THE IMPACT OF INFORMATION QUALITY, PROCESS QUALITY, AND SERVICE QUALITY TOWARDS ORGANIZATIONAL PERFORMANCE THROUGH ORGANIZATIONAL INNOVATIVENESS ON BEAUTY CLINICS IN SURABAYA

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Abstract

This research investigates the intricate interplay between information quality, process quality, service quality, innovativeness, and organizational performance within the context of beauty clinics in Surabaya. Drawing upon a mixed-methods approach, data is gathered from a diverse sample of beauty clinics. The study aims to discern the extent to which information quality influences the quality of processes adopted by beauty clinics and how this, in turn, impacts service quality. Furthermore, the research delves into how service quality and the overall competitiveness of beauty clinics mediate the relationship between information quality, process quality, and organizational performance. Surabaya, a vibrant cosmopolitan hub, serves as an ideal setting for this inquiry due to its burgeoning beauty industry and competitive market landscape. The findings are expected to provide valuable insights for beauty clinic operators, policymakers, and researchers alike, offering actionable recommendations to enhance organizational performance through strategic improvements in information management, process optimization, and service delivery. Ultimately, this study seeks to contribute to the existing literature on organizational innovativeness and performance within the beauty industry while offering practical implications for stakeholders navigating the dynamic business environment in beauty clinic in Surabaya.

Keywords: Information Quality, Process Quality, Service Quality, Organizational Performance, Innovativeness

1. Research Background

In recent years, the beauty industry has witnessed significant growth globally, driven by increasing consumer demand for skincare, cosmetic treatments, and wellness services. The development has been increasing since the 90's, especially after Covid 19 Pademic, the need is growing higher and higher (Fajartriyani, 2020). Surabaya as Indonesia's second-largest city and a key economic hub, reflects this trend with a burgeoning market for beauty clinics catering to a diverse clientele. However, amidst this rapid expansion, beauty clinic operators face mounting pressure to differentiate themselves in an increasingly competitive landscape (Eshima et al, 2017). The success of beauty clinics hinges not only on the efficacy of their treatments but also on the overall customer experience, which is influenced by various factors such as information quality, process quality, and service excellence. Information quality plays a pivotal role in enabling beauty clinics to stay abreast of the latest trends, technologies, and consumer preferences, thereby informing strategic decision-making and service innovation. Moreover, the quality of processes within beauty clinics, encompassing treatment protocols, hygiene standards, and staff training, directly impacts service delivery and customer satisfaction (Kanittinsuttitong, 2015)

Service quality is a critical determinant of customer loyalty and brand reputation in the beauty industry. Furthermore, the level of competitiveness within the market landscape influences a beauty clinic's ability to attract and retain customers, adapt to changing market dynamics, and sustain long-term growth. Thus, innovation plays an important role in the organization sustainability (Pitelis, 2011). While existing literature has extensively explored the individual impact of information quality, process quality, service quality, and innovativeness on organizational performance across various industries, limited research has investigated the interconnectedness of these factors within the context of beauty clinics in Surabaya. Understanding the complex relationships between these variables is essential for beauty clinic operators to devise effective strategies that enhance organizational performance and maintain a competitive edge. Therefore, this research seeks to bridge this gap by examining how information quality, process quality, and service quality collectively influence the innovativeness and organizational performance of beauty clinics in Surabaya. By employing a comprehensive research framework that integrates both quantitative and qualitative methods, this study aims to provide nuanced insights into the drivers of success within the local beauty industry. The findings of this research are expected to offer practical implications for beauty clinic operators, policymakers, and industry stakeholders, guiding strategic decision-making and fostering sustainable growth in Surabaya's dynamic beauty market.

2. Literature Review

Information Quality

Information quality refers to the degree of any given information containing attributes and reliability. The definition of information quality often refers to the critical evaluation of data sources, data collection methods, and data analysis used in a study (Patma, 2020) Many researches has provided definitions to better understand the term in every context. Information-quality research provides a strong basis for concluding valid and reliable findings and avoids bias that may arise due to inaccurate or incomplete information. Therefore, in evaluating the quality of information in research journals, it is important to consider both the data sources and the analysis processes used, as well as paying attention to the contribution of the information to the understanding and interpretation of research results (Badri et al, 2009)

Information quality has been a challenge for organizations to manage. The larger organization will most likely endure more challenges with the complexities. Larger companies mean larger size, more bureaucratic, and needing more resources to achieve the objectives and goals. Nonetheless, information quality is key component to management objectives (Aminbeidokhti, 2016). Thus, Wu et al (2018) stated that information quality can be formed into quality management that relies on efficiency logic that provides important basis for organizations to control and conduct operational activities

