



# Analysis of Customer Satisfaction Determinants: An Empirical Study in Mey Beauty Salon

Desy Wulandari <sup>1</sup>, Siti Kholifah <sup>2</sup>, Edwin Zusrony <sup>3\*</sup>

- <sup>1</sup> Universitas Sains dan Teknologi Komputer; Semarang, Central Java; e-mail : [desyiwulandarii24@gmail.com](mailto:desyiwulandarii24@gmail.com)  
<sup>2</sup> Universitas Sains dan Teknologi Komputer; Semarang, Central Java; e-mail : [olivstekom@gmail.com](mailto:olivstekom@gmail.com)  
<sup>3</sup> Universitas Sains dan Teknologi Komputer; Semarang, Central Java; e-mail : [edwin.zusrony@stekom.ac.id](mailto:edwin.zusrony@stekom.ac.id)  
\* Corresponding Author : Edwin Zusrony

**Abstract:** This research aims to learn the effect of service quality, price and location toward customer satisfaction in Mey Beauty Salon at Grobogan regency. The study employs an associative research methodology. The subject of this research are the customers Mey Beauty Salon, using purposive sampling method as big as 96 correspondence. Data were collected with the questionnaire method analysed with 1-5 Likert scale. Quantitative analysis was carried out using regression analysis, and analyzed by use of SPSS version 30. The outcomes of this study demonstrated that service quality price and location have partially positive and significant impact on customer satisfaction. Based on simultaneous test, service quality, price and location of Mey Beauty Salon in Grobogan Regency affect customer satisfaction. This study aimed to determine the level of customer satisfaction with the service of Mey Beauty Salon in Grobogan Regency.

**Keywords:** Customer Satisfaction; Price; Service Quality; Location; Mey Beauty Salon

## 1. Introduction

The fast growth of the salons made competition tough. Salon operators must understand what factors influence customer satisfaction and which ultimately affects customer loyalty. According to studies it is found that service quality, price, and location are essential in the service industry but more so in the beauty industry. The quality of the service is an essential component of consumer satisfaction. A quality and satisfying service is expected to generate customer loyalty in the case of salons, specifically, this is a major objective because they are customized and repetitive services. Research shows that good service quality is directly proportional to customer satisfaction, and the better the quality of service provided, the higher the level of satisfaction [1]; [2]. According to Umasugi et al. [3] achieving quick response times and dependability is fundamental to enhancing customer satisfaction across many industries including salons.

The cost of the product affects customer satisfaction According to research, the prices considered reasonable by consumers can boost their satisfaction [4]. The clients assess the price of the service they receive based on the quality and results and compose price perception as a significant element of their intention to return [5]; [6]. Ensuring competitive prices while maintaining the quality standard of service is a big challenge with salon owners. Proof shows that favorable perception of price can enhance satisfaction and later on increase loyalty in salons and other businesses [7]; [8].

Where a business is located also has an impact on customer satisfaction. A good place to do business can draw in more clients. Prasetyo et al. [1] research in the cafe industry found that location positively affects customers' level of satisfaction. The same went for salon business. Salons that are located on strategic spots and easy to access tends to get visited more by customers. Thus, this contribute to customer satisfaction [9]; [10].

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In a salon context, which service to choose, depends on a combination of quality, price, location. is a strategy that can enhance customer satisfaction. [11], a good customer experience, supported by a quality service, can boost loyalty and intention to return to the same salon. Other studies also found that complaint about service and perceive price too high will reduce rate consumer satisfaction [12]; [2]. Salon owners should create a plan for improvement in each of these three areas.

It is important to know the relationship between the three variables which influences customer satisfaction at salons. It is a challenge to offer quality service at competitive prices in great locations in this tough industry. Management will be able to find the right policies and improve competitiveness of their business by understanding the relationship of service quality, price and location towards customer satisfaction [13]; [14]. The results of this study can be used by salon owners and managers to design more focused and targeted service improvement strategies and also to allocate resources sensibly in order to achieve maximum customer satisfaction. As such, this paper does not only make an academic contribution but also has a significant practical relevance for application in the business world of today.

According to all the factors and dynamics discussed, this research aims to find out the impact of service quality, price, and location on level of customer satisfaction in the context of the salon business. In today's competitive environment, further analysis behind sustainability and success of the business salon is essential [14]; [15]; [11].

