

The Influence of Price and Service Quality on Customer Satisfaction at Vemas Salon in Tebo Regency

Dikta Permata Sari¹, Delila Fitri Harahab², Oldy Arnolody Arby³
Universitas Muara Bungo, Indonesia¹²³

Correspondent: diktapermatasary@gmail.com¹

Received : September 23, 2025

Accepted : October 23, 2025

Published : November 30, 2025

Citation: Sari, D, P., Harahab, D, F., & Arby, O, A. (2025). The Influence of Price and Service Quality on Customer Satisfaction at Vemas Salon in Tebo Regency. *Mercatura : Journal of Marketing*, 1(1), 49-65

ABSTRACT: This study examines the influence of price and service quality on customer satisfaction at Vemas Salon, a semi-urban beauty service provider in Tebo Regency, Indonesia. Using accidental sampling, data from 96 respondents were analyzed through multiple linear regression, producing the equation $Y = 13.493 + 0.105X_1 + 0.319X_2 + e$. The results show that both price and service quality significantly affect customer satisfaction, with service quality having a stronger impact. The coefficient of determination (R^2) is 0.693, indicating that 69.3% of customer satisfaction variance is explained by the two variables. This research contributes to the literature on service marketing in micro-enterprises, particularly in rural and semi-urban settings. It highlights the need for pricing strategies that reflect perceived value and service quality that meets evolving customer expectations. Practically, the findings suggest that salon owners should prioritize staff training and enhance the service experience to build loyalty and sustain competitiveness.

Keywords: Price, Service Quality, Customer Satisfaction, Beauty Services, Vemas Salon.



This is an open access article under the
CC-BY 4.0 license

INTRODUCTION

The beauty service industry in Indonesia has experienced notable growth over the past decade, particularly in response to increasing public awareness of self-care and physical appearance. Among the most prominent segments in this sector is the beauty salon business, which serves a broad demographic that includes women and, increasingly, men. This expansion is especially visible in both urban and rural areas, including Kabupaten Tebo in Jambi Province, where the demand for personal grooming and relaxation services continues to rise. The development of this sector has not only contributed to regional economic activity but has also fostered employment

The Influence of Price and Service Quality on Customer Satisfaction at Vemas Salon in Tebo Regency

Sari, Harahap, Arby

opportunities in the beauty and wellness field (Ruswandi et al., 2023). However, the intensifying competition among service providers has placed considerable pressure on businesses to differentiate themselves through strategic marketing practices, primarily in pricing and service quality (Chea, 2024).

In Kabupaten Tebo, beauty salons are a flourishing enterprise, with businesses offering a diverse range of services such as hair treatment, facials, and body care. Among these, Vemas Salon stands out as a notable service provider established in 2008 in Karang Dadi, Rimbo Ilir. Despite its longstanding operation, the salon has faced fluctuating consumer demand, particularly during and after the COVID-19 pandemic. During the height of the pandemic (2020–2021), consumer visits declined sharply due to health protocols and public caution, leading to significant financial strain. Revenue data from Vemas Salon shows a recovery trend—from Rp 20,000,000 in 2022 to Rp 60,000,000 in 2024—indicating a gradual resurgence in consumer engagement (Abdillah, 2020). Nevertheless, the salon continues to face competition, particularly from nearby businesses such as Yaya Salon, which offers similar services at lower price points.

In this increasingly competitive landscape, pricing strategy and service quality have emerged as two of the most influential variables affecting customer satisfaction. Numerous studies have demonstrated that customer satisfaction, which plays a pivotal role in consumer retention and word-of-mouth promotion, is shaped by both the perceived value of the service and the overall experience delivered (Syahidin & Adnan, 2022). Consumers are no longer passive recipients of services but are instead active evaluators who compare offerings across price, service performance, and perceived benefits (Akmal et al., 2023; Wardani & Sumiati, 2023). Such evaluations are often driven by specific behavioral triggers that shape purchase decisions, as identified in various service and retail contexts (Astana, 2023). In the beauty service context, this evaluation encompasses both tangible aspects—such as salon cleanliness, modern equipment, and physical comfort—and intangible aspects, such as staff responsiveness, empathy, and technical competence (Agustin et al., 2023). In semi-urban areas such as Tebo Regency, where beauty service options are limited compared to urban centers, consumers may apply these evaluative criteria more selectively, often balancing expectations with local constraints. This makes the role of perceived service quality and fair pricing particularly significant in shaping customer satisfaction and loyalty within this context.

Price, in particular, functions as both a monetary and psychological signal to consumers. On one hand, a service that is priced competitively may attract consumers based on affordability. On the other hand, prices perceived to be too low may raise doubts regarding service quality. Conversely, prices that exceed market norms must be justified by exceptional service delivery and value-added experiences (Kotler & Armstrong, 2018). For instance, while Vemas Salon's prices for services such as keratin smoothing or hair coloring exceed those of Yaya Salon, customer feedback indicates that these services are perceived as worth the premium. Clients cite the long-lasting effects, hair softness, and absence of strong chemical odors as reasons for their satisfaction—suggesting that the perceived value of quality service can override price sensitivity when expectations are exceeded.

