


The Effect of Service Quality, Price, and Emosional on Customer Satisfaction at Lady Beauty Salon

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Article Info	ABSTRACT
Keywords: Customer Satisfaction; Service Quality; Price; Emotional	This study aims to analyze the partial and simultaneous influence of service quality, price, and emotional factors on customer satisfaction at Lady Beauty Salon. The research sample consists of 118 respondents, collected using a Likert-scale questionnaire. The study employs a quantitative approach with a simple random sampling technique. The results indicate that both partially and simultaneously, service quality, price, and emotional factors have a significant influence on customer satisfaction at Lady Beauty Salon.
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INTRODUCTION

The beauty and body care industry in Indonesia has experienced significant growth in recent years, especially in big cities such as Palembang. One of the growing sectors in this industry is beauty salons, which provide various treatment services such as hair, skin, and body treatments. The increasing public awareness of the importance of appearance makes beauty salons a popular destination for individuals who want to get self-care (Yohana et al., 2024). Based on beauty industry reports, treatment trends such as hair keratin, smoothing, nail art, facials, and eyelash extensions are increasingly in demand, indicating a changing lifestyle that emphasizes self-care and aesthetics.

Changes in lifestyle and an increase in people's purchasing power have contributed to the growth of the beauty salon business. However, in the increasingly fierce competition, customer satisfaction is the main factor that determines the sustainability of the business. Some of the factors that affect customer satisfaction include service quality, product quality, price, situational factors, and emotional during receiving services (Sihombing, 2019).

According to (Indrasari, 2019), service quality covers various aspects, such as products, services, human resources, processes, and the environment, which must meet or exceed customer expectations. Research results (Mahmudin, 2022), also shows that service quality has a significant effect on customer satisfaction. This means that quality service can create a positive experience and increase customer satisfaction.

Price is the part of the marketing mix that determines the value position of a product or service in the marketplace (Sakinah & Aslami, 2021). According to (Kotler & Armstrong, 2019), explains that prices that are considered reasonable by customers can increase satisfaction,

while prices that are too high without clear benefits can reduce it. Research conducted by (Yuniawati, 2022), also shows that price has a significant effect on customer satisfaction. If the price is comparable to the service quality, customers are more likely to feel satisfied and return to use the service.

Customer emotions relate to the feelings that arise when they buy or use a service (Sulistyaningrum et al., 2022). Positive emotions, such as satisfaction and a sense of being valued, can form emotional bonds that strengthen perceptions of service quality and increase loyalty. This is in line with research (Angelina & Elizabeth, 2024), found that emotional factors have a significant influence on customer satisfaction. Thus, a pleasant emotional experience during interaction with salon services can increase satisfaction and encourage customers to return and recommend it to others.

Lady Beauty Salon, established in January 2019 in Palembang City, is a business engaged in personal care by offering various services, such as hair keratin, smoothing, hair coloring, creambath, nail art, spa, facial, eyelash extension, and lash lift. Despite facing challenges due to the COVID-19 pandemic, Lady Beauty Salon continues to improve service quality and adjust prices to attract customers back. Data shows fluctuations in visitor numbers and revenue in recent years, signaling the need for more effective strategies to maintain customer satisfaction and increase competitiveness in the industry.

Based on the results of research conducted by (Napitupulu, 2019), stated that partially Service Quality and Price have an effect on Customer Satisfaction. Then, the results of the study simultaneously show that Service Quality and Price affect Customer Satisfaction Poespa Salon & Spa West Bekasi. Furthermore, the results of research conducted by (Gunawan & Cholid, 2023), states that Service Quality and Price have a positive and significant effect on Customer Satisfaction Whyndham Hotel Palembang, while Emotional has a negative effect on Customer Satisfaction Whyndham Hotel Palembang.

Based on the background and the phenomenon above, this study aims to analyze the effect of service quality, price, and emotionality on Lady Beauty Salon customer satisfaction, both partially and simultaneously. The results of this study are expected to provide insight for beauty salon business owners in designing more optimal strategies to increase customer satisfaction and loyalty.

METHODS

This study uses a quantitative method with a causal associative approach to analyze the effect of service quality, price, and emotionality on customer satisfaction of Lady Beauty Salon. The research population is customers who have visited at least twice, with a sample size of 118 respondents determined using the Slovin formula. The sampling technique was carried out by simple random sampling, while the data was collected through a Likert scale-based questionnaire.

The variables in this study consist of independent variables, namely service quality, price, and emotional, and the dependent variable, namely customer satisfaction. Data analysis was carried out with multiple linear regression tests to see the effect of each independent variable on customer satisfaction, as well as hypothesis testing (t test and F test) to test partial and simultaneous effects. In addition, the coefficient of determination (R^2) is used to determine the extent to which the independent variable can explain the dependent variable. Data processing was carried out using SPSS 26 to ensure accurate and objective analysis results.

RESULTS AND DISCUSSION

Lady Beauty Salon is a beauty care business established in January 2019 in Palembang City. The salon provides various services, such as hair keratin, smoothing, hair coloring, creambath, nail art, spa, facial, eyelash extension, lash lift, and other treatments. With two employees, Lady Beauty Salon is committed to providing quality services to increase customer satisfaction.

