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**THE CUSTOMERS PERCEPTION OF SERVICE QUALITY TOWARD  
OPERATION SPA IN PENKALAN CHEPA,  
KELANTAN**

By

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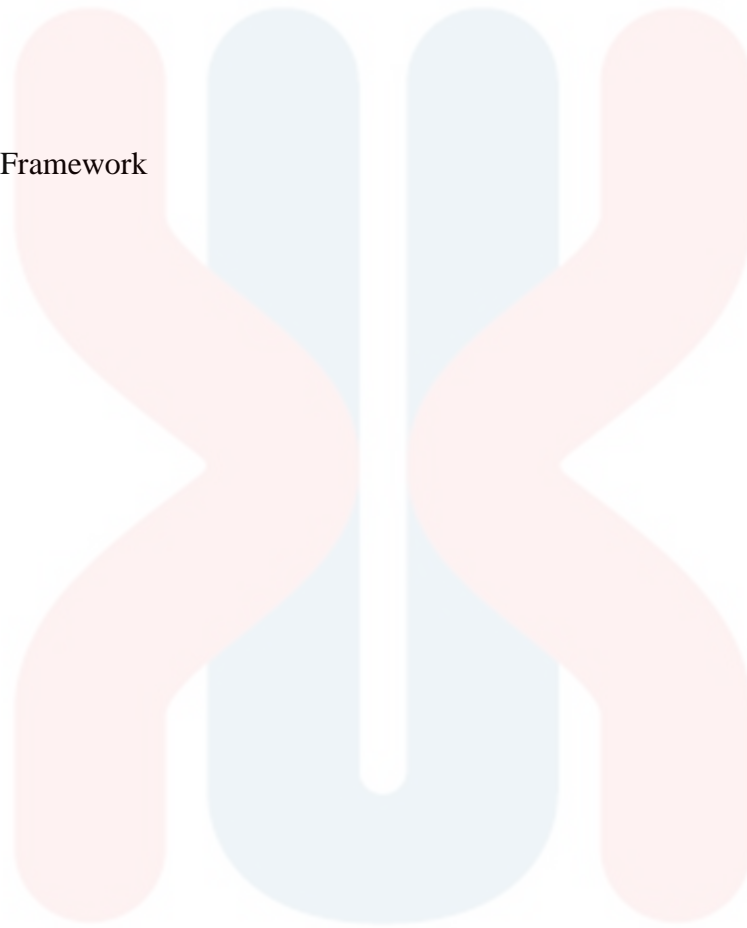
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## ABSTRACT

Spa are most famous in industries in Malaysia. Nowadays, spas and health are growing rapidly and this kind of service has been organized because of health tourism packages in spas. Therefore, this study aimed to explore the value and impact of service quality, perceived value and service performance on customer satisfaction at spa located in Pengkalan Chepa, Kelantan. This case study utilized in-depth interview. Data saturation was achieved after interviewing a total of 12 respondents. The results were presented and described according to the respondents' characteristics. Three themes raised from respondents were (1) Spa service quality, (2) Spa perceived value, and (3) Spa perceived service performance. The results have shown that service quality, perceived value and service meeting dimensions have a close relationship with all customers. Subsequently, the information obtained from this study might be used to create a marketing plan aimed at improving consumer satisfaction in the market and industry of the spa in Pengkalan Chepa, Kelantan

**Keywords:** Customer perception, Service quality, Perceived value, Service performance, Spa operation.

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## ABSTRAK

Spa paling terkenal dalam industri di Malaysia. Pada masa kini, spa dan kesihatan berkembang pesat dan perkhidmatan seperti ini telah dianjurkan kerana pakej pelancongan kesihatan di spa. Oleh itu, kajian ini bertujuan untuk meneroka nilai dan impak kualiti perkhidmatan, persepsi nilai dan prestasi perkhidmatan terhadap kepuasan pelanggan di spa yang terletak di Pengkalan Chepa, Kelantan. Kajian kes ini menggunakan temu bual mendalam. Ketepuan data dicapai selepas menemu bual seramai 12 orang responden. Keputusan telah dibentangkan dan dihuraikan mengikut ciri-ciri responden. Tiga tema yang dibangkitkan daripada responden ialah (1) Kualiti perkhidmatan Spa, (2) Nilai persepsi Spa, dan (3) Prestasi perkhidmatan persepsi Spa. Keputusan telah menunjukkan bahawa kualiti perkhidmatan, nilai persepsi dan dimensi pertemuan perkhidmatan mempunyai hubungan rapat dengan semua pelanggan. Seterusnya, maklumat yang diperoleh daripada kajian ini mungkin digunakan untuk membuat plan pemasaran yang bertujuan untuk meningkatkan kepuasan pengguna dalam pasaran dan industri spa di Pengkalan Chepa, Kelantan.

**Kata kunci:** Persepsi pelanggan, Kualiti Perkhidmatan, Nilai yang dirasakan, Prestasi Perkhidmatan, Operasi Spa.

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## CHAPTER 1

### INTRODUCTION

#### 1.1 INTRODUCTION

The spa industry is included in the wellness and health industry. The spa industry is one of the industries that has become famous all over the world. In fact, this industry is growing rapidly over time. Industry spa and wellness is the fastest-growing global industry. The value and benefits can be seen through several levels in the spa industry (Suria Sulaiman et., 2020). In 2020, Asia-Pacific will be the leading region for health spending at \$1.5 trillion. It also belongs to one of the fastest-growing health markets from 2017-2019. During the pandemic, the health industry in Asia Pacific declined. However, the spa industry is among the industries impacted by COVID-19. This sector may be affected due to business closures. But unlike other industries that are improving because of doing their business online. However, the spa industry faces a different situation. This is because in the spa industry, online or virtual is a less good alternative to physical presence. In addition, the Global Wellness Institute also projects an average annual growth rate, from 2020-2025 for spas to be 17.2%, the third highest after health tourism and thermal or mineral water tourism (Global Wellness Institute, 2021). During this post-pandemic era, more customers may be more health conscious. This is because health is one of the priorities of travelers. There are many opportunities for businesses that embed health elements in products or services when many customers integrate health into their lifestyles (Liberato et.al., 2021). Not only that, the trend of increasing vacation time and individual income will expand the spa industry faster (Al-alak & El-refae, 2012).

As the spa industry will become a niche market emerging with high demand. Therefore, both this industry and researchers should pay more specific attention to the issue of service quality in the spa. According to the National Tourism Policy 2020-2030, the Malaysian tourism industry is stuck in a comfort zone. In fact, the quality of service is low, it needs to be resolved to find a way to get out of the comfort zone (Ministry of Tourism, Arts and Culture Malaysia, 2020). The absence of service culture will lead to real service quality. Therefore, spa services or products are very important in the health sector. A limited number of skilled staff and an uncomfortable atmosphere can lead to customer dissatisfaction with service quality. Not only that, the value level of customer perception and customer satisfaction in the spa industry will experience a decrease (Suria et al., 2020).

Service is an important dimension of a company or business. In addition, this service is also known as a treatment where it gives relaxation to health therapy and also beauty care. Service quality is an important topic in the field of service management and marketing (Dadkhah, 2019). Quality service is considered important because it can ensure customer satisfaction. The customers from the spa will definitely come to visit the spa again to get the services offered if these services can meet the needs and satisfaction of the customers. This is said because, when the customer feels satisfied with all the spa offers the service to their customer. In addition, it can make them visit the spa again and again. At the same time, being able to help the economic interests will be better in the spa industry (Ahmad Iqbal et al., 2020).

Good service quality is considerably important in meeting customer satisfaction. This is due to the fact that the customer's perspective on the quality of spa services needs to be examined to enable spa industry players to reshape their strategies to improve the quality of their services. There are many studies conducted, which have evaluated customer loyalty, quality service, and customer satisfaction. However, based on several studies some have studied the relationship customer perception between service quality and customer satisfaction and loyalty among spa customers after the COVID-19 outbreak (Mohamad et al., 2022). Different spas offer different types of services. For example, the services provided are medical treatment, but it has the same objective as offering a feeling of well-being, well-being and health to all customers at the spa (Ramesar, 2013).

Customer satisfaction is very important in business. It is intended to ensure that the business is always growing and successful. Customer satisfaction is an overall assessment based on the total experience of buying and using goods or services over time. Through this marketing, customer satisfaction is also meaningful in ensuring customer expectations of how the goods and services can be facilitated by the company. Therefore, it is important for actionable information on how to make customers satisfied. Customer satisfaction is a measure that will determine the extent to which a company's product or service can meet customer expectations. Moreover, it is also the most important indicator of customer purchase intention and loyalty. Therefore, it will help in predicting growth and revenue in the business (Marta Syzyndlar, 2023). Customer satisfaction is important. This is because customer satisfaction can help companies to solve problems, prevent unrest and identify customers who can become supporters. It is an important step in the process to build customer loyalty, create customer delight and generate only positive word of mouth (Sophia Bernazzani, 2022).

Customer satisfaction with the type of service equality can be known to find out how many target individuals patronize the establishment (Kotler, 2019). Customer satisfaction is an effective response to all factors caused by service use. Everything will happen after the customer is satisfied with the service they receive at the spa; they will think that the spa company is able to fulfil what they want for their comfort in using the services provided. Customer satisfaction is measured with reliability, responsiveness, assurance, and also empathy. In addition, it is also significant with other elements such as price, personal factors and it will be involved during the provision of services (Bateson & Hoffman, 2000).

According to Stella, customer perception is based on the opinions, feelings and beliefs of a customer that they feel towards the product or service they receive. Customer perception is very important. This is because customer satisfaction will build customer loyalty and their retention. In addition, it is also important for a company's reputation and awareness of the product or service (Stella, 2021). According to some scholars who have studied the customer's perception of the quality of this spa service, they think that it has a positive relationship with customer satisfaction. This is said to be so because the customer's perception contains two main schools of thought (Truong et al., 2017). According to the results of Gronroos and Lehtinen's study, they argue that customer expectations are included in the elements where they can influence the customer's perception of spa in service quality. In order to describe the overall quality of service in the spa industry, the customer's perception will be used. Because of this, spas need to be concerned about what the customer's expectations are and how they can see real value in the organization. This is because the strategy in good spa services can be coordinated more efficiently (Truong et al., 2017). If spas can understand how spas perceive the quality of this service, it will put their company in a better position. This is

to help the company to gain knowledge about how the customer views the product or service provided (Subramaniam et al., 2014). Company has goal to be successful in the spa business is when the customer is satisfied with the service they receive. Therefore, the issue that recognizes the customer's perception of service delivery, will affect business performance. This is because it can improve service performance (Bitner, 1990).

This research will make a significant contribution to service quality and improve the level of customer perception at spa in Pengkalan Chepa, Kota Bharu, Kelantan. Through this study, it is important to help spas to gain a deeper understanding to provide service quality that can have a positive or negative impact on their customers' satisfaction with the business. In addition, through research this study can also provide various benefits to spa owners. This is because through this study it can indirectly be a guide for them to improve their knowledge and bring a lot of profit because it may lead to higher spa customer satisfaction.



## 1.2 PROBLEM STATEMENT

The main factor that spa service quality affects is the value of the position of client perception at the spa is the quality of service which is responsiveness, assurance and empathy. The factor that causes the position of satisfaction to be low is responsiveness. For illustration, when spa staff keep their guests staying for no apparent reason will affect the position of satisfaction. customer will be happy if they get in touch with the spa staff incontinently, but if they do not admit an immediate result to their queries, they will be unhappy. The capability to help customer and deliver fast service is responsiveness. It informs customer of how long they must stay for backing, explanation on their inquiries, or resolution of issues. Also, responsiveness includes understanding how to conform services to the requirements of the clientele (UK Essay, 2022). Thus, this responsiveness is veritably important to show how snappily the company can respond to customer. Next, lack of empathy can also have an impact on the drop in the position of spa satisfaction. Empathy means the capability fora person to be suitable to understand and partake passions with others. In customer service, empathy is distributed as the capability to have interpersonal relations with staffand guests where they will put themselves in the customer position to try to understand the issue and find a way out to help their customer in working the problem they're facing. For example, a mismatched tone between spa staff and customer where one of them is too formal and the other informal or late feedback is transferred without any reason from the staff. However, they may face empathy problems, if this problem occurs among staff and customer (Freshdesk, 2022). In addition, the lack of installations at the spa is also a factor that affects the position of client satisfaction.



This factor will affect the spa where the position of satisfaction will drop because there are some installations that aren't handed in the spa. The quality of the spa is seen by the installations and services as well as customer satisfaction users. Customer satisfaction in the service sector is determined by several factors, where there are introductory installations handled. The spa installations generally offer colourful types of services similar as massages, facial and body treatments, salon services, relaxation area, shower installations, decoration ingrained products and others as well as deals of affiliated products (Global Wellness Institute, 2022). Lack of staff chops and an uncomfortable atmosphere can also lead to dissatisfaction with the quality of service and a drop in the position of customer satisfaction in the spa. Service quality can be assessed by the gap between prospects and performance conducted by the staff towards the spa. With that, there are several factors that affect the customer's perception of the spa. The main factor that affects the client's perception of the service, it shows when we talk from the customer perception is assumed; the service dimension and practice of assessing customer exposure are analogous, whether internal assessors or external customer of the association.

Perceived value belonging to the product contains a positive effect on customer satisfaction. Consumer evaluations of products or services are concerned with the perceived value of the product, customer intentions to buy it'll be affected by the perceived value of the product by the consumer and the increase in consumer value. It'll negatively affect the position of customer satisfaction because the perceived value of a product or service provided by a spa can have an effect on customer desire to buy or use the service again. The perceived value and quality of a product can be used to assess customer intent to buy and intent to buy the product. As a result, the longer the

perceived value and quality of the product or service, the longer the intended purchase has been stated that they also set up that the cells that were reprogrammed to come convinced pluripotent stem cells were more likely to separate into neurons than cells that were reprogrammed to come convinced cardiomyocytes (Tyrone. Lin et al., 2022).

First, the most egregious service impact from the stoner's point of view occurs in the service hassle, when the customer interacts with the service company, in this encounter the client receives a print of the quality of service in the association and each service hassle contributes to the overall satisfaction and desire of people for working with the association again. During the association's view period, each meeting provides an occasion to improve its capability as a service quality provider to increase customer loyalty (Zeithaml, 1996). Another set of factors that impact the customer perception of the service refers to the substantiation of the service because the service isn't visible, the customer looks for the substantiation of the service they're with the association in every commerce. Individualities (workers in customer relations, guests) Physical substantiation (normal communication, technology, assurance and service space) and process (functional process of conditioning, process way, inflexibility in norms, technology versus people) this common bracket offers services and provides substantiation for significant service to customer (Bahadoran, 2018). Also, beyond the goods of service hassles and assessing service substantiation, customer comprehension can be told by the image or character of the association. Then, an organizational image is defined as the perception of the association that's reflected in the relationship that exists in the customer memory. These connections can be veritably real, similar to commerce operations, working time, ease of access, or they're lower real

or felt like pleasure, confidence, etc. In the service sector, the quality assessment is done during service processing. Customer satisfaction from the service can be defined by comparing his prospects from the service with his evaluation of the services provided. However, it's considered great service, If the service handed exceeds the customer prospects. Services are also estimated grounded on client perceived value. Although value may have different meanings for each person; still, value means the evaluation to the entire spa customer of the renewal in service based on the perception of what has been included and what their customer has paid for. Value is the customer perception of the benefits entered compared to the costs spent in terms of Rials, time and trouble. Customer may have a perception that the association provides good service quality and have been satisfied with their experience with the association but may feel that the value is low (Zeithaml, 1996). When the customer prospects from the service with his interpretation of the service are the same, the quality of the service handed is satisfactory and within the anticipation and if lower than that the quality is inferior. Service quality and customer satisfaction have the same concept.

Satisfaction is defined as emotional behaviors after making a purchase in service quality operations. However, customer satisfaction belongs to a complex cerebral and physiological process. This customer satisfaction consists of two structures "service quality" and "satisfaction" more likely to integrate, especially in the long term. The quality must be based on the prospect of the customer. This is because according to their prospects is the correct standard in evaluating the quality of service. Parasuraman states that customer expect a service association that does what is necessary and goes through the principles and basics of work. Therefore, it is said that the most important element in determining the success of a company's service is the quality of service. The

satisfaction factor depends on the capability of the service provider to meet the morals and prospects of the customer.

### **1.3 RESEARCH QUESTIONS**

- i. How is the spa service quality on towards spa services in Pengkalan Chepa, Kota Bharu?
- ii. How is the spa perceived value on towards spa services in Pengkalan Chepa, Kota Bharu?
- iii. How is the service performance on customer satisfaction towards spa services in PengkalanChepa, KotaBharu?

### **1.4 RESEARCH OBJECTIVES**

- i. To explore the value and impact of service quality towards spa services in Pengkalan Chepa, Kota Bharu.
- ii. To explore the spa perceived value towards spa services in Pengkalan Chepa, Kota Bharu.
- iii. To explore the service performance on customer satisfaction towards spa services in Pengkalan Chepa, Kota Bharu.

