

Analysis of the Influnce Service Quality, Promotion, and Location on Customer Satisfaction at Madira Skin & Beauty Care Mojokerep

Yunika Aldiaz Putri Kistantia^{1*}, Samari²

University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kediri City, East Java, 64112, Indonesia

yunikaaldiaz@gmail.com, samari@unpkediri.ac.id

**corresponding author*

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Abstract

Research aim : The aim of this research is to examine the effect of both partially and simultaneously the quality of service, promotion and location at customer satisfaction.

Design/Method/Approach : The approach is quantitative using observation and questionnaire research methods. This research has an infinite population with sampling using nonprobability sampling method and using the technique used is purposive sampling with a total sample of 40 respondents.

Research Finding : The results of this research indicate an influence that is significant either partially or simultaneously on the variables of service quality, promotion and location on customer satisfaction.

Theoretical contribution/Originality : There are not many research on beauty clinic marketing because research often focuses on the retail or hospitality sector.

Practitionel/Policy implication : This research requires Madira Skin & Beauty Care Mojokerep to improve service quality, optimize promotion by utilizing social media and ensure that it has a convenient location and can be easily accessed by customers. With this, customer satisfaction can be significantly increased while strengthening the competitiveness of beauty industry clinics.

Research limitation : Limitations in this research are the difficulty in obtaining information or meeting directly with the owner of this beauty clinic due to having to manage three clinic branches and a busy schedule out of town.

Keywords : Customer Satisfaction, Promotion, Location, Service Quality, Beauty Clinic

1. Introduction

Indonesia, with a rapidly growing economy and the fourth largest population in the world, has become an important market for the global beauty and personal care industry. Currently, the market value of this sector reaches US\$7 billion and is expected to grow to US\$10 billion by 2027, with an annual growth rate of 10%. According to World Bank predictions, Indonesia's economy will continue to expand until 2026 with an average GDP growth of 5.1% per year [1]. Up until 2024, the revenue of the Indonesian Beauty and Personal Care market is expected to reach US \$9.17 billion and an average annual compound growth rate of 4.02% (CAGR 2024-2029). Personal Care is the dominant segment in this market, which is predicted to reach a market value of US\$3.88 billion by 2024. Globally, the United States recorded the highest revenue in this market at US\$100 billion in 2024. Based on population calculations, the per capita income generated from this market in Indonesia is US\$32.79.

Meanwhile, e-commerce is expected to account for 45.4% of Indonesia's total Beauty and Personal Care market revenue by the same year [2].

The problems in this study include several aspects that affect customer interest and satisfaction at Madira Skin & Beauty Care Mojokerep. Promotion on social media such as Instagram and TikTok is still unattractive, so it has not significantly increased customer interest. Although quality of service at this clinic is already good and there are adequate facilities, but over time many beauty clinics have begun to add their treatments or services needed by customers. The location of the clinic has obstacles in the form of inadequate road access due to the less strategic location because it is not in the main road area or close to the city center. Some customers feel that this is an obstacle because customers tend to choose places with easily accessible locations so they need to pay attention to location selection [3]. These problems have the potential to hinder the growth and competitiveness of the clinic in the middle of increasingly intense beauty industry competition.

Table.1 Customers at Madira Skin & Beauty Care Mojokerep

No	Period	Total
1.	Januari	300
2.	February	346
3.	March	360
4.	April	349
5.	May	355
6.	Juni	360
7.	July	350
8.	August	260
9.	September	325
10.	October	347
11.	November	355

Source: Madira Skin & Beauty Care Data 2024

From the data above shows that the number of customers at Madira Skin & Beauty Care Mojokerep from January to March 2024 that there are gradual fluctuations. With the highest number of customers in March amounting to 360 customers due to the many discounts approaching Eid al-Fitr and the fewest customers in August with 260 customers, this research was conducted to determine whether quality service, promotion, and location have an influence on customer satisfaction. An increase in the number of customers can be directly linked to the level of employee satisfaction. Once customers are satisfied with the service they provide, they are more likely going to come back and recommend the clinic to others. This creates a sustainable positive effect in attracting more new customers. Customer satisfaction can be a comparison between performance and perceptual results and expectations, a satisfied customer is a customer whose expectations are met [4].

