

## References

- Abubakar, A. M., Ilkan, M., Meshall, A.-T. R., & K, E. (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, *31*(220–227). <https://doi.org/10.1016/j.jhtm.2016.12.005>
- Ahn, H., & Picard, R. W. (1985). *Measuring Affective-Cognitive Experience and Predicting Market Success*.
- Alharbi, N. M., & Alhashim, H. M. (2021). Beauty Salons are Key Potential Sources of Disease Spread. *Infection and Drug Resistance*, *14*, 1247–1253. <https://doi.org/10.2147/IDR.S303461>
- Alnawas, I., & Hemsley-Brown, J. (2018). The differential effect of cognitive and emotional elements of experience quality on the customer-service provider's relationship. *International Journal of Retail and Distribution Management*, *46*(2), 125–147. <https://doi.org/10.1108/IJRDM-03-2017-0058>
- Barkah, B., & Febriasari, P. (2021). No Factors that Influencing Tourists Revisit Intention. *JDM*, *12*(1).
- Bellio, E., & Buccoliero, L. (2021). Main factors affecting perceived quality in healthcare: a patient perspective approach. *The TQM Journal*, *33*, 176–192. <https://doi.org/10.1108/TQM-11-2020-0274>
- Bhattacharya, A., Srivastava, M., & Verma, S. (2018). Customer Experience in Online Shopping: A Structural Modeling Approach. *Journal of Global Marketing*. <https://doi.org/10.1080/08911762.2018.1441938>
- Bitner, M J, & Wang, H. S. (2014). Service encounters in service marketing research. In

*Handbook of Service Marketing Research*. Edward Elgar Publishing Ltd.

<https://doi.org/10.4337/9780857938855.00019>

Bitner, Mary Jo. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56(2), 57–71.

<https://doi.org/https://doi.org/10.2307/1252042>

Chandon, J. L., Leo, P. Y., & Philippe, J. (1997). Service encounter dimensions - A dyadic perspective: Measuring the dimensions of service encounters as perceived by customers and personnel. *International Journal of Service Industry Management*, 8(1), 65–86. <https://doi.org/10.1108/09564239710161088>

Cheung, C. M. K. M. K. O. L., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3). <https://doi.org/10.1108/10662240810883290>

Chitturi, R., Raghunathan, R., & Mahajan, V. (2008). Delight by Design: The Role of Hedonic Versus Utilitarian Benefits. *Journal of Marketing*, 72(3), 48–63. <https://doi.org/10.1509/jmkg.72.3.48>

Choi, B. J., & Kim, H. S. (2013). The impact of outcome quality, interaction quality, and peer-to-peer quality on customer satisfaction with a hospital service. *Managing Service Quality: An International Journal*, 23(3), 188–204. <https://doi.org/10.1108/09604521311312228>

Clark, S. (2020). *What Are the Emotional Drivers Behind Customer Experience?* CMS Wire.

Dabholkar, P. A., & Overby, J. (2005). Linking process and outcome to service quality

and customer satisfaction evaluations: An investigation of real estate agent service.

*International Journal of Service Industry Management*, 16(1), 10–27.

<https://doi.org/10.1108/09564230510587131>

Daniel, C. O. (2018). Total Quality Management as a Tool for Achieving

Organisational Performance. *International Journal of Science and Research*, 8(1).

<https://doi.org/10.21275/13011901>

Deming, W. E., Gartner, Iliam B., & Naughton, M. J. (1988). Review: The Deming

Theory of Management. *The Academy of Management Review*, 13(1), 138–142.

Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2015). Social Media Engagement

Behaviour: A Uses and Gratifications Perspective. *Journal of Strategic Marketing*,

24. <https://doi.org/10.1080/0965254X.2015.1095222>

Donovan, J., & Rossiter, J. (1982). Store Atmosphere: An Environmental Psychology

Approach. *Journal of Retailing*, 58(1), 34–57.

Eiamkanchanalai, S. (2010). Service Quality Development for Medium-Sized Life

Insurance Companies. *Global Business & Economics Anthology*, 2(2), 174–185.