## 1.5 SCOPE OF STUDY

The scope of study focuses on customer perception toward services spa provided to their customer. Customer perception can be seen through the customer's satisfaction after they use the services received at the company spa. In addition, customers with different personality types may directly affect their level of satisfaction with the services they use because what they feel is different from each other. Therefore, the level of customer satisfaction of this spa is very important because it can help the spa to improve their services to be better while also helping the spa to get more profits from their customers. In addition, it can also help maintain the reputation and good name of the spa. Through this study, we can find out how customers feel about their satisfaction with the services provided by the spa.

## 1.6 SIGNIFICANCE OF STUDY

This study findings would be of immense value to the following:

### 1. **Enhance the quality of spa services**

The importance of this study aims to develop the quality of spa services. This is because the quality of spa services is very important for helping to provide a new perspective on the quality of spa services in the spa industry in Malaysia, particularly in Pengkalan Chepa, Kota Bharu Kelantan. The information provided also helps in generating more satisfaction for spa customers in industry spa because from this informative knowledge, can help customers to get more knowledge about the spa and increase their satisfaction with the services provided by the spa.

### 2. **Spa owner**

This study can help spa owners and spa practitioners where they can train and inform them about ways to gain knowledge and formulate various strategies in helping spa owners to develop and improve the quality of spa services. Not only that, it is also very important because this study can be used as a reference for the future for other researchers to do research on the subject of spa education. In addition, this study can enable research to educate spa practitioners, spa owners and students to help them make the right decision whether or not the spa industry can really meet the market and its responsibilities to society or just gain profit or popularity.

### 3. The spa industry

Next, this study also obtains various information related to the economy in the spa industry. This research can also help in generating the economy with the influx of foreign investment. This is because of the quality of service and can generate various job opportunities for the community in Malaysia. Therefore, by looking at the level of satisfaction from the customers of this spa it can be an indication in developing more spas. In addition, it can also improve the economy through foreign investment. The findings of studies which are expected to provide more knowledge to spa business owners and all parties involved in spa services in plans to further improve the level of spa services so that customers who use these services feel satisfied with all the services provided. In addition, this study can also be used as a reference by any party interested in opening a spa business because this study provides a more detailed picture of the level of service required by customers so that their services become better and can provide satisfaction to customers who develop the quality of spa services.



## 1.7 STRUCTURE OF THE REPORT

This study contains three chapters. The first chapter consists of the background of the study, the objectives of the study, the scope of the study, the importance of the study, which is the last chapter in this chapter. While in chapter 2, this study examines the literature related to customer perception. In this study, the research will create a research framework in this chapter. Next in chapter 3, the procedure used to conduct the research will be explained in this chapter. In chapter 4, the results and findings of the study will be discussed in this chapter. Then, chapter 5 in study is the last chapter. In chapter 5 is summarized in relation to the following recommendations



## 1.8 SUMMARY

In conclusion, this study's main focus is on the service quality of staff toward the customer, customer satisfaction, customer loyalty, and even service quality staff toward the customer spa. A comfortable ambiance can lead to satisfaction towards the service quality of the facility and staff that can increase the level of customer satisfaction. In addition, customer satisfaction at this spa is critical because it can help the spa improve their services while also allowing the spa to profit more from their customers. The value of satisfaction in spa is important to research as important to create the solution. The study's goal is to identify where the difference is in assessing the level of customer perception in service quality, perceived value, service encounter and customer satisfaction at the spa Pengkalan Chepa, Kota Bharu Kelantan. Customer expectations and perception are influenced by comparison in terms of service quality. This is so that later service quality and customer happiness may be established.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

In this section, the researcher presents about previous research that has already been completed by the previous research on the value of customer satisfaction towards spa services in Pengkalan Chepa, Kota Bharu, Kelantan. Based on a review of previous studies, this discussion discusses the factors that affect spa satisfaction. There are three factors that we have found during the research customer perception which are spa service quality, spa perceived value and last spa service encounter.

#### 2.2 DISCUSSION OF THE ISSUES

##### 2.2.1 Spa Service Quality

For measure mint of how well the service level fulfils the customer expectations, service quality (Lewis & thunderclaps, 1983). For this research, the advanced the perceived quality, the more advanced the quality of spa services than anticipated (Loke et al., 2018). According to the proposition of Parasuraman, Zeithaml, and Berry (1988), They said have a five scope, namely reliability, tangibility, safety, responsiveness, and empathy. There are some former researchers who stated that scope is very important for the staff because the employee must always be sensitive to the interests and customer needs. This is so

that guests can really enjoy the spa treatment as they want (Snoj & Mumel, 2002). Responsiveness means reliability to help customers and provide prompt service to them. In addition, this matter has also been supported by Lo, A., Wu, C. & Tsaia, H (2015), who said that these spa services should be designed better. It is to help spa to provide quality services at the right time to their customers (Lo et al., 2015).

#### **a) Responsiveness**

Responsiveness captures the conception of inflexibility and the capability to acclimatize services to client requirements. Spa operation should also ameliorate staff skills and performance through nonstop education. Case perception of healthcare services affects spa industry image and customer loyalty (M. Shafiq et al., 2017). The study in Greece showed a value of 4.86 for responsiveness amenability to helping the customer, which means 22.15 of the friction explained by the first factor. A former check of Chinese resort and hotel spa guests indicated that responsiveness was the most important factor explaining positive feelings (Lo et al., 2015). Bond is frequently using the interchangeably to relate to a system of icing the quality of a service or product. Assurance includes the operation conditioning and procedures enforced in the quality system to meet the requirements and objects of the product, service or exertion. A check in the Republic of Serbia showed that safety was the number one factor explaining satisfaction in spa. Good responsiveness will impact the value of client satisfaction with spa services. For example, when the spa staff or operation provides prompt service and fast service will make guests feel satisfied to do the treatment at the spa because they like the spa that provides quick and fast service without making them stay too long to get the service. This

is because responsiveness is the most important because it's a determining factor in explaining positive feelings. Thus, spa staff need to be ready to help their guests, give prompt service, load workers and promptitude of spa centre staff. This is because responsiveness is a factor with the strongest relationship with customer perception (Vryoni et al., 2017).

#### **b) Assurance**

In assurance, it is often used interchangeably, this assurance refers to how a company can ensure the quality of a product or service. Assurance consists of several activities and administrative procedures in which it will be implemented in the quality of the system. This assurance will ensure that the needs and goals of the product or service can be met. There is a study that states that this guarantee is a factor where it will be explained by customers (Blesic, 2014). Customers put their trust in the service they receive without a guarantee of quality. This is because the service they receive is not significant. Therefore, to offer a reasonable price in business may have some effects that reflect a negative perception of quality to customers. If the quality perceived by the customer is more than the perceived cost then it will be high in customer value and vice versa (Matzler et al., 2006). Assurance is the knowledge and courtesy provided by the employee and how the employee's ability to convey trust and confidence to their customers. This is because, customers will expect these spa employees to have a wide range of knowledge in all services and activities around their business (Keme, 2013).

### **c)Empathy**

Empathy is a factor in adding customer satisfaction. It consists of staff spa commitment to the comfort of their customer, honest treatment of customer, and contributing to the satisfaction of customer spa. In the spa industry empathy refers to the allocation of individual attention and care to the customer. Empathy and honest and compassionate treatment of guests is a variable that plays an important part in prognosticating client satisfaction (Spyridoula et al., 2017). Empathy means the attention of an individual to the customer. This is because the customers will leave the house to pay and also rest for a while. Therefore, these people will expect the spa staff to give them their full attention. If these factors are not met, then it will make the customer feel dissatisfied and it will affect the level of satisfaction (Keme, 2013).

### **2.2.2 Spa Perceived Value**

Since the late 1980s, research related to marketing has explored its effects and the value dimension of use perceived by customers or users (Kim & Park, 2016). According to the empirical results, it shown that perceived value will have a significant positive effect on customer satisfaction that is word of mouth and the intention to repurchase the product or use the service again. Customer satisfaction has a very positive effect and significant price sensitivity on word of mouth and their intention to purchase or use the service again. However, it does not provide a mediating effect between price sensitivity and repurchase intention. Because of that, price sensitivity will indirectly affect the intention to use the service again (Lin et al., 2022).

Perceived value has a positive effect on customer satisfaction. This is because the user's evaluation of the product or service is related to the perceived value, their repurchase intention will be influenced by the perceived value of the product by the customer and the increase in user value. Then it will affect the level of customer satisfaction because the perceived value of a product or service can help the business in increasing the customer's intention buy. Perceived quality and value are often used because they can measure customers' purchase intentions that depend on their perceived value. Therefore, the longer the perceived quality and value of a product or service, the longer the customer's intention to buy (Tyrone T. Lin et al, 2022).

#### **a) Acquisition Value**

Acquisition value means perceived net profit. It is also defined as the perceived net profit related to the products and services obtained by the customer or the benefits that the customer believes they will enjoy by acquiring the product compared to the money paid to acquire the product. Transactional value is the pleasure of getting great deals (Seongsoo Jang & Luiz Moutinho, 2018). This acquisition can be a powerful tool in achieving growth in a business, where it will enter new markets. Not only that, it can also help develop the firm's network capabilities to generate better business in the future. However, acquisition often fails to create value for the shareholders. The perceived value of product acquisition will be positively influenced by the customer by the benefits that the customer believes they will get by purchasing the product or service and is influenced by the amount of money used to purchase the product. Acquisitions can be a powerful tool in achieving growth within a company, entering new markets and expanding a firm's

network capabilities to produce better business. This acquisition value is when the customer feels they are getting excellent value from the spa treatment of use here and positively appreciates the spa establishment because it is on par with the customer's expectations. In terms of transaction value, customers get good service with many purchases and the spa treatments they receive are worth the money they pay. Therefore, the perceived value can be analyzed as the value of the service occurring in the mind of the customer. This factor is an important issue that affects the level of customer satisfaction with service quality. This is because the value of the service that customers feel will affect the price because they are willing to pay a high price because the quality of the service provided is worth the price. Although the customer does not know the actual cost, they simply follow the internal sentiment for a product that is worth it where it is relevant to support the use of perceived value for the improvement service quality guidelines shown (Keme, 2013).

#### **b) Symbolic Value**

The symbolic value of spa products and designs in spas will influence customers to feel high-class people. This is because customer satisfaction is the key and value for business to continue to be successful and good marketing practices because it creates customer satisfaction. This symbolic value is produced by individuals, consumers and society. Symbolic values and meanings are widely communicated, agreed upon and understood by all social members, groups or communities. Symbols displayed on products or brands are meaningless without user social interaction. Therefore, social interaction leads to the uniformity of consumers because they have the intention to obtain goods that are seen with symbolic value. Symbolic value not yet official studies. The aim of this study is to



explain the nature and importance of symbolic values. In some cases, this symbolic value is used to justify making a decision and acting in a particular way. In the absence of other values, symbolic value is to be used to prepare these reasons. Customers Satisfaction Statistic on Symbolic Value Customers perceive themselves to be first-class individuals with a desirable lifestyle, according to their perception of service quality. The symbolic value that the customer attaches to the status given to the product or service. This status may be oriented towards social responsibility or may be obtained from the brand (Mulder, 2022).

### **2.2.3 Spa Service Encounter**

Spa Service Experience Expectations for a service interaction were characterized by Hsieh as a desire for service. The services or goods that should be offered or desired by those customers are presented as customer expectations. Another industry that focuses on customer satisfaction and is recognized for offering therapies for wellbeing and beauty includes spa services (Chen et al., 2016).

#### **a) Remote encounter**

The ability of a firm to sustain revenue during service encounters was then further emphasized, highlighting how important customer service and satisfaction are. Wang claims that a number of earlier studies have backed the claims that good customer service directly influences customer happiness. Next, it is said that through perceived value, customer service has an impact on customer satisfaction. According to Choi and Stafford, wellness services like spas heavily rely on services cape. The personnel at these facilities recognize the spa service encounter as a front stage



experience and a truth moment that has a significant impact on these services. Additionally, it has been discovered that consumers' assessments of their experiences are positively correlated with the level of faith they place in the mood of the service provider when obtaining spa services (Choi, 2019)

#### **b) Face to face encounter**

However, seasonal issues have traditionally plagued Taiwan's spa tourist industry; as a result, a key issue is how to attract and please visitors by offering a variety of services (Hsieh et al., 2008). A spa services meeting, which is essential to gauging consumer satisfaction with the spa's services, could resolve this. There are various kinds of service meetings. One of these is a meeting over the phone, in person, or through information from other people, which is a crucial interaction for the spa industry.

The perceptions of service quality, value perceptions, service encounters, and customer satisfaction with spa services at Cluster Tourism Active Beach, Thailand, are as follows. According to discussions about respondents' fundamental information, just 51.67 percent of respondents are women, whereas nearly 50 percent of respondents are men (48.33 percent). Due to growing interest in and understanding of their health, men and women together made-up half of the respondents. Particularly elevated enthusiasm for using spa services. Empathy in the spa industry was correlated with the ability to give spa patrons individualized attention.

**b) Phone encounter**

Communication partners should be present in messenger communication and give a case for why they should be heard and helped (Knop, 2016). Getting information directly from customers is one of the ways to enhance the spa experience and win their trust. Customers will think that their happiness with the service provided satisfies the spectrum of satisfaction and feel more confidence. While accounting for auto-regressive effects, the sequential model of the connection enables the identification of the relationship between relevant variables (Newsom, 2015).

The spa can learn more about the issues that need to be resolved in any deficient areas. In addition to the string model, we take into account a hidden nature element that adds to the diversity in our inclination to engage in face-to-face and instant communication with close friends. As a result, it is possible to separate the general level of readiness to reveal oneself to close friends, and latent variables of interest only contribute to minor variations in the willingness to reveal oneself that can be attributed to the particular context in which communication has taken place.

## 2.4 RESEARCH FRAMEWORK

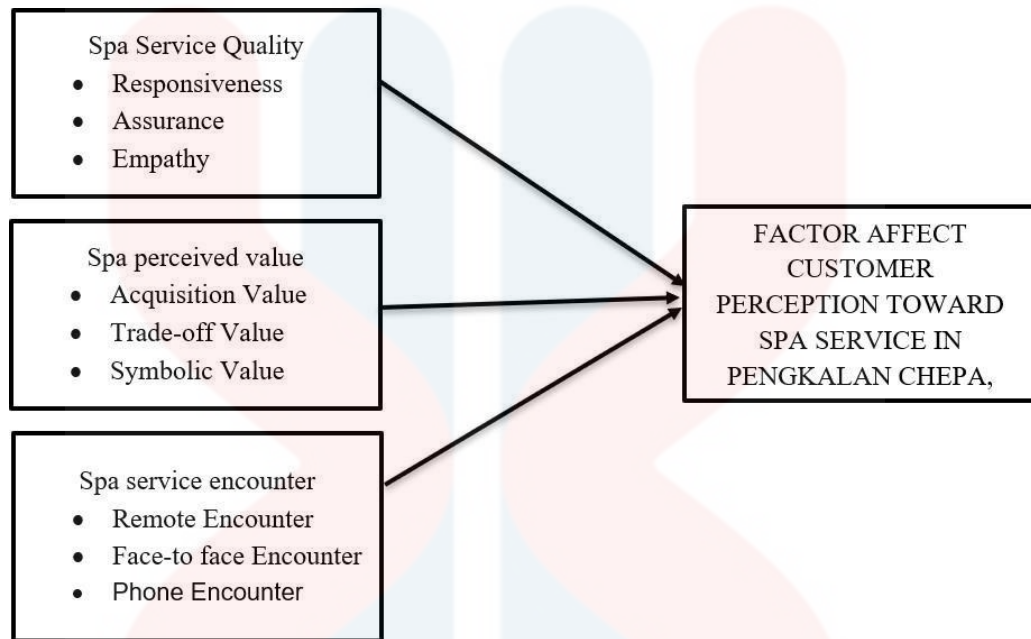


Figure 1: Research framework of spa service quality, spa perceived value and spa service encounter in Pengkalan Chepa, Kota Bharu, Kelantan

Based on the diagram above, it shows the relationship between factors that affect customer satisfaction with services in Pengkalan Chepa, Kota Bharu, Kelantan. The main objective of this study is to determine the factors that influence the value of customer satisfaction levels in spas. The research framework that has been carried out is aimed at investigating the relationship between spa customers towards spa services, namely the quality of spa services, the perceived value of spas and spa service encounters.