## 2. Literature Review

### 2.1. Service Quality

Quality service is an effort to deliver a service to suit the needs and wants of customers. The precision of the presentation as per customer expectation [16]. A measure of service quality refers to the level of service offered by the company versus customer expectations. It is about answering to customer needs and wants greater is the correctness of the delivery matching and exceeding customer expectations [17]. Service quality consists of a comparison of the level of service delivered by the company compared to the customer's expectation that is realized through fulfilling customer needs and wants as well as the accurate delivery of service that meets or exceed customers' expectations [18]. [19], indicators of service quality variables are:

- a. Tangibles
- b. Reliability
- c. Responsiveness
- d. Assurance
- e. Emphaty

### 2.2 Price

Price is factor that directly impacts businesses that sell products or services. A company's price level will determine how much quantity is sold [20]. [21], price is defined as a certain amount of money asked for goods, or the amount of exchange value given by a consumer to obtain the utility of use or ownership of goods and services. [22], price is a tool to measure the value of goods or services, to differentiate goods and services, as well as to determine the quantity of goods produced and services used through their distribution to the consumer.

[23], findings indicate that price variable features comprise the following indicators:

- a. Affordability
- b. Price matches product quality
- c. Price competitiveness
- d. Price matches product benefits

### 2.3 Location

Choosing the right location of a business is an important task of marketers as a wrong choice can lead to the business failing before it starts. A location is a place to carry out a business. It is a vital aspect of the success or failure of a business [24]. [16], location is a place or physical area where a particular object or activity is located or carried out.

Indicators of location variables based on the development [25], include:

- a. Access
- b. Strategic
- c. Parking Area
- d. Environment

**2.4 Customer Satisfaction**

A customer satisfaction is a response or an individual’s perception or attitude that involves a feeling of well-being and pleasure over consumer fulfilment, and an assessment that the characteristics of a product or service or the service itself affords, or will afford, a pleasant level of consumption-related fulfilment that is part of consumer expectations and consumption experiences [26]. Consumer satisfaction is a feeling feels by consumers itself, [20]. The satisfaction depends on how well a product or service supplied by a company performs which must meet the expectations.

[27], has four indicators of consumer satisfaction according to:

- a. Conformity to Expectations
- b. Return Intention
- c. Willingness to Recommend

**2.5 Hypothesis**

In conducting an empirical study, the following hypotheses are formulated:

- H1: Service quality has a positive and significant effect on customer satisfaction.
- H2: Price has a positive and significant effect on customer satisfaction.
- H3: Location has a positive and significant effect on customer satisfaction.
- H4: Service quality, price, and location have a positive and significant effect on customer satisfaction.

The core hypothesis assumes that variables utilized for achieving competitive advantage interact with and complement one another.

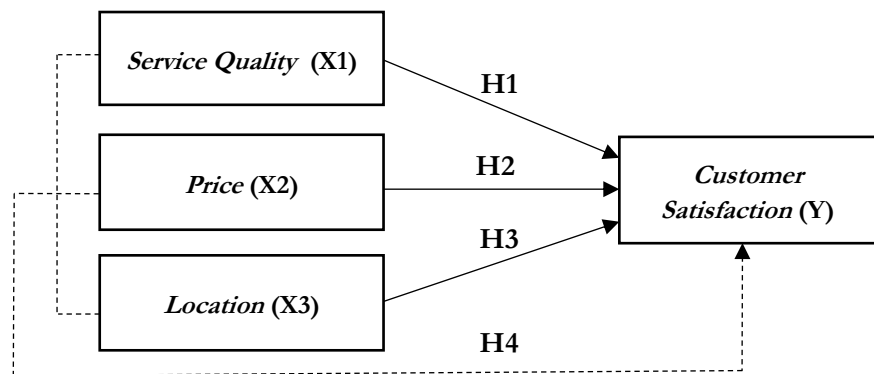


Figure 1. Thinking Framework

**3. Research Method**

**3.1 Research Design**

The study on sustainable banking through digital payment will clarify the importance of various aspects of digital payments and sustainable banking. It is hoped that it would also point out new areas of development.