Ernest Grace, Rosita Manawari Girsang, Sudung Simatupang, Vivi Candra, & Novelyn

Sidabutar. (2021). Product Quality and Customer Satisfaction and Their Effect on

Consumer Loyalty. *International Journal of Social Science*, 1(2), 69–78.

<https://doi.org/10.53625/ijss.v1i2.138>

Fredrickson, B. L., & Branigan, C. (2005a). Positive emotions broaden the scope of

attention and thought-action repertoires. *Cogn Emot*, 19(3), 313–332.

<https://doi.org/10.1080/02699930441000238>

- Fredrickson, B. L., & Branigan, C. (2005b). Positive emotions broaden the scope of attention and thought-action repertoires. *Cognition & Emotion, 19*(3), 313–332. <https://doi.org/10.1080/02699930441000238>
- G.Kuppelwieser, V., Klaus, P., Manthiou, A., & Boujena, O. (2019). Consumer responses to planned obsolescence. *Journal of Retailing and Consumer Services, 47*, 157–165. <https://doi.org/10.1016/j.jretconser.2018.11.014>
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal, 25*(5), 395–410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Giraldo, D. M. B., Castañeda, K. M., & Mesías, J. F. T. (2014). Correlational study of the factors that influence in the recommendation and loyalty of patients of aesthetic medicine Medellín Colombia, 2014. *Cuadernos de Administración (Universidad Del Valle), 33*(58). <https://doi.org/10.25100/cdea.v33i58.4527>
- Globaldata. (2022). *Decode the Future of the Healthcare Industry*. <https://www.globaldata.com>
- Grandview research. (2020). *Cosmetic Surgery And Procedure Market Size, Share & Trends Analysis Report By Type (Invasive, Non-invasive), Region (North America, Asia Pacific, Middle East & Africa, Latin America, Europe), And Segment Forecasts, 2022 - 2030*. Cosmetic Surgery And Procedure Market Report.
- Gucer, E., & Arici, N. Ç. (2018). The Antecedents of Revisit Intention in Medical Businesses. *Journal of Business Research - Turk, 10*(2), 740–757.

<https://doi.org/10.20491/isarder.2018.453>

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>

Henning-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). No Title. *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>

Heriyanto, A., & Antonio, F. (2021). *Antecedents of Patient Experiential Satisfaction and Its Impact on Patient Loyalty ( a Study of Obstetric Service*. 2(1), 1–21.

Ibrahim, B., & Aljarah, A. (2021). *Linking Social Media Marketing Activities to Revisit Intention through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages : Exploring Sequential Mediation Mechanism*.

Jatyananda, C., Nurittamont, W., & Phayaphrom, B. (2021). Understanding the Social Media Marketing Activities Influence on Revisit Intention in Beauty Clinics: The Case Study in Bangkok, Thailand. *Asian Administration and Management Review*, 4(2), 31–44.

Kim, C E, Shin, J. S., Lee, Y. J., Kim, M., Choi, A., Park, K. B., Lee, H. J., & Ha, L. H. (2017). Quality of medical service, patient satisfaction and loyalty with a focus on interpersonal-based medical service encounters and treatment effectiveness: a cross-sectional multicenter study of complementary and alternative medicine (CAM) hospitals. *BMC Complementary and Alternative Medicine*, 17(1), 1–12. <https://doi.org/10.1186/s12906-017-1691-6>

