



Service Quality and Fashion Trends Towards Customer Satisfaction Maira Putri Chand Wedding Organizer

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ABSTRACT

This study aims to determine the simultaneous and partial influence of service quality and fashion trend variables on customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana using quantitative research methods. The research data were obtained from questionnaires distributed to 96 respondents who had used the services of MUA Maira Putri Chand Wedding Organizer Ampana as research samples, with the Accidental Sampling data collection method. The analysis technique used was multiple linear regression to conduct the F test and t test with the help of the IBM SPSS 25 application. The results of this study indicate that service quality and fashion trends simultaneously have a significant effect on customer satisfaction. Partially, service quality and fashion trends each have an effect on customer satisfaction of MUA Maira Putri Chand Wedding Organizer Ampana users. The calculation results using the SPSS program show that the coefficient of determination obtained is 0.195. This means that 19.5% of customer satisfaction is influenced by the variables of service quality and fashion trends, while the remaining 80.5% of customer satisfaction is influenced by variables not examined in this study

INTRODUCTION

Consumer behavior today is diverse and continues to develop according to market trends and social trends, in achieving consumer satisfaction levels have different desires and expectations and are always developing (Sugiyono, 2018) This makes competition in the business world increasingly fierce. Business actors must compete to get new clients and must continue to compete to strengthen the trust of clients that have been obtained.

One of the service companies that is faced with fierce competition today is MUA. MUA services are experiencing rapid growth in the current business landscape. With the increasing number of new MUA services emerging, it can be a sign that the business development in this field is so rapid. MUA service providers currently have business opportunities and can generate profits. Currently, the development of businesses in the Make Up Artist (MUA) sector in the Ampana area and its surroundings is quite a lot. Seeing the increasingly fierce competition in the MUA service business, MUAs should have an efficient strategy in retaining existing customers and attracting potential new customers. In order to be able to compete with competitors and retain consumers, business actors are required to make new innovations. Problems that often occur in service businesses are a decrease in the number of customers caused by limited services. Service businesses cannot meet customer expectations and customer expectations that do not match what is expected (Hasian Ekaputri et al., 2016; Sandya Putri Delvita & Rahmi Oktarina, 2024) Problems that occur in MUA businesses include less than optimal makeup results, complaints from customers, tight competition and not always needed every day. To overcome these problems, MUAs can make better makeup, listen to customer requests, be flexible with what customers need, dare to be themselves, be professional and careful in working. Previous research, researchers have not used fashion trend variables in their research. While currently fashion trends can be one of the reasons customers use MUA services for their events. The hope is that in this study, researchers will find out whether there is an influence of fashion trends on customer satisfaction (Mangarin & Gonzaga, 2021; Pradaka & Fachri, 2024)

Based on the results of the researcher's observations, MUA Maira Putri Chand Wedding Organizer is one of the MUA service providers in Tojo Una-Una Regency who is trying to build a MUA business so that it can be known as a make-up service with the best quality of service. MUA Maira Putri Chand Wedding Organizer is located in Pusungi Village, Jalan Trans Sulawesi, Ampana Tete District, Tojo Una-Una Regency. The owner's name is Mrs. Asma. Has 5 employees who are professionals in their respective fields. Initially, this MUA service was formed because of Mrs. Asma's hobby which continued to be developed so that until now MUA Maira Putri Chand has been widely known by the Ampana community and even outside the area. Apart from having good skills, a MUA's attitude is also very important. Commitment to being on time and high professionalism are also qualities that are needed if you want to be successful as a professional MUA, don't discriminate or underestimate clients. Service quality can affect customer satisfaction. Quality provides value for customers to build strong relationships between customers and users of their

services. Service quality for service providers is something that is done well. Facilities are physical resources that must be provided before a service can be offered to consumers. (Sugiyono, 2018) explains five indicators of service quality, including: tangible service, empathy, reliability service, responsiveness service, and assurance service. If abbreviated, the 5 dimensions of service quality will be TERRA. The following is an explanation of the TERRA dimensions:

Tangible Evidence Services are physical facilities such as buildings and front office rooms, availability of parking spaces, cleanliness, tidiness and comfort of the room, completeness of equipment and employee appearance. Empathy Services are individual attention given by the company to customers such as ease of contacting the company, employee ability to communicate with customers, and the company's efforts to understand the desires and needs of its customers (Sugiyono, 2018). Responsiveness Services are employee responses or speed in helping customers and providing fast and responsive services. Reliability Service is the ability to provide the promised service accurately and the ability to be trusted, especially providing services on time, in the same way according to the promised schedule without making mistakes. (Maulida, 2022; Nisa & Indiani, 2023) Assurance Service includes employee abilities for: accurate product knowledge, quality of hospitality, attention and politeness in providing services, skills and providing information, Ability to provide security in utilizing the services offered and the ability to instill customer trust in the company (Sugiyono, 2018). Fashion trends are a form of application of clothing or accessories worn according to the times which are driven by technological advances in external references globally (Hermanto et al., 2019; Teressa et al., 2024). The current wedding fashion trend carries culture and customs as well as a more modern concept. The trend of bridal wear is always evolving and this year there will be more simple but elegant dress designs. MUA Maira Putri Chand Wedding Organizer has many choices of Wedding Dresses that are currently trending. Starting from regional traditional clothing and several choices of elegant dress models and have many choices of very beautiful colors (Priyanto et al., 2020; Resi Dimilna et al., 2023)

Satisfaction is a feeling felt by an individual that arises due to comparing performance to expectations or hopes that are desired. Satisfaction is a perception where if consumer expectations are below what is expected, a feeling of disappointment will arise if the perception is according to the wishes of the consumer, a feeling of joy, satisfaction, and forming a sense of loyalty to the related product or vice versa (Sugiyono, 2018)

One of the MUA service industry services in Ampang that has a desire to continue to improve the quality of service and wants to encourage customers to continue using the services they offer is the Maira Putri Chand Wedding Organizer MUA Service Industry. (Juliandi & Sukardi, 2024; Risnawati et al., 2019) In order to improve the quality of its services, the Maira Putri Chand Wedding Organizer MUA Service Industry provides a difference in terms of service to its competitors. This is proven by several aspects that have been implemented by the Maira Putri Chand Wedding Organizer MUA Service Industry to measure the quality of service, including: First, Physical Evidence

(Tangible) The Maira Putri Chand Wedding Organizer MUA Service Industry has served customers well. MUA Maira Putri Chand Wedding Organizer has a comfortable and clean wedding gallery facility for customers who want to do a dress fitting or make-up test. Having a wedding gallery that has a large enough capacity to do a dress fitting with family. Having professional human resources, where the Maira Putri Chand Wedding Organizer MUA Service Industry has neat and clean employees who are equipped with special uniforms that are ready to serve customers. Second, Empathy The Maira Putri Chand Wedding Organizer MUA Service Industry understands that having loyal customers for the services provided can have a good impact in the future, so the Maira Putri Chand Wedding Organizer MUA Service Industry serves customers wholeheartedly, MUA Maira Putri Chand Wedding Organizer employees communicate with customers in a pleasant way and MUA Maira Putri Chand Wedding Organizer employees understand the desires and needs of customers. Third, Responsiveness of the Maira Putri Chand Wedding Organizer MUA Service Industry provides a special admin for customers who want to get detailed information about renting their services. To be responsive in meeting customer needs, the Maira Putri Chand Wedding Organizer MUA Service Industry is committed to providing the best service for its customers. To fulfill customer desires with a fast response, the admin offers convenience by providing a telephone number or WhatsApp so that if at any time customers want to contact, they can directly contact the number. Fourth, Reliability of the Maira Putri Chand Wedding Organizer MUA Service Industry has advantages with fast, safe and affordable service. Proven by the number of customers who use the Maira Putri Chand Wedding Organizer MUA Wedding Services for their wedding moments. Fifth, Assurance, the Maira Putri Chand Wedding Organizer MUA Service Industry has employees who are required to be polite and friendly to customers. Maira Putri Chand Wedding Organizer MUA is committed to providing friendly service to customers who want to use their services. Based on the background above, the formulation of the problem in this study is:

- 1) Do service quality and fashion trends simultaneously have a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer in Ampana?
- 2) Does service quality have a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer in Ampana?
- 3) Does fashion trends have a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer in Ampana?

LITERATURE REVIEW

Definition of Service Quality

Service quality is a must that must be carried out by companies in order to be able to survive and continue to gain customer trust (Najib et al., 2022; Sukma P et al., 2021) The assessment of service quality is determined by the users of the service, service users will assess by comparing the services they will receive with what they expect. service quality is determined through an effort to meet the needs and expectations of service users (Indrasari, 2019).