This study involved 118 respondents who are Lady Beauty Salon customers, grouped by age, frequency of visits, and length of time as a customer. The majority of respondents were aged 18-35 years as many as 85 people (72.04%), while the rest were aged 36 years and over (27.96%). In terms of frequency of visit, most customers visit the salon 1-2 times a month (76.27%), while 23.73% of customers visit more than 2 times a month. As for the duration of being a customer, 63 respondents (53.39%) have been customers for more than one year, while the rest are less than one year. This data shows that Lady Beauty Salon is more attractive to young people, with the majority of customers having regular treatments. In addition, more than half of the respondents have been customers for more than one year, reflecting a fairly high level of loyalty to this salon service.

Multiple Linear Regression Analysis

According to (Ghozali, 2021), Multiple linear regression is an analytical method used to measure the effect of two or more independent variables on one dependent variable. This technique is used when there is more than one independent variable in the study.

The multiple linear regression equations obtained in this study are: Customer Satisfaction = $-0.026 + 0.241$ Service Quality + 0.385 Price + 0.160 Emotional.

Table 1. Multiple Linear Regression

Model	Unstandardized		Standardized	t	Sig
	Coefficients				
	B	Std. Error	Beta		
1 (Constant)	-.026	.991		-.026	.979
Service Quality	.241	.050	.242	4.864	.000
Price	.385	.052	.639	7.435	.000
Emotional	.160	.064	.215	2.505	.014

Based on table 1 the regression equation can be interpreted as follows: The constant value is -0.026 which shows negative. This means that if the service quality variable, price variable, and emotional variable are 0, the level of customer satisfaction is negative, namely -

0.026. The service quality variable is 0.241, if the service quality variable increases by 1 unit, the value of the customer satisfaction variable will increase by 0.241 or by 24.1%. The price variable is 0.385, if the price variable increases by 1 unit, the value of the customer satisfaction variable will increase by 0.385 or 38.5%. Then, the emotional variable has a value of 0.160, if the emotional variable increases by 1 unit, the value of the customer satisfaction variable will increase by 0.160 or by 16.0%.

Partial Test

According to (Ghozali, 2021), the t statistical test measures the effect of the independent variable on the dependent variable individually.

Table 2. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
	1 (Constant)	-.026	.991		
Kualitas Pelayanan	.241	.050	.242	4.864	.000
Harga	.385	.052	.639	7.435	.000
Emosional	.160	.064	.215	2.505	.014

Table 2 shows that the service quality variable has a value of 4.864 $t_{count} > 1.6584$ t table and sig 0.000 < 0.05 , it shows that there is a positive influence between service quality on customer satisfaction. The price variable has a value of 7.435 $t_{count} > 1.6584$ t table and sig 0.000 < 0.05 , it shows that there is a positive influence between price and customer satisfaction. The emotional variable has a value of 2.505 $t_{count} > 1.6584$ t table and sig 0.014 < 0.05 , it shows that there is a positive influence between emotional on customer satisfaction.

Simultaneous Test

According to (Ghozali, 2021), F test is used to measure the effect of independent variables simultaneously on the dependent variable.

Table 3. Simultaneous Test

Model	df	F	Sig
1 Regression	3	97.663	.000 ^b
Residual	114		
Total	117		

Based on table 3 shows that the value of 97.663 $f_{hitung} > 2.45$ f_{tabel} and sig 0.000 < 0.05 , it shows that the variables of service quality, price and emotional have a positive and significant effect simultaneously on customer satisfaction.

Coefficient of Determination (R²)

According to (Ghozali, 2021), the coefficient of determination (R²) measures the extent to which the independent variable can explain the dependent variable. The greater the R² value, the higher the model's ability to explain the dependent variable, and vice versa.

Table 4. Coefficient of Determination

Model	Adjusted R Square
1	.713

Based on the results of table 4, it shows that the relationship between customer satisfaction and service quality, price and emotional variables has an Adjusted R Square value of 0.713 or 71.3% and the remaining 28.7% is influenced by other factors outside this study.

Discussion

Hypothesis testing results show that service quality, price, and emotional factors have a positive and significant influence on Lady Beauty Salon customer satisfaction. Optimal service quality, such as the professionalism of staff who are able to provide friendly, dexterous, and competent services, the use of safe and quality care products, and the cleanliness and comfort of the salon environment, are the main factors in shaping positive customer perceptions. This is supported by research (Wijaya et al., 2023) , which states that good service quality can create satisfaction because customers feel their needs and expectations are met.

In addition, fair and transparent pricing contributes to customer satisfaction. When prices match the quality of service received and there are no hidden costs, customers will feel like they are getting value for money. This is in line with research (Anggraini, 2020) , which explains that the perception of a fair price can increase satisfaction because customers feel valued and not disadvantaged.

Emotional factors also play an important role in creating customer satisfaction. Lady Beauty Salon is able to create a pleasant atmosphere, provide personalized attention such as greeting customers in a friendly manner and understanding their preferences, and present a service experience that makes customers feel emotionally comfortable. This result is in line with research (Ronasih & Widhiastuti, 2021), which shows that emotional comfort, positive social interactions, and a supportive service atmosphere can increase satisfaction and even encourage long-term customer loyalty.

CONCLUSION

This study shows that both partially and simultaneously, service quality, price, and emotional factors have a significant effect on customer satisfaction at Lady Beauty Salon. Therefore, Lady Beauty Salon needs to improve service quality, set appropriate prices, and pay attention to the emotional aspects of customers to increase their satisfaction and loyalty.

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