Process Quality

Based on Navaratnam and Harris (1995), a lot of companies have been focusing on creating system that provides services effectively and efficiently to provide the necessary

means of operational. Process Quality refers to the level to which how organization achieve its activities, procedures, and worflows to its best practice to meet its objectives and goals. The effectivenesxs covers delivering values to its costomers, achieving intended outcomes, reaching optimal usage of limited resources, effort, and time (Boyeke, 2014). Quality management process also lead to quality management practices that transform operational settings that can be controlled by better leadership, personnel management, customer oriented focus, supplier management, and also process management. The exchange of information on product and services from stakeholders hold important aspect to organizational capacity (Yasar, 2019)

Process quality refers to the degree of excellence exhibited by interconnected work elements, such as tasks, procedures, and steps. It serves as an indicator of whether a given process operates with minimal defects, deficiencies, and variations. A higher level of process quality indicates that the relationships among the process components are effectively established and maintained throughout the process lifecycle, ensuring that the entire process meets the needs and requirements of the customer (Tari 2020).

Service Quality

Many researchers have defined what service quality is, and based on Parasuraman, Zeithaml, and Berry (1985), service quality is the perceptions of a person who can feel the difference and gap between expectations of the service, and the service is provided. When the actual service is given is higher than the expectation of the service, the person will experience satisfaction. In the other hand, if the actual service is lower than the expectation, the person will experience dissatisfaction toward the services given. Singh & Prasher (2019) suggested that in providing healthcare services, the service provider should focused on the consumer based on how the service is provided and commodified. Patients or consumers should be the one who decide how well the service is provided. Hence, in order to provide better services, better quality, and better satisfaction, dimensions of service quality in healthcare service should be prioritized. Thus, Beauty clinic providers should variety of services in five dimensions, namely, Tangibility, Reliability, Empathy, Assurance, Responsiveness (Maghsoodi et al., 2019)

Service quality in healthcare is defined as an ongoing process of providing patient and consumers to the most efficient, effective, and valuable services according to the latest standards and guidelines, which meet and exceed patients' need. This definition applies to medical services throughout many industries including beauty clinics (Darzi et al, 2022). In the other hand, quality and customer satisfaction has been proven to be the key success factors in organizations. The goal is to be able to understand what the customers actually wanted and whether the service provided would be accordance with the expectations of customers, especially for customer who have expectations in beauty care (Kho et al, 2022)

Innovativeness

Kim, Y.-J. et al. (2021) stated that organizations should have strategies and ways to be innovative due to the increasing number of consumers and competitors in the same industry. Beauty clinics has rapidly changing due to trends and other factors. Pettinger, L. (2004). Suggests that beauty industry should make efforts and focus its marketing strategy to provide

innovative and yet, high quality and improved services. Organizations need to be aware and yet provide the best strategy to understand how consumer behavior in searching and seeking on something new and different. This concept refer to how consumers is to willing to buy new products and services based on the innovativeness (Tellis et al, 2009). Technology can not be separated with how organizations take advantage of it. Strategic implementation based on information technology has brought organizations and companies to achieve their goals. On healthcare industry, organizations strive to pursue the best, effective, and cost effective ways to enable innovation in healthcare industries, this also applies to beauty care to foster better strategy (Thakur, 2012)

Organizational Performance

The performance of an organization hinges on the leadership's ability to cultivate a collaborative work environment and guide teams effectively. Organizational Performance refers to how companies and organizations are able to achieve the desired outcomes and goals. Achieving favorable outcomes necessitates emotional involvement and empathy from team members, fostering professionalism in addressing issues (Abbas et al, 2020). Organizational performance denotes the effectiveness with which the organization utilizes its informational, financial, and human resources to establish a competitive position in the market. Individual performance can significantly impact the organization's overall performance, either positively or negatively, over short, medium, or long-term periods (Albuhisi, 2018). The primary objectives of the study include defining organizational performance, elucidating leadership qualities as integral to managerial and organizational processes, examining the significance of leadership in organizational performance, and presenting research findings on students' perceptions regarding the recognition of organizational performance (Augustyn et al, 2021)

Organizational performance denotes the effectiveness of an organization in accomplishing its daily tasks and predetermined objectives. Evaluating organizational performance entails comparing the actual outcomes or achievements with the intended ones, enabling organizations to assess their progress towards their goals. Typically conducted by business owners, strategic partners, and managers, this evaluation process involves identifying and implementing strategies to enhance the company's performance (Zhou, 2018)

