THE INFLUENCE OF SERVICE QUALITY, FACILITIES, AND PRICE ON CUSTOMER SATISFACTION AT ESTETICA BELLE SALON

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Abstract

This study aims to determine how service quality, facilities, and price influence customer satisfaction at Estetica Belle Salon, both simultaneously and partially. The sampling method used in this research is Slovin's formula, resulting in 100 respondents. The data analysis technique employed in this study is multiple linear regression analysis, including instrument testing and classical assumption tests beforehand. This research data uses quantitative data by collecting data questionnaires. This research shows that facility service quality and price have a positive and significant effect on customer satisfaction simultaneously. This shows that Quality has a positive and significant effect on Customer Satisfaction. Facilities have a positive and significant effect on customer satisfaction. Price has a positive and significant effect on customer satisfaction.

Keywords: Service Quality, Facilities, Price, Customer Satisfaction

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the largest group of economic actors in Indonesia's economy and have proven to be a safety valve for the national economy during crises. Besides being the sector with the greatest contribution to national development, MSMEs also create significant job opportunities for the domestic workforce, thus helping to reduce unemployment.

According to Srijani et al., (2023), the business world has developed rapidly, and competition has become increasingly intense. This is driven by the growing diversity of human needs and the rising standard of living in society. One of the businesses that have flourished in Indonesia is the beauty salon industry. Currently, the development of salon services in major cities shows significant progress with a high level of competition. The numerous companies in the beauty sector make customers more discerning in choosing businesses that can provide customer satisfaction.

By providing good service quality, the likelihood of customer complaints decreases. This, in turn, reduces the costs incurred by the company for maintenance. In addition to service quality, there are also factors that influence customer satisfaction, such as facilities. Facilities are essential business supports that can make customers feel comfortable. They are important means and infrastructure in improving satisfaction by providing convenience, meeting needs, and ensuring comfort for service users. When the facilities provided meet customer needs, they will feel satisfied (Darmawan et al., 2023; Putri et al., 2024).

Definition of Marketing Management. According to Kotler and Armstrong in the book "Marketing Management" Yulianti et al., (2019), marketing management comes from two words: management and marketing. Marketing is the analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers to achieve the company's objectives.

Service Quality. According to Rachim et al., (2023), service quality is any action or activity offered by one party to another that is essentially intangible and does not result in ownership, where producers aim to meet the needs and desires of customers to fulfill consumer expectations.

Facilities. In Pantilu et al., (2018), facilities are essential means and infrastructure in improving satisfaction, such as providing convenience, meeting needs, and ensuring comfort for service users. When the facilities provided meet customer needs, customers feel satisfied.

Price. According to Kartajaya (2002;481) in PANE (2018), price is the seller's estimate of the value expansion concerning the utility and quality of the product. The image of the product is formed through promotional advertising and the availability of the product through the distribution network that accompanies a product.

Customer Satisfaction. According to Philip & Keller (2009) in Suhardi et al., (2022), satisfaction is the feeling of pleasure or disappointment a person experiences as a result of comparing perceived performance or the product with expectations. Meanwhile, customer satisfaction according to Tjiptono in Afrilliana (2020) states that visitor satisfaction is the customer's response to the evaluation of the difference between initial expectations before purchase and the actual performance of the product or service as perceived afterward.

METHODS

This research was conducted at Estetica Belle Beauty Salon, located at Tamora Taman, Jl. Raya Semat, Tibubeneng, Kuta Utara, Badung, Bali. The object of this study is in the field of marketing, which includes service quality, facilities, and price in relation to customer satisfaction at Estetica Belle Salon. From January 2023 to October 2023, there is a population of 4,887 customers at Estetica Belle Salon.

RESULT AND DISCUSSION
Result

Table 1. Result of Multiple Linear Regression Analysis.

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	2,372	,964		2,461	,016
	Kualitas Pelayanan	,402	,098	,380	4,097	,000
	Fasilitas	,217	,082	,277	2,644	,010
	Harga	,318	,109	,283	2,907	,005

Source: Data processed in 2024

Based on the table above, the regression equation can be determined as follows:

$$Y = \alpha + \beta_1 . X1 + \beta_2 . X2 + \beta_3 . X3 + e$$

1. α = 2.372: Statistically, this indicates that the constant value is 2.372, meaning that if the variables of Service Quality, Facilities, and Price do not change, Customer Satisfaction will remain constant at 2.372.
2. β_1 = 0.402: Statistically, this shows a positive and significant effect between the variable of service quality (X_1) and Customer Satisfaction (Y) of 0.402, meaning that every increase in service quality will lead to an increase in customer satisfaction, assuming other variables remain unchanged.
3. β_2 = 0.217: Statistically, this indicates a positive and significant effect between the variable of facilities (X_2) and Customer Satisfaction (Y) of 0.217, meaning that every increase in facilities will lead to an increase in customer satisfaction, assuming other variables remain unchanged.
4. β_3 = 0.318: Statistically, this shows a positive and significant effect between the variable of price ($X3$) and Customer Satisfaction (Y) of 0.318, meaning that every alignment of price will lead to an increase in customer satisfaction, assuming other variables remain unchanged.

