



The Effect of Interpersonal Communication and Service Quality on Customer Satisfaction at Hers Aesthetic Clinic Pasaman Barat

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ABSTRACT

Indonesia's rapidly growing beauty industry has intensified competition among aesthetic clinics, making superior customer satisfaction a critical strategy for competitive advantage. This study examines: (1) the effect of interpersonal communication on customer satisfaction at Hers Aesthetic Clinic; (2) the role of service quality in shaping customer satisfaction at the clinic; and (3) the combined impact of interpersonal communication and service quality on customer satisfaction. The population included all clients who received treatment at Hers Aesthetic Clinic, totaling 3,110 individuals. Sample size was determined using the Slovin formula with a 10% margin of error and 99.6% confidence level, yielding 100 respondents. Purposive sampling was used, with respondents selected based on criteria: (1) registered customers of Hers Aesthetic Clinic; (2) individuals who purchased skincare products and received treatment services; and (3) customers with repeat purchase or treatment experience. Results confirm that interpersonal communication is a positive and significant predictor of customer satisfaction at Hers Aesthetic Clinic ($p < 0.001$). Service quality also emerges as a significant positive predictor of customer satisfaction ($p = 0.001$). When tested together, both predictors demonstrate a strong and significant combined effect on customer satisfaction, reflected in the F-statistic ($F = 140.237$; $p < 0.001$). The coefficient of determination ($R^2 = 0.743$) indicates that 74.3% of variance in customer satisfaction is explained by interpersonal communication and service quality, while the remaining 25.7% is attributed to other factors not included in this study.

Keywords: Customer Satisfaction, Interpersonal Communication, Service Quality.

1. INTRODUCTION

The beauty industry in Indonesia continues to grow rapidly, and Indonesia also has many strong local skincare and cosmetic brands offering a wide range of choices for consumers. This has led many businesses operating in the beauty industry to compete for loyal customers by providing products and services. Inability to manage and understand consumer needs will result in consumers seeking and switching to other products or services. Currently, beauty clinics and beauty service providers must consistently deliver high-quality service, from facilities to complaint handling. Various innovations in the beauty industry, ranging from treatments to cure various skin problems such as facials, PRP, laser, fillers, Botox, microneedling, thread lifts, and so on, have become a necessity, especially for women. Beauty treatments and maintaining one's appearance can boost women's confidence and self-image.

A key strategy for attaining competitive advantage lies in the provision of superior customer satisfaction. Customer satisfaction may be conceptualized as an affective evaluation that emerges from the comparison between customers' prior expectations and the actual performance or outcomes they experience (Tjiptono & Diana, 2022). This feeling of satisfaction arises after the service provided is able to meet or even exceed the customer's expectations. Interpersonal communication constitutes a salient determinant of customer satisfaction (Layarda & Achmadi, 2024). It refers to direct, face-to-face communicative exchanges between two or more individuals, occurring either within structured interactions or in less formal social contexts (Wiryanto,

2006). Communication also fulfils customer satisfaction, as through communication, customers can receive the messages or information they need. Customer satisfaction is a key factor that directly affects service quality. Kotler and Keller (2021) conceptualize service quality as the customer's evaluative judgment of the degree to which the services delivered correspond with, or fall short of, prior expectations. In the context of beauty clinics, service provision is strategically oriented toward fulfilling customer expectations, thereby fostering trust and sustaining long-term customer relationships.