- Kim, Chang Eun, Shin, J.-S., Lee, J., Lee, Y. J., Kim, M., Choi, A., Park, K. B., Lee, H.-J., & Ha, I.-H. (2017). Quality of medical service, patient satisfaction and loyalty with a focus on interpersonal-based medical service encounters and treatment effectiveness: a cross-sectional multicenter study of complementary and alternative medicine (CAM) hospitals. *BMC Complementary and Alternative Medicine*, *17*(1), 1–12. <https://doi.org/10.1186/s12906-017-1691-6>
- LaSalle, D., & Britton, T. A. (2003). No Title. *Priceless: Turning Ordinary Products into Extraordinary Experiences*. Brighton, MA: Harvard Business School Press.
- Leclerc, O., Peters, N., Scaglione, A., & Waring, J. (2021). From extreme to mainstream: The future of aesthetics injectables. In *McKinsey Company*. <https://www.mckinsey.com/industries/life-sciences/our-insights/from-extreme-to-mainstream-the-future-of-aesthetics-injectables>
- Lim, W. M., & Rasul, T. (2022). Customer engagement and social media: Revisiting the past to inform the future. *Journal of Business Research*, *148*, 325–342.
- Ling, C. H., & Mansori, S. (2018). The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial Marketing*, *3*(1), 20–35. <https://doi.org/10.5296/ijim.v3i1.13959>
- M. Voorhees, C., W. Fombelle, P., Gregoire, Y., Bone, S., Gustafsson, A., Sousa, R., & Walkowiak, T. (2017). Service encounters, experiences and the customer journey: Defining the field and a call to expand our lens. *Journal of Business Research*, *79*, 269–280. <https://doi.org/10.1016/j.jbusres.2017.04.014>

- Magids, S., Zorfas, A., & Leemon, D. (2015). *The New Science of Customer Emotions*. Harvard Business Review. <https://hbr.org/2015/11/the-new-science-of-customer-emotions>
- Masic, I., Miokovic, M., & Muhamedagic, B. (2008). Evidence based medicine - new approaches and challenges. *Acta Informatica Medica : AIM : Journal of the Society for Medical Informatics of Bosnia & Herzegovina : Casopis Društva Za Medicinsku Informatiku BiH*, 16(4), 219–225.  
<https://doi.org/10.5455/aim.2008.16.219-225>
- McColl-Kennedy, J. R., Zaki, M., & Neely, A. (2018). Gaining Customer Experience Insights That Matter. *Journal of Service Research*, 22(1).  
<https://doi.org/10.1177/10946705188121>
- Meyer, C., & Schwager, A. (2007). Understanding Customer Experience. *Harvard Business Review*, 85, 116-126,157.
- Molinillo, S., Navarro-García, A., Anaya-Sánchez, R., & Japutra, A. (2020). The impact of affective and cognitive app experiences on loyalty towards retailers. *Journal of Retailing and Consumer Services*, 54(August), 101948.  
<https://doi.org/10.1016/j.jretconser.2019.101948>
- Nelson, G. (2022). 6 Aesthetics Trends For 2022 To Tap Into. In *Spa + Clinic*.  
<https://www.spaandclinic.com.au/aesthetics/6-aesthetics-trends-for-2022-to-tap-into>
- Nielsen. (2022). *2022 State of Beauty Industry*. 1–6.
- Nurittamont, W. (2022). *Understanding the Social Media Marketing Activities Influence*

*on Revisit Intention in Beauty Clinics : The Case Study in Bangkok , Thailand.*

*April.*

Overbeeke, E. Van, Vanbinst, I., Jimenez-moreno, A. C., & Huys, I. (2020). *Patient Centricity in Patient Preference Studies : The Patient Perspective*. 7(March), 1–10.

<https://doi.org/10.3389/fmed.2020.00093>

Palací, F., Salcedo, A., & Topa, G. (2019). Cognitive and affective antecedents of consumers' satisfaction: A systematic review of two research approaches.

*Sustainability (Switzerland)*, 11(2). <https://doi.org/10.3390/su11020431>

Parasuraman, A. ., Ziethaml, & V. ., & B. L. (1985). SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 62(1), 12–40.

Perrigot, R., Hussain, D., & Windsperger, J. (2015). An investigation into independent small business owners' perception of franchisee relationships. *International Journal of Retail and Distribution Management*, 43(8), 693–711.

<https://doi.org/10.1108/IJRDM-01-2014-0010>

Reinares-Lara, P., Rodríguez-Fuertes, A., & Garcia-Henche, B. (2019). The Cognitive Dimension and the Affective Dimension in the Patient's Experience. *Front.*

*Psychol.* <https://doi.org/10.3389/fpsyg.2019.02177>

Riaz, A. (1997). The role of telecommunications in economic growth: proposal for an alternative framework of analysis. *SAGE*, 19(4).

