

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, SALES PROMOTIONS, AND PRICES ON CONSUMER SATISFACTION (CASE STUDY AT NONA BEAUTY SALON BATANG)

Arini Mafiroh^{*1}, M. Shofiyuddin², and Ari Muhardono³

¹ Department of Management, Faculty of Economics and Business, Universitas Pekalongan, Pekalongan, 51111, Indonesia

² Department of Management, Faculty of Economics and Business, Universitas Pekalongan, Pekalongan, 51111, Indonesia

³ Department of Management, Faculty of Economics and Business, Universitas Pekalongan, Pekalongan, 51111, Indonesia

ABSTRACT

Consumer satisfaction is an important element that includes consumer assessments of the quality provided by the company in serving consumer needs. This research aims to test and analyze whether there is an influence between service quality, product quality and sales promotion on consumer satisfaction at Salon Nona Beauty Batang. The type of research used in this research is correlational research with data collection methods using questionnaire data. In this study there were 100 respondent who were used as samples. The sampling method uses a purposive sample where the determination of the sample based on the criteria. The analytical tool used is multiple linear regression analysis and t test. Based on the results of the analysis stated that Service Quality has a significant positive effect on consumer satisfaction with a t value of 2,648 and a significant value of 0,009. Product Quality has a significant positive effect on consumer satisfaction with a t-count value of 2,823 and a significant value of 0.006, Sales Promotion has an insignificant positive effect on consumer satisfaction with a t-count value of 0,147 and a significant value of 0,883 and Price has an insignificant positive effect on consumer satisfaction with a t-count value of 0,529 and a significant value of 0,598.

ARTICLE INFO

Keywords:
Service Quality, Product Quality, Sales Promotion, Price, Consumer Satisfaction

* Corresponding Author at Department of Management, Faculty of Economics and Business, Universitas Pekalongan, Jl. Sriwijaya No. 3 Kota Pekalongan, 51111, Indonesia
E-mail address: arinimafiroh372@gmail.com (author#1), author2@email.com (author#2), arimuhardono@unikal.ac.id (author#3)

1. Introduction

Service companies have a level of sensitivity to the services provided to consumers. Service providers are required to make customer satisfaction an important goal in their business. The salon business is engaged in the service sector, namely providing services in body and hair care. People's needs for lifestyle and appearance can be met through treatments at beauty salons. As a company that competes

with each other, Salon Nona Beauty Batang strives to understand consumer needs by presenting various types of hair and body treatments. This aims to fulfill customer satisfaction after using the services of Salon Nona Beauty Batang. Because consumers are trying to find the best results to meet their needs.

Salon Nona Beauty Batang is a beauty salon, a business place engaged in beauty services related to beauty treatments for women. Located at A. Yani street, Kauman, Batang, Central Java, Indonesia, it also has a branch in Pekalongan. Nona Beauty Beauty Salon provides facilities and services to beautify the body by providing treatments related to the beauty of consumers' hair. To attract customers, good service quality and product quality are needed so that they can generate satisfaction from consumers. This results in intense competition because each salon strives to be the best to meet the needs of its consumers.

One way that can be used to win the current competition is to meet the quality of services that are more qualified. The conditions that must be met by a company to be successful in competition are to try to achieve goals and maintain customer satisfaction. In simple terms, service quality is defined as a measure of how well the services provided are able to match customer expectations (Setiawati et al., 2019). Service quality is defined as the efforts of a person or organization that aim to provide satisfaction to customers. Customers will judge the perceived quality of a service based on what they describe in their minds (Kasmir, 2019). The company's ability determines the level of success and quality of the company. They form expectations of the value obtained, and from this value, it is then measured by how much satisfaction and trust the customer has and how much the customer's loyalty is (Yuniawati, 2022).

2. Literature Review

Service quality is something that is very influential in creating customer satisfaction. This is supported by previous research that shows that service quality has a positive and significant effect on customer satisfaction, including Prayogie et al. (2019); Yuianto et al. (2017); Setiawati et al. (2019); Sari & Mayasari (2022); Wati et al. (2020); Pratiwi et al. (2019); Rewa (2019); and Safriza (2015). If the service received or felt was as expected, then the quality of the service is perceived as good and satisfying. Satisfaction that has been formed can encourage consumers to make money purchases and hopefully become loyal customers.