**3.2 Population and Sample**

The priority population in this study are all consumers who have ever done purchase or treatment at Mey Beauty Salon at least three times and is at least 17 years old. The final sample achieved 96 participants or respondents that met the above criteria and were sufficient to achieve the objectives of research analysis.

### 3.3 Data Collection Technique

To gather initial and credible data, the researchers developed their own set of questionnaires. These questionnaires were made comprehensive enough to measure each variable's theoretical and operational definition, using a Likert Scale.

## 4. Results and Discussion

### 4.1. Respondent Description

The following Table 1 is based on the questionnaire distribution results to 96 consumers who have made purchases or treatments at Mey Beauty Salon at least 3 times and is aged 17 years old and above. The research respondents' characteristics based on gender categories, obtained that the number of female respondents as many as 93 respondents (97 %) and the number of male respondents as many as 3 people. The research questionnaire was used to gain a variety of data, one of which was the age of the respondent. In total, 53 respondents or 55% were aged 17-25 years, then 36 respondents (37.5%) aged 26-35 years, then respondents aged more than or the same as 36 years in a total of 7 people (7.5%).

**Table 1.** Respondent Description

Information	Quantity	Percentage
<b>Gender</b>		
Male	3	3 %
Female	93	97 %
<b>Age</b>		
17 - 25 Years	53	55 %
26 - 35 Years	36	37,5 %
≥ 36 Years	7	7,5 %

### 4.2 Validity Test

Validity testing measures the validity of a questionnaire [20]. Significance test is used for taking a decision by comparing both calculated r-count and r-table. For a sample of approximately 96 people, as depicted in Table 2, the table r -count is 0.186. This test is performed when there is more than one question item

**Table 2.** Validity test

<b>Variables and Statements</b>			
No.	Service Quality (X1)	R-count	R-table
X1.1	The facilities provided by Mey Beauty Salon, such as chairs, complete equipment, and a clean and tidy shop environment, are in good condition	0.869	0.201
X1.2	Mey Beauty Salon employees are able to provide services tailored to customer needs.	0.870	0.201
X1.3	Mey Beauty Salon employees are very responsive and helpful when customers are unsure about choosing the right treatment.	0.867	0.201
X1.4	All customer needs are always met at Mey Beauty Salon	0.875	0.201
X1.5	Mey Beauty Salon employees are friendly and attentive in providing service.	0.870	0.201
No.	Price (X2)	R-count	R-table
X2.1	Mey Beauty Salon offers affordable prices.	0.774	0.201
X2.2	Mey Beauty Salon prices reflect the quality of its products and services.	0.787	0.201
X2.3	Mey Beauty Salon prices are competitive with other salon.	0.806	0.201
X2.4	Mey Beauty Salon prices reflect the benefits consumers experience.	0.740	0.201
No.	Location (X3)	R-count	R-table
X3.1	Mey Beauty Salon is easily accessible.	0.801	0.201

X3.2	Mey Beauty Salon is strategically located near the main road.	0.793	0.201
X3.3	There is ample parking for both two-wheeled and four-wheeled vehicles.	0.801	0.201
X3.4	Mey Beauty Salon offers a safe, clean, and comfortable environment.	0.774	0.201
No.	Customer Satisfaction (Y)	R-count	R-table
Y1.1	The service provided by Mey Beauty Salon meets customer expectations and preferences.	0.796	0.201
Y1.2	I will visit Mey Beauty Salon again.	0.807	0.201
Y1.3	I will recommend Mey Beauty Salon to my colleagues and family.	0.777	0.201

### 4.3 Reliability Test

Reliability testing is when we want to find out whether an instrument at different times, gives the same measurement of something measured [20]. In this research, reliability testing is done through Cronbach’s Alpha by evaluating the alpha value with its standard. [28], a reliability instrument is accepted if the value of Cronbach’s Alpha is more than 0.60. Referring to Table 3, the reliability test result revealed that the Cronbach's Alpha value for all variables greater than 0.6. It can be concluded that all measurements of the variable in the questionnaire are reliable; in other words, the variable instruments in the questionnaire used in this study are reliable measuring tools.

