CHAPTER 1

INTRODUCTION

1.1 Background

In the recent years, the need to get medical aesthetic increasing numerously. The global medical aesthetics market size estimated the market size in 2023 around $11.50 billion increasing into $13.11 billion in 2024 with Compound Annual Growth Rate (CAGR) 14% and $21.02 billion in 2028 with CAGR 12.5%. The main drivers that influence the growth are the increasing aging population, cosmetic industry's growth, improving consumer awareness, medical tourism became a new trend, the clearer policy of regulatory approval, minimal invasive procedures are more popular nowadays, focus in personalized aesthetic treatment and the phenomena of influencer on social media that will affect the customer choices (*Medical Aesthetic Global Market Report*, 2024).

In 2022, Indonesia as number 4 of the biggest country in Asia Pacific, contributed 4.10% in APAC medical aesthetic market mostly because of the increasing awareness of aesthetic among patients and advanced cosmetic procedures, while the patient age mostly in the group of 35 – 40 years old around 43% share in the Indonesia medical aesthetic market due to people in this age group are very consumptive and with high average spending levels. The actual market size itself was $234.11 million and estimated will increase into $450.23 million in 2028 with CGAR 11.52%. The major sales channel through hospitals and clinics segment was around 58.34% in Indonesia medical aesthetic market share because of the

availability of expert in hospitals & clinics also their latest advanced technology (*Indonesia Medical Aesthetic Market Report*, 2023).

This big opportunity was being utilized by some businessman to open aesthetic clinic that we can see in the increasing number of the aesthetic clinic in some big cities in Indonesia. In Tangerang district number of clinic in general was 391 clinics in 2020 increase to 554 clinics in 2022, while in South Tangerang district number of clinic in general was 260 clinics in 2022 increase to 404 clinics in 2023, as can be seen in figure 1 (*Buku Profil 2024*, 2024; *Kota-Tangerang-Selatan-Dalam-Angka-2024*, 2024).

Tangerang District

Tahun (1)	Klinik Pratama (2)
2019	391
2020	391
2021	469
2022	554

South Tangerang District

Kecamatan District (1)	Klinik Pratama[2] Primary Clinic	
	2022 (10)	2023 (11)
Kota Tangerang Selatan	260	404

Figure 1.1 Number of Primary Clinic in Tangerang District and South Tangerang District

Source: (*Buku Profil 2024*, 2024; *Kota-Tangerang-Selatan-Dalam-Angka-2024*, 2024)

Nowadays, not only women but men are aware the importance of their appearance and starting to take care their looks beside their skin health. The medical aesthetic clinic become a part of their lifestyle. This phenomenon is triggered by the influence from social media that already shifted the perfect appearance's perspective and judgement, toward a specific standard of beauty thanks to the influencer and celebrities. The needs to look perfect in the virtual world, push people searching the effective health solution and encouraging the medical aesthetic

clinic to provide numerous aesthetic services also open extra branch once they feel new opportunity ahead.

This massive growth of new aesthetic clinic brings another concern about competition in the medical aesthetic clinic that will lead all of us to be more creative and innovative in differentiate the service provided and sustain the edge of competition, such as focusing in customer experience. The owner or management of medical aesthetic sector needs to comprehend the main factors to providing the unique and impressive patient experience also quality service such as the care for customer, the ability to personalize and adapt interactions according to each customer.

In general, customer experience takes the centre stage since 2006, shifting the focus from goods-centered to service-dominant, exposing the need to deliver high level standard of service quality to attain the most valuable outcomes (Klaus & Maklan, 2012). Other researcher described as a process at creating a unique, pleasurable and memorable experience to reach differentiation and continually getting the profit from tight competition, which component including feelings, perceptions and attitudes constructed from decision-making process and consumption chain, involving a series of interaction that leading to cognitions, emotions, sensory and behavioural responses (Jain et al., 2017). Customer participation in the process of service delivery, customer feedback and customer experience are taken into consideration to foster satisfaction, to re-crafting an existing service, developing a better one (Arslan Kurtuluş & Cengiz, 2022).

In healthcare, patient experience has become the main focus as an indicator of healthcare quality from patient's point of view (Hu et al., 2017; Oben, 2020), to

improve health service, to recognize problems and to compose strategies effectively (Arslan Kurtuluş & Cengiz, 2022). Healthcare provider need to understand the key factors to providing a unique and unforgettable care experience; the care for patients itself and the capability to personalize each patients including any process whereas all patients observe and interact with all healthcare professional about the subjective experience, objective experience and perceptions; at the end the patient's perception met their expectation (Brandão & Ribeiro, 2023). Patient experience has been acknowledged as one of three pillars of quality in healthcare, beside clinical effectiveness and patient safety; become mandatory measurement in some country (Doyle et al., 2013).