Product quality is also a factor that affects customer satisfaction. Consumers will tend to choose quality products as well as those that can provide satisfying services. Considering products and services in terms of the amount of value the company provides to customers is a factor that affects customer satisfaction (Hernikasari et al., 2021). Product quality is the ability of a product to provide results or performance that match or exceed what consumers want. Anything that can be offered to the market to meet or exceed consumer expectations. As well as those that can be offered to the market for attention, purchase, use, and consumption to fulfill wants and needs (Kotier & Keller, 2017).

Based on previous research on product quality and customer satisfaction, it shows that product quality has a positive and significant effect on customer satisfaction, including research by Hernikasari et al. (2021) and Widiyasari & Permatasari (2020). With good product quality, the wants and needs of consumers for a product will be fulfilled. If the quality of the product received is higher than expected, the perceived product quality will be satisfactory.

In addition to service quality and product quality that must be considered by the salon business, tough challenges encourage service companies such as Saion Nona Beauty Batang to take

advantage of opportunities by using social media. Technological developments are getting easier; this will help increase customer demand and expand marketing reach, but on the other hand, competition will be tighter because companies are also easy to reach (Trianto et al., 2022).

The promotional strategy carried out by the company in the form of sales promotion has an influence on increasing or decreasing customers or sales of company products. There are many considerations and expectations in the field of sales, such as how the company provides promotions that are in accordance with consumer needs (Kresna & Suryawardani, 2020). In addition, the application of sales promotion is not on target and the results are lacking. Optimized digital marketing is a technology-based strategy to assist marketing activities aimed at increasing the sales of business actors (Citradika et al., 2023).

Satisfaction here concerns the feelings of pleasure or disappointment of someone who arises after comparing the perception or impression of the performance or results of a product or service with his expectations (Arianto, 2017). To create loyalty and high customer satisfaction, there is a need for sales promotion. This sales promotion plays an important role in communication between companies and customers. Promotion is one of the factors determining the success of a marketing program to provide information about the existence of a product (Pratiwi et al., 2019). Based on previous research on promotion and customer satisfaction by Yuianto et al. (2017), Wati et al. (2020), Pratiwi et al. (2019), and Trianto et al. (2022), sales promotion has a positive influence on satisfaction.

Therefore, companies need to do the right promotion. As for the various ways given by Salon Nona Beauty Batang, for example, providing saving packages or, at certain moments, providing discounts (event-specific promotions), Promotion also needs to be carried out in various media, one of which is promotion via online media, seeing that in the current era, consumers are more inclined to look for information via Instagram by creating interesting content. However, judging from the social media, namely Instagram, the company lacks attractiveness because it can be seen in one piece of content that has like with a small amount. Promotions carried out on social media or through direct marketing do not have a big effect on sales. That way, the company also does not understand whether the promotions carried out by the company are effective or not (Wati et al., 2020).

In addition to sales promotion, service companies must pay attention to price fairness. Achieving customer loyalty through customer satisfaction is not an easy thing. Some of the ways companies can achieve customer loyalty are by providing the right price to customers (Oktaviani et al., 2019). Price is an element in the marketing mix that not only determines profitability but also serves as a means of communicating the proportion of the value of a product given to customers to get the benefits offered by the company's marketing mix. Therefore, every company in setting prices must consider carefully (Niati et al., 2021). Companies that get profits and consumers can buy products so that they can meet and satisfy consumer needs (Rewa, 2019). The above is supported by previous research that shows that price has a positive and significant effect on customer satisfaction, including Prayogie et al. (2019); Yuianto et al. (2017); Setiawati et al. (2019); Sari & Mayasari (2022); Wati et al. (2020); Rewa (2019); Yuniawati (2022); Hernikasari et al. (2021); and Trianto et al. (2022).