Beauty clinics essentially have the same function as health clinics, which is to provide services related to facial care, offering various treatments to customers to achieve maximum appearance, especially in terms of facial skin health. HERS Aesthetic Clinic is one of the skin beauty care centres in West Pasaman. The many positive responses from customers and the increasing demand for healthy skin care have enabled HERS Aesthetic Clinic to grow rapidly, expanding its network of clinics. HERS Clinic is constantly innovating its products and treatments in an effort to build and strengthen its brand, making it a leading and modern beauty care centre that stands out from other beauty clinics. The best product innovations come from botanical and natural ingredients and are produced by the HERS laboratory, which has obtained CPKB (Good Cosmetic Manufacturing Practices) certification approved by the Indonesian Food and Drug Administration (BPOM) and Halal certification from the Indonesian Ulema Council. Grounded in the foregoing contextual considerations, the present study seeks to elucidate the effects of interpersonal communication and service quality on customer satisfaction at HERS Aesthetic Clinic, West Pasaman.

Previous research by Hezkiawati and Oisina (2024) demonstrated that interpersonal communication has a positive and significant effect on customer satisfaction at PT Bank Central Asia Tbk., KCP Kwitang. Similarly, service quality was found to positively influence customer satisfaction at Rumah Es Miangas Bahu, as reported by Tampanguma et al. (2022). However, these studies were conducted in banking and restaurant contexts, which differ significantly from the aesthetic and healthcare service sector. Therefore, there is a research gap regarding the combined influence of interpersonal communication and service quality on customer satisfaction specifically within aesthetic clinics, such as HERS Aesthetic Clinic, where both service interaction and service quality play a critical role in shaping customer experiences.

2. LITERATURE REVIEW

2.1. Satisfaction

Customer satisfaction may be understood as an affective state of gratification or dissatisfaction arising from the comparison between perceived product performance and prior expectations (Tjiptono & Diana, 2022). Accordingly, the degree of satisfaction experienced by customers is contingent upon the extent to which actual performance aligns with, exceeds, or falls short of their expectations. Complementing this perspective, Windasuri and Hyacintha (2016) conceptualize customer satisfaction as an emotional response that emerges from evaluative judgments formed through the consumption experience of a product or service.

2.2. Interpersonal Communication

Interpersonal communication refers to the process of transmitting and receiving messages between a sender and a receiver, either through direct or mediated interaction. Direct (primary) communication occurs when communicative exchange takes place without the involvement of intermediary media, enabling immediate information sharing between interacting parties (Aw, 2010). Through such communicative processes, whether in the form of interaction, dialogue, inquiry, or interviews, interpersonal communication facilitates the formation and maintenance of social relationships (Muhammad, 2004). So, it can be concluded that interpersonal communication is communication between individuals, where those individuals physically interact and give each other feedback in turn.

2.3. Service Quality

Tjiptono (2016) characterizes service quality as the degree of excellence anticipated by customers and the organization's capacity to manage and deliver that level of excellence in order to fulfill customer needs. In a complementary formulation, Kasmir (2017) conceptualizes service quality as the set of actions undertaken by individuals or organizations to generate satisfaction among customers or employees. Accordingly, service

quality is deemed satisfactory when the services delivered correspond with customer expectations, whereas a disparity in which perceived performance falls below expectations signifies substandard service quality.

2.4. Research Hypothesis

A hypothesis may be defined as a provisional explanatory proposition formulated in response to a research question, grounded in relevant theoretical perspectives rather than empirical verification. Based on this research design, there is theoretical support and empirical evidence for the variables in this study, so that the hypothesis can be developed in the form of a conceptual framework in figure 1:

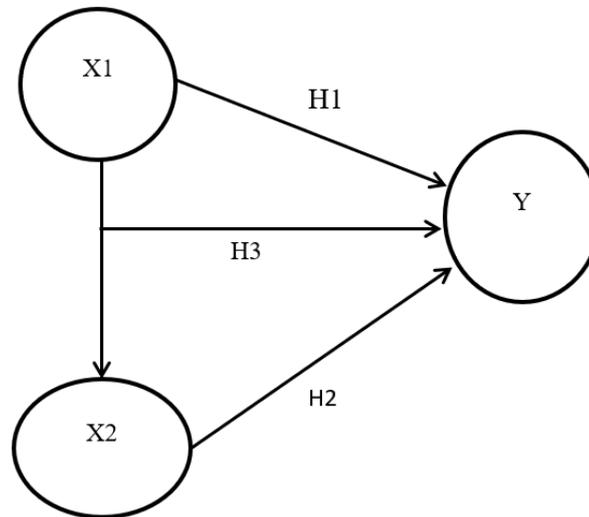


Figure 1. Conceptual Framework

Based on the theoretical basis and problem formulation above, the following hypotheses can be described:

H1: Interpersonal communication has a positive and significant effect on customer satisfaction at Hers Aesthetic Clinic.