**Table 3.** Reliability Test

No.	Variable	Cronbach Alpha	Standard Alpha	Result
1.	Service Quality	0.893	0.6	Reliable
2.	Price	0.823	0.6	Reliable
3.	Location	0.836	0.6	Reliable
4.	Customer Satisfaction	0.852	0.6	Reliable

### 4.4 Hypothesis Testing

It refers to a systematic procedure in statistics for testing the viability of a hypothesis by the researchers. In simple words, hypothesis testing is the process of testing the validity of a hypothesis or claim about a particular population depending upon the available sample data.

#### 4.4.1 Partial Test

Based on the data results in Table 4 above, it is known that the t-count value of the service quality variable, price variable, and location variable is greater than the t-table and the significance value of each is less than 0.05. The findings suggest that all three independent variables impact customer satisfaction, according to the results.

**Table 4.** Partial Test Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	-2.224	.659		-3.375	,001
Service Quality	.115	.037	.179	3.128	,002
Price	.263	.060	.304	4.356	<,001
Location	.472	.062	.524	7.647	<,001

a. Dependent Variable: Customer Satisfaction

#### 4.4.2 Simultaneous Test

According to the F-test from the Table above, it can be concluded that service quality variable, price variable, and location variable have a significant simultaneous influence to the

Consumer satisfaction variable, as indicated by the F-value obtained calculated of 33,201 and significance level under 0.05, thus the fourth hypothesis is accepted. Based on the results displayed on the Table 5 above, the value of F result calculates at 174,807 and is greater than the F-table 2,472.

**Table 5.** Simultaneous Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1658.745	3	552.915	87.157	<,001 <sup>b</sup>
	Residual	609.015	96	6.344		
	Total	2267.760	99			

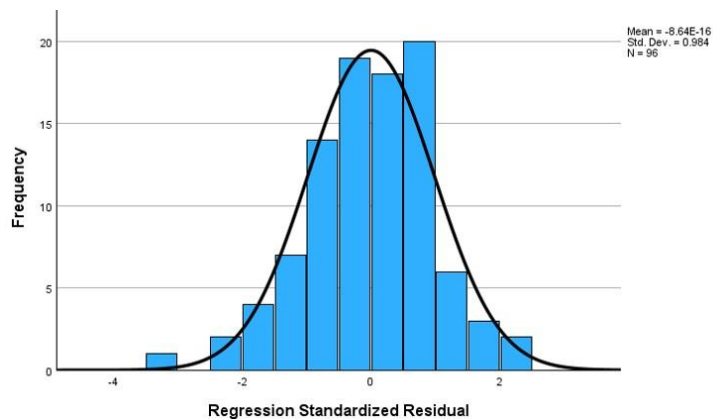
a. Dependent Variable: Customer Satisfaction

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

**4.5 Classical Assumption Test**

**4.5.1 Normality Test**

A normality test is a test to find out whether [28], the dependent variable and independent (confounding) variable or both of them in a regression model normally distributed. A good regression model has data with a normal or nearly normal distribution. If you could see a bell-shaped and symmetrical histogram with the highest point in the center, data is considered normal. The residuals were normally distributed as depicted in Figure 2.



**Figure 2.** Histogram

**4.5.2 Multicollinearity Test**

A multicollinearity assessment determines if there are high correlations among the predictor variables. It is possible to verify the outcome of a multicollinearity hypothesis test between the independent variables using variance inflation factor and tolerance levels, indicating whether or not multicollinearity exists. It can be inferred that multicollinearity is not a concern if the VIF for the independent variables is less than 10 and the tolerance is greater than 0.10. Reviewing the information presented in Table 6, the inference is that all the independent variables have tolerance values of 0.10 or higher and VIF values of 10 or lower. In the context of this research, this implies that none of the independent variables exhibit multicollinearity issues.

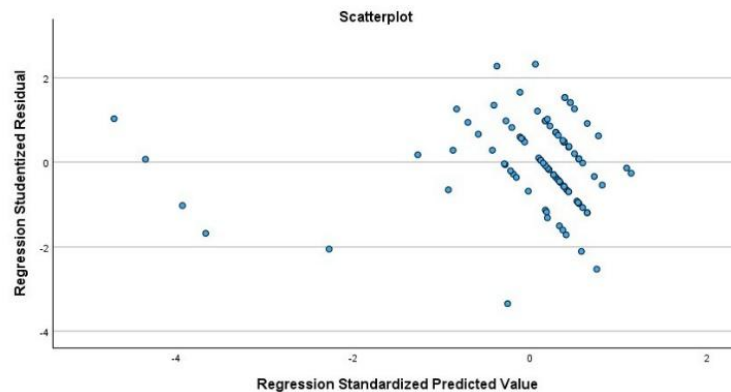
**Table 6.** Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 Constant	0.494	2.026
Service Quality	0.332	3.010
Price	0.346	2.894
Location	0.494	2.026