## 2.5 SUMMARY

Overall, this chapter discusses highlights related to previous studies. Discussed the effect of customer satisfaction on the quality of spa services. The effect is due to several factors that affect the customer's perception of service quality at the Pengkalan Chepa spa, Kota Bharu, namely spa service quality, spa perception value and spa service encounter. In this section, the researcher presents previous research that has been done on the value of customer satisfaction towards spa services in Kota Bharu, Kelantan. During the research, we discovered three factors: spa service quality, spa perceived value, and spa service encounter. The perception of healthcare services by patients has an impact on the spa industry's image and customer loyalty. Customers acquire epistemic value from spa staff whether or not they comprehend the knowledge provided; the higher the level of customer happiness, the more likely the consumer will make a repeat purchase of the goods and services.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter presents the research methodology used in this study. This study also discusses the research design & strategy, sampling design, procedures to collect data, and methods used. In this research, the methodology is very important to help in determining the achievement of the study. This is because the collection of this data needs to use accurate, correct and true methods (Sileyew, 2019).

#### **3.2 RESEARCH DESIGN & STRATEGY**

A research design is a valid methodological plan in a study. It aims to answer the research question by choosing the subject, research site and method of all the information obtained. The research design will be used to achieve the research goals and hypotheses formulated in this study (Bougie, 2013). Qualitative research according to Polkinghorne states that inquiry that aims to explain in more detail how human experience and how this inquiry can appear in their lives. The research will use qualitative methods to help them gather data that serves as evidence to explain what happened. After that, the qualitative data will be collected by the researcher. It is collected in the form of spoken or written language. Sources of data obtained through interviews. Then the language data is converted into written text for the purpose of analysis. Interview selection needs a purposeful and repeated strategy. The production of interview data should have an awareness of the complexity of the relationships

between experiences (Donald E. Polkinghorne, 2015). Qualitative research is used to gain acceptance of the underlying reasons and viewpoints through data collection from respondents. The research used in this study is qualitative data collection as the main strategy to collect respondent data. It includes the use of various data sources such as interviews. The format in the research proposal is not the same and it is seen based on the needs of the evaluation committee. Committees or universities are usually provided. Focus groups with semi-structured interviews will be conducted after conducting interviews related to internet-based interventions (Green & Kotera, 2020). In this study, interviews will be used to collect data. After collecting the data, it will be checked. Data will be collected by sampling method either in semi-structured or unstructured format. This is because we used a qualitative method in this study (Creswell & Creswell, 2018). In addition, certain characteristics and data that are related to the study will be examined (Denscombe, 2017). It obtains qualitative data seen through methods such as interviews and observations. In addition, guiding questions that can reveal the quality of a product. These interview questions are open-ended where they aim to give respondents the opportunity to express themselves fully (Gaudet & Robert, 2018). Qualitative research will be used in this study to gain acceptance of the underlying reasons and views by collecting data from the interview results of the respondents. 4 to 10 interviews are the best sample in conducting this study. This author thinks that there is no correct answer that exists to answer the question of sample size (Smith et al., 2009).

This case study approach can help researchers analyses data in a specific context carefully. This research is used in various case studies with various crops for all residents in Pengkalan Chepa. Multiple embeds are used in determining the factors that influence the level of customer satisfaction of the spa at Pengkalan Chepa. All respondents consist of 6 customers who have used spa services in Pengkalan Chepa who

are willing to participate in this research.

### **3.3 SAMPLING STRATEGY**

When recruiting respondents for qualitative research, you may utilize a variety of sampling strategies. Because they correspond well across virtually all qualitative research designs, the two most prevalent sample procedures are intentional and convenience sampling. Sampling approaches can be employed in conjunction with one another or on their own in a qualitative dissertation. In this section, we will go through the two most prevalent strategies in further depth. Sampling is defined as selecting a portion of the population. Strategy is one of the plans that the researcher will set to ensure that the sample that will be used in the study represents the population from which the researcher took the sample (Landreneau et al.,).

Purposive sampling was the first sample technique utilized in this investigation. It is a non-probability sample that was chosen in accordance with the study's goals and the demographics of the target audience. The sample techniques used in this experiment were all intentional. The original sample strategy used in this experiment was purposeful sampling. The purposive sampling uses a non-probability sample. It depends on the objectives of the study and the population's demographics. Subjective, selecting, or evaluating are terms that are occasionally used to describe purposeful sampling. to compile all the information and assess how spa services and client satisfaction with the treatments they receive relate to one another. Sampling with a purpose is sometimes referred to as subjective, selecting, or evaluating. to compile all the information and assess how spa services and client satisfaction with the treatments they receive relate to one another. This researcher will next pick respondents at random among spa Pengkalan



Chepa, Kota Bharu Kelantan. The researcher will decide the outcomes and create a evaluate the relationship between spa services and client satisfaction, a random sample of spa in Pengkalan Chepa, Kota Bharu Kelantan, will be used as the respondent population. The top spa in Kelantan was found at Pengkalan Chepa, thus the researcher decided to perform the study there after conducting preliminary research there.

Probability and non-probability are special types of sampling designs. Sampling techniques are broadly divided into probability sampling and non-probability sampling. Probability sampling is a sample of a population that has many possibilities to be decided as a random sample. When using this approach, it can generalize due to random samples. Due to the serial approach of this information and the reasonable response rate, it can be calculated for the entire population. Although non-chance sampling refers to factors that do not have a recognized probability of being selected as a sample, it is used. The population listing was determined to be incomplete. Therefore, it is a little difficult to choose the dimension and effect of sampling error (Event, 2019). In order to effectively pick and approach eligible respondents from the survey service in Pengkalan Chepa for surveys done utilizing online survey platforms. This survey sampling method must be aware of the objectives of their investigations beforehand. Since all survey respondents are chosen because they meet a certain profile, researchers employ purposive sampling when they want to reach a specific subset of people.

The sampling used in identifying the level of customer satisfaction with services at the spa Pengkalan Chepa Kota Bharu. This sampling is used to achieve the objective and obtain data from the respondents. While purposive sampling is frequently employed when the intention is to include respondents who reflect a diverse range of viewpoints, it



may also be utilized when a researcher wants to include only persons who satisfy extremely restricted or precise criteria (Miyoko & Barbara, 2010).

Purposive sampling is a pretty simple process to carry out. Only those who don't fit certain profile need to be eliminated when choosing the sample for a survey of service spa in Pengkalan Chepa, Kota Bharu. However, the purpose of the study will determine which purposive sampling techniques the researchers will utilize. Heterogeneous purposive sampling is an additional term for maximum variance purposive sampling.

This method is employed by researchers when they want to investigate a wide range of examples that are all pertinent to a specific phenomenon or event. Phenomenology can help researchers to understand the meaning of people's lived experiences. This phenomenological study will explore what and how experiences are experienced and focus on their experiences of a phenomenon. Because this phenomenology has a solid foundation in philosophy, it is recommended that researchers explore the writings of key thinkers. For example, Husserl, Heidegger, Sartre and Merleau-Ponty before the research started. Duquesne's Simon Silverman Center for Phenomenology uses a collection of resources where it relates to phenomenology as well as hosts lectures. Then it's a good place to start an exploration. As a result, during the survey, researchers are able to gather as much information from as many perspectives as feasible. This was the case for M. Kogan and colleagues. Customers at the spa Pengkalan Chepa, Kota Bharu were selected in this study as a total of 12 respondents. Some benefit of using a purposive sampling to researchers with the use of purposeful sampling, researchers may bring a wealth of knowledge from the data they have gathered. This enables scientists to explain how the discoveries have a significant impact on the general public. Researchers frequently choose the technique of purposeful sampling because, when compared to other sampling techniques, it is

incredibly time and cost-efficient. Purposive sampling is a flexible research approach that can be adjusted to improve the efficacy of a survey thanks to the different methodological possibilities described above. When there are few primary data sources that might contribute to the survey and only one suitable method is available, purposive sampling may be the only option.

### **3.4 DATA COLLECTION**

The interview aims to find out the live experience, understanding, opinion, or motivation of the respondents. The relationship between the interviewer and the interviewee is essential to the success of the exploration interview. The interviewer builds an environment of trust with the interviewee, guiding the interviewee through a set of contents or questions to discuss in depth. The decision whether to use interviews or questionnaires as a data collection method affects the type of understanding anticipated to be achieved from the study (Drever, 2003).

In this study, this research used semi-structured interviews. This type of interview is the most common type of interview used in qualitative study as it combines rigor in the themes and contents addressed and flexibility in the exchange. Thus, semi-structured interviews offer the possibility to research certain matters that arise during the discussion with the repliers. The purpose currently to collect opinions and comments that may not have been detected in the medication phase, and which will have a definite impact on the persistence of the design we're carrying out, which is to study the client's perception of the quality of service towards the service spa at the Pengkalan Chepa, Kelantan. The qualitative exploration interview is an attempt to understand the world

from the point of view of the subject of the study (Kvale, 1996). The discussion aims to reveal the meaning of their experiences and to unravel their world of life. In discrepancy to everyday exchanges that are generally complementary exchanges, professional interviews involve the canvasser who's responsible for structuring and directing questioning. Kvale asserted that qualitative interviews are predicated on exchanges in which the experimenter asks and listens to the polled at the same time, while the reporter the pole answers the questions. From this perspective, Kvale implicitly places the researcher and the interviewee on equal terms. Meanwhile, Sewell pointed out that in some professional interviews, similar to job interviews or legal questionnaires, the power of the questioner is much less than the person being interviewed (Sewell, 2009).

Qualitative interviews are discussions in which the researcher gently guides the interlocutor in an extended discussion. In this context, the position of researchers is clear because they drive the discussion. For Rubin and Rubin (2005), the direction of discussion in interviews is in the hands of the researcher. There are researchers who claim that the utmost qualitative purpose of the interview is to gain interpretation, not fact or law, from the reporter's speech (Holstein and Gubrium, 2001). He went on to state that some framed it as an event of speech. Unlike Mishler (1986), Kvale (1996) emphasized that interviews for exploration or evaluation purposes can promote understanding and change. Likewise, Sewell highlights that a remedial or clinical interview can lead to understanding and change, indeed when the stress is on particular change. The understanding and change anticipated in qualitative interviews focuses more on intellectual understanding than on producing particular change.

### 3.5 DATA ANALYSIS

Data analysis is said to be the most complex and mystery of all phases in a qualitative project. In addition, data analysis received the least insightful discussion literature' (Thorne, 2000). Data evaluation is the manner of gathering, analyzing, manipulating, and modelling facts in an effort to extract usable information, draw conclusions, and use resource decision-making. Data may be gathered through discipline notes, interview sessions, conversations, photos, videos, and memos to personalities. The maximum vital factor of the survey turned into that respondent knew in particular that records on their component popularity turned into being gathered. According to Braun and Clarke (2000), the process of data analysis in thematic analysis, the preparation phase in content analysis, and the familiarization phase with the data are all identical. The researcher will familiarize themselves with the data during the theme analysis procedure. After rereading the data and transcribing it, write down your initial thoughts. The next step is to create an initial code by methodically coding the data's intriguing characteristics. This systematics traverses all data sets and gathers data related to each code. The next process is finding themes by grouping codes into potential themes, then combining all the data related to each potential theme. After that, the researcher needs to examine the theme by checking if the theme works in relation to the coded extract and all the data sets and produce a thematic map. The next process is to define and name the theme. With continuous analysis to refine the specifics of each theme and the overall story told by the analysis then produce a good definition and name for the theme. The lastprocess is to produce a report by making a clear, interesting selection and then link back from the analysis to the research questions and literature and make an analysis report across a data set to identify, analyze, and report repeated patterns (Braun & Clarke, 2006). It is a method for describing data, but it also

involves interpretation in the processes of selecting codes and constructing themes. The advantages of thematic analysis are compared to various other qualitative methods used, it is very easy to learn and apply through thematic analysis.

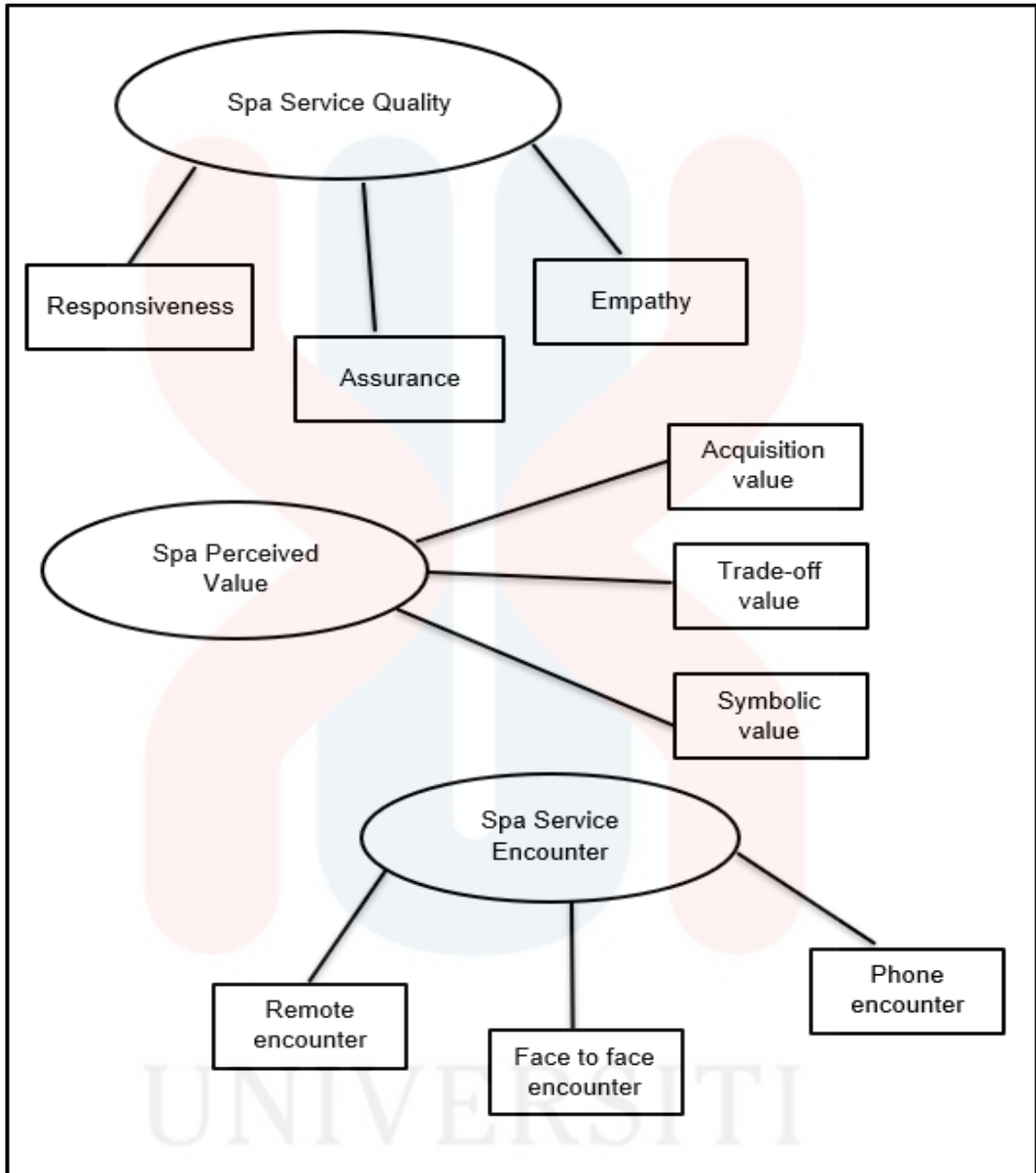
Thematic analysis there is no need to use theory to talk about the analysis, this is because it can be purely inductive. Also available explanation and examples of how to analyze this method is used. In addition, this analysis is also easy to access by researchers with little experience (Nowell et al., 2017). The theme of this analysis is also power method, where it will analyze the data, so it allows the researcher to be able to summarize, give the main characteristics, and interpret the whole data set range. According to Braun and Clarke (2006), thematic analysis is the first method of qualitative analysis that researchers should learn and offers researchers great flexibility consisting of the type of research question he can address, from a personal perspective experience account, examine type data and documents, the volume of data that will analyzed, making a selection of the theoretical or epistemic logical framework to be adopted and further and last researchers are capable of analyzing data through an inductive (Clarke & Braun 2013).

All the interview transcripts from the respondents will appropriately be analyzed to seize the experience of the complete data.

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<p><b>QO 1</b></p> <p><b>Service quality</b></p> <ul style="list-style-type: none"> <li>-Responsive</li> <li>-Assurance</li> <li>-Empathy</li> </ul>	<p><b>QUESTION</b></p> <ol style="list-style-type: none"> <li>1. Does the spa staff offer your prompt service?</li> <li>2. How satisfied or dissatisfied are you with staff interaction at the spa?</li> <li>3. Does the spa staff understand your problem?</li> </ol>
<p><b>QO 2</b></p> <p><b>Spa Perceive Value</b></p> <ul style="list-style-type: none"> <li>-Acquisition Value</li> <li>- Trade-off Value</li> <li>- Symbolic Value</li> </ul>	<ol style="list-style-type: none"> <li>1. Do you feel that you really received good value on spa treatments because they met your expectations?</li> <li>2. Do you think the services provided are reasonable in price are pleased with the promotional price and savings?</li> <li>3. The service they provide for you are relevant with your problem?</li> </ol>
<p><b>QO 3</b></p> <p><b>Spa Service Encounter</b></p> <ul style="list-style-type: none"> <li>-Remote encounter</li> <li>-Face-to-face encounter</li> <li>-Phone encounter</li> </ul>	<ol style="list-style-type: none"> <li>1. Do you feel spa staff have good etiquette when calling you?</li> <li>2. Before starting the treatment, do they check or consult about your problem?</li> <li>3. Do you have a call from the spa and ask you about their feedback services?</li> </ol>



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### 3.5 SUMMARY

Overall, several factors have the maximum impact on customers at the spa Pengkalan Chepa, Kota Bharu. This effect will affect the level of customer satisfaction. There is data that has been collected through interviews and observations conducted on respondents. By conducting these interviews, the researcher was able to explore the factors that affect the level of customer perception at spa Pengkalan Chepa Kota Bharu.

