Factors Affected Customers' Satisfaction with the Plastic Surgery Hospital in Thailand

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ABSTRACT

This research takes the existing plastic surgery clinics in Thailand as the research target and studies the factors affecting customer satisfaction with plastic surgery. Those importance factors are price, promotion, and service quality. Then, this research might be useful for further development of Thailand plastic surgery with more understanding how to attract customers to purchases service.

Keywords: Plastic Surgery, Customer Satisfaction

INTRODUCTION

Today, we are in the 20th century, and cosmetic surgery is no longer a taboo topic. With the continuous development of society, cosmetic surgery is becoming more and more popular. Plastic surgery has become a culture in order to become a better self. Under the influence of Korean culture, Thai people also have an inclusive attitude towards cosmetic surgery, which want to become a more perfect self. Thailand is well-known as the Medical Hub of Asia and perceived as the top medical tourism destination contributing approximately 40 percents of the global medical tourism market. Approximately 27 million people who visited Thailand in 2013, almost 3 million of them came for health and medical reason and such number is growing at the continuous rate of 15 percents a year (Placid Way, 2016). The demand for cosmetic surgery by Thais in the past decade has created a huge demand which contribute the value of over THB 30 billion with the expected growth of twenty percents a year (Bangkok Post Newspaper, 2016).

Of course, under the popular trend, everyone wants to divide this cake, under such circumstances, the explosive growth of many clinics not only welcomed Thai local customers but also attracted many foreigners to come to Thailand for medical travel, which undoubtedly also enhances the competitiveness, face competition than ever. Under the huge competitive pressure, many companies have shifted their marketing strategies from traditional markets to online markets. Because the risk of cosmetic surgery has not been guaranteed, customers are now not only focusing on hospital qualifications, plastic surgeons who have good reputation also become a very importance factor in whether they want to undergo surgery. Doctors with a good reputation have a positive effect on attracting patients who want to have cosmetic surgery. Some plastic surgery hospitals or clinics in Thailand even spend a lot of money to invite famous Korean doctors to come to Thailand for surgery. They often carry the consultation of Korean doctors once or twice a month under the banner of Korean doctors,

which not only attracts new customers, but also improve their own competitiveness. Therefore, when organizations promote on online, they are not only to promote clinics, but also to promote doctors, such as doctors' qualifications, certification, and success rates.

One problem that often appears when doing business is what to do in order to maintain old customers, reach new customers, follow the inevitable trend in marketing strategies, and find consumer behaviors in various domains, such as price fairness perceptions. Studies have shown that service quality is closely related to customer satisfaction, and it is directly proportional to the relationship. The service market is in the process of promoting products or services, interacting with customers to make customers feel satisfied and make the organization profitable. If the service quality is high, customer satisfaction will also increase, and customers will be retained which means the growth of profitability.

Moreover, promotion can lead to customer satisfaction. Rothschild and Gaidis (1981) contended that sale promotions are regularly effective in actuating activity, as they empower buyers to act on an advancement whereas it is still accessible. Price also is one of the importance tools devices utilized in communicating with the clients, with its reason to persuade them to have the demeanor and behavior in utilizing administrations. In expansion, it is additionally an imperative key of relationship promoting. Channels in which a firm employments to communicate with clients are considered to be as significant as having great item.

As we know, the financial figure offers importance part to set up a relationship between a client and organization. Price has no coordinate interface with client loyalty but customers' fulfillment that at that point turns into satisfaction. Price is pivotal for customers as well as for the organizations since estimating an item impacts both parties. Organizations proposed to secure their satisfactory benefit but at the same time they also don't expected to lose their clients since higher cost of an item (Auh & Johnson, 2005). The idea of price includes the cautious calculation of costs of trade processes at internal and outside levels and it may be a major concern for decision makers. If bad price decisions grab great advertise openings from organization of pulling in new customers and the result shows up in sheer monetary decrease (Khouja & Robbins, 2005).

