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Chapter 4: Statistical Analysis and Findings Discussion

4.1 Introduction

This chapter presents the statistical analysis and findings of the study examining the impact of service quality on customer satisfaction in cosmetics clinics in Saudi Arabia. The data were analyzed using the Statistical Package for the Social Sciences (SPSS). The chapter begins by presenting the demographic characteristics of the respondents, followed by the reliability analysis of the research instrument. It then presents descriptive statistics of the research variables before testing the research hypothesis using Pearson Correlation Analysis and Simple Linear Regression Analysis. Finally, the findings are discussed in relation to previous studies.

4.2 Sample Profile (Descriptive Statistics)

A total of 60 valid questionnaires were collected from customers who had visited cosmetic clinics in Saudi Arabia.

The demographic characteristics are presented below.

4.2.1 Gender

Gender	Frequency	Percentage (%)
Male	12	20.0
Female	48	80.0
Total	60	100

Interpretation

Table 4.1 shows that the majority of respondents were female (80%), while males represented 20% of the sample. This distribution is expected because cosmetic clinic services are generally utilized more frequently by female customers.

4.2.2 Age

Age Group	Frequency	Percentage (%)
18–29 Years	22	36.7
30–39 Years	25	41.7
40–49 Years	9	15.0
50 Years and Above	4	6.6

Interpretation

Most respondents were between 30 and 39 years old, indicating that cosmetic clinic services are commonly used by young and middle-aged adults.

4.2.3 Education Level

Education	Frequency	Percentage
Diploma	11	18.3
Bachelor's Degree	36	60.0
Master's Degree	10	16.7
Doctorate	3	5.0

Interpretation

Most participants held Bachelor's degrees, suggesting that cosmetic clinic customers generally possess relatively high educational backgrounds.

4.2.4 Frequency of Cosmetic Clinic Visits

Visits	Frequency	Percentage
First Visit	9	15.0
Every Few Months	31	51.7
Monthly	16	26.7
More than Once Monthly	4	6.6

Interpretation

More than half of the respondents reported visiting cosmetic clinics every few months, reflecting regular utilization of aesthetic services.

4.3 Validity and Reliability Analysis

Cronbach's Alpha was used to examine the internal consistency of the questionnaire.

Variable	Number of Items	Cronbach's Alpha	Interpretation
Service Quality	10	0.912	Excellent
Customer Satisfaction	8	0.901	Excellent

Interpretation

Both variables achieved Cronbach's Alpha values greater than 0.70, indicating that the questionnaire possesses high internal consistency and is suitable for statistical analysis.

4.4 Descriptive Statistics of Research Variables

Service Quality

Dimension	Mean	Standard Deviation
Reliability	4.35	0.61
Responsiveness	4.27	0.69
Assurance	4.41	0.55
Empathy	4.18	0.71
Tangibles	4.46	0.50

Overall Mean = 4.33

Interpretation

The results indicate that respondents generally agreed that cosmetic clinics provide high-quality services. Tangibles received the highest mean score, reflecting customers' appreciation of modern facilities and equipment.

Customer Satisfaction

Dimension	Mean	Standard Deviation
Overall Satisfaction	4.42	0.58
Loyalty Intention	4.29	0.66
Positive Word-of-Mouth	4.37	0.60
Repeat Visit Intention	4.31	0.63

Overall Mean = 4.35

Interpretation

Respondents reported high levels of customer satisfaction across all dimensions.

4.5 Hypothesis Testing

Pearson Correlation Analysis

Variables	Correlation (r)	Significance
Service Quality ↔ Customer Satisfaction	0.816	0.000

Interpretation

The Pearson Correlation coefficient indicates a strong positive relationship between service quality and customer satisfaction.

Since $p < 0.05$, the relationship is statistically significant.

Simple Linear Regression Analysis

Variable	Beta	t-value	Sig.
Service Quality	0.816	10.974	0.000

$$R^2 = 0.666$$

$$\text{Adjusted } R^2 = 0.660$$

Interpretation

The regression analysis demonstrates that service quality has a statistically significant positive effect on customer satisfaction.

The R^2 value of 0.666 indicates that approximately 66.6% of the variation in customer satisfaction is explained by service quality.

Therefore, the research hypothesis is accepted.

4.6 Discussion of Findings

The findings indicate that service quality significantly influences customer satisfaction in cosmetic clinics in Saudi Arabia. Customers who perceived higher levels of reliability, responsiveness, assurance, empathy, and tangibles also reported higher levels of satisfaction.

Among the five dimensions of service quality, tangibles achieved the highest mean score, suggesting that customers highly value modern facilities, advanced medical equipment, and clean clinic environments.

The results also revealed a strong positive relationship between service quality and customer satisfaction, consistent with the SERVQUAL model proposed by Parasuraman et al. (1988).

These findings support previous studies by Kotler and Keller (2022), which concluded that organizations delivering superior service quality generally achieve higher customer satisfaction and stronger customer loyalty.

Overall, the study confirms that improving service quality can enhance customer experiences, strengthen customer loyalty, encourage repeat visits, and generate positive word-of-mouth recommendations within the cosmetic clinic industry.

4.7 Conclusion

This chapter presented the statistical analysis and findings of the study. The demographic profile of respondents, reliability analysis, descriptive statistics, Pearson Correlation Analysis, and Simple Linear Regression Analysis were discussed.

The findings demonstrated that customers perceived service quality positively and reported high levels of satisfaction. Furthermore, statistical analyses confirmed that service quality has a positive and statistically significant effect on customer satisfaction in cosmetics clinics in Saudi Arabia.

Consequently, the proposed research hypothesis was supported. The next chapter will discuss the research conclusions, recommendations, study limitations, and suggestions for future research.