

The Effect of Service Quality, Price Perception, and Emotional Factors on Consumer Satisfaction at Studio Anggita Eyelash

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Abstract

The purpose of this study was to examine the effect of service quality, price perception, and emotional factors on consumer satisfaction at Studio Anggita Eyelash. The study population comprised 200 consumers of Anggita Eyelash within the last two months. Using the Yamane formula and proportional random sampling technique, a sample of 134 respondents was determined. Data analysis employed linear regression, correlation coefficient analysis, determination analysis, and hypothesis testing using SPSS to process the primary data. The results indicate that service quality and emotional factors partially influence consumer satisfaction, while price perception does not. However, simultaneous testing shows that service quality, price perception, and emotional factors collectively influence consumer satisfaction at Studio Anggita Eyelash.

Keywords: service quality, price perception, emotional factors, consumer satisfaction, beauty salon

Introduction

As time progresses, the beauty industry continues to innovate, including advancements in skincare and facial treatment technologies, eco-friendly products, and a focus on inclusivity. Current beauty trends emphasize self-care, holistic skincare, and the rising popularity of natural cosmetics. These trends highlight natural beauty, sustainable products, and diversity in beauty representation. Technology also contributes through advanced product innovations in skincare and beauty. Social media plays a significant role in shaping beauty standards and broadening the globally accepted definition of beauty.

Among the most sought-after beauty trends is eyelash extensions. Eyelash extension is a cosmetic procedure in which artificial lashes are attached to natural lashes using a special adhesive, resulting in a fuller, longer, and more dramatic appearance. These extensions, typically made of synthetic fibers or natural human hair,

last several weeks depending on natural lash cycles and aftercare. Clients may choose from various lengths, thicknesses, and styles, allowing for personalization. The procedure, usually conducted by trained beauty technicians, can take several hours depending on client preferences and techniques used. Post-treatment care includes avoiding oil-based mascaras, oil based cleansers, and alcohol based facial products near the eye area to ensure durability and safety.

Demand for eyelash extensions continues to increase as many individuals seek instant solutions for achieving dramatic eyes without daily mascara use or temporary false lashes. This desire for convenience and enhanced appearance drives market demand. Eyelash extensions also provide ease in daily routines and boost self-confidence for many women. Due to the high demand, competition in the eyelash extension industry has intensified. The number of beauty salons has grown by 20.6%, from 819 in 2021 to 913 in July 2022, alongside spas and independent

beauticians competing to attract clients by offering various services and eyelash extension qualities (Al Hamasy, 2022).

Innovation in lash design, application techniques, and the use of high-quality materials are critical to winning market competition. Excellent customer service and relationship management also play key roles in maintaining market share. One micro-enterprise operating in this industry is Studio Anggita Eyelash, established in 2018 by Salama Anggita. Located in Ciracas, East Jakarta, the studio offers various eyelash extension services with a comfortable salon environment, catering to women seeking quality beauty treatments.

Initially, Anggita promoted her business through personal networks, but later expanded her reach by leveraging social media platforms such as Instagram, WhatsApp, and Facebook. Unlike competitors who rely on influencers, Studio Anggita Eyelash relies heavily on word-of-mouth promotion by satisfied customers. This strategy has built consumer trust and expanded its customer base. To accommodate growing demand, the studio also introduced home service options. On average, Studio Anggita Eyelash serves 20–30 clients daily.

Service quality becomes crucial as it directly compares customer expectations with actual service received. If services meet or exceed expectations, they are considered satisfactory; otherwise, they are deemed unsatisfactory. Consumer satisfaction is essential for business sustainability, as loyal customers spend approximately ten times more than new customers, while acquiring new customers can cost six to seven times more than retaining existing ones.