Characteristics of Services

(P. Kotler & Keller, 2012) services are a process consisting of a series of intangible activities that usually occur in interactions between customers and service employees and/or physical resources or goods and/or service provider systems, which are provided as solutions to customer problems. Service or services are activities or activities offered to consumers but the form of the product offered is not visible while what happens is the interaction between the service provider and the consumer (Indrasari, 2019).

Service Quality Indicators

According to (P. and K. L. K. Kotler, 2016), namely:

1. Tangible
2. Empathy
3. Responsiveness
4. Reliability
5. Assurance

Understanding Fashion Trends

Trend is anything that is currently being talked about, worn and noticed by the public. Therefore, the signs of an object that is trending are when the object becomes the center of attention, conversation and is often used (Angliawati & Mutaqin, 2023) With the existence of social media that widely displays inspiration related to contemporary fashion, it allows its users to follow the trend. So that trends only last at certain times because trends have a period or age in the eyes of the public (Sugiyono, 2018)

Fashion Trend Indicators

According to (Sugiyono, 2018) the indicators of fashion trends are as follows:

1. Design variations,
2. Models that match your wishes.
3. Durability and color
4. Designs that are following trends.

Definition of Customer Satisfaction

Customer satisfaction reflects the extent to which the experience of using a product or service matches the value expectations expected by the buyer. This expectation is the expectation that customers have before they buy and experience the product or service (Firdiyanti & Purwanto, 2023) This satisfaction is closely related to the overall customer experience; customers expect that businesses not only meet their basic needs but also strive to exceed expectations by providing invisible added value (Fahriani & Febriyanti, 2022).

Purchase Decision Indicators

(P. and K. L. K. Kotler, 2016) indicators for measuring consumer satisfaction are as follows:

1. Conformity to expectations
2. Feelings of satisfaction
3. Interest in revisiting
4. Willingness to recommend to others
5. Fulfillment of expectations