Table 2. Results of the Simultaneous Significance Test (F-test)

	ANOVA^a					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	820,168	3	273,389	121,180	,000^b
	Residual	216,582	96	2,256		
	Total	1036,750	99			

Source: Data processed in 2024

From the table above, it can be seen that dfn = degrees of freedom numerator = 3 and df = degrees of freedom denominator = 96, resulting in a calculated F value of 121.180 and a significance value of 0.000.

1. By comparing the calculated F value with the F table, if the F table > F calculated, then H0 is accepted and Ha is rejected. If the F table < F calculated, then H0 is rejected and Ha is accepted.
2. Using the significance probability value, if the significance probability > 0.05, then H0 is accepted and Ha is rejected. If the significance probability < 0.05, then H0 is rejected and Ha is accepted.

Table 3. Results of the Partial Significance Test (t-test)

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig,
1	X1	0,402	0,098	0,380	4,097	0,000

Source: Data processed in 2024

From the table above, it can be determined that the calculated t value for the service quality variable (X1) is 4.097 and the significance value is 0.000.

1. By comparing the calculated t value with the t table, if the t table > t calculated, then H0 is accepted and Ha is rejected. If the t table < t calculated, then H0 is rejected and Ha is accepted, with a significance level of 95% (α = 5%).
2. Using the significance probability value, if the significance probability > 0.05, then H0 is accepted and Ha is rejected. If the significance probability < 0.05, then H0 is rejected and Ha is accepted.

Discussion

The Simultaneous Effect of Service Quality, Facilities, and Price on Customer Satisfaction at Estetica Belle Salon. The results of the study indicate a simultaneous effect of the variables of service quality, facilities, and price on customer satisfaction. This is evidenced by the calculated F value of 121.180 compared to the F table value of 2.70, showing that the calculated F value is greater than the F table value, and the calculated t value is in the rejection area of H0. Therefore, H0 is rejected and H1 is accepted. This means that statistically, at a confidence level (α) = 5%, service quality (X1), facilities (X2), and price (X3) have a positive and significant simultaneous effect on customer satisfaction (Y).

These findings also support previous research conducted by Dealisna Pantilu, Roalina A.M. Koleangan, and Ferdy (2018), which stated that price, service quality, and facilities simultaneously affect customer satisfaction. Yusuf Suhardi, Zulkarnaini, Agustian Burda, Arya Darmawan, and Adila Nur Klarisah (2022) showed that the price variable, service quality variable, and facilities variable affect customer satisfaction.

The Effect of Service Quality on Customer Satisfaction at Estetica Belle Salon. The results of the study indicate a positive effect of service quality on customer satisfaction. This is evidenced by the calculated t value of 4.097 compared to the t table value of 1.984, showing that the calculated t value is greater than the t table value, and the calculated t value is in the rejection area of H0. Therefore, H0 is rejected and H2 is accepted. These findings also support previous research conducted by Dolly Indra, Regita, and John Tampil Purba (2019), which stated that there is a positive and significant effect of service quality on customer satisfaction. Meanwhile, Yusuf Suhardi, Zulkarnaini, Agustian Burda, Arya Darmawan, and Adila Nur Klarisah (2022) stated that service quality affects customer satisfaction.

The Effect of Facilities on Customer Satisfaction at Estetica Belle Salon. The results of the study indicate a positive effect of facilities on customer satisfaction. This is evidenced by the calculated t value of 2.644 compared to the t table value of 1.984, showing that the calculated t value is greater than the t table value, and the calculated t value is in the rejection area of H0. Therefore, H0 is rejected and H3 is accepted. These findings also support previous research conducted by Dealisna Pantilu, Roalina A.M. Koleangan, and Ferdy (2018), which stated that facilities have a positive and significant effect on customer satisfaction. Yusuf Suhardi, Zulkarnaini, Agustian Burda, Arya Darmawan, and Adila Nur Klarisah (2022) stated that service quality affects service quality.

The Effect of Price on Customer Satisfaction at Estetica Belle Salon. The results of the study indicate a positive effect of price on customer satisfaction. This is evidenced by the calculated t value of 2.907 compared to the t table value of 1.984, showing that the calculated t value is greater than the t table value, and the calculated t value is in the rejection area of H0. Therefore, H0 is rejected and H4 is accepted. This means that statistically, for a two-tailed test at a confidence level (α) = 5%, the price variable (X3) has a positive and significant effect on customer satisfaction (Y). This is because price suitability will affect customer satisfaction. These findings also support previous research conducted by Yusuf Suhardi, Zulkarnaini, Agustian Burda, Arya Darmawan, and Adila Nur Klarisah (2022), which stated that price has a positive and significant effect on customer satisfaction. Dewandi, Yulizar Kasih, and Idham (2018) stated that price has a positive and significant effect on consumer satisfaction.

CONCLUSION

1. Service Quality, Facilities, and Price have a positive and significant effect on customer satisfaction at Estetica Belle Salon. This means that the better the service quality, facilities, and price, the higher the customer satisfaction at Estetica Belle Salon.
2. Service Quality has a positive and significant effect on customer satisfaction at Estetica Belle Salon. This indicates that the better the service quality, the higher the customer satisfaction at Estetica Belle Salon.
3. Facilities have a positive and significant effect on customer satisfaction at Estetica Belle Salon. This means that good facilities will enhance customer satisfaction at Estetica Belle Salon.
4. Price has a positive and significant effect on customer satisfaction at Estetica Belle Salon. This indicates that better pricing at Estetica Belle Salon will increase customer satisfaction.

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