Although competition among beauty salons is increasing, many businesses including Studio Anggita Eyelash still do not systematically measure customer satisfaction. Instead, they rely on repeat purchases or Google ratings as proxies. However, consumer satisfaction is influenced by several factors such as service quality (Adriyanto & Fauzi, 2023; Ardiyansyah & Abadi, 2023; Azahari & Hakim, 2021; Basuki et al., 2023; Darmawan et al., 2020; Gunawan & Cholid, 2023; Lestari & Iskandar, 2021; Mahesa, 2022; Nasution & Nasution, 2021; Nurrahman et al., 2020; Ritonga et al., 2020; Sayedi et al., 2023; Setyo,

2016), product quality (Azahari & Hakim, 2021; Fadhli & Pratiwi, 2021; Fajrina, 2023; Lestari & Iskandar, 2021; Sayedi et al., 2023; Setyo, 2016), price (Adriyanto & Fauzi, 2023; Ardiyansyah & Abadi, 2023; Darmawan et al., 2020; Jahe & Milala, n.d.; Nasution & Nasution, 2021; Ronasih & Widhiastuti, 2021), and emotional factors (Basuki et al., 2023; Fadhli & Pratiwi, 2021; Gunawan & Cholid, 2023; Ritonga et al., 2020; Ronasih & Widhiastuti, 2021).

Understanding these factors allows Studio Anggita Eyelash to identify improvement areas and ensure sustainable growth. Therefore, this study seeks to answer the following research questions:

1. Does service quality have a positive and significant effect on consumer satisfaction at Studio Anggita Eyelash?
2. Does price perception have a positive and significant effect on consumer satisfaction at Studio Anggita Eyelash?
3. Do emotional factors have a positive and significant effect on consumer satisfaction at Studio Anggita Eyelash?
4. Do service quality, price perception, and emotional factors simultaneously have a positive and significant effect on consumer satisfaction at Studio Anggita Eyelash?

Kotler et al. (2022) define consumer satisfaction as an individual's feelings of pleasure or disappointment resulting from a comparison between actual performance and expected performance of a product or service. Similarly, Bahrudin & Zuhro (2016) describe customer satisfaction as an evaluation of choices influenced by purchase decisions and the experiences gained while using a product or service. In other words, customer satisfaction is an emotional response that arises after consumption, reflecting whether the product or service meets or exceeds customer expectations. Indrasari (2019) identifies five main factors that companies must consider in determining customer satisfaction: product quality, service quality, emotional factors, price, and cost. Furthermore, consumer satisfaction is often indicated by expectation fulfillment, repeat visits, and positive word-of-mouth recommendations.

Wirtz & Lovelock (2022) define service quality as the highest standard of performance that consistently meets or even exceeds customer

expectations. Meanwhile, Armstrong et al. (2023) emphasize that product quality refers to the characteristics of a product or service that affect its ability to satisfy customer needs, either explicit or implicit. Based on these perspectives, service quality can be interpreted as the provider's ability to deliver effective and satisfying services, both tangible and intangible. High service quality is reflected not only in meeting basic expectations but also in exceeding them, thereby creating added value that enhances customer satisfaction. Zeithaml et al. (2024) highlight five key dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibility.

Armstrong et al. (2023) also describe price as the amount of money charged for a product or service, or more broadly, the total value sacrificed by customers to obtain the benefits of owning or using a product or service. Kotler et al. (2022) emphasize that price is the only element of the marketing mix that generates revenue. From the consumer perspective, price is not merely an exchange of money but also a value judgment influenced by individual characteristics (motivation, attitudes, self-concept), background (social, economic, demographic), prior experience, and environmental influences (Mothersbaugh et al., 2020). Consequently, consumer perceptions of price as cheap, expensive, or fair vary across individuals depending on these factors.

Research has shown that price perception positively influences purchasing decisions. For example, Azahari & Hakim (2021) found a positive and significant relationship between price perception and purchase decisions. Similarly, Karnawati (2022) demonstrated that price perception relates to how consumers interpret and evaluate price information, shaping their perception of value. Setyo (2016) identifies four dimensions of price perception: affordability, price quality congruence, price competitiveness, and price benefit congruence.

Emotions are defined as awareness of psychological impulses followed by behavioral responses (Ritonga et al., 2020). Ferrinadewi (2021) argues that emotions drive behavior and serve as a source of motivation for human survival. Emotions play a crucial role in determining customer satisfaction: when

emotional engagement aligns with customer expectations, satisfaction is achieved (Radit et al., 2023). In daily life, emotions influence decision making, social interactions, and psychological well-being. Common emotional categories include anger, fear, surprise, irritation, happiness, and sadness (Mothersbaugh et al., 2020; Hoyer et al., 2024).