Conceptual Framework

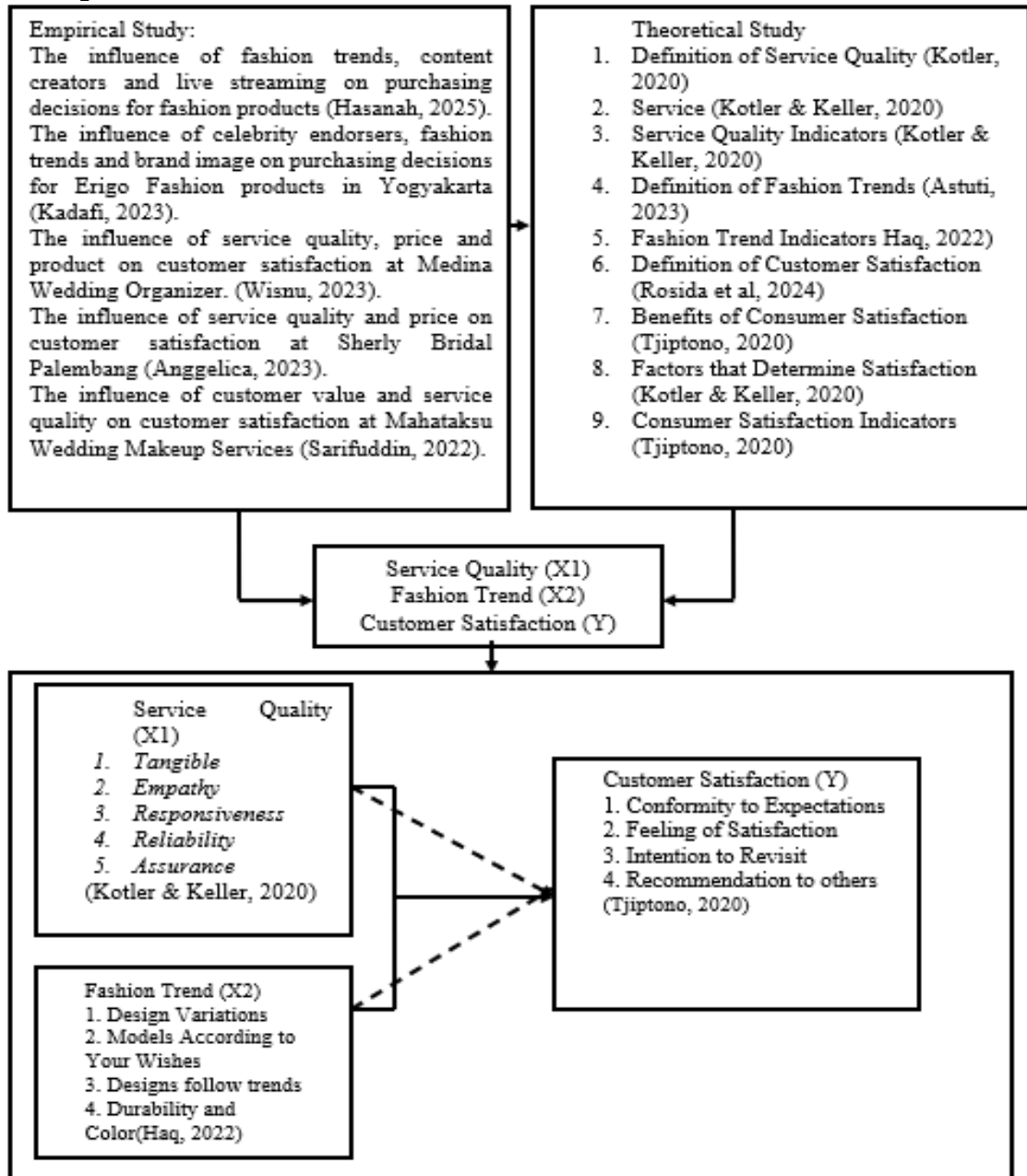


Figure 1. Framework

Information :

- = Simultaneous Influence
- - - - -→ = Partial Influence

Hypothesis

According to (Sugiyono, 2018) hypothesis is interpreted as a temporary answer to the formulation of research problems. The framework of thinking above can be arranged into several hypotheses as follows:

1. Service quality and fashion trends have a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer in Ampana.
2. Service quality has a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer in Ampana.
3. Fashion trends have a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer in Ampana.

METHODOLOGY

The type of research is quantitative, focusing on finding out the cause-and-effect relationship (causal) with a cross-sectional approach. The population of this study was all customers of MUA Maira Putri Chand Wedding Organizer Ampana services whose number is unknown. The sample in this study was the MUA Maira Putri Chand Wedding Organizer Ampana service. To determine the number of samples, the researcher referred to To determine the number of samples, it is calculated using the Lemeshow formula. So the number of samples in this study was 96 respondents. Data collection techniques using questionnaires that have been tested for validity and reliability and analyzed using Multiple Linear Regression. Multiple regression analysis is used to determine the effect of independent variables on dependent variables. The regression equation model for three independent variables is formulated as follows (Sugiyono, 2017)

$$Y = a + b_1X_1 + b_2X_2$$

Description:

- Y = Purchase Decision
- X1 = Service Quality
- X2 = Fashion Trend
- a = Constant

RESULTS

Table 1. Summary of Multiple Linear Regression Analysis Test Results

Variabel <i>Dependent</i> Y = Customer satisfaction					
Variabel <i>Independent</i>	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
Constant	5,853	2,390		2,449	,016
Quality Service (X1)	,072	,025	,277	2,847	,005
Trend Fashion (X2)	,304	,109	,273	2,801	,006
R = 0,442 R Square = 0,195 Adjusted R Square = 0,178 Sig. F = 0,000 α ≤ 0,05					

Based on Table .1 above, the multiple linear regression model equation is obtained as follows:

$$Y = 5,853 + 0,072X_1 + 0,304X_2$$

The multiple linear regression equation model above can be explained as follows:

1. Constant (a) of 5.853, this constant value means that if the independent variables (X1 and X2) are assumed to be zero, then customer satisfaction at Industry Wedding Photography N Media Ampana is 5.853.
2. Regression coefficient X1 = 0.072. This shows that if the service quality indicator increases by one unit, then customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana also increases.
3. Regression coefficient X2 = 0.304. This shows that if the fashion trend indicator increases by one unit, then customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana also increases.