Price setting strategies change at national and worldwide levels since the trade measurements and customers choice varies and different. A few other factors altogether influence pricing strategy and this incorporates in general investment of the organization, advertise impact, competitors' activities of pricing, and customer behaviour of spending money (Lancioni, 2005). Price and quality are related to each other and customers need the precise return of their spending and this return is the higher quality of an item or service. Fulfilled customers are willing to spend more but don't compromises on quality benchmark (Goldschmidth & Chung, 2001).

By presenting the rationale for the study, the relevant terms used in this research are defined and an overview of the division and content of the chapters contained in this research is provided. Because I have lived in Thailand for 5 years, most of my Thai classmates have undergone cosmetic surgery, and I have also opened an agency to introduce foreigners to Thailand for plastic surgery, so its raise my interest. That's why I decide to do a research on what factors affect customer satisfaction in plastic surgery.

LITERATURE REVIEW

After reading a lot of literature, I have a certain understanding of the basic theory. This chapter is about related several theories and analysis of many foreign literatures. Judging from the current market research, the core of the market is constantly updating and progressing, from the original traditional market strategy to big network data. So under this changing marketing

conditions, measuring customer satisfaction is a very important aspect in any kinds of companies.

The client's passionate reaction, combining his encounters and sentiments after consumption of an item or benefit, with the desires and seen value. The positive enthusiastic consumer's response on item or benefit evaluation. Meanwhile the result of mental handle in which the client compares the level of business execution with particular measures, which for the most part are customers' expectations, finality the resultant between the anticipated item quality, seen item quality and the importance of its different properties.

Rerkrujipimol, J. & Assenov, I. (2011) illustration at article "Marketing Strategies for Promoting Medical Tourism in Thailand" that Thailand therapeutic tourism could be an unused shape of specialty advertise within the tourism industry which has developed quickly in later a long time. The term "restorative tourism" portrays tourists traveling abroad to get well-being care administrations such as restorative, dental, and surgical care. Current showcasing techniques are portrayed based on the 7Ps of the showcasing blend; which are Product, Price, Place, Promotion, People, Process, and Physical Evidence. Thailand's hospitals have had the advantage of learning and understanding desires and wants of patients way better, also created and developed extraordinary healing centers prepared with the latest advances, advanced great vibe with roomy and lavish rooms, and excellent care. This gives a competitive advantage over other medical providers to advertise and pick up the certainty of the patients in choosing the hospitals.

According to Wang (2010), he mentioned on his article "plastic brand communication strategy of the beauty industry", he pointed out in plastic surgery industry exits many problems such as late begin plastic surgery or many healing center in brand building. Promotion is exceptionally immature. No brand culture and no brand reasoning and advancement procedure can be as it may genuine homogenization confront modern circular of change. Forming educate to more prominent acknowledgment, hospitals have inadequately information of showcasing techniques, need of formal item methodologies, select deals channels and competitiveness within the promoting handle. This ought to reinforce the construction of this angle to extend their center competitiveness.

Conceptual Framework

Figure 1: Conceptual Framework

Hypotheses

Hypothesis 1: Price affected customers' satisfaction with the plastic surgery hospital in Thailand.
Hypothesis 2: Promotion affected customers' satisfaction with the plastic surgery hospital in Thailand.
Hypothesis 3: Service quality affected customers' satisfaction with the plastic surgery hospital in Thailand.

RESEARCH METHODOLOGY

In this research, the author uses a questionnaire to collect data. The purpose of this research is to figure out what kinds of factors affected customers' satisfaction with the plastic surgery hospital in Thailand. It can be used to answer the relationship between variables and independent variables. It is a phenomenon that can clearly explain, predict, and control these variables. According to Katsirikou, A., & Skiadas, C. H. (2010), quantitative methods can actually be regarded as the expression of data. The variable can be one or more possible worth, and it can determine the dependent variable and value of our research. However, it is spontaneous in many independent variables and cannot be changed later. Such as age, gender, education level, these are spontaneous. Therefore, how to design the questionnaire, the number of people surveyed, sampling, data collection, and finally data analysis are all reasonable. The study of the factors that influence customers' satisfaction with the plastic surgery hospital in Thailand. The questionnaire is the main tool for collecting data. The quantitative method is that the author designs the questionnaire after reading a certain literature review (such as papers, articles, related reports, and related research journals), collects, analyzes, and studies other data to obtain the results we want to study.

