

The Influence of Price, Service Quality and Promotion on Customer Satisfaction of Make Up Services at Elma Wedding Nganjuk

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Article Information		Abstract
Submission date	30 November 2023	<p>Research aim: The aim of this research is to analyze the influence of price, service quality and promotion partially and simultaneously on user satisfaction of make-up services at Elma Wedding Nganjuk.</p> <p>Design/Method/Approach: This research uses a quantitative approach and the technique used is causality. The population of this research is all Elma Wedding consumers in 2023 and the sample used in the research was 50 respondents and analyzed using the multiple linear regression method.</p> <p>Research Finding: The results of this research are that the price variable does not have a partially significant effect, but the service quality and promotion variables have a partially significant effect. Price, service quality and promotion simultaneously have a significant influence on customer satisfaction.</p> <p>Theoretical Contribution/Originality: Not much research has discussed the marketing of MUA services.</p> <p>Practical/Policy Implications: Can be useful for marketing make up services.</p> <p>Research Limitations: The limitation of this research is the lack of sampling time because it has entered the rainy season.</p> <p>Keywords: Pricing, Service Quality, Promotion, Customer Satisfaction</p>
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1. Introduction

Consumer behavior today is very diverse and can change according to market trends and social trends, in achieving the level of satisfaction consumers have different desires and expectations and are always developing [1]. This makes competition even tougher in the business world. Therefore, companies must compete to get new consumers but also remain competitive to maintain the loyalty of the customers they have gained. This competition does not only apply to companies that produce products in the form of goods but also services. Service companies often face significant challenges in their efforts to compete in competitive markets, primarily because of the intangible nature of services, subjective quality evaluations, and reliance on human factors that are difficult to measure with clear standards. Companies need to build a good marketing strategy to face service marketing competition which aims to create customers [2].

One of the service companies currently facing intense competition is MUA. MUA services are one of the businesses that is growing rapidly at the moment. The increasing number of new MUA services appearing can be a sign of the rapid development of business in this field. MUA service providers currently have business opportunities and can generate profits.

Currently, there is quite a lot of business development in the Make Up Artist (MUA) sector in the Nganjuk area and its surroundings. Below are some MUA services in the Nganjuk area

Table 1. MUA Services in the Nganjuk Region

No	MUA Name	Address
1	Elma Wedding	Jalan Dusun Talun Kelurahan, RT.01/RW.02, Talun, Kec. Rejoso, Nganjuk Regency, East Java 64453
2	Didik Wedding	Jalan Dusun Talun RT.04 RW.03, Talun, Kec. Rejoso, Nganjuk Regency, East Java 64453
3	Robby Wedding	Jl. KH. Wachid Hasyim No. 56, Kauman, Kec. Nganjuk, Nganjuk Regency, East Java 64411
4	Ita Wedding Decoration	Jl. Diponegoro No. 66, Nganjuk, Ganung Kidul, District. Nganjuk, Nganjuk Regency, East Java 64419
5	Ozzy Salon	Jl. Dr. Sutomo, RT.02/RW.05, Mukuh, Sidoharjo, Kec. Tanjunganom, Nganjuk Regency, East Java 64482
6	CV. Novia Jaya	Jalan Dusun Tanjungkalang, RT.01/RW.03, Tanjungkalang, Tj. Kalang, District Ngronggot, Nganjuk Regency, East Java 64395
7	Twins Makeup Artist Nganjuk	Begadung Timur, Begadung, Kec. Nganjuk, Nganjuk Regency, East Java 64413
8	NJ Makeup & Wedding	Jl. Ronggolawe No. 14, Sengkut, District. Berbek, Nganjuk Regency, East Java 64473
9	Lian Makeup	Jl. Letjen S. Parman IV, Cangkringan, Kec. Nganjuk, Nganjuk Regency, East Java 64415
10	Master Wedding	Jl. Kelud, Mantub, Kramat, Kec. Nganjuk, Nganjuk Regency, East Java 64419
11	Juliet Salon	Jl. Ngetrep, RT.7/RW.2, Takat, Kurungrejo, Kec. Prambon, Nganjuk Regency, East Java 64484
12	Anna Griya Manten	Putren, Kec. Sukomoro, Nganjuk Regency, East Java 64481
13	Sasmito Makeover	Jl. Citandui, Babadan, Werungotok, Kec. Nganjuk, Nganjuk Regency, East Java 64419
14	Juita Salon	Jl. Wilis, Mantub, Kramat, District. Nganjuk, Nganjuk Regency, East Java 64419
15	Emma Wedding Makeup	Tanjung, District. Kertosono, Nganjuk Regency, East Java 64315
16	Fetty Make Up Wedding	Jl. Lawu No. 102, Kramat, Kec. Nganjuk, Nganjuk Regency, East Java 64419
17	Letisyabella Makeup	RT.3 rw1, Sumengko, Kec. Sukomoro, Nganjuk Regency, East Java
18	Anisha Makeup	Ngronggot Wetan, Ngronggot, Kec.