## **CHAPTER 4**

### **RESULT AND DISCUSSION**

#### **4.1 INTRODUCTION**

In this chapter, this study will present the results of the data that has been taken from a total of 12 respondents. The data collected is only taken from customers who have had treatments and services at the spa in Pengkalan Chepa, Kota Bharu, Kelantan. As a result of the interview, the interviewer started with the respondent's demographics followed by the factors that affect spa satisfaction, namely there are three factors found during the customer perception study, namely spa service quality, spa perceived value and spa service encounter. The results and data of this study will be analyzed by Content Analysis (CA).

#### **4.2 RESEARCH FINDINGS**

##### **4.2.1 Sociographic Characteristic**

In this research, four demographic items have been set, namely age, gender, race and occupation. Respondents in the age range of 21-23 years are the majority for this study. Malays are the majority race for this study. In this study, customer satisfaction with the quality of service at the spa was used in the demographic section. Through the customer's perception of the service operation at the spa can help to improve the quality of the service. We use interviews to research customer perceptions. The results of the

interview are some of the questions we have asked the customer. Factors that affect customer perception of customer service: almost the majority of spa customers out of 12 respondents are satisfied with the service provided at the spa.

A description of the qualitative outcomes for the customers below is defined based on descriptive characteristics and the customer perception of customer service.

Table 4. 1: Descriptive characteristics of respondents

<b>Respondents</b>	<b>Age (years)</b>	<b>Gender</b>	<b>Ethnicity</b>	<b>Occupation</b>
R1	22	Female	Malay	Student
R2	23	Female	Malay	Student
R3	23	Female	Malay	Student
R4	23	Female	Malay	Self-employed
R5	44	Female	Malay	Lecturer
R6	24	Female	Malay	Intern
R7	33	Female	Malay	Self-employed
R8	25	Female	Malay	Student
R9	23	Female	Malay	Student
R10	21	Male	Iban	Self-employed
R11	23	Male	Malay	Student
R12	33	Female	Malay	Student

A total of 12 respondents were interviewed. There are two (2) males and 10 of them are females. The age group of 20 to 24 years consists of the highest proportion, 67% (n = 8), followed by 30 to 34 years, 17% (n=2) and the least which is 8.3% (n=1), 25 to 29 years and age group 40 to 44 years. In terms of ethnic distribution, there were 10 Malay respondents (83.3%) and 2 Iban respondents (16.6%) involved in this study. The work settings for all respondents included university students (n=7), unemployed (n= 3), and lecturer (n=1).

#### 4.2.2 Factors that affect customer perception of customer service

Based on the semi-structured interviews, three main themes were derived from the transcripts regarding the factors that affect customer perception of customer service. The themes were: (1) Spa service quality, (2) Spa perceived value, and (3) Spa perceived service performance (Table 4.2). Each theme was made up of several sub-themes.

Table 4.2: Themes and sub-themes for factor affect customer perception of customer perception

Codes	Sub-themes	Main themes
<ul style="list-style-type: none"> <li>• Assurance</li> </ul>	(1) Service quality of service staff	1. Spa service quality.
<ul style="list-style-type: none"> <li>• Responsiveness</li> </ul>		
<ul style="list-style-type: none"> <li>• Reliability</li> </ul>		
<ul style="list-style-type: none"> <li>• Convenience</li> </ul>	(2) Service quality of ambiance	
<ul style="list-style-type: none"> <li>• Cleanness</li> </ul>		

<ul style="list-style-type: none"> <li>• Good aspect of a purchased product</li> <li>• Ability to reduce waste</li> </ul>	<p>(1) Customer's satisfaction on service &amp; product</p>	<p>2. Spa perceived value</p>
<ul style="list-style-type: none"> <li>• Receiving the quality customers pay for a particular product</li> <li>• Price always comes first, and</li> <li>• quality follows</li> </ul>	<p>(2) Customer's satisfaction on prices</p>	
<ul style="list-style-type: none"> <li>• Remote encounter</li> <li>• Face to face encounter</li> <li>• Phone encounter</li> </ul>	<p>(1) Spa service encounter</p>	<p>3. Spa perceived service performance</p>
<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Product performance</li> </ul>	<p>(2) Spa functional quality</p>	

### 4.2.3 Theme 1: Spa Service Quality

Based on semi-structured interviews, two sub themes were obtained from the transcripts regarding spa service quality. The sub themes are: (1) Service quality of service staff; (2) Service quality of ambiance.

#### a) *Sub-theme 1: Service quality of service staff*

**Assurance:** Assurance is the knowledge and courtesy provided by the employee and how the employee's ability to convey trust and confidence to their customers. This is because customers will expect these spa employees to have a wide range of knowledge in all services and activities around their business (Keme, 2013).

*“When I did the treatment at the spa, the staff there did it carefully. The reason is that he uses technology” (Respondent 2)*

*“She asked me a few questions about my health and anything that worried me before showing the consultant's area” (Respondent 7)*

*“In terms of the service I received, it was very good. You also have suggestions to buy skin care that suits your face and buy products in places that are easy to find such as Watson and Guardian” (Respondent 1)*

**Responsiveness:** Responsiveness is the willingness of spa staff to help customers in solving their problems and provide services. Therefore, spa services must be perfectly designed in providing the right service at the right time. which is right for spa customers (Lo et al., 2015)

*“And the answers given about the problems experienced by the customer are also very detailed and are always given examples if the customer does not understandit” (Respondent 9)*

*“After treatment is carried out. Their staff will provide a partnership to prevent pain in the involved areas throughout the body. So, this spa is good at communicating information and their system is transparent and sharing information” (Respondent 12)*

**Reliability:** Reliability means the spa's ability in service providers to offer consistent and accurate services to customers (Ali et al. 2021) Reliability was found to be statistically significant to spa customer satisfaction. It is supported by Chea's study which says this attribute has a great influence on customer satisfaction (Chea, 2022)

*“When we don't know what product to use, he will show us the 2 or 3 products that we need to use first. After he explained about the product at that price, it was like that day I wanted to do the treatment, they told me to put the bag in the locker, show me where the toilet is, where the room is, what I need to do, they will show me one by one” (Respondent 1)*

*“I am quite confident with their treatment and words regarding my health and beauty. they are very good in providing information because the doctor from the spa explained to me that if you want to do a facial regularly”(Respondent 8)*



**b) Sub-theme 2: Service quality of ambiance**

**Convenience:** Service convenience is an individual's perception of time and energy related to the purchase or use of goods and services offered (Berry et al., 2022). It will have a positive effect on the customer's experience of goods and services that increase the level of customer satisfaction

*“The spa is near my house, and it is convenient and convenient for me to go there. In addition, the spa is very comfortable with aromatherapy and the service by the staff is very comforting and at the same time gives me confidence to go there again” (Respondent 7)*

**Cleanness:** Cleanliness means not having any dirt found in the business permit. The goal of cleanliness is health, beauty, the absence of odor and to avoid the spread of dirt and contaminants to others (Joe, 2022).

*“How clean it is the cleanliness near the spa, mostly overall what I see is a beautiful view, maintain, follow the creativity in the spa, so people have their own theme, white and pink. Spa cleanliness is five stars” (Respondent 2)*

#### **4.2.4 Theme 2: Spa Perceived Value**

Based on semi-structured interviews, two sub themes were obtained from the transcripts regarding spa perceived value. The sub themes are: (1) Customer's satisfaction on service & product; (2) Customer satisfaction on price.

a) **Sub-theme 1: Customer's satisfaction on services and product**

**Good aspect of a purchased product:** A good product must have a price based on good value. This is because it is one of the most important aspects of pricing where it can be used by any business (Suay Cakirca, 2021).

*"Like for me because I like it there because he uses products from us. International has a brand, after we used it for treatment there, it didn't make my skin breakout" (Respondent 1)*

*"I am very satisfied with the price offered at the spa. It is worth the type of treatment offered" (Respondent 6)*

**Ability to reduce waste:** The ability of the spa staff to waste no time for customers to get their services immediately.

*"If you come early, ask your name, ask to sit first, wait a moment and wait inside, keep coming, their service is fast, when you walk in, you have to wait a while" (Respondent 1)*

*"The waiting time was not long and he continued to enter because when I arrived there was no one but he said it was good luck because they usually have to book first so after I waited a very long time to enter then there were two or three workers" (Respondent 4)*

b) **Sub-theme 2: Customer's satisfaction on price**

**Receiving the quality customers pay for a particular product:** The conceptual model developed by Zeithaml (1988) says where there is a causal relationship between price, product quality with valued customers. This is said to be supported by studies who

explained that product quality affects customer satisfaction (Jahanshahi et al. 2011)

*“Like for me because I like it there because he uses products from us. International has a brand, after we used it for treatment there, it didn't make my skin breakout”  
(Respondent 1)*

*“If you go to another spa, you won't be able to get a promotional price that matches the treatment offered like that. The spa also offers membership prices for regular customers. As a regular customer at the spa, I always accept the membership price offer.” (Respondent 5)*

**Price always comes first, and quality follows:** Price is important as it will affect sales, but quality is also very important as it affects the level of customer satisfaction and loyalty. Therefore, through customer loyalty it can help in increasing profits in the business (First Insight, 2023)

*“I saw that there are packages that cost rm100 or below, rm 200 or below so follow the budget in the time of the plague if there is a little more money, I will take the package that is a little more expensive he has combined a facial, a flower bath, then a head massage, if not I have money that is cheap, so I think it is worth what is given” (Respondent 4)*

*“I am very satisfied with the price offered at the spa. It is worth it with the type of treatment offered” (Respondent 5)*

#### 4.2.5 Theme 3: Spa perceived service performance

Based on semi-structured interviews, two sub themes were obtained from the transcripts regarding Spa service encounter. The sub-themes are: (1) Remote encounter (2) Face to face encounter (3) Phone encounter.

##### a) *Sub-theme 1: Spa service encounter*

**Remote encounter:** A distant encounter is often defined as a meeting, conversation, or collaboration that takes place between people who are physically apart in the context of technology and communication. Remote encounters use various technologies, such as video conferencing, teleconferencing, or online collaboration tools, to promote communication and engagement rather than face-to-face meetings.

*“From social media, the reason why he went viral, I was attracted by his price, in terms of treatment nearby “(Respondent 2)*

*“I got to know about this spa from Facebook, the post about this spa has been several times on my fyp, so it has attracted my attention to try to do treatment at this spa” (Respondent 1)*

**Phone encounter:** Communication partners should be present in messenger communication and give a case for why they should be heard and helped.

*“I will message them first and tell them that I want to make an appointment or book the date I want to visit. Please reply to my messages quickly and reply to my messages nicely and politely. “(Respondent 3)*

**b) Sub-themes 2: Spa functional quality**

**Customer service:** Customer service is an organizational process carried out by businesses, given the ever-increasing competition and to attract entrepreneurial opportunities to increase profits to the market and increase the level of customer satisfaction and loyalty to the business.

*“The spa provides great service and provides good customer service. (Respondent 12)”*

**Product performance:** Product performance is a report on SKU performance i.e. sales. It will answer questions such as how many orders are received repeatedly by the customer, how often the order is left in the cart and so on.

*“Really satisfied, good service, like when she canceled the appointment, she apologized for everything, we have to understand quality whether or not the employee is there. (Respondent 6)”*

**a. SUMMARY**

In summary, everyone who was interviewed gave a very good reaction during this interview. The answers given by all the respondents during the interview helped significantly to support this study. Based on the study, it emphasizes that the factors of spa service quality, spa perceived value and spa service encounter affect customer perception.

## DISCUSSION

### 1. SERVICE QUALITY ON PENGKALAN CHEPA MEETS THE TASTE OF USERS

Many of the spa customers in the Pengkalan Chepa area show a positive response and are in line with the user's taste. Patients or customers who attend the spa, they have expectations as a spa user in Malaysia. It turns out that the spa in the Pengkalan Chepa base area also got good feedback or sharing from the customers who attended. Many also stated that the spa they went to provided clear information on how to perform a treatment. Before doing the treatment, they will be given the option to choose a package and the staff there will tell the side effects and advise the customer for their judge to choose the right option. According to (Gleick, 2011) The present study examined human decision making under varying level of cognitive load and source reliability. Respondents determined the reliability of two information sources and decided how to use them to minimize cognitive load and improve performance in a visual search task (Platt & Huettel, 2008). Unbeknownst to respondents, one source provided highly accurate information and one provided moderately accurate information. Results showed that respondents had more trust in the more accurate than the less accurate source, and decision-making accuracy decreased as cognitive load increased.

In addition, they also advise customers in choosing the right product to apply on the face and take care of the face by reducing contact on the face to prevent germs from spreading in sensitive areas on the face. Then, the spa in the Pengkalan Chepa base area also has high trust from customers, this is because they give knowledgeable answers and the way they do the treatment is like they have knowledge and are skilled in doing treatments that use the latest technology. According to (Jack Zenger 2019) the aspect that influences whether people trust a leader is how well-informed and knowledgeable.

They must understand the technical components of the job and have extensive experience. Others believe in their ideas and perspectives. Firstly, others are interested in their thoughts. Their knowledge and skills contribute significantly to accomplishing goals. And the last were anticipating and responding to issues swiftly.

## **2. SPA PERCEIVED VALUE CAN INCREASE CUSTOMER'S SATISFACTION ON SERVICES AND PRODUCT**

One of the customers who came to the spa in Pengkalan Chepa stated that she was very satisfied with the price offered by the spa which was worth the type of treatment offered. It shown that perceived value will have a significant positive effect on customer satisfaction that is word of mouth and the intention to repurchase the product or use the service again. Customer satisfaction has a very positive effect and significant price sensitivity on word of mouth and their intention to purchase or use the service again. However, it does not provide a mediating effect between price sensitivity and repurchase intention. Because of that, price sensitivity will indirectly affect the intention to use the service again (Lin et al., 2022).

In addition, some customers who have come to the spa in Pengkalan Chepa stated that the spa in Pengkalan Chepa has the ability to reduce the waste of its customers' time. When they come to the spa for a treatment, the staff at the spa immediately serve the customers. With that, they are very satisfied with the efficient and thorough staff service when customers come for treatment there. In addition, the customer also looks in terms of spa services that are worth the money, location, how they are treated and how long they wait. Therefore, the customer spa will compare what the spa gives and what they will get. Then the customer will evaluate the comparison (Anan& Kassara, 2014).



Then, some customers who have had treatment at the spa located in Pengkalan Chepa stated that they were satisfied with the price offer and the treatment provided was commensurate, that is, although the price at the spa is quite private, but it is well worth it for the price of one session is RM200 run for 2 to 3 hours. Therefore, the perceived value can be analyzed as the value of the service occurring in the mind of the customer. This factor is an important issue that affects the level of customer satisfaction with service quality. This is because the value of the service that customers feel will affect the price because they are willing to pay a high price because the quality of the service provided is worth the price. Although the customer does not know the actual cost, they simply follow the internal sentiment for a product that is worth it where it is relevant to support the use of perceived value for the improvement service quality guidelines shown (Keme, 2013).

Next, some of the customers who have had treatment at the spa located in Pengkalan Chepa stated that they really like the quality of the products used by the spa because they use branded products from the US. That's because after a few times they did the treatment there using the product, their skin didn't break out and even resulted in good skin. Some customers derive value from all the associated get and give components. It leads to the definition of perceived value. Perceived service value is the customer's perceived exchange between what they give for the service they receive (Mercy Mueni Kiyangi, 2018). After being interviewed, many customers said they were more concerned about the price offered by the spa being cheap followed by the quality service. They always seek treatment when there is a promotion because for them the price for treatment is very cheap and worth it. Perceived quality and value are often used because they can measure customers' purchase intentions that depend on their perceived value. Therefore, the longer the perceived quality and value of a product or service, the longer the customer's intention

to buy (Tyrone T. Lin et al, 2022).