a. Dependent Variable: Customer Satisfaction

**4.5.3 Heteroscedasticity Test**

The heteroscedasticity test is used to determine whether the residual variances in a regression model differ from one observation to another. Good data is data that does not exhibit heteroscedasticity. If the results form a specific pattern, such as the points forming a regular pattern, then heteroscedasticity is present. If there is no clear pattern, then heteroscedasticity is not present. Figure 3 shows that the points on the scatterplot graph are evenly distributed without forming a specific pattern. Therefore, it can be concluded that the data tested in this study does not exhibit heteroscedasticity.



**Figure 3.** Heteroscedasticity Test

**5. Discussion**

**5.1 The Influence of Service Quality on Consumer Satisfaction**

From the partial test, it is known that t-count for an effect of variable service quality contribution ( $t \text{ count} = 0.148 > t\text{-table } (3.128 > 1.986)$ ) and significant value  $< 0.05$  ( $0.002 < 0.05$ ). Accordingly, the partial effect of service quality variable on customer satisfaction at Mey Beauty Salon and Hypothesis 1 is accepted. The findings are consistent [17], who found that service quality has a significant impact on customer satisfaction in Grand Hawaii Hotel. [20], is while quality of service has a significant, but partially effect on customer satisfaction.

**5.2 The Influence of Price on Consumer Satisfaction**

From the t-test partial testing result, we can see that the t-count of price variable contribution is 0.148 and it is bigger than the t-table value ( $4.356 > 1.986$ ) at significant level ( $0.001 < 0.05$ ). Thus, the price variable has a partial effect on customer satisfaction at Mey Beauty Salon, and H2 is supported. The findings of this study are consistent [22], who found that price has a positive influence on customer satisfaction in the restaurant. Moreover other significant findings emerged from [18], that the price variable has a significant relationship with customer satisfaction in restaurants.

**5.3 The Influence of Location on Consumer Satisfaction**

From partial testing can be known values of the t-count on location variable coefficient by 0.148 bigger than t-table ( $t\text{-count} > 1.986$  and significant value 1,986; dan  $=01 < 0,05$  ). Thus, location variable contributes partially to customer satisfaction at Mey Beauty Salon which means the third (H3) hypothesis is verified. This is in line with the conclusions [29], who conclude that location variable has a positive and significant influence on satisfaction of

customer. [24], The Based on the finding of this study, the location variable has a partial effect on customer satisfaction as dependent variable.

#### 5.4 The Influence of Service Quality, Price, and Location on Consumer Satisfaction

Based on simultaneous testing, it can be concluded that the F-count value of service quality, price and location variable contribution is  $0.148 > F\text{-table}$  ( $174,807 > 2,472$ ), persistence value  $0.001 < 0.05$ . Consequently, four variables (service quality, price and location) simultaneously have significant effect on customer satisfaction at Mey Beauty Salon and the fourth hypothesis is accepted. The results in this study are coincided with the research conducted [30], that is giving evidence that three independent variables studied have simultaneous effect to the dependent variable customer satisfaction. As a consequence, these three aspects operate in concert and reinforce one another: they can all contribute to a pleasant consumer experience and boost the overall satisfaction of salon customers.

#### 6. Conclusion and Suggestions

According to research done on 96 respondents of Mey Beauty Salon customers in Grobogan Regency, it can be concluded that service quality, price and location partially and simultaneously have a positive and significant influence on customer satisfaction. Thus, these three elements shape customer perceptions and experiences regarding salon services. Customers become more satisfied when they experience strong service, prices that meet expectations, and access to location that are easy. As a recommendation, Mey Beauty Salons are advised to continue optimizing service quality by improving employee competence and facility comfort, makes price evaluation to remain competitive in addition to attractive, and consideration of location and ease of access to simplify customer access. Also, future research should investigate other factors which can also contribute to increasing customer satisfaction and loyalty, for example, promotions, digital technology, or customer experience.

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