To measure emotions, several dimensions can be used, including pride, liking, calmness, desire, and joy (Bimartha & Aksari, 2019). These emotional states are significant in shaping consumer experiences and satisfaction levels in the beauty service industry, where aesthetic outcomes often strongly influence customer confidence and emotional fulfillment.

Method

This study employed a quantitative research design with a causal associative approach in terms of its level of explanation (Sugiyono, 2018). The object of this research was the consumers of Studio Anggita Eyelash from its establishment until the end of 2024. Since the total population was considered infinite, the population was determined based on the average monthly number of consumers, which was approximately 200 individuals. To generalize the findings to the broader consumer population of Studio Anggita Eyelash, the sample size was calculated using the Yamane formula (Sugiyono, 2018). Accordingly, a sample of 133 respondents was obtained, using proportional random sampling (Sugiyono, 2018). Data collection methods included questionnaires and documentation (Siregar, 2017). To enrich the data and obtain deeper insights, interviews and observations (Sugiyono, 2018) were also conducted as supplementary techniques.

For data analysis, the study employed several statistical tests. Instrument testing included validity and reliability tests (Siregar, 2017), while classical assumption tests (normality, multicollinearity, autocorrelation, and heteroscedasticity) were conducted as prerequisites (Nugraha, 2022). The main data analysis techniques included linear regression analysis, correlation coefficient analysis, and coefficient of determination (R^2) (Duli, 2020). To test the hypotheses, both partial (t-test) and simultaneous (F-test) analyses were performed (Sugiyono, 2018).

All data processing and statistical calculations were carried out using SPSS Version 27 (Febry & Teofilus, 2020).

Results and Discussion

Results

Prerequisite Analysis

Table 1. Results of Prerequisite Data Analysis

No	Research Variable	Cronbach's Alpha (α)	Collinearity Statistics Tolerance	Glejser VIF
1	Service Quality	0.896	1.48	6.761
2	Product Quality	0.858	1.36	7.350
3	Price Perception	0.910	2.47	4.044
4	Consumer Satisfaction	0.929		

One-Sample Kolmogorov-Smirnov Test: Asymp. Sig. (2-tailed) = **0.011**
Durbin-Watson = **2.260**

Source: Processed data (2025)

This study involved three independent variables service quality (X1), price perception (X2), and emotional factors (X3) and one dependent variable, consumer satisfaction (Y). Each variable consisted of several items: 10 items for service quality (X1), 6 items for price perception (X2), 6 items for emotional factors (X3), and 10 items for consumer satisfaction (Y).

The validity test results confirmed that all items were valid, as the calculated r-values exceeded the product moment r-table value of 0.361 (Siregar, 2017). Reliability testing also indicated that all variables were reliable (see Table 1), as the Cronbach's Alpha values exceeded the critical threshold of 0.60 (Sugiyono, 2018).

Classical assumption testing included normality, multicollinearity, autocorrelation, and heteroscedasticity. The One-Sample Kolmogorov-Smirnov Test yielded an Asymp. Sig. value of 0.011, which is greater than 0.05, indicating normally distributed data. For multicollinearity, all tolerance values were greater than 0.10 and VIF values were less than 10 (Nugraha, 2022), confirming the absence of multicollinearity. Similarly, both

heteroscedasticity and autocorrelation tests indicated no violations, thus fulfilling the assumptions of regression analysis.

Data Analysis

Table 2. Results of Linear Regression Testing

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t / F	Sig.
1 (Constant)	-1.594	1.805		-0.883	0.379
Service Quality	1.030	0.040	0.914	25.850	0.000
2 (Constant)	4.149	1.894		2.191	0.404
Price Perception	1.523	0.070	0.884	21.615	1.384
3 (Constant)	2.848	1.545		1.843	-0.209
Emotional Factors	1.559	0.057	0.922	27.342	1.446
4 (Constant)	-1.017	1.538			0.000
Service Quality	0.401	0.108	0.356	3.708	0.000
Price Perception	0.184	0.146	0.107	1.259	0.210
Emotional Factors	0.849	0.129	0.502	6.565	0.000

Source: SPSS Version 27 Output (2025)

Table 3. Correlation Coefficient and Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.914a	0.836	0.835	2.54133
2	0.884b	0.781	0.779	2.93740
3	0.922c	0.851	0.850	2.42380
4	0.940d	0.883	0.881	2.16110

Source: SPSS Version 27 Output (2025)

Discussion

Model 1: The Effect of Service Quality on Consumer Satisfaction the regression equation obtained was: $Y = -1,594 + 1,030 X_1$.