There are 2 dimensions in patient experience, which is relational aspects of care and functional aspects of care. Relational aspects of care refer to the interpersonal aspects of care such as empathy, respect to the patient's preferences, engaging patient in decision-making and giving health information which are strongly associated with patient-centricity. Enhancement in this dimension will make connection and confidence between patient and healthcare provider. Functional aspects of care are related to the basic expectation of how the healthcare provided such as attention to physical need of patient, cleanliness, safe environment, coordination between healthcare professional is effective and timeliness of care provided (Kumah et al., 2017).

The best way to measure the patient experience in healthcare industry is by getting the evaluation from patients; asking the patient to give report in detail related to what is actually occur in a specific healthcare department that they visited. The dedicated evaluations offer a chance to recognise the area for improvement and

to confirm the transparency in the healthcare service. It is important to understand the unique service features of provided healthcare to make personalized solution of the complicated problem with different stakeholders. Basically, healthcare industry is a part of service industry that highly involving emotional, where the interaction takes a substantial portion in the most fragile time of their lives (Arslan Kurtuluş & Cengiz, 2022).

Donabedian (Endeshaw, 2021; Kumah et al., 2017) as the first person who studied the quality in healthcare, has classified the patient experience as a measure of structure and process in the healthcare, while patient satisfaction as an outcome measure; that examining the healthcare service and evaluating the quality of healthcare service. Theoretically, Donabedian's model expected a relation between patient experience and patient satisfaction within the healthcare system because there is possibility that the improvement of healthcare quality depending on quality of technical and interpersonal service in healthcare (Endeshaw, 2021). Some other studies deduce that a lot of variation in patients' satisfaction is clarified by patient experience. But other studies gave opposite statement that patient experience reckoned for only a little fraction of the variation in the patient satisfaction. Patient experience surveys could be a significance indicator of satisfaction within the healthcare service that when the report was positive the patient will be more comply to the treatment plans, tends to continue come to the healthcare service and suggest others to come to the healthcare provider (Kumah et al., 2017). When patients are satisfied with their experience in the healthcare provider, their expectation are surpassed, they will show their allegiance and will develop the intention to revisit again (Arslan Kurtuluş & Cengiz, 2022; Brakus et al., 2009).

Some studies already investigated the positive influence of the medical service quality, satisfaction, empathy and assurance, word-of-mouth, social media, hospital brand image, ethical conduct, pricing and trust to the patients' intent to revisit (Mohd Isa et al., 2019). All these factors will help the clinics to maintain and sustain their business in healthcare by attaining a competitive advantage and patient-centricity strategies, offering better quality of medical service. Therefore, it is very important for the aesthetic clinics to understand what is the factors in their clinics that will influence the patients' intention to revisit which will affect their profitability by improving their quality of healthcare service (Park et al., 2021).

Social media as one channel of marketing tools, gives substantial opportunities to increase a significant and positive revenue because people looking out from the custom role of passive receivers shifting to active engage marketing communication (Yoon et al., 2018). Social media takes the biggest part of people's daily live nowadays, account for 5.17 billion or 63.7% of the population in the world, whereas Facebook, YouTube and Instagram are the top 3 platforms globally, as mentioned in figure 2 (Petrosyan, 2024; Statista.com, 2024c). Active social media user in Indonesia has been increases dramatically around 12.6% from 170.4 million in 2022 into 191.4 million in 2024, with Instagram become the most social media platform user used for around 173.59 million user or 84.8% in 2024, as mentioned in figure 3 (Datareportal.com, 2024). With this massive rising in digital technology, the healthcare industry utilises the social media as visual channel that effectively engage the healthcare provider and patients (Trunfio & Rossi, 2021). Social media progressively hold an important part in promoting aesthetic procedures to the bigger