Quality service is very important in the beauty industry so that customers will like the services provided by the clinic and ultimately buy products and customers will come back to the clinic [5]. The many companies in the field of skin care make customers more selective in choosing companies that are able to provide services in accordance with their expectations. Accordingly, companies in the field of care services need to first conduct surveys to understand the types of treatments that customers want today. This way, they can provide optimal services, if they fail to provide the best services. If the company fails to provide the best service, then it is likely that customers will complain about the quality of service they receive [6]. Quality is a

reason for success in determining whether the customer is satisfied or not so that it can attract customers to visit again to experience the services provided [7].

Subsequently, as a way to increase awareness of the goods or services offered, promotion has an important role in attracting customer attention. However, if the marketing strategy is not appropriate, a good or service may fail to attract customers, hindering competitiveness in the market [8]. Madira Skin & Beauty Care Mojokerep promotes using digital media platforms like Instagram and TikTok applications by creating interesting content or pamphlets containing treatments available this month or creating parody videos to promote this beauty clinic. In order to increase and improve customer satisfaction, it is crucial to note that correct location determination that can support customer convenience and increase business location satisfaction is also an important factor that affects all services provided and has a major effect on customer service satisfaction. The more complete the facilities provided, the easier and more comfortable it is for customers to enjoy the services offered [9]. This research refers to the following hypothesis:

- H1 : Service quality partially has a significant effect on customer satisfaction at Madira Skin & Beauty Care Mojokerep
- H2 : Promotion partially has a significant effect on customer satisfaction at Madira Skin & Beauty Care Mojokerep
- H3 : Location partially has a significant effect on customer satisfaction at Madira Skin & Beauty Care Mojokerep
- H4 : Service Quality, Promotion and Location simultaneously have a significant effect on customer satisfaction at Madira Skin & Beauty Care Mojokerep.

This research focuses on customer satisfaction at Madira Skin & Beauty Care Mojokerep. The aim is to explore several factors that influence customer satisfaction, including service quality, promotion, and location partially. Additionally, this research will analyze whether the three factors simultaneously have a significant influence on customer satisfaction at the clinic. Results of the study are expected to provide insights and recommendations for improving services at Madira Skin & Beauty Care Mojokerep.

1.1. Research Objectives

This research aims was to analyze the influence of several factors on customer satisfaction at Madira Skin & Beauty Care Mojokerep. The main focus of this study is to determine the effect of the quality of services provided, the impact of promotional strategies carried out, and the impact of clinic location on customer satisfaction, both partially and simultaneously. This research aims to determine the extent to which each of these factors contributes to the level of customer satisfaction. Additionally, this research will also expected to provide relevant input and recommendations for Madira Skin & Beauty Care Mojokerep to improve of the three variables service quality, promotion, and location management in order to better meet the needs and expectations of customers.

2. Method

This quantitative casual research method examines cause and effect relationships.. Based on the primary data collected, 40 respondents who are customers of Madira Skin & Beauty Care Mojokerep were distributed through questionnaires with the determination using nonprobability sampling method and using purposive sampling technique with the variables studied being Service Quality, Promotion Influence, Location Influence on Customer Satisfaction. The methods used are instrument testing, classical assumption test, multiple linear

regression, coefficient of determination and hypothesis testing using the help of SPSS 23 software.

Table 1. Validity Test Results

Variable	Question	Corrected Item-Total	r-table	Information
Quality Service (X₁)	X1.1	0.690	0.312	Valid
	X1.2	0.854	0.312	Valid
	X1.3	0.754	0.312	Valid
	X1.4	0.741	0.312	Valid
	X1.5	0.546	0.312	Valid
	X1.6	0.741	0.312	Valid
	X1.7	0.629	0.312	Valid
	X1.8	0.607	0.312	Valid
	X1.9	0.618	0.312	Valid
Promotion (X₂)	X2.1	0.820	0.312	Valid
	X2.2	0.814	0.312	Valid
	X2.3	0.827	0.312	Valid
	X2.4	0.810	0.312	Valid
	X2.5	0.599	0.312	Valid
	X2.6	0.553	0.312	Valid
	X2.7	0.753	0.312	Valid
	X2.8	0.717	0.312	Valid
	X2.9	0.829	0.312	Valid
Location (X₃)	X3.1	0.605	0.312	Valid
	X3.2	0.546	0.312	Valid
	X3.3	0.511	0.312	Valid
	X3.4	0.704	0.312	Valid
	X3.5	0.625	0.312	Valid
	X3.6	0.743	0.312	Valid
	X3.7	0.523	0.312	Valid
	X3.8	0.590	0.312	Valid
	X3.9	0.744	0.312	Valid
Customer Satisfaction (Y)	Y1	0.672	0.312	Valid
	Y2	0.670	0.312	Valid
	Y3	0.883	0.312	Valid
	Y4	0.712	0.312	Valid
	Y5	0.788	0.312	Valid
	Y6	0.689	0.312	Valid
	Y7	0.667	0.312	Valid
	Y8	0.745	0.312	Valid
	Y9	0.749	0.312	Valid