The Influence of Price and Service Quality on Customer Satisfaction at Vemas Salon in Tebo Regency

Sari, Harahap, Arby

The issue of service quality is equally critical. Service quality in salons is multidimensional, encompassing reliability, responsiveness, assurance, empathy, and tangible evidence. At Vemas Salon, service excellence is reflected in several key performance indicators: staff members are skilled in delivering hair treatments without causing discomfort, they respond quickly to customer complaints, and they offer post-treatment care tips tailored to individual needs. Moreover, although the salon's interior design is modest, the facility is clean, well-equipped, and comfortable—attributes that contribute positively to overall customer perceptions. Importantly, the salon also offers limited service guarantees (e.g., for hair smoothing treatments), which strengthens consumer trust and loyalty.

Despite these strengths, the current research landscape on the beauty service sector in Kabupaten Tebo remains limited. Most existing studies on customer satisfaction in Indonesia's beauty industry have concentrated on urban centers or digital platforms such as e-commerce applications (Wulandari & Suriyanto, 2023). In contrast, the rural and semi-urban context—particularly in smaller regions like Tebo—has received minimal academic attention. This study addresses that gap by focusing on Vemas Salon, a semi-urban beauty service enterprise operating outside major commercial hubs and lacking digital infrastructure. By situating the analysis within a localized, offline service setting, this research offers a context-specific understanding of how pricing and service quality interact to influence customer satisfaction in underrepresented markets. Moreover, while price and service quality are commonly studied as separate variables, few studies have explored their combined effect in small-scale service enterprises within non-urban areas. Given the dynamic shifts in post-pandemic consumer behavior and the rising sophistication of customer expectations—even in rural and semi-urban settings—understanding how these two factors work in tandem is essential for developing adaptive and effective business strategies.

This study seeks to address this gap by empirically analyzing the impact of price and service quality on customer satisfaction at Vemas Salon in Kabupaten Tebo. By doing so, it contributes to a deeper understanding of consumer behavior in the local service economy and provides practical insights for salon management in similar demographic regions. The research employs a quantitative methodology with a sample of 96 respondents drawn through accidental sampling, aiming to establish statistically significant relationships among the variables.

From a theoretical perspective, the study contributes to marketing literature by reaffirming and contextualizing the significance of marketing mix elements—specifically pricing and service delivery—in influencing consumer satisfaction. It aligns with the Service Quality (SERVQUAL) model while also extending its application to the context of small local businesses operating in developing regions. From a practical standpoint, the findings will offer actionable recommendations for salon owners and managers seeking to optimize pricing strategies and enhance service standards in order to retain customers and improve business sustainability.

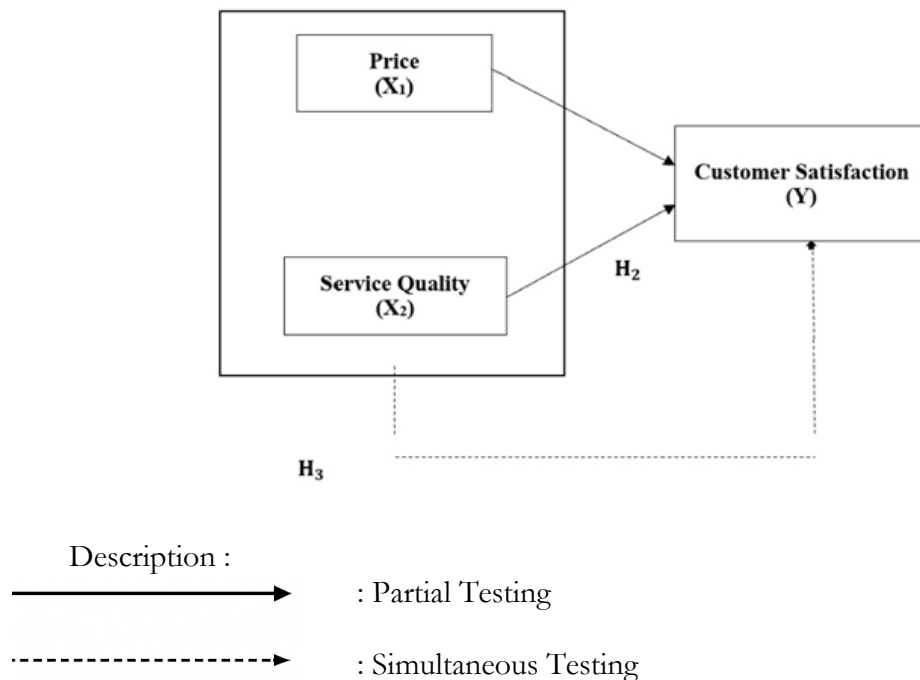
In summary, the Indonesian beauty salon industry, including in Kabupaten Tebo, is undergoing a transition characterized by heightened consumer expectations and competitive pressures. Vemas Salon represents a relevant case study in understanding how strategic emphasis on pricing and service quality can drive customer satisfaction even in a challenging market. The empirical focus

of this research lies in exploring the extent to which these two factors—individually and collectively—influence customer satisfaction. The results are expected to inform both academic discourse and practical decision-making in the field of service marketing, especially within the context of micro and small enterprises in emerging regions.