### **3. SERVICE INTERACTION BETWEEN CUSTOMERS AND STAFF AFFECTS SPA PERFORMANCE**

Some customers from the Pengkalan Chepa spa stated that the staff from this spa provided very good service. A good staff can provide pleasure and comfort to their customers as well as improve the performance and good image of the spa. According to Carpini, job performance is probably the most important and studied variable in industrial management and organizational behavior (Carpini et al., 2017). Individual behavior something that individuals do and can observe--that provides value for the organization. As committed staff, they are able to contribute ideas and provide good service to customers so that an organization can expand widely. This can be evidence for the spas in the Pengkalan Chepa area that interact and are always friendly, making customers captivated and frequent to come to the spa. Then, according to (Campbell & Wiernik, 2015). Therefore, individual task proficiency is a type of job performance that refers to behaviors that 'can be formalized and are not embedded in a social context' and 'reflect the degree to which an employee meets the known expectations and requirements of his or her roles as an individual. Many customers have also given their confidence to the spa to provide treatment and suggestions to them to meet the customer's reach. For example, the staff recommends using products from the spa and using them in their treatments. Besides, A good experience from customer response can also give a good performance and image to the spa. This is due to the staff giving sweet smiles and welcoming service to the customer.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

#### 5.1 INTRODUCTION

This chapter is divided into three parts and brings the research to a conclusion. The first part concludes the research based on the objectives and is followed by a part which is a study of limitations where variables have influenced the interpretation of the findings. The final section will examine recommendations where opinions are about ways to overcome or prevent ongoing problems.

#### 5.2 CONCLUSION

This study has explored the internal factors that have influenced customer satisfaction at the Pengkalan Chepa spa, Kota Bharu, Kelantan, namely assurance, responsiveness and empathy. All twelve respondents were satisfied with the behavior of the spa staff which gave confidence to the customers to have a treatment at the Pengkalan Chepa spa, Kota Bharu, Kelantan. From the interviews conducted, the maximum number of respondents said that the spa staff is knowledgeable in providing the treatments and services provided and the services provided are quick and fast which can increase the level of customer satisfaction.

In addition, there are also respondents who say that the behavior of the spa staff has made their customers feel confident to seek treatment and services at the spa and that the spa staff offers treatments that are appropriate to the problems faced by their customers.

This analysis also explains that spa perception value factors influence the level of customer satisfaction at the Pengkalan Chepa spa, Kota Bharu, Kelantan, specifically, Acquisition value, trade-off value, and symbolic value. During this study most of the respondents agreed that acquisition value is the element that makes them satisfied with the services provided by the spa where they go next, this study found out of twelve of the twelve respondents who were satisfied with the services provided by the spa that they visit.

This analysis also explains the factors that affect customer satisfaction with the operation of spa services in Pengkalan Chepa, Kota Bharu, Kelantan, especially long-distance meetings, face-to-face meetings and telephone meetings. A study of the perception of customers on all three factors in all respondents stated that they were all satisfied with the service provided by the staff at the spa. Therefore, it is very important in determining customer satisfaction with the services provided by the spa.

### **5.3 LIMITATION OF THE STUDY**

This study was conducted on spa customers who had ever sought treatment or services at Pengkalan Chepa. Therefore, the findings from this study will provide specific information as well as different opinions. This is because all respondents have different experiences. The findings of this study depend on the honesty of the answers to all the questions and statements that have been submitted by the respondents through the method of physical interviews and conducted through telephone calls.

The first limitation of the study that we faced while doing this study was insufficient time. This is said to be so because it took very little time to complete this study. Furthermore, the limitations of this study make it quite difficult to find spa customers in Pengkalan Chepa to be used as respondents to interview because during the month of Ramadan, not many customers come to the spa, this makes it a little difficult for us to find customers to interview to get feedback real from the respondents. This is because to find respondents it is necessary to search carefully and only customers who have been to the Pengkalan Chepa spa. The researcher needs to find a suitable free time to conduct an interview session with the respondent.

Next, the sample size for the interview survey was moderately small. Nevertheless, the survey interview approach is capable of capturing additional descriptions and explanatory details. Therefore, future researchers do not necessarily need to focus on twelve respondents in Pengkalan Chepa, Kota Bharu, Kelantan only. In the future, researchers will increase the coverage of the study on the quality of spa customer service to get better results. For example, the researcher needs to go to a spa located in Kota Bharu to get more respondents. Therefore, researchers need to expand the search for respondents in the future.

Additionally, a limitation of this study is the difficulty in finding male clients to interview. Most of our interviewees are female customers. We only interviewed one male customer. Next, the limitation of this study is that most of the respondents consist of Muslim customers and Iban customers. We want respondents from various nationalities such as Chinese and Indian to be interviewed.

## 5.1 RECOMMENDATION

The recommendation to improve customer perception and customer satisfaction level towards the spa operation in Pengkalan Chepa is to further improve the quality of service so as to increase the level of customer satisfaction through perceived service quality, value encounter, and the spa encounter service. This is because the service will have a huge impact on whether the customer feels satisfied or not with the service they receive when seeking treatment or service at the spa. Therefore, the spa sector must be able to immediately develop staff and service standards in spas other than spa staff. This is because the satisfaction of spa customers can be improved by the quality of service, which is seen as meeting the values and services of the spa. Through the level of customer satisfaction with spa services can help spa owners in training and also, they can find out how to gain knowledge and can create various strategies to develop and further improve the quality of services in their spa

In addition, the spa also needs to develop new, attractive and effective treatments or services to increase customer satisfaction. In addition, spa staff need to give more focus and provide appropriate treatment to their customers so that customers feel satisfied with what they receive. The spa also needs to always seek more experience and know all the ins and outs of the spa industry so that it can help the spa to understand in more detail the problems faced by their customers and offer spa packages that suit the customer's problems. This is because, to increase business and increase profits is to give what customers want. Spa owners can find out the needs of customers by asking about customer willingness to take feedback surveys from customers who have done services and received treatments at the spa. Spa owners can tell customers to make new offers, new packages or offer new services based on feedback from customers. With that, it can help the spa to attract more customers because they trust the services provided at the spa and think that the spa they come to really cares.



The next recommendation is to provide an effective Training program for all spa staff. It can help the fully equipped staff to provide the best service to spa customers who come to make and receive treatments. Trained employees are the heart of any great spa. Therefore, every spa owner should aspire to recruit workers who are skilled in all things and produce staff who have a lot of experience so that they can provide quality service to every customer. The customers will definitely come to the spa again and get the services offered at the spa if the services can meet all the customer's needs and customer satisfaction. Therefore, with the training given to spa staff can help them to provide quality service to customers and quality service is closely related to customer satisfaction in Pengkalan Chepa, Kelantan.

## **5.1 SUMMARY**

This research has identified several respondents to find out what the customer's perception of the service operation of the service spa in Pengkalan Chepa, Kota Bharu, Kelantan. In conclusion, the quality of service at the spa must be measured and the relationship between service quality and customer satisfaction will be determined, and this information provides various benefits to the spa to plan strategies in improving service quality through customer perception. The aim of the study is to investigate the difference between the significance of spa services and whether the customers are satisfied or not with the services received by them. This study shows a difference where it is statistically significant to the quality of service at the spa. It can be proven that the customer's perception of the quality of the spa service, the perceived value and the meeting of this service are very important in order to ensure customer satisfaction. After getting the results from the study findings, it can be seen that all three objectives of this study have been achieved.



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## Appendix A: Demographic

No	Demographic	Number of Respondent
1.	Age	
	20-24	8 Respondents (R <sub>1</sub> , R <sub>2</sub> , R <sub>3</sub> , R <sub>4</sub> , R <sub>6</sub> , R <sub>9</sub> , R <sub>10</sub> and R <sub>11</sub> )
	25-29	1 Respondent (R <sub>8</sub> )
	30-34	2 Respondents (R <sub>7</sub> and R <sub>12</sub> )
	35-39	0 Respondent
	40-44	1 Respondent (R <sub>5</sub> )
2.	Race	
	Malay	10 Respondents (R <sub>1</sub> , R <sub>2</sub> , R <sub>3</sub> , R <sub>4</sub> , R <sub>5</sub> , R <sub>6</sub> , R <sub>7</sub> , R <sub>8</sub> , R <sub>11</sub> , and R <sub>12</sub> )
	Iban	2 Respondents (R <sub>9</sub> and R <sub>10</sub> )
3.	Gender	2 Respondents (R <sub>10</sub> and R <sub>11</sub> )
	Male	10 Respondents (R <sub>1</sub> , R <sub>2</sub> , R <sub>3</sub> , R <sub>4</sub> , R <sub>5</sub> , R <sub>6</sub> , R <sub>7</sub> , R <sub>8</sub> , R <sub>9</sub> , and R <sub>12</sub> )
	Female	

## Appendix B: Theme 1 (Service Quality of Service Staff)

Respondent Identifier	Interview Text
R <sub>2</sub>	<p><b>Assurance</b></p> <p>When I did the treatment at the spa, the staff there did it carefully. The reason is that he uses technology.</p>
R <sub>7</sub>	<p>She asked me a few questions about my health and anything that worried me before showing me to the consultant's area.</p>
R <sub>10</sub>	<p>In terms of the service I received, it was very good. You also have suggestions to buy skin care that suits your face and buy products in places that are easy to find such as Watson and Guardian.</p>
R <sub>9</sub>	<p><b>Responsiveness</b></p> <p>And the answers given about the problems experienced by the customer are also very detailed and are always given examples if the customer does not understand it.</p>
R <sub>12</sub>	<p>After treatment is carried out. Their staff will provide a partnership to prevent pain in the involved areas throughout the body. So, this spa is good at communicating information and their system is transparent and sharing information.</p>

<p>R<sub>1</sub></p>	<p><b>Reliability</b>                  When we don't know what product to use, he will show us the 2 or 3 products that we need to use first. After he explained about the product at that price, it was like that day I wanted to do the treatment, they told me to put the bag in the locker, show me where the toilet is, where the room is, what I need to do, they will show me one by one.</p>
<p>R<sub>8</sub></p>	<p>I am quite confident with their treatment and words regarding my health and beauty. they are very good in providing information because the doctor from the spa explained to me that if you want to do a facial regularly.</p>
<p>R<sub>7</sub></p>	<p><b>Convenience</b>                  The spa is near my house, and it is convenient and convenient for me to go there. In addition, the spa is very comfortable with aromatherapy and the service by the staff is very comforting and at the same time gives me confidence to go there again.</p>
<p>R<sub>2</sub></p>	<p><b>Cleanness</b>                  How clean it is the cleanliness near the spa, mostly overall what I see is a beautiful view, maintain, follow the creativity in the spa, so people have their own theme, white and pink. His cleanliness is five stars.</p>

## Appendix C: Theme 2 (Spa Perceived Value)

Respondent Identifier	Interview Text
R <sub>1</sub>	<p><b>Good aspect of a purchased product</b> Like for me because I like it there because he uses products from us. International has a brand, after we used it for treatment there, it didn't make my skin breakout.</p>
R <sub>6</sub>	<p>I am very satisfied with the price offered at the spa. It is worth the type of treatment offered.</p>
R <sub>1</sub>	<p><b>Ability to reduce waste</b> If you come early, ask your name, ask to sit first, wait a moment and wait inside, keep coming, their service is fast, when you walk in, you have to wait a while.</p>
R <sub>4</sub>	<p>The waiting time was not long and he continued to enter because when I arrived there was no one but he said it was good luck because they usually have to book first so after I waited a very long time to enter then there were two or three workers.</p>
R <sub>1</sub>	<p><b>Receiving the quality customers pay for a particular product</b> Like for me because I like it there because he uses products from us. International has a brand, after we used it for treatment there, it didn't make my skin breakout.</p>
R <sub>5</sub>	<p>If you go to another spa, you won't be able to get a promotional price that matches the treatment offered like that. The spa also offers membership prices for regular customers. As a regular customer at the spa, I always accept the membership price offer.</p>
R <sub>4</sub>	<p><b>Price always comes first, and quality follows</b> I saw that there are packages that cost rm100 or below, rm 200 or below so follow the budget in the time of the plague if there is a little more money, I will take the package that is a little more expensive he hascombined a facial, a flower bath, then a head massage, if not I have money that is cheap, so I think it is worth what is given.</p>
R <sub>5</sub>	<p>I am very satisfied with the price offered at the spa. It is worth it with the type of treatment offered.</p>

**Appendix D: Theme 3 (Spa Perceived Service Performance)**

Respondent Identifier	Interview Text
R2	<p><b>Remote encounter</b> From social media, the reason why he went viral, I was attracted by his price, in terms of treatment nearby.</p>
R1	<p>I got to know about this spa from facebook, the post about this spa has been several times on my fyp, so it has attracted my attention to try to do treatment at this spa.</p>
R3	<p><b>Phone encounter</b> I will message them first and tell them that I want to make an appointment or book the date I want to visit. Please reply to my messages quickly and reply to my messages nicely and politely.</p>



Appendix E: In-depth Interview Data Transcribe

NAMA: Respondent 1		KOD 1
NO.	Individu	Transcribing Data
1	Researcher	Assalamualaikum, I am a student from UMK. I am currently doing research on customer perception of spa operations in Pengkalan Chepa. Before I interview you, is it okay if I want to record my voice for my use in doing this research?
2	Respondent 1	Waalaikumussalam, yes you can record for spa purposes.
3	Researcher	Okay thank you ma'am. Okay, before that, can you introduce yourself, name, age and where you work?
4	Respondent 1	Okay, my name is Siti Suhaidah. Can call su or adda. I am 23 years old. I work at my own spa.
5	Atikah	Okay, I want to ask you which spa you always go to for treatment
6	Researcher	Before this I worked near a spa. I went to Hannan for treatment. After that I went to the village spa as usual.
7	Respondent 1	The one near the Chepa base, right?
8	Researcher	Okay the one like Hannan is near Lembah Sireh Kota Bahru. So, it's like near the village spa, maybe in the Kota Bahru area
8	Respondent 1	Ouh Kota Bahru, okay how many times did you go there for treatment?
9	Researcher	Okay, so it's like near the village spa, maybe it's my first time going there. That's why I just started doing facials for the first time. So, after that in one year I tried to go to Hannan. I just asked about the skin. It's like at the village spa, I did the same as Hannan, I just asked about that kind of face but didn't go in for the treatment
10	Researcher	Okay, I understand, you usually do facials, right?
11	Respondent 1	Yes, that is correct
12	Researcher	Okay, another question, how did you get information about the services at the spa, how did you know about the spa through a friend? Through Facebook?
13	Respondent 1	For example, how do I go to the village spa with Hannan?
14	Researcher	How do you know the spa exists? Who told the spa?
15	Respondent 1	It's like a village spa, I always pass by so I see things, I see a spa there. So, I like to try because the village spa price is like under RM 100 so I try
16	Researcher	I hope his cheap price is worth it
17	Respondent 1	Aah yes, it's worth the price at that time because I'm doing an ordinary job, right? After that, Hannan's overalls were close to me like I didn't have them from friends. I just saw it from Facebook like that. After that tomorrow I'm interested in going there. Most of the staff near Hannan do it for free to conceal our skin. But did not even do treatment. Just want to know what skin problems we have
18	Researcher	Okay got it. The next question in your opinion, what is the attitude of the spa staff towards you?