Based on the phenomenon that the level of customer satisfaction is still not optimal due to the mismatch of consumer expectations for salon services caused by the lack of service quality in providing treatment, product quality that is less emphasized, promotions that are less attractive in delivering to consumers and prices that are still competitive with many competitors in beauty services. So the researcher is motivated to conduct research that aims to test and analyze whether there is an

effect of service quality, product quality, sales promotion, and price on customer satisfaction at the Nona Beauty Batang salon.

3. Method, Data, and Analysis

3.1 Consumer Satisfaction

Customer satisfaction is the level of a person's feelings after comparing the results he feels with his expectations (Tjiptono, 2016). The level of satisfaction is a function of the difference between perceived performance and expectations. If performance matches expectations, consumers will be very satisfied, while if performance exceeds expectations, customers will be very satisfied. Consumer expectations can be formed by past experiences or comments from other people's experiences (Oliver, 2019).

According to Kotier (2017), "consumer satisfaction is the feeling of pleasure or disappointment of someone who arises after comparing his perceptions or impressions of the performance or results of a product with his expectations." Consumer satisfaction is the level of feeling where a person states the result of a comparison of the performance of the product or service received and expected (Ratnasari, 2017). Meanwhile, according to Tjiptono (2016), consumer satisfaction is an evaluation of consumer feelings that the performance of the product or service has met or exceeded expectations before purchase.

Consumer satisfaction is an emotional assessment of consumers after consumers use a product where the expectations and needs of consumers who use it are met (Daryanto & Setyobudi, 2019). So it can be summarized that consumer satisfaction is the feeling of consumers who have met their expectations after experiencing the performance or results of a product or service.

3.2 Quality of Service

Service quality is a form of consumer assessment of the level of service received compared to the expected level of service (Kotier & Keller, 2016). If the service received or felt is as expected, then the service quality is perceived as good and satisfying. Satisfaction that has been formed can encourage consumers to make money purchases and hopefully become loyal customers.

Service quality is defined as the efforts of a person or organization that aim to provide satisfaction to customers. Customers will judge the perceived quality of a service based on what they describe in their minds (Kasmir, 2019). Meanwhile, Abdullah & Tantri (2019) define in more detail that service quality is the overall characteristics and characteristics of a good or service that affect its ability to satisfy needs. Based on several definitions of service quality, it can be summarized that service quality is the amount of value provided by the company to meet consumer expectations.

H1: Service quality has a positive effect on customer satisfaction.

3.3 Product Quality

A product is anything that can be offered to the market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas (Kotler & Armstrong, 2017). Meanwhile, the definition of product quality according to Ernawati (2019) is as follows: "Product quality is something of value that can be offered to someone to satisfy a need or desire. A product is also something that is offered to other people to see, hold, buy, or consume to satisfy their needs."

Product quality is the ability of a product to provide results or performance that match or exceed what consumers want. Anything that can be offered to the market to meet or exceed

consumer expectations. As well as those that can be offered to the market for attention, purchase, use, and consumption to fulfill wants and needs (Kotier & Keller, 2017).

Based on these definitions, it can be summarized that product quality is the ability of a product to meet the expectations of the needs and desires of its users. Building product quality is a strategic step that must be taken by the company. This is because a product has more value in the eyes of customers.

H2: Product quality has a positive effect on customer satisfaction.

3.4 Sales Promotion

Sales promotion is a marketing campaign material designed to encourage faster or greater purchase of certain products or services by consumers. In other words, sales promotion is a means of encouraging consumers to purchase a product or service (Putri & Fadhia, 2014).

Promotion is one part of the company's marketing mix, the contents of which provide information to the public or consumers about the products or services offered by the company. Not only that, promotional activities are communication activities between companies and customers or consumers (Yulianto et al., 2017). Promotion is one of the marketing strategies where the activities try to persuade, influence, and provide information so that they are willing to buy, accept and be loyal to the products and services provided (Herianto, 2017). Based on the definitions mentioned, it can be concluded that to market a product, the company must disseminate information about its products in the form of product characteristics, product availability, and product conditions as well as the benefits obtained when using the product. This is a promotional strategy used to advertise the company's products more widely.