Source: SPSSv25 Output, 2024

The validity in this study was used by researchers using a laptop or computer assisted by the SPSS 23.0 software program. This study used a validity test conducted on 40 respondents. In making a decision based on the number $r\text{-count} > r\text{-table}$ which is 0.3120, then the value of $df = 40 - 2 = 38$; $\alpha = 0.05$ so that each question is declared valid or vice versa. From the results of Table 1, it is stated that all items on the Service Quality, Promotion and Location questionnaires are declared valid because they have results (Corrected Item-Total Correlation) $> r$ table of 0.312. So, all items of this questionnaire are declared valid

Table 2. Reliability Test Results

Variable	Cronbach's Alpha > 0,6	Information
Quality Service	0.908	Reliabel
Promotion	0.931	Reliabel
Location	0.876	Reliabel
Customer Satisfaction	0.925	Reliabel

Source: SPSSv25 Output, 2024

Questionnaire is considered reliable if the respondent gives consistent or stable responses to the questions. Variable is said to be reliable if the Cronbach's Alpha value is greater than 0.60 (Alpha Cronbach's > 0.60). From the research at Table 2 regarding reliability test, it is carried out on each of the questions that have been proven valid. The total results of Cronbach's alpha on the variables of Quality Service, Promotion, Location and Customer Satisfaction have been said to be greater than value of 0.6 with which this questionnaire is said to have reliability or has met the requirements.

3. Results and Discussion /Hasil dan Pembahasan

3.1 Result

Table 1. Characteristics of Respondents Based on Gender

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Woman	40	100.0	100.0	100.0

Source: SPSSv25 Output, 2024

Table 2. Characteristics of Respondents Based on Age

		Age			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	<17	6	15.0	15.0	15.0
	18-20	9	22.5	22.5	37.5
	21-30	20	50.0	50.0	87.5
	31-40	5	12.5	12.5	100.0
	Total	40	100.0	100.0	

Source: SPSSv25 Output, 2024

Table 3. Characteristics of Respondents Based on Employment

		Work			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Students	10	25.0	25.0	25.0
	College Students	11	27.5	27.5	52.5
	Employees	6	15.0	15.0	67.5
	CIVIL SERVANTS	2	5.0	5.0	72.5
	Housewife	5	12.5	12.5	85.0
	Others	6	15.0	15.0	100.0
	Total	40	100.0	100.0	

Source: SPSSv25 Output, 2024

Table 4. Multiple Linear Analysis Results

Model ⁱ	Coefficients ^a	
	Unstandardized Coefficients	
	B	Std. Error
(Constant)	-8.000	7.809
Quality Service	.429	.121
Promotion	.478	.149
Location	.271	.133

a. Dependent Variable: Customer Satisfaction

Source: SPSSv25 Output, 2024

Based on Table 3. above shows that the constant value is -8,000 with a trust value (b) in the Service Quality variable of 0.429, Promotion of 0.478, Location worth 0.271. Thus the similarity of linear regression is as followings

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = -8.000 + 0.429X_1 + 0.478X_2 + 0.271X_3$$

The equation of this regression can be described as follows:

1. Constant of -8,000, the constant value of the customer satisfaction variable is -8,000 which shows a negative effect on the independent variable. If Service Quality (X1), Promotions (X2) and Location (X3) have no impact at all (=0) then customer Satisfaction is -8,000.
2. The X1 regression coefficient, namely Service Quality is 0.429 which states that if the Service Quality variable improving by 1%, customer Satisfaction will improving by 0.429 that the direction of the effect of quality service on the customer Satisfaction is positive.
3. Promotion is 0.478, which indicates that if the Promotion variable increases by 1%, customer satisfaction will increase by 0.478, indicating its direction of effect on variable Y is generally positive.
4. The regression coefficient of X3, namely Location, is 0.271 which states a 1% increase in the Location variable, will find in an improving in customer satisfaction of 0.271, indicating that the direction of the influence of the variable X3 on variable Y is positive.