No	MUA Name	Address
		Ngronggot, Nganjuk Regency, East Java 64395
19	Gee Makeup	Dsn. Ngemplak, Ds. Gondangkulon, Kec. Gondang, Nganjuk Regency, East Java 64451.
20	Farra Wedding	Jl. AR Saleh No. 11B, Kauman, Kec. Nganjuk, Nganjuk Regency, East Java 64411

Source: Researcher Data (2023)

This encourages competition between business people to win the hearts of consumers. Because competition in the MUA services industry is tight, MUAs are required to have effective strategies to attract consumers and retain their customers. In order to be able to compete with competitors and retain consumers, companies are required to make new innovations. Such as innovation in the use of technology to carry out online promotions, digital marketing and personal selling as well as improving customer service and loyalty in order to retain customers.

Elma Wedding is a MUA service provider in Nganjuk Regency which is trying to build the MUA business so that it is widely known as a provider of make-up services with the best service quality. Elma Wedding has a target of at least 20 clients per month or a minimum of 130 clients per year. This refers to the tradition in Java itself that weddings must be calculated based on certain dates and months, but up to now Elma Wedding has still not reached the specified target.

Table 2. Elma Wedding Sales Data

Month	Number of Events	
	2022	2023
January	0	0
February	4	0
March	13	6
April	0	0
May	20	0
June	0	0
July	21	15
August	5	27
September	10	18
October	29	18
November	24	14
December	6	4
Amount	132	102

Source: Elma Wedding Sales Data (2023)

From the data above, it shows that sales of Elma Wedding makeup services will decrease in 2023 by 30 consumers from the previous year. When compared to 2022, in 2023 every month there will be more empty events or no events.

In the make-up services industry, prices can reflect the value of the services offered. Elma Wedding has competitive prices with other MUA services and provides various price package options so that consumers can choose according to their wishes. As a MUA service provider, Elma Wedding must be able to understand and meet customer needs and expectations. In this context, factors such as price, service quality and promotion are very relevant aspects to study. The influence of price on customer decisions, the quality of service provided, and the promotional strategies carried out can be the key to success in retaining and attracting new customers.

Price is the amount of money exchanged for a product or service. Price is the total value that consumers exchange for a number of benefits by owning or using a good or service [3]. So if a product is of high quality, the market price will definitely be quite high. However, if the product quality is not good then the price is not too expensive. This is the principle of sales, if there is quality there is a price to be paid [4]. Price is a factor that influences the level of customer satisfaction and is also an important factor in sales [5]. Prices that are in accordance with customer desires and can provide services that are in line with customer expectations will certainly make customers satisfied when making purchases and will make repeat purchases. The results of research conducted by [2], [5] and [6] state that price has a significant effect on customer satisfaction. However, the research carried out on price indicators in [7] is the suitability of price to product quality, product competitiveness, and suitability of price to product benefits.

Not only price, the determining factors that can have a direct impact on customer satisfaction are also service quality. Quality is the key to business success in determining whether customers are satisfied or not so that it can attract consumers to reuse the product or service [1]. By providing quality service that is friendly, professional and in line with expectations, it can increase customer trust and satisfaction. The service quality indicators in [1] are, Reliability, Tangibles, Responsiveness, Assurance, and Emphaty. The results of research conducted by [2], [6], and [8] state that service quality has a positive and significant effect on customer satisfaction. However, research conducted by [9] states that there is no influence between service quality and customer satisfaction.

Prices are appropriate, supported by quality service and promotions. According to Tjiptono (2015) in [10] promotion is an element of the marketing mix which focuses on efforts to inform, persuade and remind consumers of the company's brand and products. According to [8] Promotion is one element in a series of marketing activities for a product, good or service. The promotion indicators according to [8], persuade target customers and inform. The results of research conducted by [8] and [9] state that promotions have an influence on customer satisfaction.