H2: Service quality has a positive and significant effect on customer satisfaction at Hers Aesthetic Clinic.

H3: Interpersonal communication and service quality simultaneously have a positive and significant effect on customer satisfaction at Hers Aesthetic Clinic.

3. RESEARCH METHODS

This study was conducted on Hers Aesthetic Clinic customers with the criteria of having made more than one purchase and treatment because the Y variable measures the level of customer satisfaction at Hers Aesthetic Clinic. his research is situated within a causal-associative design framework. The study population encompassed all customers of Hers Aesthetic Clinic, totalling 3,110 individuals. The determination of the sample size was conducted through the application of the Slovin formula, as follows:

$$n = \frac{N}{1 + N \cdot e^2}$$

Based on the foregoing calculation, a sample size of 99.6 respondents was obtained and subsequently rounded up to 100 participants. The sampling procedure employed accidental sampling, as articulated by Sugiyono (2016), wherein respondents are selected incidentally from individuals encountered by the researcher, provided that they satisfy the predetermined criteria as appropriate sources of data. Primary data were collected directly from the research setting and the subjects under investigation. For analytical purposes, multiple linear regression was applied, with statistical processing conducted using SPSS.

4. RESULTS AND DISCUSSION

4.1. Respondent Characteristics

A total of 100 questionnaires were administered to the selected respondents. The demographic profile indicates that 91% of participants were female, while 9% were male. Hers Aesthetic Clinic also provides treatments for male customers, although the number of male customers is smaller than female customers. The highest age group of customers was under 30 years old, concluding that the majority of Hers Aesthetic Clinic customers are millennials. In terms of educational background, university graduates occupied the highest position, followed by high school students and junior high school students, who occupied the smallest position at 2%. In terms of employment status, 36% were teachers/lecturers and 31% were students, with the remainder being farmers/traders.

4.2. Validity and Reliability Tests

Prior to further data analysis, validity and reliability assessments were conducted to ascertain the adequacy of the measurement instruments, namely to ensure that the questionnaire validly captured the constructs under investigation and demonstrated acceptable reliability. The outcomes of these tests are presented in the table 1 below.

Table 1. Validity and Reliability Tests

Variable	Number of Items	Invalid	Valid	Cronbach's Alpha	Description
Customer Satisfaction	14	-	14	0.953	Reliable
Interpersonal Communication	10	-	10	0.953	Reliable
Service Quality	10	-	10	0.963	Reliable

4.2.1. Validity Test

The results of the validity testing indicate that all measurement items employed in this study meet the prescribed validity criteria. Specifically, the Customer Satisfaction construct (Y), comprising 14 indicators, demonstrated corrected item–total correlation coefficients exceeding 0.30 for all items, thereby confirming their validity. Similarly, the Interpersonal Communication construct (X1), represented by 10 indicators, and the Service Quality construct (X2), also consisting of 10 indicators, each exhibited corrected item–total correlation values above the threshold of 0.30 across all items. Accordingly, all questionnaire items were deemed valid and suitable for subsequent stages of statistical analysis.

4.2.2. Reliability Test

The reliability assessment reveals that the constructs of Interpersonal Communication, Service Quality, and Customer Satisfaction each achieved a Cronbach's alpha coefficient of 0.953, indicating a very high degree of internal consistency. Given that all coefficients substantially exceed the conventional acceptability threshold ($\alpha > 0.70$), the measurement scales employed in this study may be regarded as psychometrically robust and suitable for subsequent inferential analysis.