Theoretical Framework And Hypotheses

Meanwhile, service quality remains a central construct in marketing theory, particularly through the enduring relevance of the SERVQUAL model, which outlines five core dimensions that shape customer perceptions—reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988; Sofiati et al., 2018). In the context of beauty services such as those provided by Vemas Salon, these dimensions manifest in various ways. Reliability refers to the consistency of treatment results, such as hair condition following chemical services. Responsiveness captures how quickly and attentively staff address customer requests or complaints. Assurance involves the professionalism and technical confidence exhibited by salon staff during procedures. Empathy is reflected in the staff's willingness to understand individual customer preferences and provide personalized recommendations. Finally, tangibles encompass the salon's physical environment, including cleanliness, equipment, and overall comfort. The adaptability of service quality dimensions to both offline and online settings further demonstrates their fundamental role in shaping customer perceptions (Ighomereho et al., 2022). High-quality service delivery fosters trust and comfort, which in turn enhances emotional responses and consumer loyalty (Jalaludin, 2021). Customer satisfaction is increasingly seen as a dynamic post-consumption evaluation process, where the gap between expectations and perceived performance determines overall satisfaction levels (Tjiptono, 2017). Studies over the past eight years consistently show that satisfied consumers are more likely to return and to recommend the service to others (Sumartini & Fajriany Ardining Tias, 2019). In the beauty service sector, both pricing and service quality are perceived not in isolation but in interaction, reinforcing the importance of their simultaneous evaluation (Aisy & Prasetyo, 2024). Based on these theoretical considerations and recent empirical findings, this study hypothesizes that price and service quality significantly and positively influence customer satisfaction in the salon industry.

Figure 1. Theoretical Framework



A hypothesis is a provisional statement that requires empirical testing to verify its validity (Abdurrahman, 2011). It serves as a temporary answer formulated to address specific research problems and must be testable through measurable data. Based on the theoretical foundation and research objectives, the following hypotheses are proposed in this study:

1. H1: Price has a significant effect on customer satisfaction at Vemas Salon in Kabupaten Tebo.
2. H2: Service quality has a significant effect on customer satisfaction at Vemas Salon in Kabupaten Tebo.
3. H3: Price and service quality simultaneously have a significant effect on customer satisfaction at Vemas Salon in Kabupaten Tebo.

METHOD

This section outlines the methodological approach used in the study to examine the influence of price and service quality on customer satisfaction at Vemas Salon in Kabupaten Tebo. It details the type of research, sampling techniques, study location, instruments employed, as well as the procedures for data collection and analysis, all conducted in a systematic and structured manner

Types Of Research

This study adopts a quantitative descriptive approach, which is commonly used to examine the relationships between variables through statistical analysis. The research is designed to explain the extent to which price and service quality affect customer satisfaction using numerical data obtained from respondents. According to Sugiyono (2019), quantitative research is a positivist-based method aimed at testing specific hypotheses by analyzing measurable data collected through structured instruments. Furthermore, Cahyono et al. (2019) quantitative research is a positivist-based method aimed at testing specific hypotheses by analyzing measurable data collected through structured instruments. Furthermore, Cahyono et al. (2019) emphasize that descriptive quantitative research seeks not only to measure but also to describe the characteristics of phenomena as they naturally occur in the population. Therefore, this approach is considered suitable for evaluating customer responses toward pricing and service quality at Vemas Salon in Kabupaten Tebo.

Population and sample / informant

The population in this study includes all customers who have used the services of Vemas Salon in Karang Dadi, Rimbo Ilir, Kabupaten Tebo. Since the number of consumers could not be determined with certainty, the population is considered infinite or unknown. To accommodate this condition, the study utilized non-probability sampling, specifically the accidental sampling technique, which selects respondents who happen to be present and willing to participate during the data collection period. While this approach offers practical advantages in terms of time and accessibility, it also introduces potential bias, as the sample may not fully represent the broader customer population. Consequently, the findings may reflect the experiences and perceptions of more accessible or willing participants rather than a comprehensive cross-section of all salon customers. A total of 96 respondents were selected using accidental sampling, a non-probability technique commonly applied in service research where the target population is undefined or highly fluid. Given that Vemas Salon serves a walk-in customer base without a formal membership system, this method was appropriate for capturing spontaneous and varied consumer experiences. The chosen sample size of 96 is considered adequate for exploratory research of this nature, particularly within the context of micro-enterprise service evaluation. Moreover, this number aligns with established guidelines in quantitative research, especially for regression analysis. According to general statistical recommendations, a minimum of 15–30 respondents per independent variable is sufficient to ensure analytical validity. With two predictors—price and service quality—the required sample size ranges between 30 and 60 respondents. Although accidental sampling does not support full generalization to the wider population, it remains effective for identifying trends, patterns, and practical insights in localized service contexts such as Vemas Salon. The use of accidental sampling is appropriate in service-based research where the researcher engages with consumers directly at the point of service, allowing for a practical and context-specific understanding of customer perceptions (Sugiyono, 2019).

Research Locations

This research was conducted at Vemas Salon, a beauty service business located in Karang Dadi, Rimbo Ilir District, Kabupaten Tebo, Jambi Province, Indonesia. Vemas Salon was selected as the research site due to its long-standing presence in the local beauty industry since its establishment in 2008, as well as its active competition with other salons in the area, such as Yaya Salon. The location reflects a typical semi-urban setting where consumer behavior is influenced by factors such as pricing, service quality, and brand trust. By focusing on Vemas Salon, this study aims to explore how these variables interact in shaping customer satisfaction within a real-world local business context.

