trust and satisfaction.

The use of technology and quality products is also a key strategy in improving service quality. Beauty clinics must use the latest technology and products that have been tested for safety and meet international standards. This not only guarantees better results for consumers but also reduces the risk of adverse side effects. In addition, transparency of information regarding the services and products offered is very important. Consumers must get honest and accurate information so they can make the right decisions and feel more confident in the services provided.

Responsive customer service also plays a vital role in increasing user satisfaction. Beauty clinics must have an efficient system for handling complaints and providing satisfactory solutions. Consumer education about the correct way to use products and services as well as information about potential risks is also important to increase consumer awareness and knowledge. With the enactment of the Consumer Protection Law, there is legal certainty that protects consumer rights while safeguarding the interests of business actors. Implementing the right service quality strategy will increase consumer satisfaction and trust, which in turn will strengthen the reputation and sustainability of the beauty clinic business.

D. Rights and Obligations of Beauty Clinics as Business Actors

The rights and obligations of beauty clinics as business actors cover several important aspects from a legal perspective in Indonesia. First of all, the Consumer Protection Law exists as a response to the imbalance of power between consumers and business actors in the economic context. This is important because consumers, in greater numbers than businesses, can be vulnerable to unethical business practices.

In relation to beauty clinics, the obligations of business actors, including clinics, are generally regulated in Article 7 of the Consumer Protection Law. One key aspect of this obligation is the obligation to act in good faith. This means that the clinic must act with integrity and professionalism in all aspects of its business activities, from production to sales. Consumers have the right to receive true, clear and honest information about the products or services they purchase, including their risks and benefits. This is in line with the principle that consumers have the right to obtain adequate information to make informed decisions.

In the context of a beauty clinic, this means that the clinic must provide accurate and clear information about the cosmetic procedures it offers, including their benefits and risks. Article 53 letter i Minister of Health Regulation no. 9 of 2014 concerning Clinics emphasizes the clinic's obligation to provide correct and clear information to consumers.

Apart from that, clinics also have an obligation to comply with applicable standards and regulations, including regarding products used in beauty procedures. This ensures that the products used are safe and comply with established health standards. This obligation is a form of protection for consumers against products that do not meet the required standards and statutory provisions.

If there is a violation of these obligations, consumers have the right to file a lawsuit against business actors, including beauty clinics. However, consumers must be able to prove that they suffered harm as a result of the violation, and the burden of proof is on the injured party.

The relationship between the rights and obligations of beauty clinics as business actors must be balanced and mutually supportive to create a business environment that is fair and has integrity. By complying with the obligations set out in law, clinics can ensure that the services they provide to consumers comply with quality standards and applicable laws.

E. Legal Protection Strategy for Beauty Clinic Consumers

In developing countries like Indonesia, legal protection for consumers is often hampered by the interests of more dominant industries. As a result, legal provisions that should protect consumers are less effective because they are not implemented strictly. However, government efforts to protect consumers have been carried out for a long time, although sometimes it is not realized that these actions are basically aimed at protecting consumers. This is evident from various statutory regulations which, if examined more deeply, actually contain consumer protection provisions, even though they are not explicitly stated in the preamble to these regulations.

1) Legal Regulations Prior to the Consumer Protection Law

Prior to the enactment of Law Number 8 of 1999 concerning Consumer Protection, various regulations existed to guarantee and protect the interests of consumers, including consumers in beauty clinics. These regulations include:

- a) Burgerlijk Wetboek (BW) and the Commercial Code (KUHD): Legal basis governing civil relations including consumer protection.
- b) Law Number 10 of 1961 concerning Stipulation of Government Regulations in Lieu of Law Number 1 of 1961 concerning Goods: Regulates standards and supervision of goods.
- c) Government Regulation Number 9 of 1964 concerning Industrial Standards: Implementation of Law Number 10 of 1961 to improve industrial quality and results.
- d) Decree of the Minister of Industry Number 81/M/K/SK/2/1974 concerning Ratification of Standards for Analysis Methods and Quality Requirements for Raw Materials and Industrial Products: Quality standards for raw materials and industrial products.
- e) Regulation of the Minister of Health of the Republic of Indonesia No. 220/MenKes/Per/X/1976 concerning Production and Distribution of Cosmetics and Medical Devices: Regulates the production and distribution of cosmetics to ensure product safety.

2) Consumer Protection Law

On April 20 1999, the Indonesian Government issued a new policy regarding consumer protection with the enactment of Law Number 8 of 1999 concerning Consumer Protection. Article 1 point (1) of the Consumer Protection Law states that "Consumer Protection is all efforts to ensure legal certainty to provide protection to consumers."