19	Respondent 1	Okay, in the village spa with Hannan, the latest one is like me. I work in a spa, so I think it's like a village spa. It's cheap, right? So, the way he greets guests, he asks questions, asks about products, about treatments, all of that, he can mostly do it. It was said that he didn't know much, like if it was a tenth, maybe I would give two tenths, that's okay, just like I said earlier, he didn't say much about that.
20	Researcher	Oh, it's like he has a question, but he doesn't answer it?
21	Respondent 1	Haah, after that, he's the kind of person who greets guests like if we go like an expensive payment, he greets us, he tells us to sit there, sit here, drink water. He didn't just like us to go in, okay, he asked what do you want to do? Talk about doing a facial, okay, he didn't explain about his products, he didn't explain about the price, just like we were sitting, okay, he did the treatment like that.
22	Researcher	I hope there is no friendship
23	Respondent 1	Haah, he's a little less friendly. If you are close to Hannan, you can. He's like welcoming guests okay. It's just that he's like filling in a form, he doesn't have a place for us like a table for us to write. We just sit on the sofa and write like that, there is no pad with a board to write the name on, so how do we write, it's not comfortable for us, right? So, it's kind of like yes, we have paid like Hannan, this Hannan even though he is expensive, it's like a village spa right, he's a bit like that, this Hannan has an air conditioner, right? but his service is good.
24	Researcher	Does the spa staff give you the appropriate spa treatment? For example, if you want to do a facial treatment, does she offer the kind you want?
25	Respondent 1	Before I went to the village spa, I just asked him all sorts of things because my skin didn't have any problems at the time, so when I went, I said it was a normal treatment, just wash my face, remove blackheads, whiteheads, that's how simple it is, the price he's in RM50 like that. Because like Hannan, I just walked in, no mistake, I just wanted to ask about the skin at that time.
26	Researcher	Okay got it. After receiving the treatment, are there any side effects?
27	Respondent 1	Okay, when I do facial treatment near the village spa, so we talk about the village spa. Because I didn't do it near Hannan. So, the village spa. Because I do it in a day like normal, our face will be red because we squeeze blackhead and whitehead using the iron. After that I think he is like a double with what machine to make blackhead and whitehead. After that I was like allergic to the machine. Because before I did that, I was like okay because it's cheap because it's tight. So, in two or three days like that, my skin didn't have any problems, it wasn't very sensitive. Like normal skin like normal. After I did the treatment there, in three to four days, my face was like non-stop red. It can be seen that when we squeeze with an iron, there is a scar. So, I asked him why his face is like this. Even though it's a cheap fee, I don't need to make my face like this. So, for me he seems irresponsible. He said what product do you use? What are you eating? Don't you abstain from eating? So I feel like eh? When I went for treatment, he didn't even

		say that I have to abstain for the next week, which product should I use in one week to correct my skin, because I go to the spa, we don't want to look for facial problems, we want to solve our own. problem. So, when I message him like that, he replies like it's okay like it's our fault, so I think it's okay. I was quiet that night I went to bed, that morning I woke up my skin breakout was so bad imagine we never had acne on one face. That time in the morning it was a big stone pimple that was festering. At that time, I was like hah I was surprised I was speechless. I want to message him to ask like that, I messaged again and gave up.
28	Researcher	So how do you go for another treatment or not?
29	Respondent 1	Yes, during breakouts I don't know which spa to go to, I can't believe it when I look forward to going to a spa, I'm afraid. I've been trying to use products for more than a year, but I haven't found the 6spa, don't have enough. Is there mercury? I tried to stop
	Researcher	because my skin is weird. I stopped trying to use a lot of products, I used it in a lot of products and I used up thousands. I use a product not from Watson, which is a local brand. It's actually better than the one I used before. We have spent a lot of money but suddenly use this product, it is a little expensive but it is okay. After that I try to use it in five to six months. Okay, I just think his results are slow, sometimes he despairs of using the same thing. Acne at that time is on off. Anyway, at the same time I tried to find a spa. So I found this latest spa near Zaza Skin Studio.
24	Respondent 1	I want to ask what facilities are available at the spa I went to, how to tell where the waiting room is, is it wifi
25	Researcher	It's like at the village spa, the waiting room is there, but it's like where we put the locker where we put the stuff, it's not there, like the stuff we put next to our bed, there's no sofa, just put it under the bed like that, hanna I'm not sure why I've had a treatment there, if it's a village spa. It's just that I'm not sure what the product of the machine is because he didn't explain much about it.
26	Respondent 1	There are no other facilities
27	Researcher	There is no such thing
28	Respondent 1	Like a toilet
29	Respondent 1	When I went to the village spa, I didn't go to the toilet, I'm not sure if there is one or not.
30	Researcher	How long does it take to do the treatment, is there any way we have to wait?
31	Respondent 1	Oh no, I went and asked if I could make an appointment first, so when I got there, I went straight in.

33	Respondent 1	I found a spa near zaza skin studio near pc
33	Researcher	Does the spa staff give you a spa treatment that is suitable for you, like for example you want to have a facial, does he offer the kind you want?
34	Respondent 1	Before I went to the village spa, I asked him all kinds of questions because my skin didn't have any problems at that time
35	Researcher	Oh near the pc
36	Respondent 1	Aah near the pc
37	Researcher	How many times do you go once?
38	Respondent 1	Close to this pc until now
39	Researcher	Oh, how many times?
40	Respondent 1	Yes, many times I have taken the package many times because I want to do a treatment because after I tried to do the treatment, my acne got drier. 10 times. The reason I like to work there is because their service is good, their products are good even though they are expensive, that's how I like it
41	Researcher	Is it worth what we get?
42	Respondent 1	Oh worth it
43	Researcher	Their service is okay like a good welcome
44	Respondent 1	Is it nearing Zaza?
45	Researcher	Aah, when I arrived, they came in and told me to sit down, then they explained my skin and then that's what I like about this person, they kept telling me all the prices, what I need to do, what products he used when I came okay, I don't expect that to happen the first time I come, but it seems like we know what we need for that day
46	Researcher	I hope the information is clear?
47	Respondent 1	Aah, it's clear that the other one I like because when we don't know what product to use, he will show us not many types in the 2, 3 products that we need to use first. After he explained about the product with that price, like the day I wanted to do the treatment, they told me to put the bag in the locker, show me where the toilet is, were the room is, what I need to do, people will show me one by one, so like 10/ 10 I can give if it's near there.
48	Researcher	The spa staff does not provide enough knowledge about the services and treatments that make you feel confident to do the treatment at the spa
49	Respondent 1	Like this, I can be sure to do it there even though the price is a bit private in rm200 like that but in rm200 the 2 to 3 hours is worth the price I paid. Like for me because I like it there because he uses

		products from us. International has a brand, after we used it for treatment there, it didn't make my skin breakout. The first time I came, I noticed that my skin was okay. The first time I left, even though people were like, yes, we have acne, I feel like you are not amused when you touch my face. With pus I'm like that but people still do it without feeling amused and like to do it like that.
50	Researcher	After she did the facial treatment, she didn't show any changes.
51	Respondent 1	Within a week, he will be ready to tell you in that one week, like pus that hasn't matured, he needs to go again for him to squeeze it out, he will do the next treatment. After a week, my skin with pimples, I just left without paying anything.
52	Researcher	In your opinion, does the service or treatment offered meet your expectations?
53	Respondent 1	For example,
54	Researcher	It's like before, right, you have a problem with your face, I don't think he can solve your problem.
55	Respondent 1	Oh okay. The first time I came, I didn't expect much. I just thought okay, it's okay, maybe today a lot of money is spent because I know the treatment here is expensive because he wants to know the product, he went because of the product because of the machine there, he told me on Facebook. I used this product this month for this treatment, so I'm like, I'll check first before I'm sure I want to go there, overall, it's okay for me, it's not like that, he has service, about the staff overall, he knows about the skin, about the product, he explained the details, I understand, I I don't trust other spas, I trust there
56	Researcher	Because you are comfortable, right?
57	Respondent 1	Yes, it's very comfortable. The first time I entered the spa, I was like, like other spas, there's no fragrant smell, you know, it's not like other spas, there's noise, people talking. It's like a spa at Zaza, we have our own rooms. So, when we enter the room, we don't hear anything else, just music and therapy that makes us.
58	Researcher	I hope there is no disturbance during the treatment
59	Respondent 1	Yes, I'm not there until I can sleep, knowing that the treatment is ready
60	Researcher	How do you get information about the treatment or services at the zaza spa, how do you know the spa exists?
61	Respondent 1	Okay, I'm like that, my skin is breakout, so I'm scrolling Facebook like it's a plague, so suddenly that zaza comes out, I'm like I don't want to go, I just pass by, scroll like that and keep going, I should try, I make an appointment, I ask everyone, I went, like I said he explained the price of everything
62	Researcher	Okay, after the treatment, did she offer anything? Like a membership, a free gift or a product?
63	Respondent 1	Most spas will offer products and packages, after the treatment, they will prepare water, biscuits like a treatment for us to sleep, when we go out and there is that stuff, it feels like okay. How to drink, he



		explained the package back, how to treat it, how many times, to come, then he offered me the product, so I was like, first I didn't take the product, I just took the package.
64	Researcher	If the spa had a promotion, would you be happy with the offer?
65	Respondent 1	Like this zaza, he rarely does promotions, because he uses it, it's very rare because he uses international Brand us, right, then his price is a bit expensive with his machine, his service, when he does promotions, maybe I'm the first person to go first
66	Researcher	If he did a promotion, why did you feel happy about the promotion?
67	Respondent 1	Because for example, at that time, he gave me the price of rm160 for the start, so when he does a promotion, rm139, the price difference is far, okay, I can keep the package I have, I don't bother with other packages, it's like ala carte for me, it's cheap
68	Researcher	Before you visit the spa again, how did you make the appointment, did you call someone first?
69	Respondent 1	Okay, usually I will follow up on existing treatments, but sometimes if I want to come early, I will be the one who will message people, for example, every two months to follow up.
70	Researcher	How is their service through WhatsApp?
71	Respondent 1	Overall, it's okay for me, there's no other spa that doesn't take responsibility, like him, even though I asked, repeatedly asked, but they still treat me normally, I can't help but get angry. Treat me okay
72	Researcher	What facilities do they provide?
73	Respondent 1	The facility has air conditioning, no noise, there are lockers for customers to leave their bags, each room has a sofa, air conditioning, the bed is okay, there is no rocking.
74	Researcher	Is there a waiting period for the treatment? Did you come directly for treatment?
75	Respondent 1	If you come early, ask your name, ask to be seated first, wait a moment and wait inside, keep coming, their service is fast, when you walk in, you have to wait a moment.
76	Researcher	When you WhatsApp the spa, did they answer all the information clearly?
77	Respondent 1	When I send a message, it's fast, he replies quickly, I want to get an answer straight away.

RESPONDENT 2		KOD 2
78	Researcher	Okay, no questions, thank you for being willing to do the interview.
79	Respondent 2	Okay welcome

NO.	INDIVIDU	TRANSCRIBING DATA
1	Researcher	Assalamualaikum I am a student from umk. Right now, I'm doing a study on the customer's perception of the spa operation in Pengkalan Chepa, before I interview you, is it okay if I want to record your voice for my use in doing this study?
2	Respondent 2	No problem
3	Researcher	Before that, can I introduce your name, age and where you work?
4	Respondent 2	My name is mastura, I am 22 years old, I come from Pahang and study atUMK Kampus Kota.
5	Researcher	Which spa do you always go to for treatment or services near Pengkalan Chepa?
6	Respondent 2	For now, I have had treatment at Sofia Medispa, which is near the ShootingRange area.
7	Researcher	How many times did you go there for the treatment?
8	Respondent 2	Just the first time
9	Researcher	Oh, first time, what kind of treatment do you usually do?
10	Respondent 2	I did a facial treatment; he did skin brightening and then he did a facial spatreatment that removes blackheads.
11	Researcher	Ouh okay, why do you always do that treatment?
12	Respondent 2	Because I think the blackhead and whitehead are close to the face, so he is not confident for us to appear in front of people.
13	Researcher	Okay, I want to ask how can you get information about the treatments or services available near the spa?
14	Respondent 2	Through social media I met close in Facebook
15	Researcher	I hope to see you on Facebook, do you know through a friend?
16	Respondent 2	Then through my friend who told me about the uniqueness of the spa.
17	Researcher	When you received treatment at Sofia Medispa, what was the quality of the service you received?
18	Respondent 2	The quality of his service is very good, his service is also good and very friendly with his customers. For example, when we enter his place, he will keep saying welcome, then when we want to go back, he will say thank you.
19	Researcher	In your opinion, what is the attitude of the spa staff towards you?
20	Respondent 2	His attitude, I think he is easy to get along with customers and he is friendly and attentive to the problems of his customers who have this problem who have skin problems.
21	Researcher	Ouh okay, the next question is does the spa staff provide enough knowledge about the treatment or service you want to do?
22	Respondent 2	I think there is
23	Researcher	What treatment?
24	Respondent 2	The blackhead and whitehead treatment I mentioned earlier. How is he a guide?
25	Researcher	How did he finish the treatment?
26	Respondent 2	He told us to always take hot water and then we put it on our face, after a few minutes in fifteen minutes like that we can remove the cells near the face area
27	Researcher	Okay, what made you feel confident to do the treatment at the spa?
28	Respondent 2	I think he uses modern high-tech tools and he doesn't use any sharp tools.

29	Researcher	Do you think the spa staff gave you appropriate treatment? What treatments do they offer?
30	Respondent 2	They have an offer for embroidery
31	Researcher	What kind of embroidery is that?
32	Researcher	Her powder embroidery is like a cold powder but I'm not sure what she uses but she recommends using that which causes it to appear again.
33	Respondent 2	In your opinion, what benefits do you get after receiving treatment at the spa?
34	Researcher	Yes, I feel confident
35	Respondent 2	Are you sure, are there any side effects?
36	Researcher	After the treatment, I feel refreshed and I don't feel any blackheads and whiteheads
37	Respondent 2	Oh, has it decreased?
38	Researcher	Okay, in your opinion, does the service offered meet your expectations? What are the expectations?
39	Respondent 2	I guess my expectations
40	Researcher	What are you thinking, how can you say what we expect from the spa?
41	Respondent 2	For example, you have a problem with your face, right? Is the treatment that he gave you like you can get rid of it?
42	Researcher	It's possible because at the spa, he gave a positive effect to the users who did the treatment
43	Respondent 2	If the spa is doing a promotion, are you happy with the price, why?
44	Researcher	I like the promotion because recently I came there because there was a promotion, a very unusual discount
45	Respondent 2	How many percent?
46	Researcher	40% from RM100 more
47	Respondent 2	What treatments are their promotions
48	Researcher	Treatment to get rid of blackheads and clean the skin
49	Respondent 2	In your opinion, is the treatment you received worth the price offered?
50	Researcher	It's worth it because one session should cost rm50 but for me as a student it will feel expensive but if he makes a profit that price will be rm20 for one session
51	Respondent 2	Half price
52	Researcher	May I know what facilities are available at the spa?
53	Respondent 2	He has a waiting room, aircond, toilet and then it's clear
54	Researcher	Before you visited Sofia Medispa, how did you make the appointment, did you go to the spa without calling?
55	Respondent 2	When we saw the ad, we went directly to the personal massage via WhatsApp and asked him if there was an empty booking?
56	Researcher	How are they treated online?
57	Respondent 2	He is very friendly with customers and then when we ask he answers clearly.
58	Researcher	Can I tell you a little bit about my experience during the treatment at Sofia Medispa? From beginning to end.
59	Respondent 2	When I came to Sofia Medispa, I saw that people have creativity to design the spa very unique.
60	Researcher	Unique in what way?
61	Respondent 2	Unique in terms of his design, when we entered, he prepared a shoe rack, with a pink and white theme. The theme attracts customers to come to his place, we went up the stairs and felt cold until we entered
62	Researcher	How is the spa environment? Does he bother you?



63	Respondent 2	There is no reason for him, I think he only focuses on people who have booked and then when people come to book, he will be limited to that person only. So, the environment is not disturbed by outsiders who suddenly come to the spa.
64	Researcher	When you do the treatment, how long does it take to do the treatment? Have to wait?
65	Respondent 2	When we entered the waiting area, he told us to wait for five minutes, and then he called us in to do a skin analysis and then he called us in to the treatment room.
66	Researcher	How is his service, is it fast?
67	Respondent 2	His service was fast when I did the treatment, but his time didn't even take long. Because I take basic treatment so there are only a few treatments that I do. That time frame is not long, he is friendly.
68	Researcher	After you received the treatment at this spa, did the spa staff offer you anything?
69	Respondent 2	After I did the Sofia Medispa treatment, a few days after that, their staff happened to be on the day of Ramadhan, they whatsapped me to make a promotion and offer the best promotion for this fasting month session treatment.
70	Researcher	What examples of promotions do they offer?
71	Respondent 2	The promotion they offer is to do hair treatment, wash and then there is a promotion to beautify the nails, they give free tissue gifts
72	Researcher	In your opinion, does the package offered at the spa attract your attention? Why don't you want to go to another spa, do you want to go to that spa?
73	Respondent 2	Because the package is suitable for the price of a student of our age, it's normal for this student to have a limit, he must chase the one with that price, to save our money.
74	Researcher	Okay, that's all for the interview this time, okay, thank you
75	Respondent 2	Are equally. See you again
76	Researcher	Bye.