Information Quality to Innovativeness and Performance

Many research have been trying to understand the importance of information quality. Questions raised to why organizations need to process and absorb information. organization structure and its systems need to manage the amount and richeness of information and distribute the useful information throughout the organization. Thus, to reduce uncertainty and increase performance (Daft, 1986). The Information Quality has a significant impact on Innovation and also performance, Zubielqui (2019) found that the importance of knowledge transfer from suppliers and other stakeholders are essential to achieve innovation, thus, achieved better performance of SMEs in Australia. Many scholars have been studying the impact of information quality toward innovativeness and performance, Marshall (2015) concluded that information sharing in supply chain management has been a significant breakthrough in cost savings, inventory seize reduction, productivity gains, and other measurable benefits in retail industry.

H1: Information Quality has significant effect on Organizational Innovativeness

H2: Information Quality has significant effect on Organizational Performance

Process Quality to Innovativeness and Performance

Process Quality has been proven to increase innovativeness and performance of organizations, Das (2012) has proven that Process Quality is considered to be as ane of organization's capability to marchal, integrate, and leverage its resources to create better process and better quality of its product and services. Fernandez (2022) found that quality of proves has a positive relationship between quality management, proves innovation, and also performance, hence, direct and indirect relationship between the variables provide significant learning throughout various industries. Xie (2018) stated that green technology innovation has been a result from better quality of process, hence, the company produces better product and service, positive impact on green product innovation and improving firm's financial performance.

H3: Process Quality has significant effect on Organizational Innovativeness
H4: Process Quality has significant effect on Organizational Performance

Service Quality to Innovativeness and Performance

Service quality has been proven to increase significantly on innovation. Organizations strive to achieve their goals by innovations and service quality. Management needs to identify the crucial variables that directly influence innovation to achieve, even boost its performance (Darroch, 2015). The researchers suggested that managers supposed to change environments in order to achieve superior business performance through excellent service quality. Nawab et al (2018) suggested that service quality has a significant impact on business performance in the technology sector where innovation is really in high demand.

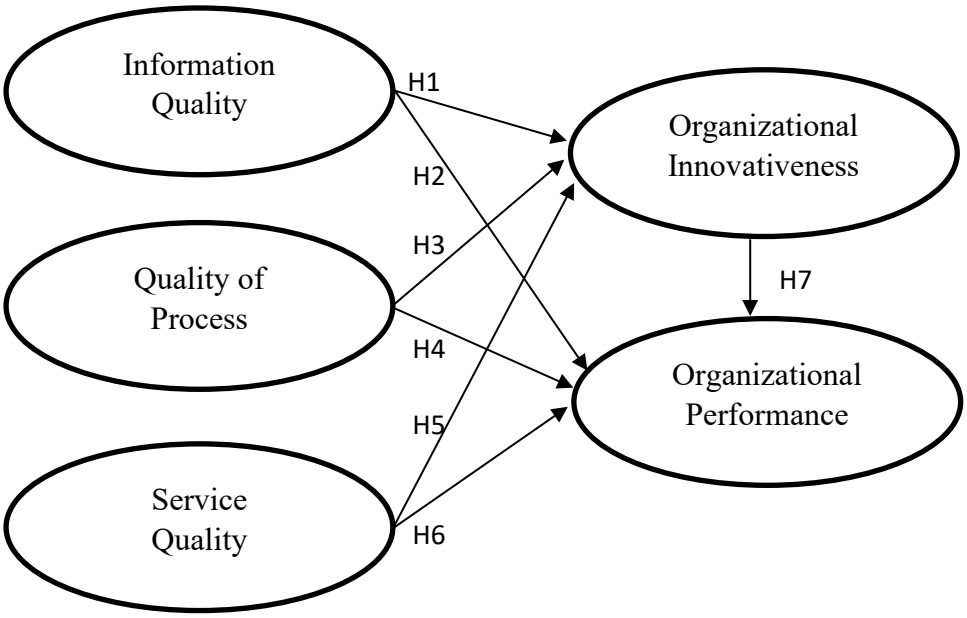
H5: Service Quality has significant effect on Organizational Innovativeness
H6: Service Quality has significant effect on Organizational Performance