H3 : Sales promotion has a positive effect on customer satisfaction

3.5 Price

Price perception is the tendency of consumers to use price as an assessment of the suitability of product benefits. The assessment of the price of a product's benefit to be said to be expensive, cheap, or moderate by each individual can vary depending on the perception of each individual, who is motivated by the environment and the individual's own conditions (Septiani, 2020). According to Prayogie et al. (2019), "price is the amount of money charged for a product or service or the sum of the values that customers exchange to obtain the benefits of owning or using a product or service."

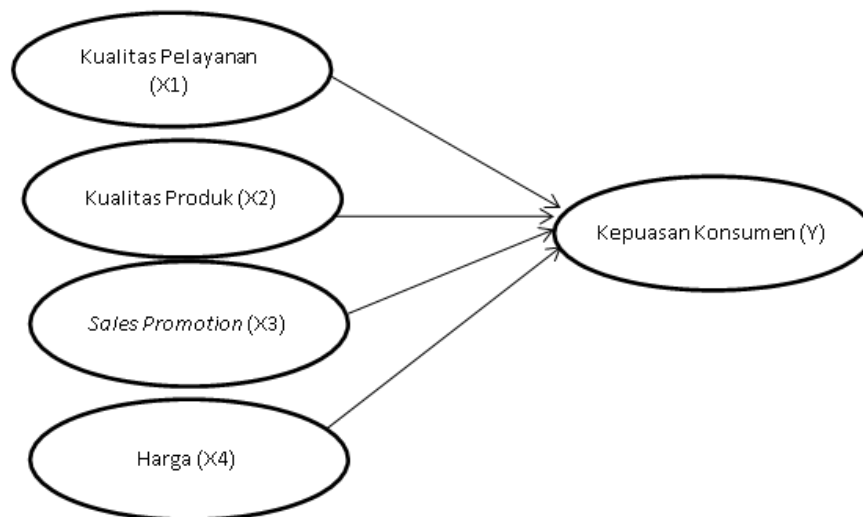
Price is the only element of the marketing mix that produces sales revenue, while the other elements are only cost elements. Even though pricing is an important issue, there are still many companies that are imperfect in handling this pricing problem. Because it generates income.

Therefore, price affects the level of sales, the level of profit, and the market share that can be achieved by the company. Pricing should be a problem for every company because it is not the absolute power or authority of an entrepreneur (Pratiwi et al., 2019).

As stated above, it is concluded that by setting prices, companies can create sales results from certain products and services. The role of pricing will be very important, especially in conditions of increasingly sharp competition. The role of price is very important, especially to maintain and improve the company's position in the market, in addition to increasing the company's sales and profits (Andalusi, 2018).

H4: Price has a positive effect on customer satisfaction.

Figure 1. Research Model



3.6 Research Method

This research is causal with a quantitative approach. In this research, the data obtained is analyzed and further analyzed using the theoretical basis that has been learned. The causal research method is research that aims to determine the relationship between two or more variables, namely service quality, product quality, service promotion, and price, as independent variables, while customer satisfaction is the dependent variable or bound variable. The data collection method uses interviews, observations, and questionnaires. The data sources in this research are classified into two parts, namely primary data sources, which are original data collected by researchers to specifically answer research problems. Secondary data: in addition to the main data, researchers consider it necessary to add support for their research with other data related to research (Sugiyono, 2017). The analysis technique in this study uses multiple linear regression analysis. Multiple regression equations in

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Description:

Y = Customer Satisfaction

α = Constant, is a related value which in this case is Y when the independent variable is 0 ($X_1, X_2, = 0$)

β_1 = Regression coefficient

X1 = Service Quality

X2 = Product Quality

X3 = Sales Promotion

X4 = Price

ϵ = Other factors that influence the Y variabel

4. Result and Discussion

4.1 Result of Research

1. Validity Test

The results of the validity test show that 29 question items from the service quality, product quality, service promotion, price, and customer satisfaction variables are declared valid because the sig value

is smaller than the significance level of 0.05 and the calculated r value is greater than the r tab value of 0.196, so the questions in the questionnaire used in the research are said to be valid.