This research presents the applied method to study factors affect customer satisfaction when they do plastic surgery in Thailand. This paper uses quantitative and qualitative methods to collect data, and analyzes after collecting the data, which has achieved the purpose and goals of this research. The questionnaire is used as the main survey method to survey customers of different ages and genders. Questionnaires as a tool to examined and summarized research design, sample selection, validity valuation, research tool, meanwhile use and statistic for data analysis.

Data Collection

In this research, I will use stratified sampling which is random. Using random sampling as a survey tool, you can divide the survey into different groups with characteristics, and then reach the number of surveys. The survey population of all the patient who do plastic surgery at Master piece hospital. Investigate people of different ages, different cultural backgrounds, different countries, and different incomes, and conduct random surveys. Through the questionnaire, 400 questionnaires were collected in the hospital. The author can analyze and summarize through these questionnaires.

In this survey, an online survey method was used to distribute the questions to the patients in the hospital for questionnaire. The previous plan was to collect 400 questionnaires, but the actual number of questionnaires collected was 401.

Measurement

In order to make sure that the questionnaire design is reasonable and effective, this study conducted a pre-test on the questionnaire. The purpose of the pre-test is to test the reliability and feasibility of the questionnaire, determine whether the questionnaire can be used in this research, whether the language expression is easy to understand, and add or reduce questions based on the results of the pre-test, and then determine the final questionnaire. The pre-test is expected to distribute 40 questionnaires, and 40 responses were actually received.
After analyzing the data，Cronbach Alpha results are as follows:

Price	.927
Promotion	.931
Service Quality	.962
Decision	.912
Total	.964

It shows that this questionnaire is reliable and can be investigated based on questions. After communicating with the instructor, the final question was decided to conduct a questionnaire survey.

DATA ANALYSIS

Summary of Demographic Data

After completing the data collection, the demographic data of all 401 respondents are as follows:

Table 1: Summary of demographic data

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	139	34.7	34.7	34.7
	Female	262	65.3	65.3	100.0
	Total	401	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-23	93	23.2	23.2	23.2
	24-29	124	30.9	30.9	54.1
	30-45	93	23.2	23.2	77.3
	above 45	91	22.7	22.7	100.0
	Total	401	100.0	100.0	

Current resident status

	Frequency	Percent	Valid Percent	Cumulative Percent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Thai citizen	280	69.8	69.8	69.8
	Foreigner	121	30.2	30.2	100.0
	Total	401	100.0	100.0	

Table 1: Summary of demographic data (Cont.)

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	100	24.9	24.9	24.9
	Married	221	55.1	55.1	80.0
	Others	80	20.0	20.0	100.0
	Total	401	100.0	100.0	

How much is your monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15000THB or less	70	17.5	17.5	17.5
	15001-20000THB	148	36.9	36.9	54.4
	20001-30000THB	98	24.4	24.4	78.8
	Above 30000THB	85	21.2	21.2	100.0
	Total	401	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school	25	6.2	6.2	6.2
	High school certificate	67	16.7	16.7	22.9
	Higher diploma	78	19.5	19.5	42.4
	Bachelors	59	14.7	14.7	57.1
	Master	96	23.9	23.9	81.0
	Doctorate	47	11.7	11.7	92.8
	Others	29	7.2	7.2	100.0
	Total	401	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	28	7.0	7.0	7.0
	Freelance	131	32.7	32.7	39.7
	Employed	63	15.7	15.7	55.4
	Unemployed	82	20.4	20.4	75.8
	Retired	59	14.7	14.7	90.5
	Other	38	9.5	9.5	100.0

Total	401	100.0	100.0	

Table 1: Summary of demographic data (Cont.)