target audience, by forming personal views of beauty and eventually push the patient's decision to attempt the medical aesthetic (Jatiyananda et al., 2022).
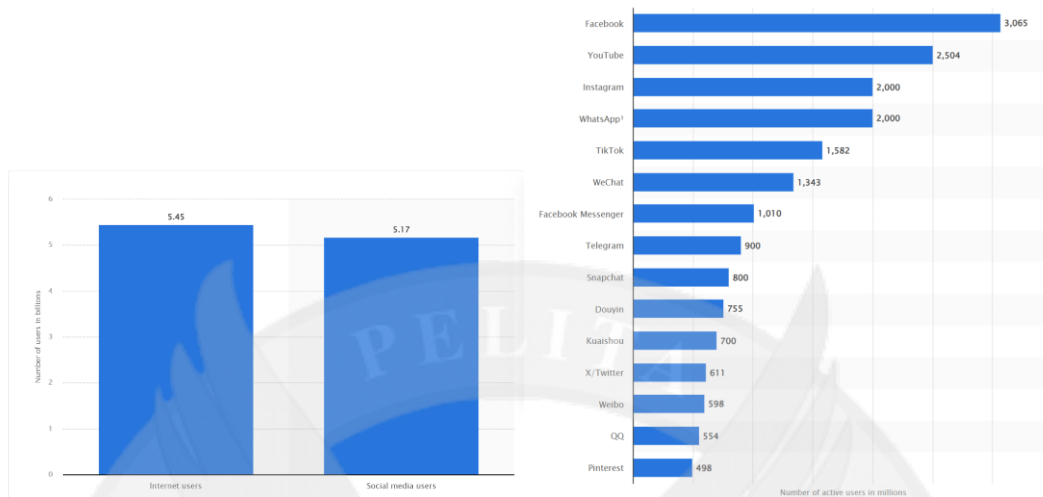

Figure 1.2 Number of internet and social media users worldwide as of July 2024

Source: Statista (2024)

Total population	277.7 million
Active social media users	191.4 million
Number of Internet users	204.7 million
Number of Mobile Internet users	192.62 million

	PERCENTAGE	IN NUMBERS
Annual growth in active social media users.	12.6%	21 million+
Annual growth of Internet users	1%	2.1 million+

TOP SOCIAL NETWORK PLATFORMS IN INDONESIA	PERCENTAGE	ACTIVE USERS (IN MILLION)
Instagram	84.80%	173.59
Facebook	81.30%	166.42
TikTok	63.10%	129.17
Twitter	58.30%	119.34
Pinterest	36.70%	75.12
Kuaishou	35.70%	73.08
LinkedIn	29.40%	60.18
Discord	17.60%	36.03
Likee	14.20%	29.07

Figure 1.3 Number of social media user in Indonesia as of January 2024; Top Social Network

Platform in Indonesia 2024

Source: Datareportal (2024)

Some studies were conducted to seek the connection between social media and behaviour intention, shown that social media leverages the revisit intention as the impressive tools for aesthetic business to engage the current patients, also prospective patients, in the same time construct the positive image (AlBahlal et al., 2023; Jatiyananda et al., 2022; Octaviani et al., 2023). Social media become powerful instrument to promote, educate and engage the aesthetic clinics, the patient and healthcare professional themselves (Boen & Jerdan, 2022).

Brandão (Brandão & Ribeiro, 2023), explored the effect of patient experience in the medical aesthetics healthcare service, shown that the relational aspect of care and functional aspect of care have a direct and positive impact on patient experience and satisfaction that will influence the loyalty at the end. The study has suggestion to extend with other moderating variables.

The author did a pre-test survey with 18 responders related their social media experience and medical aesthetic clinic. Most of the responders are familiar with social media (17 responders, 94.4%), all of them figured that the image of medical aesthetic is important, 14 (77.8%) out of 18 responders had ever visited the medical aesthetic clinic's social media, while only 11 (61.1%) responders had ever seen the "livestreaming", but 16 (88.9%) responders had ever seen the promotion information and 11 (61.1%) responders consider the younger doctor can provide better service.

With some limitation in the studies above and the result of a pre-test survey of 18 responders, author would like to proposed a new framework by modifying the conceptual framework of Brandão (Brandão & Ribeiro, 2023) corresponding to the current phenomena. We will examine the influence of relational aspect of care and

functional aspect of care with the patient experience, to understand which dimension is the most influencing factor in the aesthetic clinics. We will review the impact of patient satisfaction as the mediating variable of patient experience to revisit intention, does the patient experience give direct influence to revisit intention or the patient should feel satisfy first before this patient revisit the aesthetic clinic. And the social media as the moderating variable, can social media increase the influence of patient experience or social medial give no influence for the revisit intention.

