

Final Project 1

Code: MGM 496-PMG496

Project Template

Faculty of Management
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Faculty of Management

Department / Specialization: Business Administration

**The Impact of Service Quality on Customer
Satisfaction
in Cosmetic Clinics in Saudi Arabia**

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1.4 Research Questions

Based on the research problem discussed above, this study aims to answer the following questions:

1. What is the level of service quality perceived by customers of cosmetic clinics in Saudi Arabia?
2. What is the level of customer satisfaction among customers of cosmetic clinics in Saudi Arabia?
3. Is there a significant relationship between service quality and customer satisfaction in cosmetic clinics in Saudi Arabia?
4. To what extent does service quality influence customer satisfaction in cosmetic clinics in Saudi Arabia?

1.5 Research Objectives

The main objective of this study is to examine the impact of service quality on customer satisfaction in cosmetic clinics in Saudi Arabia. To achieve this aim, the study will focus on the following objectives:

1. To examine the level of service quality perceived by customers of cosmetic clinics in Saudi Arabia.
2. To assess the level of customer satisfaction among customers of cosmetic clinics in Saudi Arabia.
3. To investigate the relationship between service quality and customer satisfaction.
4. To determine the extent to which service quality influences customer satisfaction.
5. To provide practical recommendations that may help cosmetic clinics improve customer satisfaction through better service quality.

1.6 Research Hypotheses

The following hypotheses are proposed to guide the statistical analysis of the study:

Null Hypothesis (H0): There is no significant relationship between service quality and customer satisfaction among customers of cosmetic clinics in Saudi Arabia.

Alternative Hypothesis (H1): There is a significant positive relationship between service quality and customer satisfaction among customers of cosmetic clinics in Saudi Arabia.

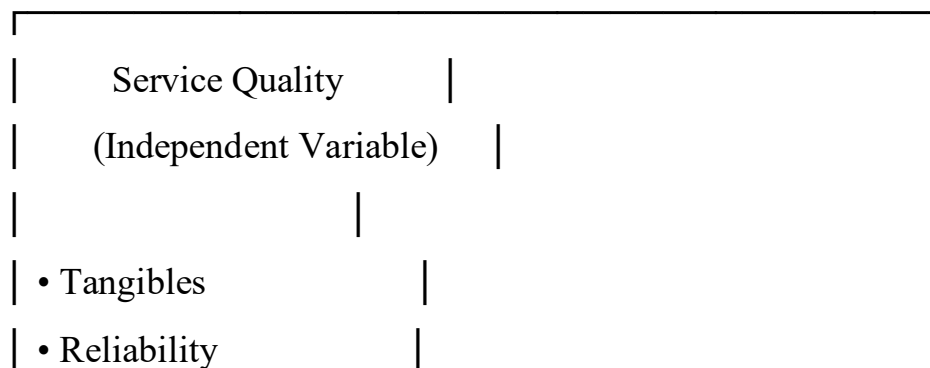
These hypotheses will be tested using appropriate statistical methods in the later stage of the research.

1.7 Research Model

The research model of this study focuses on the relationship between service quality and customer satisfaction. Service quality is considered the independent variable, while customer satisfaction is the dependent variable.

Service quality will be examined through the five dimensions of the SERVQUAL model: **tangibles, reliability, responsiveness, assurance, and empathy** (Parasuraman et al., 1988). These dimensions represent different parts of the customer experience, including the physical environment, reliability of the service, speed of response, professionalism and trust, and the level of individual attention provided to customers.

The proposed relationship is illustrated below:



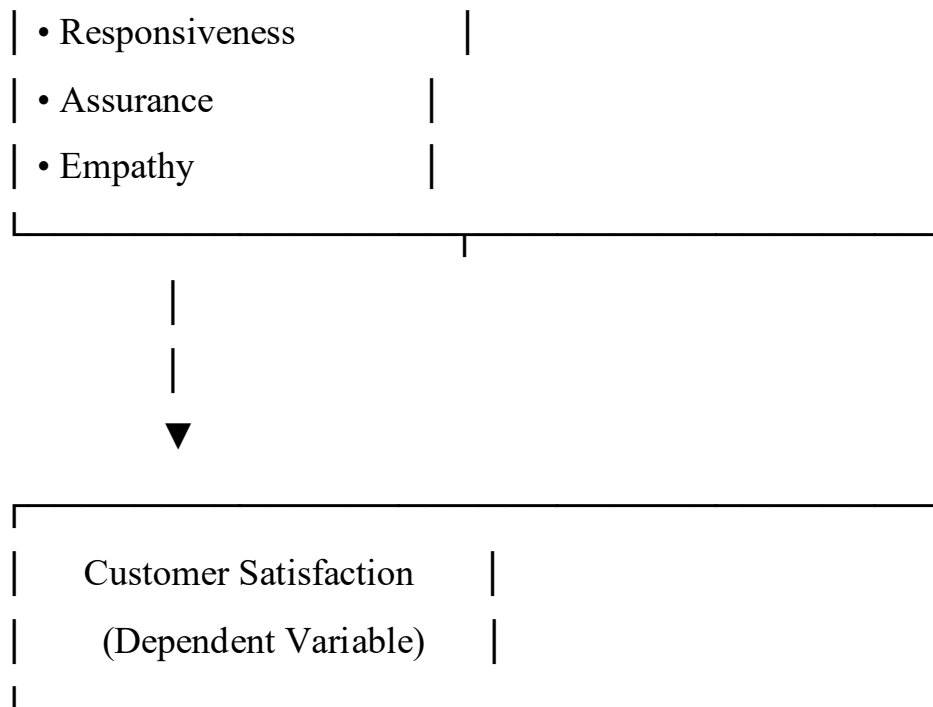


Figure 1.1: Conceptual Research Model

The model suggests that better perceived service quality is expected to be associated with higher customer satisfaction. In the context of cosmetic clinics, this means that customers' experiences with staff, communication, appointments, waiting time, cleanliness, privacy, professionalism, and personal attention may influence how satisfied they are with the clinic.

1.8 Suggested Industry and Organization for the Empirical Study

The suggested industry for this study is the **cosmetic and aesthetic healthcare sector in Saudi Arabia**. The empirical study will focus on customers of a selected cosmetic clinic operating in Saudi Arabia.

Cosmetic clinics provide a suitable setting for this research because customers interact with different aspects of the service throughout their experience. Their evaluation may begin with booking an appointment and continue through reception, consultation, treatment, payment, after-care, and follow-up. This gives customers several opportunities to form opinions about the quality of the service they receive.

The study may focus on one selected cosmetic clinic, depending on accessibility and the organization's willingness to participate in the research. The participants will be adult customers who have used the clinic's services within the previous six months.

The selected clinic will not be evaluated based on its medical or clinical performance. Instead, the study will focus on the **customers' perceptions of service quality and their level of satisfaction** with the overall service experience.

1.9 Research Methodology

This study will use a **quantitative research approach** because the main purpose is to measure customers' perceptions of service quality and their level of satisfaction and to statistically examine the relationship between the two variables.

A **descriptive and correlational research design** will be used. The descriptive part will help determine the perceived level of service quality and customer satisfaction, while the correlational part will examine whether there is a significant relationship between service quality and customer satisfaction.

Data will be collected using a structured questionnaire. The questionnaire will use a **five-point Likert scale**, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Service quality will be measured using the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). Customer satisfaction will be measured through statements that reflect customers' overall satisfaction with the services provided by the cosmetic clinic.

The target population will consist of adult customers who have used the services of the selected cosmetic clinic within the previous six months. A suitable sample will be selected based on the accessibility of customers and the requirements of the study. Convenience sampling may be used if access to the complete customer population is not available.

The collected data will be analyzed using appropriate statistical software. Descriptive statistics, including frequencies, percentages, means, and standard deviations, will be used to describe the responses. Reliability analysis will be

conducted to assess the consistency of the questionnaire items. Pearson correlation analysis will be used to examine the relationship between service quality and customer satisfaction. Regression analysis may also be used to determine the extent to which service quality influences customer satisfaction.

Ethical considerations will also be taken into account. Participation will be voluntary, respondents will be informed about the purpose of the study, and their responses will be treated confidentially. No personal information that could directly identify respondents will be reported in the study.

1.10 Suggested Project Structure

The project will be organized into five main chapters to present the research in a clear and logical way.

Chapter One: Introduction

This chapter introduces the research topic and explains the background of the study, research problem, research questions, objectives, hypotheses, research model, significance, scope, and overall structure of the project.

Chapter Two: Literature Review

This chapter reviews the existing literature related to service quality and customer satisfaction. It discusses the SERVQUAL model and its five dimensions, explains the concept of customer satisfaction, reviews previous studies, and identifies the research gap related to cosmetic clinics.

Chapter Three: Research Methodology

This chapter explains how the research will be conducted. It covers the research approach, research design, population, sample, sampling technique, questionnaire, measurement of variables, data collection procedure, data analysis methods,

reliability and validity, and ethical considerations.

Chapter Four: Data Analysis and Results

This chapter presents the results obtained from the questionnaire. It includes the demographic characteristics of respondents, descriptive statistics, reliability analysis, correlation analysis, regression analysis, and hypothesis testing.

Chapter Five: Discussion, Conclusion and Recommendations

This chapter discusses the main findings and compares them with the previous literature. It also presents the conclusions of the study, practical recommendations for cosmetic clinics, limitations of the research, and suggestions for future studies.

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References

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