Which part do you want to do plastic surgery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	eyes	66	16.5	16.5	16.5
	nose	206	51.4	51.4	67.8
	Liposuction	79	19.7	19.7	87.5
	Others	50	12.5	12.5	100.0
	Total	401	100.0	100.0	

Is this your first time to do plastic surgery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	135	33.7	33.7	33.7
	no	266	66.3	66.3	100.0
	Total	401	100.0	100.0	

10.Family Medical History

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cancer	54	13.5	13.5	13.5
	Breast Disease	140	34.9	34.9	48.4
	Heart disease (heart attacks, heart bypass surgery)	61	15.2	15.2	63.6
	Abnormal reaction to anesthesia	72	18.0	18.0	81.5
	Others	74	18.5	18.5	100.0
	Total	401	100.0	100.0	

After analyzing statistics, there are 139 male respondents and 262 female respondents, each accounting for 34.7 percent and 65.3 percent among the 401 respondents. The age of the respondents is ranging from under 16 years old to above 45 years old; among them, 24-29 years old has the highest frequency, which take 30.9 percent (N=124) among 401 respondents, and the people who ago above 45 has the lowest frequency, and the proportions of people aged 16 to 23 are similar to those aged 30 to 45 and over 45.meanwhile, the proportions of 16 to 23 years old and 30 to 45 years old are the same.

After analyzing statistics, the number of Thai citizen is 280, accounting for 69.8 percent of the total. There are 121 foreigners, accounting for 30 percent of the total. The total number is 401. For the marital status, a total of 100 respondents are single which take 24.9 percent of all respondents, most of respondents are married which take 55.1 percent of all

respondents (N=221), also there are 80 respondents has other status, , take only 20 percent among all respondents.

After analyzing statistics, it can be found that people with income between 15001 and 20000 baht accounted for the largest proportion which is 36.9 percent (N=148), while the proportion of people with income less than 15000 baht was the lowest, 17.5 percent (N=70). There are 96 respondents holding the bachelor degree account for 23.9 percent, which is the highest frequency.

After analyzing statistics, it can be found that the number of freelancers is 131, accounting for 32.7 percent of the total proportion of 401. Then the proportion of students is the least, only 7 percent（N=28）. It is found that many people are dissatisfied with their noses, 51.4 percent（N =206) which of people want to have nose surgery. Followed by liposuction, 19.7 percent（N=79. After the survey, 266 of them had plastic surgery before, and 135 have never had surgery before. The ratio is 66.3 percent and 33.7 percent respectively. After investigation and statistics, many of them have breast disease, the number is 140, accounting for the best percent, 34.9 percent A few people have cancer, the percent is 13.5 percent.

Descriptive Analysis

To decide the min and max length of the 5-point Likert type scale, the extend is calculated by (5 − 1 = 4) at that point isolated by five because it is the most noteworthy esteem of the scale (4 ÷ 5 = 0.80) then, The initial first number in the calibration is added to identify the replacement of this cell. The length of the cell is determined as follows:

1 - 1.80 (strongly disagree).
1.81 - 2.60 (don't agree).
2.61 - 3.40 (neutral).
3:41 - 4:20 (agree).
4:21 - 5:00 (strongly agree).

Price

Price is an independent variable in this study. The following table is a data analysis result of this independent variable

Table 2: Price Descriptive Analysis

Price	Mean	S.D.	Interpretation
I think the price of the hospital is set reasonably.	3.87	.892	agree
I think high price will makes operation well.	3.82	.982	agree
I think high prices can make patients more confident in the effect of surgery.	3.82	.842	agree
I satisfied with the surgery price.	3.82	1.035	agree
I believe high price material have better quality.	3.74	.907	agree
I think in terms of medical fees is cheap.	3.86	.913	agree

According to Table 2, the standard deviation is 0.75.the mean value of price is between 3.74-3.87., the highest mean value is I think the price of the hospital is set reasonably.(mean=3.87, S.D =0892). It indicates that the item is **Neutral**. The second highest mean value is I think in terms of medical fees is cheap.(mean=3.86, S.D =0913), indicating that the item is **Neutral also ,Next is** I think high price will makes operation well(mean=3.82, S.D =0982) and I think high prices can make patients more confident in the effect of surgery (mean=3.82, S.D =0842) and I satisfied with the surgery price.(mean=3.82, S.D =1.035)，3 of them have same mean value . Final, I believe high price material have better quality which have most lower mean value (mean=3.74, S.D =0907)