This research will give contribution to the patient experience, patient satisfaction, social media and revisit intention connection. The clinics can develop sharper marketing strategies to gain more revenue in the near future.

1.2 Problem Phenomena

The huge number of medical aesthetic clinics in Indonesia, specifically in Tangerang District and South Tangerang District, force the medical aesthetic provider to differentiate their service from others to increase number of visits, to survive and sustain their business in this competitive giant industry. To create the differentiation strategy, the medical aesthetic providers need to know what is the patient's need because all patient who visit the medical aesthetic clinic are not having sick or severe condition, the patients looking for a specific treatment to fulfil their dream of beauty. The patients will search for the best medical aesthetic treatment possible to improve their appearance and money is not the problem. The patients are more than willing to pay once they are satisfied with the result, and at

the end they will recommend to family of friend based on their own experience also they will revisit for other medical aesthetic treatment as a loyal customer.

Social media as the result of technology development from the millennial era became a new platform to meet, discuss and sharing all information from general into the private or personal information. Patient used social media to expose their improvement to others and sometimes become the influencers. The healthcare professional utilised social media in cooperation with influencer to introduce their medical aesthetic clinic, medical skills, new medical technique, new medical equipment eventually will attract new customer.

From the variables mentioned above, the research questions:

1) Does the relational aspect of care give positive influence to patient experience?

2) Does the functional aspect of care give positive influence to patient experience?

3) Does the patient experience give positive influence to satisfaction?

4) Does the patient satisfaction give positive influence to revisit intention?

5) Does the patient experience give positive influence to revisit intention?

6) Does the social media as moderating variable give positive influence of patient experience to revisit intention?

1.3 Research Objectives

The objective of the research will be:

1) To examine and analyse the positive influence of relational aspect of care to patient experience

2) To examine and analyse the positive influence of functional aspect of care to patient experience

3) To examine and analyse the positive influence of patient experience to satisfaction

4) To examine and analyse the positive influence of patient experience to revisit intention

5) To examine and analyse the positive influence of satisfaction to revisit intention

6) To examine and analyse the positive influence of satisfaction as mediating variable of patient experience to revisit intention

7) To examine and analyse the positive influence of social media as moderating variable of patient experience to revisit intention

1.4 Research Benefit

This quantitative research is expected to give contributions in two aspects, one for academic and another one for practical.

In the academic aspect, we hope this research will give insight for the next research related to the patient experience and revisit intention that mediated by satisfaction and moderated by social media in the medical aesthetic clinics. The insight was obtained through analysing the conceptual framework with independent variables are relational aspect of care, functional aspect of care and patient experience; the dependent variable is revisit intention. This conceptual framework will be analysed empirically to patients who visit the medical aesthetics clinics in Tangerang District and South Tangerang District.

In the other hand, the practical aspect, will give insight for medical aesthetic provider or owner to put their attention in the factors need to be maintained and factors need to be improved to provide the optimal medical aesthetic care. Next

step, is what factors that can and need to be prioritised in patient experience, patient satisfaction and medical aesthetics clinic's social media, impact to patients' intention to revisit the medical aesthetic clinic.

1.5 Research Systematics

This research is written and arranged following the systematic research that consist of five chapters. All explanation in each chapter is based on the title of the chapter. All chapter is related to each other and the arrangement of the flow adhering the guidance from Universitas Pelita Harapan, to complete this research paper as an intact academic manuscript. The description of this systematic thesis is arranged as follows:

CHAPTER 1: INTRODUCTION

This chapter consist of the background of the research, problem phenomena, variables in the research, research questions, research objectives, research advantage and research systematics.

CHAPTER 2: JOURNAL REFERENCE

This chapter will outline the fundamental theory as the basis of the research, explanation of variables including previous researches related to this research's topic. Explanation of the hypothesis development and the conceptual framework will be described in detail in this chapter.

CHAPTER 3: RESEARCH METHODOLOGY

This chapter contains explanation of the research's object, research analysing unit, type of the research, research method, research variables, population and

sample, sample size, sampling method, data collection method and data analysing method using PLS-SEM.

CHAPTER 4: RESULT AND DISCUSSION

This chapter consist of the analysis of empirical data processing including profile and behaviour of respondents, follow by descriptive analysis of the research variables, analysis of research inferential using PLS-SEM method with discussion.

CHAPTER 5: CONCLUSION

This last chapter will mention the conclusion of the research, the managerial impact from the result, limitation and suggestion for the next research.