Innovativeness and Performances

Innovativeness can be perceived as one of the main aspects of fierce rivalry. The better and more innovative organization will lead to superior performances. Huang (2019) stated that restaurants need to constantly assess their competitive edges in relation to the innovation to achieve better performance. Innovation will not also impact performance, but survivability and competitiveness. This also requires strategic orientation to gain better performance based on competitive advantage of an organization (McGrath, 2021). Improved sales, increasing market share, and better profitability are some of the results of better innovation in products and services (Ar and Baki, 2021)

H7: Organizational Innovativeness has significant effect on Organizational Performance

Research Model



3. Research Method

This study challenges the understanding of how organizations should increase their performances and their innovativeness. The purpose of this study is to analyze the predictor of innovativeness and performances through information quality, quality of process and services quality and how they affect the dependent variables. To test the data gathered, this study uses causal research as the objective. the main source of data is gathered from selected existing business which focuses on providing beauty care services in Surabaya. Questionnaires will be compiled based on the chosen measurements and distributed to manager or owner of the beauty clinics in Surabaya. The collected data will be analyzed and assorted to ensure its eligibility. Likert scale is used to measure the level of agreement and disagreement from the sample. The scale will be labeled as follows. Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1). Regression analysis will be used to understand the significance of the independent variables toward the dependent variables. Based on the research model provided, the equation will be as follows,

OP: b1.IA + b2.QP + b3.SQ + b4.OI
OC: b5.IA + b6.QP + b7.SQ

Data Analysis

The collected data has been collected from respondents who are eligible to fill out the questionnaire. Qualified and completed questionnaires will be processed for regression and significance of each variable. The result of this will give us better understanding of the impact of Information Quality, Quality of Process, Service Quality, Organizational Performance, Organizational Innovativeness. The respondent will be either beauty clinic manager who owns full control of management or owner of the clinic in Surabaya.

Table 1. Multiple regression for: Information Quality, Quality of Process, Service Quality, toward Organizational Innovativeness

Model/ Variabl	R	Adj R^2	F_{Sig}	Standardized Coefficient Beta	T_{Sig}	Hypothesis
InfQual	0.367	0.134	4.914	.006	.039	Supported
ProcQual				.162	1.667	Not Supported
ServQual				.333	2.107	Not Supported

Source: Processed Data (2024)

Based on the multiple regression analysis on table 1, the regression level from Information Quality, Process Quality, and Service Quality toward Organizational Innovativeness can be shown by R Value, which is 0.367, which means that there is strong correlation between the dependent and independent variables. The adjusted R squared also provides the value of 0.134 and this indicated that: Information Quality, Quality of Process, Service Quality, have some impact on innovativeness. The F-test shows the significance of the model and the regression of independent variables toward dependent variables can be discussed as follows.

1. Information Quality has a significant effect on Organizational Innovativeness. It is accepted at significance level of 0.039 which is less that 0.05 benchmark. While beta value showed the impact of Information Quality for 0.06 toward Organizational Innovativeness
2. Process Quality has an insignificant effect on Organizational Innovativeness. The value of significance level is 1.667, which is above the 0.05 benchmark. While beta value showed the impact of Process Quality for 0.162 toward the Organizational Innovativeness
3. Service Quality has an insignificant effect on Organizational Innovativeness. The value of significance level is 2.107, which is above the 0.05 benchmark. While beta value showed the impact of Process Quality for 0.333 toward the Organizational Innovativeness.

Table 2. Multiple regression analysis for: Information Quality, Quality of Process, Service Quality, Organizational Innovativeness toward Organzational Performance

Model/ Variabl	R	Adj R^2	F_{Sig}	Standardized Coefficient Beta	T_{Sig}	Hypothesis
InfQual	0.594	0.323	4.914	.413	.009	Supported
ProcQual				.026	.309	Not Supported
ServQual				.140	.997	Not Supported
OrgInnov				.146	.639	Not Supported

Source: Processed Data (2024)

Based on the data provided, it can be concluded that the regression value of Information Quality, Process Quality, Service Quality, Organizational Innovativeness to Organizational Performance shows R value of 0.594 which means that there is strong correlation between the dependent and independent variables. The adjusted R squared also provides the value of 0.323 and this indicated that: Information Quality, Quality of Process, Service Quality,

Organizational Innovativeness have an impact on Organizational Performance. The F-test shows the significance of the model and the regression of independent variables toward dependent variables can be discussed as follows.