4.3. Classical Assumption Test

4.3.1. Normality Test

Ghozali and Latan (2017) posit that the normality test is conducted to ascertain whether the data for each variable conform to a normal distribution. The results of the normality assessment, computed using SPSS version 16.0, are presented in the table 2 below.

Table 2. Normality Test Results

No	Variable	Sig	Alpha	Description
1.	Customer Satisfaction (Y)	0.474	0.05	Normal
2.	Interpersonal Communication (X1)	0.526	0.05	Normal
3.	Service Quality (X2)	0.277	0.05	Normal

As indicated in the table 2, all variables exhibit significance values exceeding 0.05, thereby confirming that the data are normally distributed. Consequently, the normality assumption required for regression analysis is satisfied.

4.3.2. Linearity Test

Linearity testing is undertaken to ascertain whether the relationship between the variables under statistical examination conforms to a linear pattern (Roustaei, 2024). The analysis was performed using SPSS version 16.0.

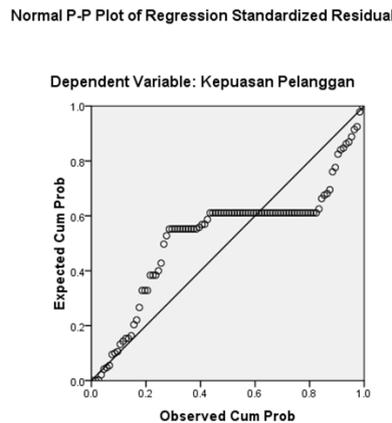


Figure 2. Linearity Test Results Based on PP-Plot Graphs

As depicted in the P–P plot in figure 2, the data points are distributed in close alignment with the diagonal reference line, indicating that the assumption of linearity is satisfied.

4.3.3. Heteroscedasticity Test

The heteroscedasticity test is conducted to assess whether the variance of the residuals in the regression model remains constant across observations or exhibits systematic inequality (Ghozali & Latan, 2017).

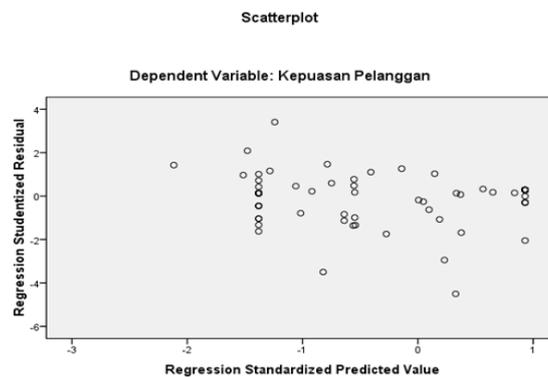


Figure 3. Heteroscedasticity Test Based on Scatterplot

As illustrated in the scatterplot on figure 3, the residuals are randomly dispersed above and below the horizontal zero line on the Y-axis, indicating the absence of heteroscedasticity in the regression model (Ghozali & Latan, 2017).

4.3.4. Multicollinearity Test

Multicollinearity testing is performed to assess the presence of intercorrelations among the independent variables within the regression model. An adequate regression specification presupposes the absence of substantial correlation among predictor variables. Multicollinearity is typically assessed through tolerance and Variance Inflation Factor (VIF) diagnostics, wherein tolerance values above 0.10 and VIF values below 10 signify the absence of problematic intercorrelations among the predictor variables.

Table 3. Multicollinearity Test Results

Independent Variables	Tolerance	VIF	Description
Interpersonal Communication	0.253	3.949	No signs of multicollinearity
Service Quality	0.253	3.949	No signs of multicollinearity

As indicated in Table 3, both independent variables, Interpersonal Communication and Service Quality, exhibit tolerance values exceeding 0.10 and VIF values below 10. These results confirm that the predictor variables are free from multicollinearity concerns.