Table 5. Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1130.004	3	376.668	10.489	.000 ^b
	Residual	1292.771	36	35.910		
	Total	2422.775	39			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Location, Quality Service, Promotion

Source: SPSSv25 Output, 2024

F_{count} value testing criteria = 10.489. Conventionally at the original rate $\alpha = 0.05$ with a df_1 is k or the number of independent variables = 3 and $df_2 = (n-k-1) = 40-3-1 = 36$ so it is known that $F_{tabel} = 2.87$ and $F_{hitung} = 10.489$. Because the value of $F_{hitung} > F_{tabel}$ or sig value.

$0.000 < 0.05$ means that H_0 is denied and H_a is received, which means that the service quality, promotion and location variables simultaneously affect Y significantly.

Table 6. Parsial Test Results (T Test)

		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			
Model ⁱⁱ		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	-8.000	7.809		-1.024	.312	
	Quality Service	.429	.121	.436	3.541	.001	.977 1.024
	Promotion	.478	.149	.399	3.219	.003	.967 1.034
	Location	.271	.133	.250	2.033	.049	.980 1.020

a. Dependent Variable: Customer Satisfaction

Source: SPSSv25 Output, 2024

1. It is known that the service quality t_{count} is 3.541 and the t_{table} is $(\alpha/3.36) = 2.028$ or with a total sig. = 0.001 < 0.05, which means H_0 is rejected. So, service quality (X_1) has an individual or partial influence on customer satisfaction (Y). This shows a significant level that is smaller than the problem level so H_0 will be rejected and H_a will be accepted.
2. It is known that the promotion t_{count} is 3.219 and the t_{table} is $(\alpha/3.36) = 2.028$ or the sig value = 0.003 < 0.05, which means H_0 is rejected. So, promotion (X_2) has a partial influence on customer satisfaction (Y). This shows that the significant level is smaller than the problem level so H_0 will be rejected and H_a will be accepted.
3. It is known that the Location t_{count} is 1.843 and the t_{table} is $(\alpha/3.36) = 2.028$ or the sig value. = 0.049 < 0.05, meaning that H_0 is rejected. Then, location (X_3) has a partial influence on the variable (Y). This shows that the significant level is smaller than the problem level so H_0 will be rejected and H_a will be accepted.

Table 7. Determination Coefficient Test Results

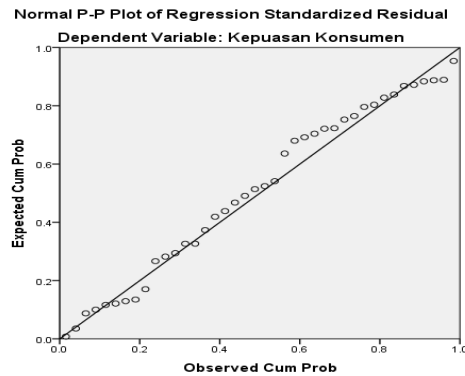
Model Summary ^b					
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate	Durbin-Watson
1	.683 ^a	.466	.422	5.993	1.606

a. Predictors: (Constant), Location, Quality Service, Promotion

b. Dependent Variable: Customer Satisfaction

Source: SPSSv25 Output, 2024

Through the output results, the Rsquare value of 0.683 indicates all independent variables influence the dependent variable of 68.3%. This means that there is still an influence of 31.7% from other variables that affect customer satisfaction but are not studied in this research.



Source: SPSSv25 Output, 2024
Gambar 1. Normality Analysis Chart

According to the normality test image results, it indicates that there are dots that spread on the diagonal line and are around on the diagonal lines, so it is concluded that the residual distribution is normal.

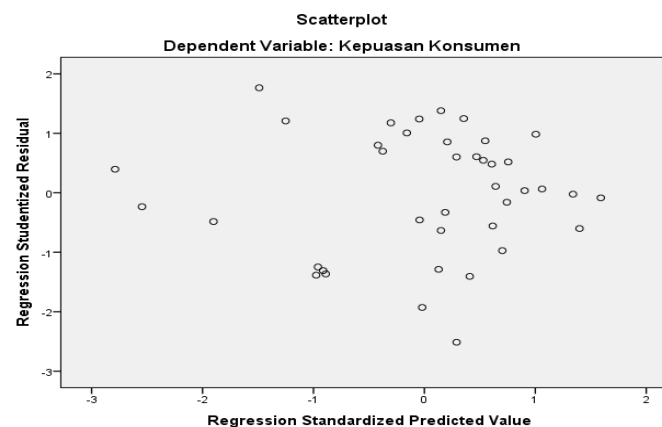
Table 8. Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistics	
Model ⁱⁱⁱ		Tolerance	VIF
1	(Constant)		
	Quality Service	.977	1.024
	Promotion	.967	1.034
	Location	.980	1.020

a. Dependent Variable: Customer Satisfaction

Source: SPSSv25 Output, 2024

Based on the results of the multicollinearity test, it is known that the VIF value on the service quality, promotion, and location variables has a value < 10 . Thus, no relationship or multicollinearity assumption was found between the three independent variables.