2. Reliability Test

For the reliability test, it was carried out using the Cronbach alpha reliability coefficient. Service quality, product quality, service promotion, price, and customer satisfaction variables have a Cronbach alpha value > 0.70 , so it can be concluded that the measuring instruments in this research are reliable.

3. Classical Assumption Test

a. Normality Test

The normality test used in this research is the Kolmogorov-Smirnov test. Based on the results of the One-Samp Kolmogorov-Smirov Test, the regression mode is normally distributed because it is seen from the magnitude of the Kolmogorov-Smirov Test sig value of 0.200. Thus, it can be concluded that the value of the Kolmogorov-Smirov test is declared to be normally distributed because the significance value is greater than 0.05 and can be continued to the next stage.

b. Heteroscedasticity Test

To detect the presence or absence of heteroscedasticity, the Glajser test can be used. Based on the results of the calculation, there is no heteroscedasticity, as evidenced by the significance values of the service quality, product quality, service promotion, and price variables that exceed 0.05.

c. Multikolinearity Test

Based on the results of the multikolinearity test, the service quality, product quality, service promotion, and price have a value of tolerance > 0.1 and VIF < 10 , it can be stated that there is no multikolinearity.

4. Goodness of Fit Test of Mode

The accuracy of the sample regression function in estimating the actual value can be measured by its goodness of fit. Statistically, at least this can be measured by the coefficient of determination, the value of the F statistic. Decision-making in this test can be carried out using the probability value (p value) (Ghozali, 2018). It is known that the significance level is 0.000. Thus, since the significance value is smaller than 0.05, it can be stated that the regression function is suitable for estimating the effect of service quality (X_1), product quality (X_2), service promotion (X_3), and price (X_4) on customer satisfaction (Y).

5. Coefficient of Determination

Based on the results of the adjusted R square value in table 4.10, it shows that the adjusted R square value is 0.770, or 77%. The coefficient of determination test shows that service quality, product quality, promotion, and price affect customer satisfaction by 77%, while the remaining 23% is influenced by other variables outside of this research.

6. Multiple Regression Analysis

The results of the data analysis that has been carried out obtained the results of the significance test of the influence of each X variable on Y as follows:

- The significance value of the service quality variable is $0.014 < \alpha = 0.05$, meaning that service quality has a significant positive effect on customer satisfaction.
- The significance value of the product quality variable is $0.135 > \alpha = 0.05$, meaning that product quality has a positive and insignificant effect on customer satisfaction.

- c. The significance value of the sales promotion variable ($0.000 < \alpha = 0.05$) means that sales promotion has a significant positive effect on customer satisfaction.
- d. The significance value of the price variable ($0.000 < \alpha = 0.05$) means that price has a significant positive effect on customer satisfaction.

4.2 Discussion

Based on the results of the first hypothesis test, it meets the test criteria. This means that the quality of service has a significant positive effect on customer satisfaction. This means that the better the quality of consumer service, the greater the chance of attracting consumers, resulting in customer satisfaction. Based on the results of the previous analysis, it can be seen that service quality affects customer satisfaction, where service quality includes indicators of tangibles, reliability, responsiveness, assurance, and empathy. This HAI indicates that the relationship between service quality and customer satisfaction is in a strong category. Direct evidence has a significant effect on customer satisfaction, with the average respondent's response to this direct evidence being 75% in the good category. The better the direct evidence of the quality of the services offered, the higher the level of customer satisfaction, because if the services offered are of high quality, it will directly attract customers to use the services offered by Saion Nona Beauty Batang. The results of this study are supported by the research of Yulianto et al. (2017), Setiawati et al. (2019), Sari & Mayasari (2022), Wati et al. (2020), Pratiwi et al. (2019), Rewa (2019), and Yuniawati (2022), showing a positive and significant effect of service quality on customer satisfaction.