1. Information Quality has a significant effect on Organizational Performance. It is accepted at significance level of 0.009 which is less than 0.05 benchmark. While beta value showed the impact of Information Quality for 4.13 toward Organizational Innovativeness
2. Process Quality has an insignificant effect on Organizational Performance. The value of significance level is 0.309, which is above the 0.05 benchmark. While beta value showed the impact of Process Quality for 0.26 toward the Organizational Innovativeness
3. Service Quality has an insignificant effect on Organizational Performance. The value of significance level is 0.997, which is above the 0.05 benchmark. While beta value showed the impact of Process Quality for 0.140 toward the Organizational Innovativeness.
4. Organizational Innovativeness has an insignificant effect on Organizational Performance. The value of significance level is 0.639, which is above the 0.05 benchmark. While beta value showed the impact of Process Quality for 0.146 toward the Organizational Innovativeness.

4. Results and Discussion

Based on the results of the research, the first hypothesis which states Information Quality has significant effect on Organizational Innovativeness is accepted. This means that Information Quality plays an important role to Organizational Innovativeness. The second hypothesis which states that Information Quality has significant effect on Organizational Performance is found supported. This is due to the Information Quality of clinics becomes the key aspect of how clinic provide better information for patients and consumers. The third hypothesis which states that the Process Quality has significant effect on Organizational Innovativeness is found not supported. This is due to the similarity of process across clinics are the same. The fourth hypothesis which states that Process Quality has significant effect on Organizational Performance is found not supported. The process does not directly impact the performance of organizations. As for the fifth hypothesis which state that Service Quality has significant effect on Organizational Innovativeness is found not supported. This is due to the similarity of services across the industry is pretty standard. The sixth hypothesis states that Service Quality has significant effect on Organizational Performanceis not supported. This is due to in the industry, service quality has becomes a common standard and similar service is provided. The last hypothesis states that Organizational Innovativeness has significant effect on Organizational Performance is not supported. As innovations do not impact performance directly.

5. Conclusion

This study is conducted to increase our understanding of how to increase performance and innovativeness by addressing the effort to increase the quality of information, process, and service. Specifically, this study focuses on beauty clinics as a part of healthcare system in Indonesia. The research model is quite simple, yet lots can be learned from the findings. Based

on the multiple regression analysis, we can see each independent variable provides a different level of significance to the dependent variables.

The research model is based on the ideas of how organizations should provide better strategies to increase performance. While this study chose Information Quality, Quality of Process, Service Quality to be the independent variables, there are something valuable that we can learn from this study. Information Quality among all becomes the main and only independent variables to significantly impact innovation and performance. This is due to the nature of beauty clinics deals a lot with information given. The better information provided, the better innovation and performance attained. Beauty clinic industry is known for a harsh competition and yet fast paced trend to keep up with. Based on the findings, organizations, as beauty clinics need to focus increasingly on providing better quality in providing information throughout the media. To keep up the trends, the ability to absorb information also making it a tool to formulate strategies to win against competition.

6. Limitations and Future Research

This study talks a lot about how organizational performances should be the main priority and how to increase it becomes the main point of the research. The quality of information, process, and service becomes the antecedents while organizational innovativeness becomes the mediator. While healthcare becomes increasingly researched topic, beauty clinics can elaborated with wider scope to compliment the healthcare topics in general. Further research can be done in different city or adding more antecedent variables such as cultures and capabilities. The future goal of the paper is to better understand on how beauty clinics should not only to survive, but to strive and become the top beauty clinics.

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.367[a]	.134	.107	.3761

a. Predictors: (Constant), ServQual, ProcQual, InfQual

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.085	3	.695	4.914	.003[b]
	Residual	13.435	95	.141		
	Total	15.520	98			

a. Dependent Variable: OrgInv

b. Predictors: (Constant), ServQual, ProcQual, InfQual

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.404	.515		4.664	.000
	InfQual	.005	.136	.006	.039	.969
	ProcQual	.125	.075	.162	1.667	.099
	ServQual	.324	.154	.333	2.107	.038

a. Dependent Variable: OrgInv

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594[a]	.353	.326	.3468

a. Predictors: (Constant), OrgInv, ProcQual, InfQual, ServQual

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.172	4	1.543	12.828	.000[b]
	Residual	11.305	94	.120		
	Total	17.477	98			

a. Dependent Variable: OrgPerf

b. Predictors: (Constant), OrgInv, ProcQual, InfQual, ServQual

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.331	.527		2.525	.013
	InfQual	.378	.126	.413	.009	.003
	ProcQual	.022	.070	.026	.309	.758
	ServQual	.145	.145	.140	.997	.321
	OrgInv	.155	.095	.146	.639	.104

a. Dependent Variable: OrgPerf