RESPONDENT 3		KOD 3
No.	Individual	Transcribing Data
1	Researcher	Assalamualaikum, I am a student from umk. Right now, I'm doing a study on the customer's perception of the spa operation in Pengkalan Chepa, before I interview you, is it okay if I want to record your voice for my use in doing this study?
2		You can
3	Researcher	Before that, can I introduce your name, age and where you work?
4	Respondent 3	My name is Syafiqah binti Sabri. I'm 23 years old, I'm a student too.
5	Researcher	Okay cik syafiqah always goes to which spa for treatment
6	Respondent 3	It's actually the first treatment, the first is near Teratak Fajar Rapat
7	Researcher	Is it the first time to go to the spa?
8	Respondent 3	First, I have never gone before. About to start
9	Researcher	It's time to go to the spa, right? What treatment does Miss Syafiqah do?
10	Respondent 3	Facials, I don't remember that one, there was talk but it was for facials, to get rid of blackheads, that's it. The face is bad, isn't it like there are freckles, what's up, so I can't proceed to do more, just remove the sinuses and then hmm, the steam rub, isn't it like that?
11	Researcher	Can I not tell you a little bit about my experience during the treatment at the spa?
12	Respondent 3	Experience eh. What kind of experience did you have for the first time?
13	Researcher	Haah I'm so happy I didn't do it at the spa
14	Respondent 3	Very happy because even there he is like good service and friendly, he will do it until he is satisfied. Let's do a facial, right? Usually if done elsewhere. He has an hour limit; he usually has an hour and a half. But near the Teratak Fajar Rapat meeting, he did it until it was done, until we were satisfied, that's how it is. As long as there is a sinus in the face, he still does okay, it's like a plague. So very happy there. So it feels like repeating again after this.
15	Researcher	Okay, is it comfortable to do the treatment there?
16	Respondent 3	That's right, okay very happy, after that the price is reasonable for students, only forty-five ringgits.
17	Researcher	In your opinion, what is the attitude of the staff at the spa towards Syafiqah?
18	Respondent 3	His service is very good and very satisfying, it's really fun to be there, he is a home spa. I hope the boss is her, she is like an employee. So, she is also friendly, tip top service
19	Researcher	The spa staff doesn't have anything like what Miss Syafiqah asked, did she answer clearly? Can you give an example?
20	Respondent 3	Regarding the face eh, very clear. It's like he suggested to us that our face is bad, then he told us to change this product, he told us to try and error. He didn't sell any products, he just told us to buy what he suggested at Watson's.
21	Researcher	Is it a product from their spa?
22	Respondent 3	No, it's not depa's stuff, depa just told me to suggest that we buy it near

		the outside, if we can afford it, but there's no compulsion, depa says if you want to be beautiful, try and error like that.
23	Researcher	So far, the product they suggested has not worked
24	Respondent 3	Because I just used it but it's okay, no breakouts. So, I just used taka and it doesn't work for now because it's new, it's just gone, like in the last two weeks it's like a plague.
25	Researcher	Okay, like Ms. Syafiqah said earlier, do you want to go there for fish? What makes you feel confident to do treatment there again?
26	Respondent 3	The confident way to tell us that. After that, be interested in what they have to say. Because the face has already broken out badly, right? Then there is acne, then the freckles are gone, if you can recover, it's okay.
27	Researcher	After Miss Syafiqah did the treatment, it's not like they offer anything, offer related products, it doesn't matter.
28	Respondent 3	There is nothing to say if you want to do more treatment, you can come. It's like there's no compulsion because we're students, right?
29	Researcher	After Miss Syafiqah did the treatment, didn't she show any changes in the effects, is that a problem?
30	Respondent 3	Not yet because it feels like it's new, right, but it's a good idea to take a picture but it doesn't have any effect because it's the first time I've gone.
31	Researcher	May I know what facilities are provided at the spa?
32	Respondent 3	The facility is like steam for the face, right? What else is the aircond facility? What else? There are so many things, I can't remember where we did the treatment, there are many.
33	Researcher	If the spa does a promotion, does Miss Syafiqah feel happy about the promotion, why?
34	Respondent 3	If there's a promotion, I'm really happy because we're students, if we want to save money with a promotion, we'll definitely go
35	Researcher	It's like Syafiqah's facial treatment, right? Is it worth the treatment?
36	Respondent 3	It's worth it, because if you go to another spa, you won't get the spa price
37	Researcher	He does make promotions for students
38	Respondent 3	No, he didn't do the promotion but that's the price, for other people it's the price because he said his goal is not for profit but for the health of the customer.
39	Researcher	How does syafiqah know about the spa, where can she get information before going to the spa?
40	Respondent 3	How do you know, before this we were at the wellness center there was a subject that told us to go for an interview, the lecturer gave us the address and contact, so we got it there near Teratak Fajar Rapat, from there we know.
41	Researcher	Before Miss Syafiqah came to the spa, didn't she make an appointment?
42	Respondent 3	There's a reason they focus on regular customers, so it's okay, since there are no employees, they do it themselves, so they have to decide what time the customers want to come. If you walk in, you don't accept it because you don't have your own employees.
43	Researcher	If you make an appointment via phone to WhatsApp
44	Respondent 3	WhatsApp

45	Researcher	How is their service?
46	Respondent 3	Really satisfied, good service, like he canceled the appointment when he arrived, he apologized for everything, we have to understand whether or not the employee is there.
47	Researcher	When Miss Syafiqah looked at the price package, did it attract attention?
48	Respondent 3	Very reasonable, but we didn't know the price at the time, so we were still interested in doing a facial because it was rm45.
49	Researcher	Okay, that's the interview this time, okay, thank you, Miss Syafiqah, for being willing to be interviewed
50	Respondent 3	Welcome

RESPONDENT 4		KOD 4
No.	Individual	Transcribing Data
1	Researcher	Assalamualaikum
2	Respondent 4	Today we came to interview you a little about the spa services you have been to
3	Researcher	Okay, well, you want to know what the spa is all about
4	Respondent 4	What we want to know is how did you know this spa exists; how do you get service there
5	Researcher	Ouh, I go to this spa very rarely, so the spa I go to is the reason why I happened to be looking for a spa place to do a facial, then I saw that it was written for beauty treatment, so I stopped and asked if there was a facial service, because I really wanted to. do a facial, ask for a facial, look at the price, then the spa person will explain a little about the package, package b, package c, that's about it.
6	Respondent 4	When you are getting treatment, do you think the staff give you good cooperation or not, do you feel happy with him, the nature of the staff's treatment itself.
7	Researcher	I think it's okay because so far when I arrived, he asked what I wanted to do, I told him what I wanted to do, then the waiting time didn't take long and he went in because when I arrived there was no one there but he said it was good luck because they usually have to book first so then I waited for a very long time to enter, then there were two or three workers, that is, well, I felt comfortable there because the workers were all women, so it was a closed place.
8	Respondent 4	When you accept to get the treatment, do you really understand the treatment, obviously you don't really understand what the treatment is for or you just don't know what you really want.
9	Researcher	He asked first what he wanted to do, so he wasn't the one who asked, I was the one who asked so I washed my face first, but he didn't explain in advance, but when I got the treatment, I asked him what he wanted to do, I felt like I wanted to know, then use a machine, various machines, want to use a laser, I didn't explain that in detail earlier, but when I got the treatment, he didn't tell me that even when I asked, because I looked like ten steps, but I asked and then he told me.
10	Respondent 4	After receiving the treatment, do you feel a change in your skin or does it still feel the same, is there any effect?
11	Researcher	Okay, it's because we pay a lot, so it feels fresh and comfortable, so it makes me want to go again, because I make it a regular thing to go to this spa, just because I've just moved so it's the shop, I used to go to first in KL. I've moved to Kelantan, maybe I'll go again because it feels so different from the start to after the facial.
12	Respondent 4	After receiving the treatment, there is an effect of irritation, so the skin peels off
14	Researcher	Our impression, so far, it's okay, there's nothing wrong with it, come back after a week, it's okay
15	Respondent 4	Your spa offers a promotion, is that a reason for you to go to the spa, because there is an attraction, do you think the promotion offered is worth it?



16	Researcher	It's true that everyone likes to promote, so you have to wait, so far, it's true that at the spa, if there's a promotion, he'll WhatsApp if it's free, we'll grab it, if he says the price is rm100, he'll offer rm50 percent less, it's time for us to go, usually we wait for the promotion
17	Researcher	It means that if he offers something like if you are a regular customer, there are more promotions or price reductions on offer, are they not told like that or are they just promotions?
18	Respondent 4	After doing the treatment, he continued to register and become a member, because he said that if you become a member there is 10% less, right then there is a promotion of 5% in 6% so he pulled us to go Second, third time
19	Researcher	Do you think the spa menu that is offered catches your attention?
20	Respondent 4	What's the menu?
21	Researcher	Kind of package
22	Respondent 4	Oh package
23	Researcher	Is it worth it?
24	Respondent 4	His package is okay, I saw that there are packages that cost RM100 or less, RM200 or less, so follow the budget at the time of the plague. If I have a little more money, I'll take the slightly more expensive package. He has a combination of a facial, a flower bath, and then their head massage, if I don't have money, I'll take a cheap one, so I think it's worth what I get
25	Researcher	As long as you come to the spa, what package do you always get for treatment
26	Respondent 4	I always get a facial, bath, the two, sometimes I go for a traditional and modern massage, I always get a traditional massage
27	Researcher	Before you visit the spa, you came to, how do you get information related to the spa
28	Respondent 4	Actually, it was a coincidence because I saw it, I read on Facebook that my next spa made an offer for 80 ringgits, I went on WhatsApp and said I was interested in joining from the internet, so he continued to DM, told me to ask, when, what skin is suitable, what is the problem, ma'am, what is my problem there we have communicated through WhatsApp.
29	Researcher	For the second time, after you finished the treatment, did you visit the spa again.
30	Respondent 4	Yes
31	Researcher	How do you make an appointment?
32	Respondent 4	For the second time I will call first, before I go, I will call first and tell them the date I want to go to the spa, after I book that date, I will go.
33	Researcher	When you come to this spa, the spa staff serve you how, how they treat you
34	Respondent 4	So far, I think it's okay, he said it's nice not to be rude, then he continued to explain the package, then he gave me water to drink, the waiter told me to sit down first, I didn't have to wait long, just a moment. Coincidentally, there was no one at that time, otherwise he usually said you have to book first, then there was no one.
35	Researcher	After you received the treatment, did the spa staff offer you anything?

36	Respondent 4	How do you offer something? What does he offer?
37	Researcher	He's like giving a gift, a free gift
38	Respondent 4	Free gift for the first time, usually when the promotion gives free gift. But if, for example, there is no promotion at that time, so he just gives water, hot tea after treatment.



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RESPONDENT 5	KOD 5
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No.	Individual	Transcribing Data
1	Researcher	Assalamualaikum, I am a student from umk. Right now, I'm doing a study on the customer's perception of the spa operation in Pengkalan Chepa, before I interview you, is it okay if I want to record your voice for my use in doing this study?
2	Respondent 5	Yes
3	Researcher	Before that, can I introduce your name, age and where you work?
4	Respondent 5	My name is Aqilah, I live in Taman Mesra area
5	Researcher	Okay, I want to ask you which spa you always go to near Pengkalan Chepa
6	Respondent 5	So far, I have been to Sofia Medispa
7	Researcher	How many times did you do treatment there?
8	Respondent 5	Three times
9	Researcher	It's a lot. Usually when you go to the spa, what kind of treatment do you always do?
10	Respondent 5	I always take treatment that removes whiteheads and blackheads
11	Researcher	Why do you always do that treatment?
12	Respondent 5	The reason is that I'm more confident if I do it near the spa, if I want to do it myself, I'm scared.
13	Researcher	Okay, can you tell me what your experience was like when you did the treatment at the spa?
14	Respondent 5	When I did the treatment at the spa, the staff there did it carefully. The reason is that he uses technology
15	Researcher	I'm glad I didn't do the treatment there
16	Respondent 5	That's why the three times I went, I was satisfied.
17	Researcher	Satisfied in what way?
18	Respondent 5	In terms of service, in terms of treatment given
19	Researcher	Okay, can you tell me a little bit about the service, what kind of service is it?
20	Respondent 5	When I came to the staff near me for good service, he asked if I had an appointment

21	Researcher	Okay, how do you get information about the treatments or services available at the spa?
22	Respondent 5	From social media, the reason why he went viral, I was attracted by his price, in terms of treatment nearby
23	Researcher	What is the quality of service that you get?
24	Respondent 5	Very good, because I didn't have to wait very long, he made it carefully, even if it didn't take long, he was satisfied with it
25	Researcher	In your opinion, what is the attitude of the spa staff here towards you?
26	Respondent 5	Well, this spa answered the question
27	Researcher	The question he has for suggestions is what is the problem with my skin
28	Respondent 5	Okay, as long as you came to the spa three times, right, were the spa staff always polite and polite?
29	Researcher	Haa
30	Respondent 5	How?
31	Researcher	He remembers my face because he always comes
32	Respondent 5	How does he treat it?
33	Researcher	He is kind of gentle and smiling
34	Respondent 5	Okay, do you think the spa staff will give you the right treatment?
35	Researcher	He is there for a good suggestion to show the sudden changes in our skin
36	Respondent 5	Like what you said earlier, you had a facial treatment, there were no side effects or she showed any changes
37	Researcher	There is a positive effect, I feel that my skin is not rough, before the whitehead fish it was rough around our nose so when we take the treatment that gets rid of white head and blackhead
38	Respondent 5	It feels like it's comfortable
39	Researcher	Haha comfortable
40	Respondent 5	Okay, after you undergo a treatment or service at this spa, will the spa staff offer you any treatment that suits you?
41	Researcher	He suggested taking a facial package, like a face mask
42	Researcher	In your opinion, what are the benefits you get after receiving treatment or services at the spa

43	Respondent 5	If in terms of skin I feel fresher, more confident to meet outsiders, in terms of facilities I am comfortable.
44	Researcher	In your opinion, does the service offered meet your expectations?
45	Respondent 5	He gave the solution how to solve it
46	Researcher	Like you, you have a face problem, don't you?
47	Respondent 5	Aah, I'm not comfortable, he gave me a solution of how to keep it, get rid of it.
48	Researcher	Are you having a promotion at this spa, are you happy with the promotion, why?
49	Respondent 5	If there is a promotion, it is worth it because many treatments are provided from the price of rm 300 so it is half the price.
50	Researcher	When you came to the spa, what was their service like?
51	Respondent 5	They greeted me well, scolded me for always coming
52	Researcher	In your opinion, does the price package offered at the spa attract your attention?
53	Respondent 5	Aah, the package offered caught my attention, not to mention I am interested in other packages like mediquo because the price offered is very worthwhile for students
54	Researcher	Before you did the treatment there, there was no contact to make an appointment
55	Respondent 5	I contact his staff if there is a vacancy
56	Researcher	How is their service?
57	Respondent 5	Very good
58	Researcher	Well, how is that?
59	Respondent 5	He answered my questions every time I called him
60	Researcher	It's like you asked about the facial treatment, right? Did he answer that question, for example?
61	Researcher	He answered my questions in terms of the package offered, in terms of price
62	Respondent 5	Can the spa staff provide clear information about your treatment, can you give an example, what treatment you do and the solution they give you.
63	Researcher	He prepares cleansing, applies skin care.

64	Respondent 5	I hope he answers your question
65	Researcher	Aah, he clearly told me what to take, what to do
67	Respondent 5	Okay, that's all for the interview this time, thank you for being willing to be interviewed
68	Researcher	Okay everyone



RESPONDENT 6		KOD 6
No.	Individual	Transcribing Data
1	Researcher	Assalamualaikum, I am a student from umk. I am doing research on customer perception of spa operations Pengkalan Chepa, Kelantan. Before I interview you, is it okay if I want to record my voice for my use in doing this search? Can you introduce yourself, name, age and where you work? Where do you always go to the spa in this Chepa base? How many times did you come there for treatment? What kind of treatment do you usually do? Why do you often do the treatment?
2	Respondent 6	My name is Zarina Harun, an intern student here and I am 24 years old from the Malaysian University of Pahang
3	Researcher	Can you tell me if you have experience going to the spa?
4	Respondent 6	You can. Firstly, I know about this spa from a friend at the intern place who mentioned it to me. I'm going to try it because it's been a while since I've been to the spa. Don't spoil yourself. I'll send you a message to book everything and I'll go to the spa. As I entered the spa, I immediately felt a sense of calmness. The air with the scent of lavender, and soft music playing in the background provides a soothing backdrop. The receptionist greeted me with a smile and asked if I had a reservation. I confirmed my appointment and he handed me a robe and slippers to change into before taking me to the rest area. The rest area was the best with dim lighting, and there were several comfortable chairs and sofas to choose from. I sat in a chair and sipped a glass of orange water that was provided while I waited for the staff to come. I was a consultant. Not long after that, the staff arrived and took me to a private treatment room. He asked me about my concerns and explained the treatments that would be included in my package. I opted for a deep tissue massage and a facial. The massage was a bit painful but still okay for me. The staff was really good at using just the right amount of pressure to ease the knots in my muscles, and I could feel the tension disappearing with each stroke. The facial was just as enjoyable, with gentle exfoliation and a nourishing mask leaving my skin feeling soft and hydrated. After my treatment was completed, I was taken back to the relaxation area where I was given herbal tea and a light snack. I stayed there for a while and while reading the magazine. As I left the spa, I felt like a new aura. The stress and tension that had built up over the past few weeks was completely removed, and I felt refreshed. I will repeat coming here again by making another appointment.
5	Researcher	What about the price offered in the grab pack?
6	Respondent 6	For me, his price is standard with other spas. Not expensive not cheap
7	Researcher	Thank you for the response that has been given. Alhamdulillah, with the story, you have completed all the questions I wanted to ask. Thank you very much for taking the time to interview me.