Instrumentation or tools

The primary research instrument used in this study was a structured questionnaire, designed to measure the respondents' perceptions of price, service quality, and customer satisfaction at Vemas Salon. The questionnaire consisted of closed-ended statements based on a five-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5). Each construct—price, service quality, and customer satisfaction—was operationalized through multiple indicators adapted from relevant literature, including Kotler & Armstrong (2017), Parasuraman et al. (1988), and Tjiptono (2017). The Likert scale is widely applied in social science research for its reliability and adaptability, although researchers must also consider potential biases in its use (Kusmaryono et al., 2022). Before full deployment, the instrument underwent validity and reliability testing to ensure consistency and accuracy of the measurement. Validity was tested through item-total correlation, while reliability was assessed using Cronbach's alpha, with all variables meeting the accepted threshold ($\alpha > 0.60$), indicating that the questionnaire items were both reliable and suitable for data collection.

Data Collection Procedure

Data for this study were collected through questionnaires distributed directly to customers of Vemas Salon in Karang Dadi, Rimbo Ilir, Kabupaten Tebo. The researcher employed an accidental sampling technique, selecting respondents who happened to be present at the salon during the data collection period and were willing to participate. To enhance the validity of responses and minimize potential bias, all participants were informed of the study's purpose beforehand and assured of anonymity. The questionnaire was self-administered, required no identifying information, and was completed voluntarily with sufficient time provided. Although the non-probabilistic nature of the sampling limits generalizability, it enabled efficient data collection and captured diverse customer experiences relevant to the study's objectives. The questionnaire, which measured perceptions of price, service quality, and customer satisfaction, was distributed in person to encourage high response rates and to allow clarification of any questions from participants when necessary. Data collection was carried out over a specified time frame until the target number of 96 completed responses was obtained. All responses were then reviewed for completeness and consistency before proceeding to the analysis stage (Hardani et al., 2020).

Data Analysis

The data collected through the questionnaires were analyzed using descriptive and inferential statistical techniques. Descriptive statistics were used to summarize the characteristics of respondents and their responses to the indicators of price, service quality, and customer satisfaction. This included frequency distributions, means, and standard deviations. For inferential analysis, the study employed multiple linear regression analysis to examine the simultaneous and partial effects of price and service quality on customer satisfaction. Prior to the regression test, several classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure the validity of the regression model. The hypothesis testing was performed using the t-test for partial significance, the F-test for simultaneous effects, and the coefficient of determination (R^2) to measure the model's explanatory power. All statistical analyses were performed using SPSS 25.0.

Ethical Approval

This research was conducted in accordance with ethical standards for studies involving human participants. Prior to data collection, all respondents were informed about the purpose of the study, the voluntary nature of their participation, and the confidentiality of their responses. Participants were not required to disclose any personal identity information, and their responses were used solely for academic purposes. Verbal consent was obtained before administering the questionnaire. The research received ethical clearance from the Faculty of Economics, Universitas Muara Bungo, ensuring that it adhered to institutional guidelines and respected the rights and privacy of all participants involved.

RESULT AND DISCUSSION

This section presents the empirical findings of the study, which aim to examine the effect of price and service quality on customer satisfaction at Vemas Salon in Kabupaten Tebo. The analysis includes descriptive statistics that summarize the distribution of the average scores of the research variables, followed by inferential statistics through multiple linear regression analysis. Additionally, the significance of the regression model is assessed using the F-test, and the strength of the model's explanatory power is evaluated through the coefficient of determination (R^2).

This subsection provides a descriptive overview of the average scores for the three main research variables: price, service quality, and customer satisfaction. Each variable was measured using a series of indicator statements rated on a five-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5). The average score for each variable was calculated by aggregating and averaging the responses, and then interpreted using predetermined category ranges. This analysis offers an initial understanding of how respondents perceive the pricing strategies, service quality, and overall satisfaction associated with Vemas Salon.

The Influence of Price and Service Quality on Customer Satisfaction at Vemas Salon in Tebo Regency

Sari, Harahap, Arby

Table 1. Distribution of The Average Score of Research Variables

Variable	Main indicator variables	Average score	Category Average Score
Price (X_1)	Affordability, price–quality match, competitiveness, benefits	3.80	good
Service Quality (X_2)	Reliability, responsiveness, assurance, empathy, tangibles	3.73	good
Customer Satisfaction (Y)	Expectation fit, revisit intention, recommendation	3.70	good

Source: Primary Data, 2025

As shown in the table, all three variables fall within the high category, indicating a generally positive perception among Vemas Salon’s customers. The price variable received the highest average score (3.80), suggesting that customers view the pricing as fair and aligned with the value of the services offered. The customer satisfaction variable also scored 3.80 on average, reflecting a strong level of contentment with the overall salon experience. Meanwhile, the service quality variable obtained an average score of 3.73, which still lies within the high category, indicating that the professionalism, attentiveness, and physical environment provided by the salon are well appreciated by its customers. These results offer preliminary support for the hypothesis that both price and service quality play a significant role in shaping customer satisfaction at Vemas Salon.