Promotion

Promotion is one of the independent variables of the model. The following table shows the descriptive analysis of each question of promotion

Table 3: Promotion Descriptive Analysis

	Mean	S.D.	Interpretation
Hospitals often have promotion activity is very importance.	3.67	.923	agree
I believe success promotion will attract patients to consume.	3.78	.808	agree
The discount will make me feel satisfied.	3.52	.843	agree
Promotion more often will attract me come to hospitals.	3.77	.958	agree
It's importance that you can access promotion activities.	3.53	.927	agree
I think I get a good deal on surgery consume.	3.90	.934	agree
I think promotion more often will affect me come to hospital more frequently.	3.56	.939	agree

After analysis, the standard deviation can be calculated as 0.707, he mean value of promotion is between 3.90-3.52, the highest mean value is I think I get a good deal on surgery consume which mean equal 3.90 and standard deviation 0934.t indicates that the item is **Neutral**. The second highest mean value is I believe success promotion will attract patients to consume (mean=3.78, S.D =0808), indicating that the item is **Neutral also** the lowest mean value is The discount will make me feel satisfied which mean equal 3.52 and standard deviation 0843.

Service Quality

Service quality is one of the independent variables of the model. The following table shows the descriptive analysis of each question of Service quality

Table 4: Service Quality Descriptive Analysis

	Mean	S.D.	Interpretation
Friendliness and courtesy of staffs.	3.61	.897	agree
Understands specific needs of guests.	3.77	.947	agree
Well-trained and knowledgeable staff.	3.65	1.014	agree
Handled complaints and problems graciously.	3.57	1.071	agree
Provides services as promised.	3.69	.917	agree
Performs services right at the first time.	3.56	.876	agree
Instilling confidence in guests.	3.65	1.046	agree

(Cont.)

Table 4: Service Quality Descriptive Analysis (Cont.)

	Mean	S.D.	Interpretation
Convenience of service availability.	3.50	1.008	agree
Occupational knowledge of employees.	3.60	.993	agree
Provides a safe and secure place for guests.	3.61	.845	agree
Gives individual attention to guests.	3.70	.920	agree
Provides prompt services.	3.69	1.034	agree
Willingness of staffs to help guests.	3.57	1.008	agree
Availability of employees when needed	3.74	.929	agree
Attractiveness of the hospital decorate and design	3.52	.951	agree
Neat and professional appearance of staffs.	3.71	1.051	agree

According to Table 4, After analysis, the standard deviation can be calculated as 0.721, the mean value of Service quality is between 3.77-3.50,the highest mean value is Understands specific needs of guests which mean equal 3.77 and standard deviation 0947.indicates that the Customers don't feel strongly about Understands specific needs of guests its **Neutral** the lowest mean value is The discount will make me feel satisfied which mean equal 3.50 and standard deviation 1.008.indicates that the item is neutral .

Customer Satisfaction

Customer satisfaction is the dependent variable of the model. The above three independent variables should be able to affect this variable. The following table shows a descriptive analysis of each customer satisfaction problems.

Table 5: Customer Satisfaction Descriptive Analysis

	Mean	S.D.	Interpretation
I satisfied with the price of the hospital.	3.74	.982	agree
I satisfied with the hospital's promotion activities.	3.78	.877	agree
I satisfied with the hospital environment.	3.78	.918	agree
I satisfied with the clarity of the hospital.	3.72	.884	agree

I satisfied with the service attitude and service efficiency of outpatient guidance doctors.	3.69	.905	agree
I satisfied the surgery result its meet my expectation.	3.84	.894	agree
I satisfied with the way customers service handle your question or concerns.	3.71	.906	agree
Please rate your satisfaction with your recent consume.	3.79	1.012	agree

According to Table 5, after analysis, the standard deviation can be calculated as 0.734, the mean value of customer satisfaction is between 3.79-3.69, the highest mean value is Please rate your satisfaction with your recent consume which mean equal 3.79 and standard deviation 1.012 .indicates that the Customers rate their satisfaction with their recent consume is **Neutral,** the lowest mean value is I satisfied with the service attitude and service efficiency of outpatient guidance doctors. Which mean equal 3.69 and standard deviation 0905 .indicates that the item is neutral.