Based on the results of the second hypothesis test, it shows that product quality has a positive effect on customer satisfaction, which means that the better the quality of the products used, the better the customer satisfaction. It has a great opportunity to attract consumers so as to generate customer satisfaction. It can be seen that product quality affects customer satisfaction, where product quality includes indicators of performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. In this study, the relationship between product quality and customer satisfaction is in the strong category. Direct evidence has a significant effect on customer satisfaction, with the average respondent's response to this direct evidence being 80% in the good category. The better the direct evidence of the quality of the products offered, the higher the level of customer satisfaction, because if the product used is of quality, it will directly attract customers to use the products offered by Saion Nona Beauty Batang. However, the results of the research are still not significant. The results of this study support research conducted by Yuniawati (2022) showing that product quality has a positive and insignificant effect on customer satisfaction.

Based on the results of the third hypothesis test, it meets the test criteria. This means that the more promotion about products and care services, the more consumers feel satisfied. It can be seen that promotion has a significant effect on customer satisfaction, where promotion includes indicators of reach, quantity of broadcasts, and message quality. In this research, the relationship between promotion and customer satisfaction is in the strong category. If HAI is sufficient to penetrate a wider market share, innovations are needed in marketing Nona Beauty Salon services in order to further increase satisfaction in the hearts of its consumers. From the results of the selection of strategy innovations chosen by Salon Nona Beauty, very appropriate strategies include improving service quality, maintaining quality and further improving quality from before, and adding information media to conduct more effective promotions. The results of this study are in line with previous research conducted by Yulianto et al. (2017), Wati et al. (2020), Pratiwi et al. (2019), and Trianto et al. (2022), which show that promotion has a positive and significant effect on customer satisfaction.

Based on the results of the fourth hypothesis test, it does not meet the test criteria. This means that the high price of products and treatment services at Saion Nona Beauty makes consumers feel less satisfied. It can be seen that price has a significant negative effect on customer satisfaction, which includes indicators of price in accordance with the quality of service, price in accordance with the benefits of the product offered, price in accordance with customer expectations, and price comparable to competitors. The majority of consumers are price-sensitive but also consider other factors (such as brand image, store location, service, value, product features, and quality). In addition, consumers' perception of product quality is often influenced by price. In some cases, high prices are perceived to reflect high quality, especially in the specific product category. Price indicates quality because good-quality goods are produced using good-quality raw materials, and of course the price is higher than the usual price of high-quality products. The results of this study are not in line with the results of the research of Prayogie et al. (2019); Yuianto et al. (2017); Setiawati et al. (2019); Sari & Mayasari (2022); Wati et al. (2020); Rewa (2019); Yuniawati (2022); Hernikasari et al. (2021); and Trianto et al. (2022), where it is said that price can affect customer satisfaction; prices that vary according to type and function.

5. Conclusion and Suggestion

This research aims to test and analyze the effect of service quality, product quality, sales promotion, and price on customer satisfaction at Saison Nona Beauty Batang. Based on the results of the analysis and discussion that have been carried out, it can be concluded that service quality and service promotion have a positive and significant effect on customer satisfaction, so the better the consumer quality and service promotion provided, the greater the chance of attracting consumers so that it results in customer satisfaction. This result can be used as a material consideration and recommendation for improving the quality of services and promotions that affect customer satisfaction with the services offered. If the quality of service and promotion can be fulfilled, it will increase customer satisfaction. For this reason, business people should consider service quality and promotion in an effort to increase customer satisfaction when using the services offered by Nona Beauty Salon Batang.