To examine the influence of price and service quality on customer satisfaction, a multiple linear regression analysis was conducted. This analysis aims to determine both the direction and strength of the relationship between the independent variables and the dependent variable. The regression model provides insight into how changes in price and service quality scores predict variations in customer satisfaction. The results of the regression analysis are presented in the table below:

Table 2. Multiple Linear Regression Results

Independent variable	coefficient (B)	<i>p-value</i>	effect
Price (X_1)	0.105	0.000	Positive and significant
Service Quality (X_2)	0.319	0.000	Positive and significant

Sumber: Primary Data, 2025

Both price and service quality exhibit positive and statistically significant effects on customer satisfaction, with *p*-values less than 0.05. This indicates that increases in perceived fairness of price and improvements in service quality are likely to lead to higher customer satisfaction levels. The multiple linear regression analysis produced the following equation: $Y = 13.493 + 0.105X_1 + 0.319X_2 + e$, where *Y* represents customer satisfaction, X_1 is price, and X_2 is service quality. The

The Influence of Price and Service Quality on Customer Satisfaction at Vemas Salon in Tebo Regency

Sari, Harahap, Arby

results indicate that both independent variables have a positive and statistically significant effect on customer satisfaction. Among the two, service quality has a stronger influence, as reflected in its larger regression coefficient (0.319) compared to that of price (0.105). This suggests that for each one-point increase in perceived service quality, customer satisfaction increases by 0.319 points, holding price constant. In contrast, a one-point increase in perceived price fairness leads to a smaller 0.105-point increase in satisfaction.

To assess the overall significance of the regression model, an F-test was performed to determine whether the independent variables—price and service quality—jointly influence customer satisfaction. In addition, the coefficient of determination (R^2) was calculated to evaluate how well the independent variables explain the variance in the dependent variable. The results of these statistical tests are summarized in the following table:

Table 3. F and R2 regression Model

Statistical	Value	Interpretation
F	20.641	The regression model is statistically significant ($p < 0.05$)
Coefficient of determination R2	0.693	69.3% of the variation in customer satisfaction is explained by price and service quality

Sumber: Primary Data, 2025

This study set out to explore how price and service quality impact customer satisfaction at Vemas Salon, a local beauty service provider in Kabupaten Tebo. The results show that both factors—price and service quality—positively and significantly influence how satisfied customers feel. Interestingly, service quality turned out to have a stronger effect, highlighting the importance of elements like staff responsiveness and reliability in shaping customers' overall experience in the salon.

The regression analysis revealed an R^2 value of 0.693, meaning that about 69.3% of the variation in customer satisfaction can be explained by the combination of price and service quality. This indicates a strong relationship and points to how essential these two factors are when it comes to keeping customers coming back. These findings support established marketing theories, particularly those emphasizing that in high-contact services, perceived service quality often outweighs price in influencing satisfaction and loyalty. This is especially evident in semi-urban micro-enterprises like Vemas Salon, where customers tend to rely on personal familiarity, trust, and repeated interpersonal encounters rather than branding or aggressive pricing strategies. In such environments, customers often return not because of price advantages, but due to emotional comfort, perceived attentiveness, and consistent service delivery from familiar staff members. This dynamic reflects relational consumption behavior, which is more prominent in smaller communities where social networks and word-of-mouth significantly shape consumer decisions (Gronroos, 2007). Similar findings are also seen in the financial services sector, where good service quality strengthens the company's image and ultimately increases customer loyalty (Daryati, 2023; Livia & Hendratmoko, 2024). For small salon owners and managers in similar

settings, these findings suggest several practical steps. First, they should invest in continuous service training, especially in soft skills like empathy, listening, and follow-up care. Second, managers can develop customer loyalty through informal mechanisms, such as remembering client preferences, offering personalized service tips, or creating a clean and comfortable atmosphere that fosters repeat visits. Rather than focusing on lowering prices, small salons should emphasize value communication, showing clients how their services deliver lasting results, comfort, and safety.

However, it is important to interpret these findings in light of the study's limitations. The use of accidental sampling in a single salon may have introduced sampling bias, where loyal or satisfied customers were more likely to participate, potentially skewing perceptions of service quality. The cross-sectional design also limits the ability to observe how satisfaction might change over time, particularly in response to seasonal demand or staff turnover. Nonetheless, these limitations do not invalidate the results, but rather highlight the need for future research using comparative or longitudinal approaches to deepen the understanding of customer satisfaction in semi-urban beauty service contexts.

Interpretation Of Key Findings

The findings of the hypothesis testing provide strong support for the proposed research model. First, the t-test result for the price variable (X_1) shows a t-value of 2.385, which exceeds the critical t-table value of 1.985 at the 5% significance level ($\alpha = 0.05$). This indicates that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, meaning that price has a positive and significant effect on customer satisfaction at Vemas Salon. Customers perceive the salon's pricing as fair, affordable, and reflective of the value of services offered, which positively shapes their satisfaction levels.

Second, the t-test result for service quality (X_2) reveals a much higher t-value of 5.926, which also exceeds the t-table threshold of 1.985. This confirms that service quality has a statistically significant and positive impact on customer satisfaction. The strength of this relationship indicates that the quality of service delivery—including responsiveness, assurance, empathy, reliability, and tangibles—plays a more dominant role in shaping customers' positive experiences at the salon.

