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Chapter 3: Research Methodology

3.1 Introduction

This chapter explains the research methodology adopted in this study. It describes the research design, operational definitions of the research variables, target population, sampling technique, data collection method, research instrument, types of data, and statistical analysis procedures used to examine the impact of service quality on customer satisfaction in cosmetics clinics in Saudi Arabia. In addition, the chapter discusses the reliability and validity of the research instrument as well as the ethical considerations followed throughout the study.

3.2 Operational Definitions of Research Variables

This study consists of one independent variable and one dependent variable.

3.2.1 Service Quality (Independent Variable)

Service quality refers to customers' perceptions of the quality of services provided by cosmetic clinics. It includes the clinic's ability to deliver services reliably, respond promptly to customers' needs, provide assurance through professional and knowledgeable staff, demonstrate empathy, and maintain attractive physical facilities and modern equipment.

In this study, service quality will be measured using a structured questionnaire completed by customers who have visited cosmetic clinics in Saudi Arabia. The measurement is based on the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988).

The dimensions of service quality include:

- Reliability
- Responsiveness
- Assurance
- Empathy

- Tangibles
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3.2.2 Customer Satisfaction (Dependent Variable)

Customer satisfaction refers to customers' overall evaluation of their experience after receiving services from cosmetic clinics. It reflects whether the services provided meet or exceed customers' expectations regarding treatment quality, staff behavior, communication, appointment management, and the overall service experience.

Customer satisfaction will also be measured using a structured questionnaire distributed to customers of cosmetic clinics in Saudi Arabia.

The dimensions of customer satisfaction include:

- Overall Satisfaction
 - Loyalty Intention
 - Positive Word-of-Mouth
 - Repeat Visit Intention
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3.3 Research Design (Research Onion)

This study follows the Research Onion proposed by Saunders, Lewis, and Thornhill (2023), which provides a systematic framework for conducting business research.

Research Layer	Selected Method
Research Philosophy	Positivism
Research Approach	Deductive
Research Strategy	Survey
Time Horizon	Cross-sectional
Data Collection and Analysis	Questionnaire + SPSS

3.4 Research Population and Sampling Method

The target population of this study consists of customers who have received cosmetic treatments in private cosmetic clinics located in Saudi Arabia.

The respondents may include customers who have undergone services such as:

- Laser treatments
- Skin rejuvenation
- Botox and fillers
- Chemical peels
- Acne treatment
- Body contouring
- Other dermatological and aesthetic procedures

A convenience sampling technique will be used because it allows the researcher to collect data from customers who are readily available and willing to participate.

The study aims to collect approximately **50–70 completed questionnaires**, which is considered appropriate for the statistical analyses required in this research.

3.5 Data Collection Method

A structured questionnaire will be used as the primary instrument for collecting data.

The questionnaire consists of three sections.

Section One

Demographic Information

- Gender
- Age
- Education Level
- Employment Status
- Frequency of Cosmetic Clinic Visits

Section Two

Service Quality

This section measures customers' perceptions of service quality using the five SERVQUAL dimensions.

Section Three

Customer Satisfaction

This section measures customers' level of satisfaction after receiving cosmetic services.

A **Five-Point Likert Scale** will be used throughout the questionnaire.

Scale	Meaning
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The questionnaire will be distributed electronically through **Google Forms** and shared via social media platforms and directly with customers attending cosmetic clinics in Saudi Arabia.

Participation will be voluntary, and all responses will remain anonymous and confidential.

3.6 Types of Data

This study uses both **primary** and **secondary** data.

Primary Data

Primary data will be collected directly from customers using the questionnaire.

The collected responses will provide information regarding customers' perceptions of service quality and their level of satisfaction.

Secondary Data

Secondary data will be obtained from:

- Academic journals

- Books
- Previous research studies
- Published articles
- Google Scholar
- University Library databases

These sources provide the theoretical background and support the literature review.

3.7 Statistical Analysis Procedures

After collecting the questionnaires, the data will be entered into the **Statistical Package for the Social Sciences (SPSS)** for statistical analysis.

The following analyses will be conducted.

Descriptive Statistics

Descriptive statistics, including:

- Frequencies
- Percentages
- Means
- Standard Deviations

will be used to describe respondents' demographic characteristics and summarize their responses.

Reliability Analysis

Cronbach's Alpha will be used to evaluate the internal consistency of the questionnaire.

A Cronbach's Alpha coefficient of **0.70 or higher** will indicate acceptable reliability.

Pearson Correlation Analysis

Pearson Correlation Analysis will be conducted to examine the relationship between service quality and customer satisfaction.

Simple Linear Regression Analysis

Simple Linear Regression will be used to determine whether service quality significantly affects customer satisfaction.

The significance level adopted in this study is:

$$p \leq 0.05$$

3.8 Ethical Considerations

Several ethical principles will be followed throughout the research process.

- Participation will be entirely voluntary.
 - Participants may withdraw at any time.
 - No personal identifying information will be collected.
 - All responses will remain confidential.
 - Data will be used solely for academic purposes.
 - Participants will be informed about the purpose of the research before completing the questionnaire.
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3.9 Conclusion

This chapter presented the research methodology adopted for examining the impact of service quality on customer satisfaction in cosmetics clinics in Saudi Arabia.

It explained the operational definitions of the research variables, research design, target population, sampling technique, data collection procedures, types of data, statistical analyses, and ethical considerations.

The selected methodology provides an appropriate framework for investigating the proposed research hypothesis. The next chapter will present the statistical analysis of the collected data, discuss the findings, and interpret the results in relation to the research objectives and previous literature.

References (APA 7th Edition)

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). *Multivariate Data Analysis* (9th ed.). Cengage Learning.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Saunders, M., Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students* (9th ed.). Pearson.