<https://doi.org/10.1177/016344397019004004>

Schmitt, B. H. (1999). No Title. *Experiential Marketing. How to Get Customers to*



*Sense, Feel, Think, Act, Relate to Your Company and Brands. The Free Press, New York.*

Schmitt, B. H., Zarantonello, L., & Brakus, J. J. (2009). Brand experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3).

<https://doi.org/10.1509/jmkg.73.3.52>

Schouten, A., Janssen, L., Verspaget, M., G.Kuppelwieser, V., Klaus, P., Manthiou, A., Boujena, O., Palací, F., Salcedo, A., Topa, G., Kim, C. E., Shin, J. S., Lee, Y. J., Kim, M. Y., Choi, A., Park, K. B., Lee, H. W. J., Ha, L. H., Dewi, I. A. I., ...

Gremler, D. D. (2020). No Title. *Journal of Marketing*, 10(2), 38–52.

<https://doi.org/10.3389/fpubh.2022.876266>

Shie, A. J., Huang, Y. F., Li, G. Y., Lyu, W. Y., Yang, M., Dai, Y. Y., Su, Z. H., & Wu, Y. J. (2022). Exploring the Relationship Between Hospital Service Quality, Patient Trust, and Loyalty From a Service Encounter Perspective in Elderly With Chronic Diseases. *Frontiers in Public Health*, 10(May).

<https://doi.org/10.3389/fpubh.2022.876266>

Situmorang, S. H., Mulyono, H., & Azmi, A. (2018). Effect Of Servicescape And Customer Experience On Social Location Marketing (Case Study At Café In Medan). *AEBMR*, 46, 546–550.

[https://www.researchgate.net/publication/323707200\\_Effect\\_Of\\_Servicescape\\_And\\_Customer\\_Experience\\_On\\_Social\\_Location\\_Marketing\\_Case\\_Study\\_At\\_Caf\\_In\\_Medan](https://www.researchgate.net/publication/323707200_Effect_Of_Servicescape_And_Customer_Experience_On_Social_Location_Marketing_Case_Study_At_Caf_In_Medan)

Slåtten, T. (2011). *Emotions in service encounters from the perspectives of employees*

*and customers* [Karlstad University Studies]. <https://www.diva-portal.org/smash/get/diva2:433158/FULLTEXT01.pdf>

Swain, S., & Kar, N. C. (2018). Hospital service quality as antecedent of patient satisfaction – a conceptual framework. *International Journal of Pharmaceutical and Healthcare Marketing*, 12(3), 251–269. <https://doi.org/10.1108/IJPHM-06-2016-0028>

Voyage. (2019). What is an Independent Clinic? In *Voyage Healthcare*. <https://www.voyagehealthcare.com/blog/what-is-an-independent-clinic>

Wolf, J. A., Marshburn, D., & Lavela, S. L. (2014). Issue 1 Inaugural Issue Article 3 2014 Part of the Health and Medical Administration Commons, Health Policy Commons, Health Services Administration Commons, and the Health Services Research Commons Recommended Citation Recommended Citation Wolf JA, Nieder. *Patient Experience Journal*, 1(1), 7–19. <https://doi.org/10.35680/2372-0247.1004>.This

Woo, S., & Choi, M. (2021). Medical service quality, patient satisfaction and intent to revisit: Case study of public hub hospitals in the Republic of Korea. *PLoS ONE*, 16(6 June 2021), 1–14. <https://doi.org/10.1371/journal.pone.0252241>

Wu, L.-W. (2011). Beyond satisfaction: The relative importance of locational convenience, interpersonal relationships, and commitment across service types. *Journal of Service Theory and Practice*, 21(3), 240–263. <https://doi.org/10.1108/09604521111127956>

Zachlod, C., Samuela, O., AOchsner, A., & Werthmüller, S. (2022). Analytics of social

media data – State of characteristics and application. *Journal of Business Research*,  
144, 1064–1076. <https://doi.org/10.1016/j.jbusres.2022.02.016>

Zhai, L., Yin, P., Li, C., Wang, J., & Yang, M. (2022). Investigating the Effects of  
Video-Based E-Word-of-Mouth on Consumers' Purchase Intention: The  
Moderating Role of Involvement. *Sustainability*, 14, 9522.  
<https://doi.org/10.3390/su14159522>