Third, the F-test result further supports the model's overall significance. The calculated F-value of 20.641 is greater than the F-table value of 3.09 at a 5% significance level. This result implies that both price and service quality together significantly influence customer satisfaction, and the model as a whole is valid. In addition, the coefficient of determination ($R^2 = 0.693$) shows that 69.3% of the variance in customer satisfaction can be explained by the two independent variables, which confirms the robustness of the model in capturing the key determinants of satisfaction in the salon service context.

Comparison with previous studies

The results of this study align with a substantial body of literature that highlights the importance of price and service quality in influencing customer satisfaction, particularly within the service and beauty sectors. The finding that price has a significant positive effect on satisfaction supports the work of Milansari et al., (2021), who found that reasonable, transparent pricing enhances

customers' perceived value and purchasing comfort. Similarly, Nurhidayat & Prasetyo, (2020) concluded that when customers perceive price as fair relative to the benefits received, they are more likely to express higher satisfaction and exhibit loyalty behaviors. The study also confirms the stronger influence of service quality on customer satisfaction, consistent with research conducted by Cesariana et al., (2022) and Syahidin & Adnan (2019). Other studies also confirm that good price and service quality, coupled with customer trust, can significantly increase satisfaction (Guita et al., 2023; Ilyas et al., 2023). The finding that price has a significant positive effect on satisfaction supports the work of (Fathonah, 2025), who found that transparent and appropriately perceived pricing significantly enhances customer satisfaction and loyalty within a salon (Salon Waxinc Jakarta). Similarly, Tirtayasa & Elizabeth, (2024) and Kurnianingrum & Hidayat, (2023), concluded that price perception alongside emotional and service quality factors significantly affect satisfaction at beauty salon, underlining the interplay between fair pricing and intangible service dimensions. Supporting evidence comes from other service contexts, where price and service quality influence satisfaction through strengthened marketing relationships (Sawitri & Prasada, 2022; Suryowati & Rohanita, 2024).

Consistent results were also observed in other service sectors, where service quality and price were found to significantly influence customer satisfaction (Indajang et al., 2023; Pinaraswati et al., 2024). Similar results were also found in online service contexts, where service features, price, and service quality jointly influenced customer satisfaction in ride-hailing application users (Hajar et al., 2023). These studies emphasized that intangible service factors—such as employee responsiveness, empathy, professionalism, and the physical environment—are essential in shaping positive customer experiences and emotional attachment to service providers. This supports the theoretical framework of the SERVQUAL model (Parasuraman et al., 1988), which asserts that service quality dimensions directly affect satisfaction and consumer retention, especially in face-to-face service contexts like salons.

Moreover, the current findings contribute to the growing evidence from studies conducted in Indonesia's regional settings, where customer loyalty is often driven more by relational service quality and localized pricing strategies than by large-scale branding. Unlike urban beauty salons that often rely on promotional intensity or influencer-based marketing, local salons such as Vemas depend on consistent, trust-based relationships and perceived affordability to maintain a competitive advantage. These insights suggest that customer satisfaction is not only influenced by general service principles but is also highly contextual, shaped by geographic, cultural, and economic factors that differentiate customer expectations in smaller markets. In summary, this study strengthens existing empirical evidence while also adding a regionally grounded perspective, showing how well-established marketing principles apply within the unique dynamics of small and medium-sized service businesses in semi-urban Indonesia.

Limitations and warnings

While this study provides valuable insights into the relationship between price, service quality, and customer satisfaction, several limitations must be noted. It used a non-probability sampling method with a modest sample of 96 respondents, all from a single salon—Vemas Salon in Rimbo

Iilir, Kabupaten Tebo. This limits the generalizability of the findings to other salons in different contexts and introduces potential sampling bias due to localized preferences. Additionally, the cross-sectional design prevents analysis of changes in customer perception over time. Despite these constraints, the study offers a foundation for future research, particularly comparative or longitudinal studies in broader settings. This limited scope restricts the generalizability of the findings to other geographic areas or service businesses with different operational characteristics. Second, the study focused solely on two independent variables—price and service quality—while customer satisfaction may also be influenced by other important factors such as brand image, promotional strategies, location accessibility, or personal recommendations. Omitting these variables may lead to model specification bias, where the explanatory power of the regression model could have been enhanced by including additional predictors. Third, the use of a cross-sectional research design means that data were collected at a single point in time, which does not allow for the assessment of changes in customer perception or satisfaction over time. A longitudinal approach could provide a deeper understanding of customer loyalty and behavioral patterns in response to shifts in service quality or pricing strategies. Lastly, the study relies entirely on self-reported data obtained through questionnaires. Although efforts were made to ensure the reliability and validity of the instrument, self-reporting may still introduce response bias, as participants might have over- or under-reported their satisfaction levels due to social desirability or momentary emotions during service.