Hypotheses Findings

In this study, three hypotheses were proposed respectively, and they were：
Hypothesis 1: Price affected customers' satisfaction with the plastic surgery hospital in Thailand.
Hypothesis 2: Promotion affected customers' satisfaction with the plastic surgery hospital in Thailand.
Hypothesis 3: Service quality affected customers' satisfaction with the plastic surgery hospital in Thailand.

In order to test the hypothesis, this study adopts multiple regression linear analysis. In this study, price, promotion, and service quality are independent variables, and customer satisfaction is the dependent variable.

Table 6: Multiple Linear Analysis Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.585[a]	.342	.338	.59789	1.570

a. Predictors: (Constant), ServiceQuality, Price, Promotion
b. Dependent Variable: CustomerSatisfaction

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.917	3	24.639	68.925	.000[b]
	Residual	141.917	397	.357		
	Total	215.834	400			

a. Dependent Variable: CustomerSatisfaction
b. Predictors: (Constant), ServiceQuality, Price, Promotion

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.873	.208		4.198	.000
	Price	.166	.043	.170	3.855	.000
	Promotion	.241	.046	.232	5.231	.000
	Service Quality	.375	.046	.368	8.190	.000

a. Dependent Variable: Customer Satisfaction

According to the results, the R value of the research model is 0.342, that is to say, in that model, independent variables have 34.2% relate of the variation of the dependent variable.

Then, according to the results of the ANOVA test F=68.925, P<0.001, which proves independent variable and the dependent variable are correlated.

This coefficient explains the relationship between the independent variable and the dependent variable, and can then be used to test the hypothesis in the study
First, the coefficient between the independent variable price and the dependent variable customer satisfaction is 0.170, it means that the more reasonable the price is set, the customer satisfaction will increase, in other words, the price and customer satisfaction are positively correlated.

Then, the coefficient between the independent variable promotion and the dependent variable customer satisfaction is 0.232, it means that the hospital have more promotion, the customer satisfaction will increase, and in other words, the promotion and customer satisfaction are positively correlated.

Finally, the coefficient between the independent variable service quality and the dependent variable customer satisfaction is 0.368, it means that if the hospital prove better service or the service quality is good then customer satisfaction will increase, in other words, the promotion and customer satisfaction are positively correlated. In this coefficient, it can be seen that the independent variable service quality and the dependent variable customer satisfaction have the highest relationship. This proves 3 assumptions, price, promotion, service quality affect customer satisfaction.

Other Findings

Table 7: Correlations

Correlations

		Price	Promotion	ServiceQuality	Customer Satisfaction
Price	Pearson Correlation	1	.295**	.334**	.361**
	Sig. (2-tailed)		.000	.000	.000
	N	401	401	401	401
Promotion	Pearson Correlation	.295**	1	.348**	.410**
	Sig. (2-tailed)	.000		.000	.000
	N	401	401	401	401

Service Quality	Pearson Correlation	.334**	.348**	1	.505**
	Sig. (2-tailed)	.000	.000		.000
	N	401	401	401	401
Customer Satisfaction	Pearson Correlation	.361**	.410**	.505**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	401	401	401	401

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlations can be used to explain the correlation between independent and dependent variables. According to Table 4.6, the correlation between independent variables service quality and the dependent variable is the highest (0.505), which also supports hypothesis 3: Service quality affected customers' satisfaction with the plastic surgery hospital in Thailand.

Secondly, the correlation between promotion and dependent variables is second highest which 0.410, its supports hypothesis 2: Promotion affected customers' satisfaction with the plastic surgery hospital in Thailand.

Finally, the correlation between price and customers satisfaction is 0.361, its lowest among the three independent variables, which also supports hypothesis 1: Price affected customers' satisfaction with the plastic surgery hospital in Thailand.

DISCUSSION AND RECOMMENDATION

According to the data sorting and analysis, it can be seen that service quality is the most influential to customer satisfaction. Which Pearson Correlation is 0.505, Standardized Coefficients is 0.368 .both are largest value among the rest of independent variables.
Promotion have second highest impact on customer satisfaction, which Pearson Correlation is 0.410 and Standardized Coefficients is 0.232.