4.3.5. Multiple Regression Analysis

Multiple linear regression analysis is utilized to quantify both the directionality and the magnitude of the effects exerted by the independent variables on the dependent variable (Sugiyono, 2018).

Table 4. Summary of Multiple Regression Analysis Results: T Test, F Test, and R² Test

Independent Variable	B	T	Sig.	Description
Constant	1.613	0.434	0.665	Significant
Interpersonal Communication (X1)	0.816	5.236	0.000	Significant
Service Quality (X2)	0.532	3.480	0.001	Significant
F	140.237		0.000	
R ²			0.743	

On the basis of the multiple linear regression results presented above, the following regression equation was derived:

$$Y = 1,613 + 0,816X_1 + 0,532X_2 + e$$

From the multiple regression table above, it can be explained that:

- 1) The estimated intercept ($a = 1.613$) reflects the baseline level of customer satisfaction when the explanatory variables, interpersonal communication (X_1) and service quality (X_2), are held at their theoretical minimum, thereby indicating the presence of an underlying satisfaction level independent of the modeled predictors.
- 2) The coefficient associated with interpersonal communication ($\beta_1 = 0.816$) exhibits a positive magnitude, signifying that incremental enhancements in interpersonal communicative practices are accompanied by proportional increases in customer satisfaction, assuming other explanatory factors remain invariant.
- 3) The service quality parameter ($\beta_2 = 0.532$) similarly demonstrates a positive directional effect, implying that marginal improvements in perceived service quality are systematically translated into higher levels of customer satisfaction under conditions of *ceteris paribus*.

On the basis of the regression outcomes, several substantive conclusions may be advanced. Interpersonal communication emerges as a positive and statistically significant predictor of customer satisfaction at HERS Aesthetic Clinic ($t = 5.236$; $p < 0.001$), thereby lending empirical support to the first hypothesis. Service quality likewise demonstrates a statistically significant positive association with customer satisfaction ($t = 3.480$; $p = 0.001$), substantiating the second hypothesis. Moreover, when modeled concurrently, interpersonal communication and service quality exert a significant joint effect on customer satisfaction at HERS Aesthetic Clinic ($p = 0.001$), thus corroborating the third hypothesis.

The results of this study indicate that interpersonal communication has a positive and statistically significant impact on customer satisfaction, suggesting that enhancements in the quality of interactions by the medical team at HERS Aesthetic Clinic are associated with elevated levels of customer satisfaction. These findings align with the empirical evidence presented by Hezkiawati and Oisina (2024), who similarly documented a positive and significant influence of interpersonal communication on customer satisfaction among clients of Bank BCA KCP Kwitang.

The service quality construct is found to exert a positive and statistically significant influence on customer satisfaction, implying that enhancements in the quality of services delivered by the medical team at HERS Aesthetic Clinic are associated with increased levels of customer satisfaction. These findings are consistent with the results reported by Utami (2015), who likewise documented a positive and statistically significant relationship between service quality and customer satisfaction at Baruna Sanur Restaurant.

5. CONCLUSIONS

The findings of this study demonstrate that interpersonal communication and service quality both have a positive and statistically significant effect on customer satisfaction at HERS Aesthetic Clinic. Enhanced interpersonal communication between the medical team and customers, along with higher standards of service quality, are associated with greater customer satisfaction. Together, these two variables account for 74.3% of the variance in customer satisfaction, indicating their effectiveness, while the remaining 25.7% is influenced by other factors not examined in this study, such as price or brand image. Based on these results, it is recommended that the management and medical team at HERS Aesthetic Clinic continue to maintain and strengthen interpersonal communication with customers and consistently improve service quality. By doing so, the clinic can further increase customer satisfaction and foster long-term customer loyalty, which represents a strategic outcome of considerable importance to the clinic's management.

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