Recommendations for future research

Building upon the findings and acknowledging the limitations of this study, several avenues for future research are proposed. These recommendations aim to enhance the scope, depth, and applicability of future investigations into the factors influencing customer satisfaction in the beauty service industry, particularly in local and semi-urban contexts. Researchers are encouraged to consider the following directions:

1. Expand the sample size and scope of research by including multiple salons across different regions or cities to increase the generalizability of findings and capture a wider range of customer profiles and service settings.
2. Incorporate additional independent variables, such as brand image, word-of-mouth influence, loyalty programs, service innovation, or emotional engagement, to provide a more comprehensive understanding of what drives customer satisfaction and loyalty.
3. Adopt a longitudinal research design that tracks customer satisfaction over time, allowing for the analysis of how changes in service quality or pricing strategies influence customer perceptions and behaviors in the long term.
4. Use probability sampling techniques in future studies to improve the representativeness of the sample and reduce potential biases associated with non-random participant selection.
5. Conduct qualitative or mixed-methods research, such as in-depth interviews or focus group discussions, to capture deeper insights into customers' subjective experiences, motivations, and expectations, which may not be fully captured through structured questionnaires.
6. Compare customer satisfaction across different categories of beauty service providers, such as premium salons, franchise-based chains, and informal providers, to understand how business models and service standards influence customer evaluations.

CONCLUSION

This study concludes that both price and service quality significantly and positively influence customer satisfaction at Vemas Salon in Kabupaten Tebo, with service quality exerting a stronger effect. In the context of semi-urban service enterprises, where customer loyalty is built more through interpersonal relationships than pricing competition, service quality becomes the primary strategic asset. For salon managers, the most critical action is to enhance service quality, particularly by investing in staff training, empathetic client interaction, and consistent service execution. Secondly, managers should ensure that pricing reflects the real, perceivable value delivered—neither too low to undermine trust, nor too high without justification. Finally, reinforcing the value proposition through visible cues such as cleanliness, treatment durability, and positive customer feedback can strengthen perceived fairness and satisfaction. Ultimately, this study highlights that in micro-service contexts like beauty salons in semi-urban areas, value is not determined by price alone, but by the experience and trust delivered through service. This insight should inform not only marketing strategies but also day-to-day operational decisions aimed at long-term customer retention.

REFERENCE

- Abdillah, L. A. (2020). *FinTech e-commerce payment application user experience analysis during COVID-19 pandemic*.
- Agustin, Y. C., Sari, U. N., & Rosadi, A. A. S. (2023). The effect of product quality and price on customer satisfaction at Yulia Citra Furniture. *Jurnal EMT KITA*, 7(4), 906–910. <https://doi.org/10.35870/emt.v7i4.1521>
- Aisy, F. R., & Prasetyo, A. (2024). The effect of mobile shopping service quality on customer satisfaction and loyalty: A case of Bukalapak in Indonesia. *Shirkah: Journal of Economics and Business*, 9(3), 303–325. <https://doi.org/10.22515/shirkah.v9i3.653>
- Akmal, E., Panjaitan, H. P., & Ginting, Y. M. (2023). Service quality, product quality, price, promotion, and location on customer satisfaction and loyalty in CV. *Restu. Journal of Applied Business and Technology*, 4(1), 39–54. <https://doi.org/10.35145/jabt.v4i1.118>
- Astana, I. G. M. O. (2023). Consumer Behavior Trigger in Purchase Decision at PT Tirta Mumbul Jaya Abadi Pemicu. *Jurnal Inovasi Bisnis Dan Akuntansi*, 4(2), 339–349.
- Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace : Kualitas Produk dan Kualitas Pelayanan. *Literature Review Manajemen Pemasaran*, 3(1), 211–224.
- Chea, A. C. (2024). Branding: Models, Theory, Practice, and Marketing Implications. *International Journal of Academic Research in Business and Social Sciences*, 14(5), 1150–1162. <https://doi.org/10.6007/ijarbss/v14-I5/21481>

The Influence of Price and Service Quality on Customer Satisfaction at Vemas Salon in Tebo Regency

Sari, Harahap, Arby

- Daryati, Y. (2023). Examining The Impact Of Service Quality , Company Image. *And Customer Loyalty On Customer Interest In Refinancing : A Multiple Regression Approach*, 2(2), 1–8.
- Fathonah, E. N. (2025). Impact of service quality and price on customer satisfaction: A case study of Salon Waxinc in Jakarta. *Journal of Business, Management, and Social Studies*, 4(2), 89–96. <https://doi.org/10.53748/jbms.v4i2.97>
- Gronroos, C. (2007). *Management and Marketing – A Customer Relationship Management Approach* (2nd ed.). John Wiley and Sons L.
- Guita, M., Lianto, E., Loni, K., Ritonga, R. R., & Nainggolan, E. P. (2023). Effect of price, quality service and trust to customer satisfaction. *International Journal of Economics, Social and Technology*, 2(1), 32–39. <https://doi.org/10.59086/ijest.v2i1.258>
- Hajar, A. S., Mubarak, D. A. A., Karamang, E., & etc. (2023). Effect of service features, price, and service quality on online customer satisfaction: Study on InDrive application service users in Bandung. *Journal of Business and Management Inaba*, 3(1). <https://doi.org/10.56956/jbmi.v3i01.296>
- Hardani, N. H. A., Andriani, H., Fardani, R. A., Ustiawaty, J., Ulfa, E. F., & Sukmana, D. J. (2020). *Qualitative and Quantitative research methods* (1st ed.). Science Library. <https://www.pustakailmu.co.id>
- Ighomereho, S. O., Ojo, A. A., & Omoyele, S. O. (2022). *From service quality to e-service quality: Measurement, dimensions and model*.
- Ilyas, G. B., Ginting, Y. M., & Mustafa, H. (2023). The effect of price, service quality, product quality on customer satisfaction at PT. *Dynamic Buah Nusantara. Journal of Economics, Management and Trade*, 29(10), 184–201. <https://doi.org/10.9734/jemt/2023/v29i101154>
- Indajang, K., Candra, V., Sianipar, M. Y., Sembiring, L. D., & Simatupang, S. (2023). The effect of service quality and price on customer satisfaction. *Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS)*, 4(3), 942–950. <https://doi.org/10.47065/ekuitas.v4i3.3090>
- Jalaludin, J. (2021). Pengaruh kualitas pelayanan terhadap kepuasan konsumen pada PT Bina Sejahtera Bangun Persada Serang Banten. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 1(2), 40–48. <https://doi.org/10.37481/jmeh.v1i2.212>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Kurnianingrum, A. F., & Hidayat, A. (2023). The influence of service quality and price perception on consumer trust and revisit intention at beauty care clinic in Indonesia. *Archives of Business Research*, 10(4), 1–15. <https://doi.org/10.14738/abr.86.8489>
- Kusmaryono, I., Wijayanti, D., & Maharani, H. R. (2022). Number of Response Options, Reliability, Validity, and Potential Bias in the Use of the Likert Scale Education and Social Science Research: A Literature Review. *International Journal of Educational Methodology*, 8(4), 625–637. <https://doi.org/10.12973/ijem.8.4.625>