Hypothesis Testing Results

a. First Hypothesis Test

The first hypothesis of this study is that service quality and fashion trends simultaneously have a positive and significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana. Based on the calculation results, the Sig-F value ($\alpha = 0.000$) was obtained. It can be stated that simultaneously the independent variables have a significant influence on the dependent variable, thus the first hypothesis is proven.

b. Second Hypothesis Test

The second hypothesis of this study is that service quality partially has a positive and significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana. Based on Table 4.1, that the magnitude of the probability of significance of the marketing mix variable is 0.005 ($\alpha = 0.05$), then it can be stated that the service quality variable (X1) has a positive and significant effect on customer satisfaction (Y) at MUA Maira Putri Chand Wedding Organizer Ampana, thus the second hypothesis is proven.

c. Third Hypothesis Test

The third hypothesis of this study is that fashion trends partially have a positive and significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana. Based on Table 4.1, the probability of the significance of the fashion trend variable is 0.006 ($\alpha = 0.05$), so it can be stated that the fashion trend variable (X2) has a positive and significant effect on customer satisfaction (Y) at MUA Maira Putri Chand Wedding Organizer Ampana, thus the third hypothesis is proven.

DISCUSSION

a. The Effect of Service Quality Consisting of Service Quality and Fashion Trends on Customer Satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana

Based on the results of the study, it shows that service quality and fashion trends have a significant effect on customer satisfaction at Maira Putri Chand Wedding Organizer Ampana. Based on the results of the t-test, it can be stated that service quality and fashion trends simultaneously have a significant effect on customer satisfaction. This proves that service quality and fashion trends at MUA Maira Putri Chand Wedding Organizer Ampana are one of the things that influence customer satisfaction.

Tangible, namely in the form of physical appearance, parking area, comfortable waiting room and equipment used. Such as clean and well-maintained building conditions, all facilities at Maira Putri Chand Wedding Organizer Ampana. Empathy, namely the willingness of employees to deal with customer complaints. Responsiveness, namely the service of employees in helping and providing responsive services, the ability to provide services quickly and correctly, the readiness of employees to be friendly to each customer, the readiness of employees to handle customer requests. Reliability, namely the ability of employees to provide the best service, the ability of employees to handle customer needs quickly and correctly, the ability to handle customer complaints quickly and provide services on time according to the delivery schedule. Assurance, namely the knowledge and skills of employees in carrying out their duties, willing to apologize if there is a mistake, competent in serving customers, employees can provide confidence to customers to feel comfortable when using the services of MUA Maira Putri Chand Wedding Organizer Ampana.

Service is said to be of quality or satisfactory when the service meets customer needs and expectations. Service quality is a benchmark for the best service provided by service providers, both individuals and agencies according to the expectations of service users, in this case service users, namely customers who use the services of MUA Maira Putri Chand Wedding Organizer Ampana. Service quality is an activity to create benefits in order to realize changes according to customer desires until the service provides its own benefits. When providing the best quality of service, there are benefits that will be obtained, namely being able to increase the trust of service users (Saharuddin et al., 2016) Providing good service is an important point of a service. Furthermore, providing quality service can encourage people to always use services consistently to meet and exceed customer expectations. Customers who are satisfied with the service provided by MUA Maira Putri Chand Wedding Organizer Ampana will come back to use this service and will recommend it to their relatives. While those who are not satisfied with the service provided will look for another place. The results of this study are in line with previous research conducted by (Roki Pariyanto, 2015) where the results of the study showed that simultaneously the variables of celebrity endorser, fashion trend and brand image have a positive effect on purchasing decisions for Erigo fashion products in Yogyakarta. (Roki Pariyanto, 2015) where the results of the study showed that service quality, price and product quality have a positive and significant effect on customer satisfaction at Medina Wedding Organizer. (Roki Pariyanto, 2015) where the results of the study showed that service quality and price have a positive and significant effect on customer satisfaction at Sherly Bridal Palembang. (Sugiyono, 2014), the results of the study showed that customer value and service quality simultaneously have a significant effect on customer satisfaction at Mahataksu Wedding.

b. The Effect of Service Quality on Customer Satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana

Based on the results of this study, it proves that the variable of service quality has a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana. Based on the results of the t-test, it can be stated that the variable of service quality partially has a significant effect on customer satisfaction. Quality provides value for customers to build strong relationships between customers and users of their services. Service quality for service providers is something that is done well (Ayudiana et al., 2022) This proves that service quality can affect customer satisfaction. Service quality is everything that is expected by customers as service recipients which is a benchmark for service managers to find out customer needs by measuring the level of service provided. If customers feel satisfied with the level of service provided, then customers will make comparisons with other parties, so that they can determine whether customers have received good service.