Gambar 2. Test Heteroscedasticity
Source: Output SPSSv25, 2024

According to the image of heteroscedasticity, it indicates that the signs of the dots are scattered randomly and not forming a pattern and are below or above zero so that the assumption of heteroscedasticity has been fulfilled.

3.2 Discussion

1. In research on the effect of service quality on customer satisfaction Madira Skin & Beauty Care Mojokerep retrieved that there is a significant effect partially as evidenced by the results of the T test with the results of $T_{\text{count}} > T_{\text{table}}$, namely $3.541 > 2.028$ or with a value sig. $0.001 < 0.05$ meaning H_0 is denied. The findings of this research are in accordance with research [10] stating that the quality of this service has a positive impact on customer satisfaction. So thus, the higher the impact of service quality, our customer satisfaction level will also be higher and vice versa, if the service quality decreases or is low, this will have an unfavorable effect on customer satisfaction so that the impact is a decrease.
2. Based on the results of the T test, it states that promotion has a significant effect on customer satisfaction at Madira Skin & Beauty Care Mojokerep, as evidenced by the value of $T_{\text{count}} > T_{\text{table}}$, namely $3.219 > 2.028$ or sig value $0.003 < 0.05$, which means H_0 is rejected. The findings in this research are in line with [7,8] which found that from the results of statistical tests promotion partially has a positive influence on customer satisfaction. So, promotions carried out can positively impact customer satisfaction so that Madira Skin & Beauty Care Mojokerep must pay more attention to a good promotional strategy to maintain customer satisfaction. If this promotion is low, customer satisfaction can be affected and can cause a decrease.
3. Based on this research on the influence of location to customer satisfaction, it is proven that location has a significant effect on customer satisfaction, this is supported by research [11]. From this research shows the $T_{\text{count}} > T_{\text{table}}$ value, namely $1.843 > 2.028$ or a sig value. $0.049 < 0.05$ means H_0 was denied. So, location has a partial influence on customer satisfaction at Madira Skin & Beauty Care Mojokerep. Therefore, the importance of location selection for a business is because location has an effect on customer satisfaction. If the location decreases, customer satisfaction will have a bad impact so that there will be a decrease.
4. According to the results of the F test, namely the simultaneous test, it is found that service quality, location and promotion have an influence together or simultaneously on customer satisfaction, this is evidenced by results in the simultaneously test, this independent variable has a value greater than F_{tabel} , namely F_{count} of 10.489 and F_{table} 2.87 so that these test findings indicate that all these independent variables are dependent on each other and have a simultaneous significant influence on the dependent variable. This is in line with research [12,13] and [14]. So that marketing strategies are needed effectively to maintain service quality, promotion, and location because this is the key to influencing customer satisfaction. If these three independent variables decrease, customer satisfaction will indirectly decrease as well. Beauty clinics are required to continue to strive to create superior services with a good promotional strategy to attract customers, not only that, location selection is useful for retaining customers because location selection is very influential, this is to encourage customers to visit. In addition, beauty clinics are also required to be more innovative and creative in providing services to customers [15].

4. Conclusion

According to the findings in this research, it is concluded that service quality, promotion and location have a significant and positive influence on customer satisfaction both partially and simultaneously. This is influenced by the use of services at the Madira Skin & Beauty Care Mojokerep clinic where these three variables have a positive relationship with customer satisfaction and have an attachment to each other.

The research conducted provides knowledge and deep insights related to how service quality, promotion and location can directly affect the level of customer satisfaction. The results of this research are expected to help companies, especially beauty clinics, in maintaining customer satisfaction and knowing what things to pay attention to. Thus this research is about the impact of service quality, promotion and location on customer satisfaction which has a positive and significant influence on the development of knowledge and practice in this beauty field. Novelty in this find is related to the location of the research where there has not been much research related to the beauty industry which usually only focuses on hospitals and rentails coupled with research at this location is new research there has been no research on the location of Madira Skin & Beauty Care.

However, there are limitations in the research, especially in the selection of research time, it is recommended to conduct research in months with a schedule that is not busy or minimal activities because researchers conduct research in November-December which is a period with a high level of busyness which results in the tiresome way that takes place, especially at the research location. This condition can affect the smooth process of data collection and maximum respondent participation.

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