The Influence of Price and Service Quality on Customer Satisfaction at Vemas Salon in Tebo Regency

Sari, Harahap, Arby

- Livia, V., & Hendratmoko, H. (2024). The effect of service quality and price perception on customer loyalty mediated by customer satisfaction at Bengkel Sukses Jaya. *Jurnal Indonesia Sosial Sains*, 5(11), 2795–2811. <https://doi.org/10.59141/jiss.v5i11.1467>
- Milansari, H., Silmi, M. A., Vhegi, S., & Supriadi, I. (2021). A. Pengaruh Harga dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Usaha Sweetin. *Inovasi Manajemen Dan Kebijakan Publik*, 4(1). <https://doi.org/10.54980/imkp.v4i1.114>
- Nurhidayat, I., & Prasetyo, E. (2020). Pengaruh persepsi harga terhadap kepuasan pelanggan: Studi pada industri jasa. *Jurnal Manajemen dan Kewirausahaan*, 22(3), 165–174.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Pinaraswati, S. O., Farida, I., Susilowati, S., & Suprihati, S. (2024). The influence of service convenience and price fairness on customer loyalty: mediating effect of customer satisfaction. *International Journal of Economics, Business and Accounting Research*, 8(2). <https://doi.org/10.29040/ijebar.v8i2.14097>
- Sawitri, N. N., & Prasada, P. P. B. (2022). The effect of price and service quality on consumer satisfaction by employing marketing relationships as intervening variables. *Dinasti International Journal of Management Science*, 3(6). <https://doi.org/10.31933/dijms.v3i6.1308>
- Sofiati, I., Qomariah, N., & Hermawan, H. (2018). Dampak kualitas pelayanan terhadap loyalitas konsumen. *Jurnal Sains Manajemen & Bisnis Indonesia*, 8(2), 244–259.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sumartini, L., & Fajriany Ardining Tias, D. (2019). Analisis Kepuasan Konsumen Untuk Meningkatkan Volume Penjualan Kedai Kopi Kala Senja. *Jurnal E-Bis (Ekonomi-Bisnis)*, 3(2), 111–118. <https://doi.org/10.37339/e-Bis.v3i2.124>
- Suryowati, B., & Rohanita, R. (2024). Service marketing mix and customer satisfaction: Japanese aesthetic Salon Sun Lumiere. *Greenation International Journal of Tourism and Management*, 2(2), 108–117. <https://doi.org/10.38035/gijtm.v2i2.209>
- Syahidin, S., & Adnan, A. (2022). Analisis Pengaruh Harga Dan Lokasi Terhadap Kepuasan Pelanggan Pada Bengkel Andika Teknik Kemili Bebesen Takengon. *Gajah Putih Journal of Economics Review*, 4(1), 20–32. <https://doi.org/10.55542/gpjer.v4i1.209>
- Tirtayasa, & Elizabeth, S. M. (2024). *The Effect of Service Quality, Price, and Emotional on Customer Satisfaction at Lady Beauty Salon*. *Jurnal Multidisiplin Sahombu*.
- Tjiptono, F. (2017). *Service, quality & satisfaction* (4th ed.).
- Wardani, D. S. A., & Sumiati, S. (2023). Pengaruh price, service quality, dan promotion terhadap customer satisfaction. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 2(2), 494–503. <https://doi.org/10.21776/jmppk.2023.02.2.23>

The Influence of Price and Service Quality on Customer Satisfaction at Vemas Salon in Tebo Regency

Sari, Harahap, Arby

Wulandari, F., & Surianto, A. M. (2023). The influence of service quality, price, and delivery accuracy on customer satisfaction at PT YZ. *Innovation Research Journal*, 5(1), 1–13. <https://doi.org/10.30587/innovation.v5i1.7789>