3) Beauty Clinic Consumer Rights

Consumer rights that must be protected in accordance with Article 4 of the Consumer Protection Law have a special meaning for beauty clinic consumers, namely:

- a) The right to comfort, security and safety: Consumers have the right to feel comfortable, safe and not have their safety threatened when using beauty clinic services and products.
- b) The right to choose and obtain appropriate services or products: Consumers have the right to choose and obtain services or products that are in accordance with the price, conditions and guarantees promised.
- c) The right to obtain correct, clear and honest information: Consumers have the right to accurate information regarding the conditions and guarantees of services or products.
- d) The right to have their opinions and complaints heard: Consumers' opinions and complaints must be heard as input for improving the quality of services and products.
- e) The right to advocacy, protection and dispute resolution: Consumers have the right to advocacy and appropriate dispute resolution if a dispute occurs.
- f) The right to obtain knowledge and skills: Consumers have the right to receive education regarding the proper and correct use of services or products.
- g) The right to be treated or served correctly and honestly and without discrimination: Consumers must be served fairly without discrimination.
- h) The right to compensation, compensation or replacement: Consumers have the right to compensation if the service or product does not comply with the agreement or is unsatisfactory.

4) Prohibition for Beauty Clinic Business Actors

To fulfill consumer rights, the Consumer Protection Law also stipulates prohibitions for business actors as regulated in Articles 8 to 17. An example of a prohibition is providing misleading information about beauty products or services. For example, if a business actor claims that a product or service can whiten skin in seven days but does not have this effect after use, then this violates the Consumer Protection Law. Beauty products and services must be accompanied by complete and correct information. If a violation occurs, the minister and technical minister have the authority to withdraw the product or stop the service in accordance with Article 4 of the Consumer Protection Law.

CONCLUSION

1. Conclusion

1) Overview of Medical Practices and Health Services at Beauty Clinics

Fulfilling patient rights in medical practice at beauty clinics in Indonesia still faces various challenges. Even though there are regulations in place, such as Law Number 29 of 2004 concerning Medical Practices and the Consumer Protection Law, their implementation in the field is often not optimal. Factors that influence law enforcement, such as the competency of medical personnel, facilities and infrastructure, and the legal culture of society, need to be improved. In addition, information transparency and consumer education are key to ensuring that patients receive appropriate protection and safe and effective services. To make this happen, beauty clinics must ensure that their medical personnel are well trained, use technology and products that comply with international standards, and provide clear and accurate information to patients. This effort will help in increasing patient trust and satisfaction with the services provided.

2) Challenges in Achieving Patient Satisfaction:

Some of the main challenges in achieving patient satisfaction in beauty clinics include discrepancies between expectations and results, risks and side effects of procedures, limitations of technology and methods, and the quality of medical personnel. Patients often have high expectations but do not fully understand the risks involved. Additionally, deficiencies in communication and consultation can lead to dissatisfaction. Therefore, beauty

clinics need to focus on improving communication, education, and ensuring that staff have adequate qualifications and that the technology used is up to date.

3) Service Quality Strategy from a Legal Perspective:

To improve service quality and patient satisfaction, beauty clinics must implement strategies that pay attention to legal aspects and consumer safety. This strategy includes increasing the competency of medical and non-medical personnel, using quality technology and products, information transparency, responsive customer service, and consumer education. Compliance with applicable regulations and legal standards is very important to provide adequate legal protection for consumers. Continuous evaluation and improvement is also necessary to ensure that the services provided always meet high standards of quality and professional ethics.

2. Recommendations:

- 1) Use of Quality Technology and Products and Compliance with Regulations, Beauty clinics need to ensure that the technology and products used have been tested and meet international standards. Investments in advanced technology and the selection of safe and effective products are important steps to improve the results and safety of cosmetic procedures. In addition, clinics must always update equipment and keep up with the latest developments in the beauty industry. Full compliance with all applicable legal regulations and standards in the practice of medicine and the beauty industry must also be ensured. Conduct regular internal audits to evaluate compliance and take corrective action if necessary. Clinics must provide transparent and effective mechanisms to handle complaints or legal issues that may arise.
- 2) Information Transparency and Consumer Education, Beauty clinics must provide honest, clear and comprehensive information to patients regarding the procedures offered, including benefits, risks and expected results. Consumer education regarding the correct use of products and services as well as information regarding potential risks is also important to increase patient awareness and understanding. Clinics can provide educational materials in the form of brochures, videos, or special consultation sessions for patients. Transparency in costs and procedures must also be maintained to build patient trust.
- 3) Improving Customer Service and Promoting Ethical Principles, Beauty clinics must develop a responsive and efficient customer service system to handle complaints and provide satisfactory solutions. The use of technology such as applications or online platforms for consultations and complaints can increase the accessibility and responsiveness of customer service. Clinics must also emphasize the importance of ethical principles in every aspect of their operations, including honesty, integrity and patient safety. Cultivating these ethical principles will help in building a good reputation and long-term trust from patients.

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