By setting competitive prices, providing good service to consumers and carrying out promotions to make them better known to the wider community, this can make customers satisfied. In [9] customer satisfaction is a feeling of pleasure or disappointment that arises after making a comparison. If performance is below expectations, then consumers are dissatisfied. However, if performance meets expectations, consumers are satisfied. The indicators of consumer satisfaction according to [7] are, suitability of expectations, repurchase intention, willingness to recommend, and consumer dissatisfaction.

1.1. Statement of Problem

The problems formulated: (1) Does price affect customer satisfaction at Elma Wedding Nganjuk? (2) Does service quality influence customer satisfaction at Elma Wedding Nganjuk? (3) Does promotion have an effect on customer satisfaction at Elma Wedding Nganjuk? (4) Do price, service quality and promotions influence customer satisfaction at Elma Wedding Nganjuk?.

1.2. Research Objectives

The objectives of this research are: (1) Analyzing the effect of price on customer satisfaction at Elma Wedding Nganjuk. (2) Analyzing the influence of service quality on customer satisfaction at Elma Wedding Nganjuk. (3) Analyzing the effect of promotions on customer satisfaction at Elma Wedding Nganjuk. (4) Analyze the influence of price, service quality and promotion on customer satisfaction at Elma Wedding Nganjuk.

2. Method

This research uses a quantitative approach and a type of causality research with multiple linear regression analysis. To obtain a regression that is truly free from bias, before regressing it, a classical assumption test is carried out. This classic assumption test includes the normality test, multicollinearity test, and heteroscedasticity test. After being free from assumptions, regression is carried out, then the coefficient of determination test is calculated and to ensure whether there is an influence or not, a hypothesis test is carried out. The research population is all Elma Wedding consumers in 2023, totaling 102 consumers. To determine the number of research samples using the Slovin formula: $n = \frac{N}{1+Ne^2}$

n = Sample size/number of respondents

N = Population size

e = Percentage of accuracy allowance

In the Slovin formula there is a provision for a value of $e = 0.1$ (10%) for large populations, a value of $e = 0.2$ (20%) for small populations. So the sample size was 50.49 rounded up to 50 respondents. The sampling technique uses purposive sampling, because samples are taken based on certain criteria. The criteria used in this research are consumers who have used Elma Wedding services at least once. The method used by researchers is a questionnaire. Based on the questionnaire distributed by researchers to Elma Wedding consumers, the variables used were price, service quality, promotion and customer satisfaction.

3. Results and Discussion

The research results were obtained from questionnaire answers which were then summarized and processed using SPSS version 26. To obtain unbiased regression model results, a classical assumption test was carried out. This classic assumption test includes the normality test, multicollinearity test, and heteroscedasticity test. The results of the classical assumption test are as follows

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.91734727
Most Extreme Differences	Absolute	.093
	Positive	.080
	Negative	-.093
Test Statistic		.093
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source : Processed Data, 2023 (SPSS Output)

The normality test aims to test whether in the regression model the residual variables have a normal distribution. Based on the Kolmogorov-Smirnov normality test in table 3, it shows that a significance value of 0.200 is greater than 0.05, so it can be concluded that the data is normally distributed.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Price	0.934	1,071	There is no multicollinearity between independent variables
Quality of service	0.737	1,356	There is no multicollinearity between independent variables
Promotion	0.784	1,276	There is no multicollinearity between independent variables

Source : Processed Data, 2023 (SPSS Output)

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. To detect whether or not there is multicollinearity in the regression model. In table 4, the multicollinearity test shows that in a good regression model there is no multicollinearity. Because the results of the multicollinearity test show that the VIF value of all independent variables in this study is less than (<) than 10 and the tolerance value of all independent variables is more than (>) 0.1. So that there is no multicollinearity between the independent variables in the regression. Based on the results of the multicollinearity test on the three proposed research variables, namely price, service quality and promotion, it shows:

1. The price variable has a tolerance value of 0.934 which is greater than 0.1 and a VIF value of 1.071 which is lower than 10. This shows that the price variable indicators are independent and not related.

2. The service quality variable has a tolerance value of 0.737 which is greater than 0.1 and a VIF value of 1.356 which is lower than 10, which means that the indicators in the service quality variable are independent and unrelated.
3. The promotion variable has a tolerance value of 0.784 which is greater than 0.1 and a VIF value of 1.276 which is lower than 10. This shows that the price variable indicator is independent and not related.