Reference

- Abdullah, & Tantri, F. (2019). *Manajemen Pemasaran*. PT Raja Grafindo Persada.
- Arianto, R. A. P. (2017). Pengaruh Strategi Pemasaran Terhadap Kepuasan Konsumen Pada Jasa Persewaan Buku Kotaro Kota Madiun. *Equilibrium : Jurnal Ilmiah Ekonomi Dan Pembelajarannya*, 5(1), 105–116. <https://www.ptonline.com/articles/how-to-get-better-mfi- results>
- Citradika, D. P., Anggara Murty, D., & Satrio, D. (2023). Optimalisasi Digital Marketing Dalam Mendukung Komunitas Toko Bahasa. *Jurnal Pengabdian Masyarakat Akademisi*, 2(1), 33–38.
- Herianto, A. (2017). Pengaruh Kualitas layanan dan Promosi Penjualan Terhadap Kepuasan Konsumen Alfamart di Sunter. *Manajemen Pemasaran*, 24(2), 134–144.
- Hernikasari, I., Ali, H., & Hadita, H. (2021). Model Citra Merek Melalui Kepuasan Pelanggan Bear Brand: Harga Dan Kualitas Produk. *Jurnal Ilmu Manajemen Terapan*, 3(3), 329–346. <https://doi.org/10.31933/jim.v3i3.837>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing Sixteenth Edition Global Edition*. Pearson Ed.
- Kotler, P., & Keller. (2016). *Marketing Management 14 Edition (Global Edi)*.
- Kotler, P., & Keller, K. I. (2017). *Manajemen Pemasaran (B. Sabran (ed.))*. Erlangga.

- Pratiwi, M. Y., Soekotjo, H., & Triyonowati. (2019). Pengaruh Promosi Penjualan dan Kualitas Pelayanan Terhadap Kepuasan dan loyalitas Pelanggan Pada Idjen Premier Sports Club di Malang. *Jurnal Manajemen, Bisnis Dan Organisasi*, 3(2), 232–244. <http://ojs.uho.ac.id/index.php/JUMBO>
- Prayogie, Z., lie, D., Butarbutar, M., & Simatupang, S. (2019). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Bengkel Zul Keluarga Jaya. *SUITANIST: Jurnal Manajemen Dan Keuangan*, 6(2), 40–47. <https://doi.org/10.37403/sultanist.v6i2.126>
- Riyanto. (2015). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Rumah Spesial Super Penyet. *Jurnal Ekonomi Dan Bisnis Universitas Muhammadiyah Surakarta*, 1(1), 47–60.
- Setiawati, R., Utami, S., & Rochani, S. (2019). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Alfamart Jl. Jaksa Agung Suprpto No.11 Mojoroto-Kediri. *JIMEK : Jurnal Ilmiah Mahasiswa Ekonomi*, 1(2), 285–298. <https://doi.org/10.30737/jimek.v1i2.316>
- Tjiptono, F. (2016). *Strategi Pemasaran*. Andi Offset.
- Trianto, F. E., Azhad, M. N., & Hermawan, H. (2022). Pengaruh Promosi, Harga Dan Kualitas layanan Terhadap Kepuasan Konsumen Salon Sheryl. *Jurnal Mahasiswa Entrepreneur*, 1(7), 1440–1449. <https://ojs.unars.ac.id/index.php/jme/article/view/2332%0Ahttps://ojs.unars.ac.id/index.php/jme/article/download/2332/1669>
- Wati, D. D., Mursito, B., & Hartono, S. (2020). Kualitas Pelayanan, Promosi Penjualan dan Persepsi Harga Terhadap Kepuasan Pelanggan Pada Pengguna Transportasi Online Grab Bike di Kota Surakarta. *Ilmu Ilmiah Edunomika*, 04(02), 601–618.
- Widiyadari, I. P., & Permatasari, I. R. (2020). Pengaruh Sales Promotion dan Kualitas Produk Terhadap Kepuasan Pelanggan Pada PT Perusahaan Gas Negara Tbk. *Jurnal Aplikasi Bisnis*, 6(1), 129–132.
- Yulianto, I., Yulianeu, PT, E. G., & Syaifuddin, T. (2017). Pengaruh Promosi Penjualan, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Dan loyalitas Konsumen (Studi Kasus Counter Handphone Di Shiba Communication). *Journal of Management*, 3(3), 10.
- Yuniawati, Y. (2022). Analisis Pengaruh Kualitas layanan , Kualitas Produk dan Harga Terhadap Tingkat Kepuasan Pelanggan Salon Johnny Andrian. *Journal of Economics and Accounting*, 3(2), 377–382. <https://doi.org/10.47065/arbitrase.v3i2.519>