The results demonstrate that service quality significantly and positively influences consumer satisfaction. The correlation coefficient (R) of 0.914 indicates a strong relationship, while the adjusted R^2 value of 0.835 shows that 83.5% of consumer satisfaction is explained by service quality. The t-test confirms significance ($t = 3.708 > t\text{-table} = 1.97796$, $p < 0.05$). These findings are

consistent with previous studies (Azahari & Hakim, 2021; Darmawan et al., 2020; Lestari & Iskandar, 2021; Ritonga et al., 2020; Sayedi et al., 2023; Setyo, 2016), which emphasize the positive role of service quality in enhancing consumer satisfaction.

Model 2: The Effect of Price Perception on Consumer Satisfaction the regression equation was: $Y = 4.149 + 1.523X_2$.

Although the correlation coefficient ($R = 0.884$) and adjusted R^2 (0.779) suggest that price perception accounts for 77.9% of consumer satisfaction, the t-test indicates non-significance ($t = 1.259 < t\text{-table} = 1.97796$, $p = 0.210 > 0.05$). Thus, price perception does not significantly affect consumer satisfaction in this study. This contrasts with prior findings (Adriyanto & Fauzi, 2023; Ardiyansyah & Abadi, 2023; Darmawan et al., 2020; Nurrahman et al., 2020), suggesting that differences in consumer behavior and product characteristics may explain the inconsistency.

Model 3: The Effect of Emotional Factors on Consumer Satisfaction the regression equation was: $Y = 2,848 + 1,559X_3$.

The results confirm a strong and significant positive effect of emotional factors on satisfaction, with $R = 0.922$ and adjusted $R^2 = 0.850$. The t-test result ($t = 6.565$, $p < 0.05$) supports this finding. Emotions strongly influence purchasing behavior and satisfaction, particularly in the beauty industry, where confidence and aesthetics are closely tied to emotional responses. These results align with prior studies (Fadhli & Pratiwi, 2021; Gunawan & Cholid, 2023; Nasution & Nasution, 2021; Ronasih & Widhiastuti, 2021).

Model 4: The Simultaneous Effect of Service Quality, Price Perception, and Emotional Factors on Consumer Satisfaction the multiple regression equation was: $Y = -1,017 + 0,401X_1 + 0,184X_2 + 0,849X_3 + e$.

The adjusted R^2 value of 0.881 indicates that 88.1% of consumer satisfaction is explained collectively by service quality, price perception, and emotional factors. The F-test result ($F = 325.391 > F\text{-table} = 3.910$, $p < 0.05$) confirms that these variables simultaneously exert a positive and significant effect. This finding is consistent with Basuki et al. (2023) and Nasution & Nasution (2021), who found that these three factors jointly influence customer satisfaction.

Conclusions

This study concludes that consumer satisfaction at Studio Anggita Eyelash is significantly influenced by service quality and emotional factors, while price perception does not exhibit a significant effect when examined independently. However, when service quality, price perception, and emotional factors are considered simultaneously, the three variables collectively demonstrate a positive and significant impact on consumer satisfaction. These findings underscore the importance of prioritizing service quality and cultivating positive emotional experiences as the core drivers of customer satisfaction and loyalty in the beauty service industry. Although price perception did not emerge as a significant determinant in this study, it remains a strategic factor that cannot be disregarded, as previous research has consistently shown its role in influencing consumer decisions. Therefore, for Studio Anggita Eyelash, strengthening consistent service delivery and enhancing emotional engagement, while simultaneously maintaining competitive pricing, will be essential strategies to sustain customer trust, secure competitive advantage, and ensure long-term business growth.

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