Finally, the price has the least impact on customer satisfaction, which Pearson Correlation is 0.361 and Standardized Coefficients is 0.170.

In this study, the three independent variables (price, promotion, and service quality) all have a certain impact on the dependent variable (customer satisfaction), of which the most influential is service quality, followed by promotion, and price affect customer satisfaction The impact is not so great.

Hypotheses Summary

Hypothesis 1: Price affected customers' satisfaction with the plastic surgery hospital in Thailand.
Through the analysis of data, it is found that price has a certain influence on customer satisfaction. But among the three independent variables, the impact is the smallest. When the hospital sets the price more reasonable, it will cause customers to feel that the transaction is worthwhile, and customer satisfaction will increase
Hypothesis 2: Promotion affected customers' satisfaction with the plastic surgery hospital in Thailand.

Through data analysis, it can be seen that promotion have a positive effect on customer satisfaction. When the more discounts and more affordable things, customers feel that the value for money is better, and their customer satisfaction will increase. In these three independent variables, the coefficient is medium

Hypothesis 3: Service quality affected customers' satisfaction with the plastic surgery hospital in Thailand.

In this study, through the analysis of data, it can be seen that when the service quality is improved, the service is better, and the staff's service is excellent, it will lead to a good customer experience and thus customer satisfaction. Therefore, service quality and customer satisfaction are a positive effect. And among the three independent variables, service quality has the most effects to customer satisfaction.

Next, according to the results of the hypotheses summary, the following will compare with the results of previous studies.

According to the data, Hypothesis 1 can be confirmed, that is, it is found that promotion has a certain influence on customer satisfaction. According to the article essay which wrote by Mihaji Bakator, Dragon zivko Cockalo，and Dejan Dordevic (2018) ，in the "Promotional Activities and Customer Satisfaction: Long-term Influence or a Temporary Marketing "Mirage"? Promotional activities have a great impact on customer satisfaction. After experimentation and analysis, it is found that although promotion has an impact on customer satisfaction but not many influences. The reason for this is that due to the current development of the medical beauty industry, many hospitals have certain promotional activities, so they cannot stimulate customers.

According to the data, Hypothesis 2 can be confirmed as well. It is found that price has a certain influence on customer satisfaction but its small influence. According to (Wakefield and Inman, 2003), some companies and enterprises offer low prices to attract customers, thereby achieving the effect of improving efficiency and profitability. There is a certain difference between the results of the research and the hypothesis because many customers have actually had plastic surgery during the survey, so they are more concerned about the safety and effectiveness of the surgery than the price.

According to the data, Hypothesis 3 can be confirmed as well. It is found that survive quality has a certain influence on customer satisfaction but its small influence. But among the three independent variables, service quality has the most effects to customer satisfaction. This is in line with the assumption that when the quality of services received by patients undergoing cosmetic surgery improves, they will feel that satisfaction will be greatly improved. The reason is that in more hospitals, good services will also make customers more at ease and make them feel get comfortable.

This research has conducted research on customer satisfaction, which has certain limitations due to the relationship between time and space. As we know customers have more stringent requirements for high-value and durable consumer goods, so such products are difficult to achieve customer satisfaction, but once customers are satisfied, customer loyalty will be very high. Customers have lower requirements for low-priced, disposable products. In this study, although the research object is not the product, but the service (plastic surgery), in the same way, customers will also seek hospitals with reasonable prices and good plastic surgery results. Therefore, it is recommended that the hospital set the price reasonable and affordable, and adjust the price according to the market, which will improve customer satisfaction.

LIMITATION OF THE STUDY & FUTURE RESEARCH

This study will study what factors affect customer satisfaction. Due to time and conditions, the results of the study have certain limitations. And because of covid -19，the study subjects also have certain limitations. Lead to the unity of the questionnaire collection, resulting in many overlapping data. Then most research objects are in the same group. At the same time, because of the particularity of survey topics, it is difficult to collect questionnaires, and it takes longer to collect. In future research, it can be collected through multiple channels, and it is better to have a certain amount of experience and customer groups for better research.

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