The quality of service at Maira Putri Chand Wedding Organizer consists of physical facilities, namely clean and comfortable building conditions, clean and complete Make Up equipment and neat employee appearance. Employees at Maira Putri Chand Wedding Organizer are friendly to customers and pay attention to complaints submitted by customers who come to visit. Employees of Maira Putri Chand Wedding Organizer provide appropriate service and are able to help customers obtain information related to Maira Putri Chand Wedding Organizer. The employees are agile in providing services and all employees have service standards in accordance with applicable regulations. The guarantee given to customers of Maira Putri Chand Wedding Organizer is being able to take responsibility if an error occurs and the owner of Maira Putri Chand Wedding Organizer has excellent Make Up skills and experience.

The five aspects of service quality have been fulfilled by the MUA Maira Putri Chand Wedding Organizer Ampana service so as to form satisfaction in customers to be loyal to using the service. Because service quality is an important factor that must be considered by the company to obtain customer satisfaction. (Roki Pariyanto, 2015) where the results of the study showed that service quality, price and product quality had a positive and significant effect on customer satisfaction at Medina Wedding Organizer. (Roki Pariyanto, 2015) where the results of the study showed that service quality and price had a positive and significant effect on customer satisfaction at Sherly Bridal Palembang. (Sugiyono, 2014), the results of the study showed that customer value and service quality simultaneously had a significant effect on customer satisfaction at Mahataksu Wedding.

c. The Influence of Fashion Trends on Customer Satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana

Based on the results of this study, it is proven that the fashion trend variable has a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana. Based on the results of the t-test, it can be stated that the fashion trend variable partially has a significant effect on customer satisfaction. Trends are anything that is currently being talked about, worn and noticed by the public. Based on the results of the study, it is proven that fashion

trends that always follow the times are one of the things that influence customer satisfaction.

The development of the digital world today helps people to be more familiar with fashion trends through social media which widely displays inspiration related to contemporary fashion so that users can follow the trend. So that trends only last at certain times because trends have a period or age in the eyes of the public. Fashion trends have an impact on individual satisfaction both positively and negatively. Following fashion trends can increase self-confidence for each individual because they appear wearing the latest fashion models. However, on the other hand, fashion trends that continue to change can cause anxiety for those who are unable to follow the changes in fashion itself.

The current fashion trend that is the choice of customers at Maira Putri Chand Wedding Organizer is the wedding fashion trend that carries culture and customs as well as a more modern concept. The trend of bridal fashion is always evolving and this year there will be more simple but elegant dress designs. MUA Maira Putri Chand Wedding Organizer has many choices of Wedding Dresses that are currently trending. Starting from regional traditional clothing and several choices of elegant dress models and have many choices of very beautiful colors.

The results of this study are in line with previous research conducted by (ARUM PUSPA UTAMI, 2016) the results of the study showed that simultaneously fashion trends, content creators and live streaming have a positive and significant effect on purchasing decisions. The results of this study are in line with previous research conducted by (Roki Pariyanto, 2015) where the results of the study showed that simultaneously the variables of celebrity endorser, fashion trend and brand image have a positive effect on the purchasing decision of Erigo fashion products in Yogyakarta.

CONCLUSIONS

Based on the results of the research and discussion, the following conclusions are drawn from this study:

1. Service Quality and fashion trends simultaneously have a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana.
2. Service Quality has a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana.
3. Fashion Trends have a significant effect on customer satisfaction at MUA Maira Putri Chand Wedding Organizer Ampana.

RECOMMENDATIONS

Based on the results of the study, discussion and conclusions. The researcher can put forward several suggestions from the results of the study as follows.

1. The author suggests that in order to improve customer satisfaction, service quality should be improved to be better.
2. The author suggests that for customer satisfaction, fashion trends must continue to develop according to the times.

3. For further researchers who conduct similar research, it is expected to add other factors that can affect customer satisfaction, so that they can provide a broader picture of the variables and factors that affect customer satisfaction.

FURTHER STUDY

This research still has limitations so further research is needed on the topic of Service Quality and Fashion Trends Towards Customer Satisfaction Maira Putri Chand Wedding Organizer in order to perfect this research and increase insight for readers and writers.

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