It can be concluded that the three variables used in this research are not related and independent of each other.

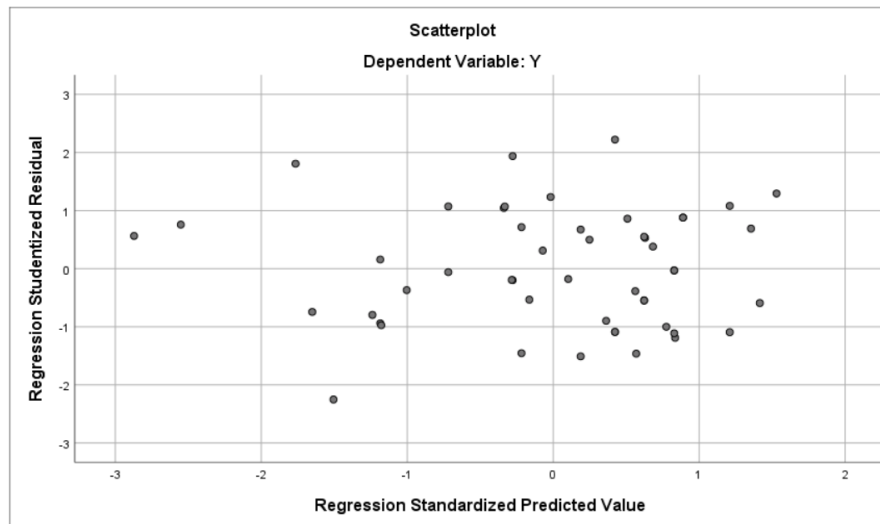


Figure 1. Scatterplot Graph

Source : Processed Data, 2023 (SPSS Output)

The heteroscedasticity test is used to determine whether or not there are deviations from the classic assumption of heteroscedasticity, namely the unequal variance of the residuals for all observations in the regression model. The prerequisite that must be met in the regression model is the absence of symptoms of heteroscedasticity. There are several methods that can be used, including looking at scatterplots. If the dots are spread out irregularly then heteroscedasticity does not occur. The heteroscedasticity test can be seen from the Scatterplot graphic image. From the graph, it can be seen that there is no clear pattern, the points are scattered above and below the number 0. So the conclusion is that there is no heteroscedasticity.

From the classical assumption tests that have been fulfilled, regression analysis is then carried out. The results of the regression analysis are as follows.

Table 5. Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients	
	B	Std. Error
(Constant)	3,853	2,121
Price	0.155	0.145
Quality of service	0.823	0.077
Promotion	1,352	0.153

Source : Processed Data, 2023 (SPSS Output)

Multiple linear regression analysis techniques are applied to analyze the relationship and influence of one dependent variable on two or more variables. Based on table 5 of the results of multiple linear regression analysis of the research variables, it can be concluded that the regression equation coefficients are as follows:

$$Y = 3.853 + 0.155X_1 + 0.823X_2 + 1.352X_3$$

The equation has the following meaning:

1. The constant value is 3.853, which means that when the customer satisfaction variable has not been influenced by the variables price, service quality and promotion, or when the independent variable has a value of 0, the constant customer satisfaction for Elma Wedding make up services is 3.853.
2. The price regression coefficient X_1 is 0.155, indicating that the variable.
3. The service quality regression coefficient X_2 is 0.823, indicating that the variable.
4. The promotion regression coefficient X_3 is 1.352, indicating that variable.

Table 6. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.942	0.887	0.879	0.94679

Source : Processed Data, 2023 (SPSS Output)

In table 6 it is known that the Adjusted R Square value is 0.879. This shows that the independent variable has an influence of 87.9% on the dependent variable and 12.1% is influenced by other variables that are not included in this research variable.

Table 7. Partial Test Results (t Test)

Model	t-count	t-table	Sig.
(Constant)	3,853	2,012	0.076
Price	1,067	2,012	0.292
Service quality	10,668	2,012	0,000
Promotion	8,809	2,012	0,000

Source : Processed Data, 2023 (SPSS Output)

Hypothesis testing in this research uses the t test and F test with a significance value of 0.05.