No.	Individual	Transcribing Data
1	Researcher	Assalamualaikum, I am a student from umk. I am doing research on customer perception of spa operations in Chepa, Kelantan. Before I interview you, is it okay if I want to record my voice for my use in doing this research? Can you introduce yourself, name, age and where you work? Which spa do you always go to in Pengkalan Chepa? How many times have you come there for treatment? What kind of treatment do you usually do, why do you often do the treatment?
2	Respondent 7	Hi, my name is Aminah bt ahmad, age 33, I work here. I go to the spa a lot here, but when I go to PC, I always go to the shooting range. All kinds of treatments are what I do there.
3	Researcher	Can you share your experience there?
4	Respondent 7	Okay, I first found out about this spa from my friends, so I saw it on Facebook about this spa. So, let's try it. When I entered the spa, I smelled lavender, but it was really calming. The receptionist scolded me and asked if I had a reservation. I confirmed my appointment and he handed me a robe and slippers to change into before leading me to the rest area. The area was dimly lit with a few candles, and there were a few comfortable chairs and sofas to choose from. I sat on the sambal chair drinking the cucumber water provided while I waited for the staff to serve me. Not long after that, the staff arrived and took me to a private treatment room. He asked me about the problem and explained the treatment that would be included in my package. I opted for a full body massage with hot stones, a facial and a foot soak. That massage is really best like that. The hot stone helped to relieve any tension the staff and the staff used the right pressure to ease the knots in my muscles. Facial treatment is just as fun, with gentle exfoliation and using a mask that makes my skin feel soft and moist. The foot soak was the best there and I enjoyed the warm water and aromatherapy oil. After my treatment was finished, I was taken back to the relaxation area and given herbal tea and a light snack. I stayed their fora while, reading a magazine and enjoying the peaceful atmosphere. Overall, my experience at the spa was amazing. The staff is friendly and professional, and the treatment is top notch. I came back relaxed, refreshed, and I will repeat coming here again.



5	Researcher	Thank you for your response. Alhamdulillah, with your story, I have completed all the questions I wanted to ask. Thank you very much for taking the time to do the interview.
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RESPONDENT 8	KOD 8
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No.	Individual	Transcribing Data
1	Researcher	Assalamualaikum, I am a student from umk. I am doing research on customer perception of spa operations in Chepa, Kelantan. Before I interview you, is it okay if I want to record my voice for my use in doing this research? Can you introduce yourself, name, age and where you work? Where do you always go to the spa in this Chepa base? How many times did you come there for treatment? What kind of treatment do you usually do? Why do you often do the treatment?
2	Respondent 8	Hi, my name is Alina and I am 25 years old. I am a 3rd year student at umk. I've never been to a spa before so this is the first spa I've tried because before I was an introvert so I never tried anything like this.
3	Researcher	Can you tell me if you have experience going to the spa?
4	Respondent 8	Of course, you can. I had never been to a spa before, so I was a little nervous when I arrived. The staff probably know it's my first time, so let's assist calm down with a smile. He asked me a few questions about my health and anything that worried me before showing me to the consultant's area. My heart is torn. Hahahahaha. When the consultation is ready, the hot package, I will change into the robe and slippers he gave me and sit in the chair while waiting for the staff to prepare the place. Then the staff came to me and took me to the private treatment room. She explained the treatments included in my package - a Swedish massage, a body scrub and a reflexology session. I've never heard of the Swedish massage that I want to try. For me, the package is the best. The body scrub is a bit uncomfortable at first, but I like how soft and smooth my skin is afterwards. A reflexology session is the best, isn't it, I've never felt so relieved. When the treatment is ready, he takes me to the relaxation area and gives me tea and a light snack. I felt very relaxed and pampered, and I can't wait to tell my other friends about my experience at the spa.
5	Researcher	If the spa held a promotion offered to you, would you be happy with the price, why would you be happy?



6	Respondent 8	Eh, it must be. Everyone likes it when there is a promo like that. Add to that the best place that you will repeat again ah.
7	Researcher	Thank you for the response that has been given. Alhamdulillah, with the story, you have completed all the questions I wanted to ask. Thank you very much for taking the time to do the interview.

RESPONDENT 9	KOD 9
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No.	Individual	Transcribing Data
1	Researcher	Assalamualaikum, I am a student from umk. I am doing research on customer perception of spa operations in Chepa, Kelantan. Before I interview you, is it okay if I want to record my voice for my use in doing this research? Can you introduce yourself, name, age and where you work? Where do you always go to the spa in this Chepa base? How many times did you come there for treatment? What kind of treatment do you usually do? Why do you often do the treatment?
2	Respondent 9	My name is Zarina Harun, an intern student here and I am 24 years old from the Malaysian University of Pahang
3	Researcher	Can you tell me if you have experience going to the spa?
4	Respondent 9	You can. Firstly, I know about this spa from a friend at the intern place who mentioned it to me. I'm going to try it because it's been a while since I've been to the spa. Don't spoil yourself. I just sent a message to make all the bookings and I just went to the spa. When I entered the spa, I immediately felt a sense of calmness. The air with the scent of lavender, and soft music playing in the background provides a soothing backdrop. The receptionist greeted me with a smile and asked if I had a reservation. I confirmed my appointment and he handed me a robe and slippers to change into before taking me to the rest area. The rest area is really the best with the light. It hurts a little but it's still okay for me. The staff was really good at using just the right amount of pressure to ease the knots in my muscles, and I could feel the tension disappearing with each stroke. The facial was just as enjoyable, with gentle exfoliation and a nourishing mask leaving my skin feeling soft and hydrated. After my treatment was completed, I was taken back to the relaxation area where I was given herbal tea and a light snack. I stayed there for a while and while reading the magazine. As I left the spa, I felt like a new aura. The stress and tension that had built up over the past few weeks was completely removed, and I felt refreshed. I will repeat coming here again by making another appointment.
5	Researcher	What about the price offered in the grab pack?

6	Respondent 9	For me, his price is standard with other spas. Not expensive not cheap
7	Researcher	Thank you for the response that has been given. Alhamdulillah, with the story, you have completed all the questions I wanted to ask. Thank you very much for taking the time to interview me.

RESPONDENT 10	KOD 10
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Bil	Individual	Transcribing Data
1	Researcher	Hello, I'm Evelyn Rovena Edi, a student from umk. I am doing research on customer perception of spa operations in Pengkalan Chepa, Kelantan. Before I interview you, is it okay if I want to record my voice for my use in doing this research?
2	Respondent 10	You can, no problem.
3	Researcher	Can you introduce yourself, name, age and where you work? Whichspa do you always go to in Pengkalan Chepa?
4	Respondent 10	My name is Lyvia, 23 years old and a student at Umk. I often go to Aesthetic Spa for treatments.
5	Researcher	Greetings, Ms. Lyvia's introduction. How many times did you comethere for treatment?
6	Respondent 10	I have been to the spa three times for treatment.
7	Researcher	What kind of treatment do you usually do?
8	Respondent 10	I usually go to the spa for facial treatments such as removing blackheads and reducing acne.
9	Researcher	Why do you often do the treatment?
10	Respondent 10	Because I have problems with acne on the forehead and cheeks and a lot of blackheads around the nose. So, I need to do the treatment often to reduce the problems I face.
11	Researcher	How did you know about this spa?
12	Respondent 10	I got to know about this spa from Facebook, the post about this spa has been several times on my fyp, so it has attracted my attention to try to do a treatment at this spa and the price offered is alsoworth the treatment service.
13	Researcher	How is the staff service at the spa? Are you satisfied with thequality of the spa services there?
14	Researcher	The service quality there is very good, the service is ok. The staff there are friendly with customers who come. You treat customers well. When we enter the spa, the staff at the receptionist table will continue to greet the customer and say welcome, and when the customer wants to return, the staff will say thank you while asking the customer to fill out a feedback form for the staff's customer service.
15	Respondent 10	What about the price offered, is it reasonable?

16	Researcher	The price offered is reasonable and worthwhile for students. Usually go for the treatment when there is an offer or promotion.
17	Respondent 10	If there is a promotion, you must be happy, you can save money to buy other necessities.
18	Researcher	Are you satisfied with the price?
19	Respondent 10	I am very satisfied with the price offered at the spa. It's worth it with the type of treatment offered, because it's only been a few weeks, I've already seen good effects and changes in myself like the facial treatment. If you go to another spa, you won't be able to get a promotional price that matches the treatment offered like that.
20	Researcher	In addition, the spa also offers membership prices for regular customers. As a regular customer at the spa, I always accept the membership price offer.
21	Respondent 10	Well, thank you for taking the time to accept my interview.
22	Researcher	Are equally.

RESPONDENT 11	KOD 11
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No.	Individual	Transcribing Data
1	Researcher	Hello, I'm Evelyn Rovena Edi, a student from umk. I am doing research on customer perception of spa operations in Pengkalan Chepa, Kelantan. Before I interviewed
2	Respondent 11	Sir, is it okay if I want to record my voice for my use in doing this research?
3	Researcher	Yes.
4	Respondent 11	Can you introduce yourself, name, age and where you work? Which spa do you always go to in this Chepa base?
5	Researcher	My name is Elvin Danney, age 21 and I am self-employed. The spa I always go to is Aesthetic Spa.
6	Respondent 11	Greetings, Mr. Elvin's introduction. How many times did you come there for treatment?
7	Researcher	This is the second time I went to the spa for a treatment.
8	Respondent 11	What kind of treatment do you usually do?
9	Researcher	The treatment I do is facial treatment. For example, making acne treatment.
10	Respondent 11	Why do you often do the treatment?
11	Researcher	I have a problem with acne on my face, especially on my cheeks.
12	Respondent 11	I did the treatment to reduce the problem I was facing.

13	Researcher	How do they treat you?
14	Respondent 11	In terms of the service, I received was very good, because I didn't have to wait long. They kept asking what problems I was facing and what treatment I wanted to do. First of all,
15	Researcher	they will do an examination on us for free to find out how the condition of our face is.
16	Respondent 11	How can you find out if this spa has a promotion?
17	Researcher	Spa perceived value If there is a promotion, you will post it
18	Respondent 11	social media like Facebook. From there I will know if the spa has a promotion.
19	Researcher	What examples of promotions have they provided?
20	Respondent 11	Once, this spa did a promotion where they offered a discount of RM50 from the original price. For example, if the treatment costs RM150, if RM50 is deducted, then it will be RM100. Isn't that really worth it, I'll shoot it. Who doesn't want it?
21	Researcher	What that kind of promotion.

RESPONDENT 12	KOD 12
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No.	Individual	Transcribing Data
1	Researcher	Assalamualaikum, I am a student from UMK. I am doing research on customer perception of spa operations in Chepa, Kelantan. Before I interview Mr Azim is it okay if I want to record my voice for my use in doing this research?
2	Respondent 12	yep
3	Researcher	Can you introduce yourself, name, age and where you work? Or if a student, where do you study?
4	Respondent 12	My name is Nur Azim Luffi bin Jamaluddin, my age is 23 years old and I am studying at University Malaysia Kelantan
5	Researcher	Well, Encik Azim which spa do you always go to in Pengkalan Chepa? How many times have you come there for treatment? What kind of treatment do you usually do? Why do you often do the treatment?
6	Respondent 12	In 1 year, there are 4 times attending the spa and I usually come to the spa for a facial
7	Researcher	In Ms. Azim's view, what is the attitude of the spa staff here towards you and their treatment?
8	Respondent 12	When I entered for the first time I was impressed because their service was very friendly because they never stopped smiling. Then a staff came to ask if you have made a reservation, after making the reservation they will give me a special seat or waiting room and prepare a glass of water for me while they clean the room within a few minutes
9	Researcher	The spa staff does not provide enough knowledge about the services and treatments that make you feel confident to have a treatment at the spa. What makes you feel confident?
10	Respondent 12	I am very confident in this spa and the staff who are here because they have obtained a halal certificate and a certificate from the Ministry of Health Malaysia, therefore, I am quite confident in their treatment and their words regarding my health and beauty.
11	Researcher	How did Encik Azim get information about the services at this spa?
12	Respondent 12	I used to have facial problems due to having red spots on my face and stone acne on my face. So, I went looking for the right treatment for my skin on Facebook. I found that there is a spa near where I live. then I came across a spa I had been to. then I came to the spa just to see the promotions and packages. when i got their WhatsApp number i found out that they give facial and scrub packages
13	Researcher	When Encik Azim received treatment at this spa, how was the quality of the service you received?



14	Respondent 12	When I did the treatment, they were very good at providing high quality treatment because the staff from the spa were from those who had been given a service workshop, therefore they put a lot of emphasis on the quality of this service. Then they explained to me that my sensitive skin is not suitable for eating seafood and oily food and to avoid touching the skin with the hands because the hands have a lot of bacteria, all this information was given during the treatment.
15	Researcher	In Encik Azim's opinion, what are the benefits Mr. Encik gets after receiving treatment or services at this spa?
16	Respondent 12	It's okay for me, because my skin is very sensitive, especially when I use the wrong products or products that are not suitable for my skin. My skin will be red and itchy. But when I used the products and treatments at this spa, it was very good for my skin and helped me get my current skin because they use natural based products and use herbal oils when doing facials at that time.
17	Researcher	After Mr. did this treatment, did he show any changes? What kind of change? Did you experience any problems or effects after receiving the treatment?
18	Respondent 12	Most of the advice from the staff at the spa is related to facial care and if you want to wash your face avoid using your hands instead use pads or items to wash your face to avoid clogged pores from bacteria from your hands. This is also one of the reasons why I chose this spa over other spas around
19	Researcher	In your opinion, is the treatment you are doing worth the price offered to Encik azim as a student?
20	Respondent 12	In my opinion this spa is very worthwhile because it provides good service such as providing good treatment while I wait for the room to be packed and I will be given a foot soak to stretch my muscles. Then, this spa combines 2 things which are relaxation and relief. So, in my opinion it is very reasonable for the price they offer.
21	Researcher	Do you think the spa staff provide spa treatments that are suitable for customers? What kind of treatment do they offer suitable for Mr Azim?
22	Respondent 12	I usually go there to get beauty treatments or facials. The treatment is very suitable for me when I see that within a week my skin gradually heals and starts glowing. So, I am very satisfied with the treatment they offer.
23	Researcher	Before you have a service at this spa, does the spa staff offer a treatment that suits you?
24	Respondent 12	they were very good in providing information because the doctor from the spa explained to me that if you want to do facials regularly it will be dangerous because it can thin the skin and cause inflammation in the skin. So, they give good exposure to customers to get treatment results that are suitable for Azim's skin.
25	Researcher	In Mr. Encik's opinion, is the treatment that Mr. Encik did worth the price offered to Cik Azim as a student?
26	Respondent 12	For me it is very worthwhile because even though I am a health student I also

		need to be taken care of because it is a temporary loan, we should take good care of it
27	Researcher	In Mr. Encik's opinion, does the price package offered at this spa attract Mr. Encik? Why?
28	Respondent 12	Among the packages, it is to clean the face and give glowing skin with a laser, my usual treatment is a facial cleansing treatment, but sometimes I do a combo treatment that is to do both at once, then you will get a much cheaper price.
29	Researcher	How did you get information about this spa to get treatment?
30	Respondent 12	The spa provides information to first-time customers or those who do not know about the treatment and information about the spa, they have Facebook, Instagram and WhatsApp accounts. Like me, I took the information on Facebook and they provided a catalogue of operating hours and offered related services and they provided a phone number to contact the spa. They also suggest to make reservations via WhatsApp and payment and receipts are submitted directly on WhatsApp
31	Researcher	Before you visit this spa again, how do you make an appointment? Did you call them? If someone makes an appointment over the phone, how do they treat you?
32	Respondent 12	I made a reservation through WhatsApp given from the spa's Facebook account. Because they will not accept any walk in or customers who do not make a reservation. Because this spa is one of the famous spas in Kelantan. When I have made a reservation, I will come to the spa, then they will ask for my name, phone number and payment receipt.
33	Researcher	When Mr. came to this spa, how did they treat Mr.?
34	Respondent 12	Yes, they serve me very politely even though I always go there.
35	Researcher	After Mr. Encik received treatment or service at this spa, did the spa staff offer anything to Mr. Encik? Like a free gift or give a promotion to make other treatments.
36	Respondent 12	There is no free gift but they will ask customers to give feedback on my facial process before and after the treatment. But they gave me a card as a spa member or as a regular customer because we will get a 10 percent discount for each treatment
37	Researcher	If the spa held a promotion that was offered to you, would you be happy with the price, why would you be happy?
38	Respondent 12	In the run-up to Raya or public holidays, the spa will offer many promotions, especially to regular customers, up to 10 to 15 percent off the price offered. Therefore, I come there more often during public holidays to get price promotion offers from them.
39	Researcher	What is Cik Azim's response to this spa?



40	Respondent 12	I am very satisfied because I want a short time, reasonable price and the distance is not far from me is the main reason why I go to this spa and am satisfied with the treatment and facilities provided.
41	Researcher	Before you came to the spa, did you call the spa to make an appointment or ask any questions before coming to the spa?
42	Respondent 12	No because all bookings are through WhatsApp and messages only
43	Researcher	How did they serve Mr. and did they answer all of questions and did the spa staff give Mr. clear information about the treatment?
44	Respondent 12	True, even during and after the treatment the staff, they are always diligent to answer all questions related to the treatment and give me a lot of information to make me more comfortable
45	Researcher	Do they follow up after treatment?
46	Respondent 12	Yes, after the treatment is over, they will follow up once a week and will always ask on the phone about feedback or the process of my face after the treatment.
47	Researcher	Ok That is all from me
48	Respondent 12	Ok fine thank you Ammar
49	Researcher	Nope. I should thank you, you. For giving us your time
50	Respondent 12	No problems. And don't mention it