1. The t-test results show that the price value is 0.292, the value is > 0.05 and the t-calculated value = $1.067 < t\text{-table} = 2.012$, so partially the price does not affect customer satisfaction.
2. The service quality value is 0.000, the value is < 0.05 and the t-count = $10.668 > t\text{-table} = 2.012$, so it partially has a significant effect on customer satisfaction.
3. The promotional value is 0.000, the value is < 0.05 and the t-calculated value = $8.809 > t\text{-table} = 2.012$, so it partially has a significant effect on customer satisfaction.

From these results, it can be concluded that price does not affect consumers in the form of satisfaction when using Elma Wedding Nganjuk makeup services. The service quality and promotion variables have a strong influence on customer satisfaction.

Table 8. Simultaneous Test Results (F Test)

Model	F	Sig.
Regression	120,208	0,000

Source : Processed Data, 2023 (SPSS Output)

It can be seen in table 8 that the results of the simultaneous test (F test) show that the sig value is $0.000 < 0.05$, indicating that each independent variable has a joint effect on Y. This proves that Price, Service Quality and Promotion have a simultaneous or joint effect. -Equal to customer satisfaction.

Based on the results of the t test or partial test, a significance value of 0.292 was obtained. The significance level is $0.292 > 0.05$ and the t-value = $1.067 < t\text{-table} = 2.012$. This proves that price has no significant effect on customer satisfaction. This is not in line with research conducted by [8] and [9] that price partially has a significant effect on customer satisfaction. This means that consumers when buying or using Elma Wedding make up services do not pay attention to the quality of service, this can be seen from the results of the t-calculated value of the highest or dominant service quality variable. Therefore, the price variable does not have a significant influence on customer satisfaction in using Elma Wedding Nganjuk makeup services. Apart from price, there are other variables that are factors to consider in determining customer satisfaction.

Based on the results of the t test or partial test, a significance value of 0.000 was obtained. The significance level is $0.000 < 0.05$ and the t-count value = $10.668 > t\text{-table} = 2.012$. This proves that service quality has a significant influence on customer satisfaction. The results of this research are in line with research [8] that service quality has a significant and positive effect on customer satisfaction. Therefore, the service quality variable has a significant influence on customer satisfaction. When using Elma Wedding Nganjuk makeup services, the higher the service quality, the higher the customer satisfaction. On the other hand, if service quality is low it will have an impact on decreasing customer satisfaction.

Based on the results of the t test or partial test, a significance value of 0.000 was obtained. The significance level is $0.000 < 0.05$ and the t-count value = $8.809 > t\text{-table} = 2.012$. This proves that promotions have a significant influence on customer satisfaction. These results are in line with research [8] and [9] that based on statistical test results show that promotion partially has a significant effect on customer satisfaction. Therefore, the promotional variable has a significant influence on customer satisfaction in using Elma Wedding Nganjuk makeup services. This can be explained that the promotions carried out by Elma Wedding Nganjuk can have a positive impact on consumer satisfaction, because Elma Wedding Nganjuk provides information that is appropriate to the services offered, so that it can help consumers make the right decisions when choosing services that suit their needs. need.

Based on the results of the F test or simultaneous test, a sig value of $0.000 < 0.05$ is obtained, indicating that each independent variable has a joint effect on Y. This proves that Price, Service Quality and Promotion have a simultaneous or joint effect on customer satisfaction. . The results of this research are in line with research conducted by [8] that price, promotion and service quality together have an influence on customer satisfaction.

4. Conclusion

It can be concluded based on the research findings that have been carried out, that the price variable does not have a significant effect on customer satisfaction, so it can be interpreted that the price of Elma Wedding Nganjuk does not influence consumers in the form of customer satisfaction . The service quality and promotion variables have a significant influence on customer satisfaction. This means that service quality and promotions influence consumers in the form of customer satisfaction with Elma Wedding Nganjuk services. Price, service quality and promotion simultaneously have a significant effect on customer satisfaction with Elma Wedding Nganjuk services. This can mean that price, service quality and promotion of Elma Wedding Nganjuk influence customer satisfaction.

The suggestion in this research is that it is hoped that Elma Wedding Nganjuk will maintain and continue to improve the quality of its services and promotion of its services so that consumers always feel satisfied and meet expectations.

It is hoped that future researchers will increase the number of independent variables and expand the independent variables that have the possibility of influencing customer satisfaction, so that this will result in a wider research scope. It is assumed that each price, service quality and promotion variable has an influence of 87.9% on the dependent variable and 12.1% is still influenced by other factors not included in this research.

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