



The Effect of Location, Promotion, and Service Quality on Customer Satisfaction at Sita Official Salon in Pontianak

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ABSTRACT

The present research aims to analyse the effect of location, advertising and quality of service on client satisfaction at Sita Official Salon in Pontianak. The research technique employed is associative method with quantitative approach. The general population in this project were the citizens of Pontianak who had utilised the services of Sita Official Salon, while its research sample was 100 Participants using purposive sampling approach. The data analysis techniques used were validity tests, reliability tests, classical assumption tests (normality, linearity and multicollinearity of Kolmogorov-Smirnov) and multiple linear regression analysis, as well as standard correlated coefficients, determination of coefficients, simultaneous tests (F tests) and partial tests (t tests). The multiple linear regression technique analysis findings pointed to the equation: $Y = 1.107 + 0.217X_1 + 0.213X_2 + 0.238X_3$. The value of the correlation coefficient of 0.762 shows that the association between location, promotion and the quality of service with satisfaction among consumers is pretty good. The coefficient of standard determining indicates a value of 0.581 which suggests that 58.1% of the variance in client satisfaction can be described by the variables themselves of location, promotion and quality of service, while 41.9% is impacted by other factors outside the study model. The findings of simultaneous tests show that location, marketing, and service quality simultaneously have a major impact on consumer satisfaction.

INTRODUCTION

The development of the service sector in recent years has shown changes in consumer consumption patterns that increasingly place services as part of daily activities. Consumers not only assess the final results of the service received but also pay attention to the overall experience during the service process. This experience includes ease of service access, environmental comfort, clarity of information, and the quality of interactions between customers and service providers. In service marketing studies, customer experience is related to satisfaction arising from assessments of the service received, this may be assessed by desire to return, readiness to promote the assistance to others and compliance to expectations (Tjiptono in Musman, 2024). According to Kharisma et al. (2023), customer satisfaction is generated via an assessment process where consumers compare their original standards with the real experience obtained after utilising a product or service.

This phenomenon is also evident in the growing development of beauty and personal care services in urban areas. Rising public awareness of personal appearance and health has led to an increase in the number of beauty salons offering a variety of care services. The growing public need to look attractive and maintain personal appearance is one factor driving the growth of the beauty business (Agrevinna, 2020). In Pontianak, the development of this sector can be seen in the number of registered beauty service businesses. Data from the Pontianak Investment and One-Stop Integrated Services Agency indicates that by 2025, there will be 382 beauty service businesses operating in the city (DPMPTSP Pontianak, 2025). This data indicates the level of business competitiveness in the beauty services industry in the area. Businesses have to maintain and enhance the standard of service to suit consumer expectations and retain current clients and attract new ones to salons and spas (Yulianti, 2021).

At a more specific regional level, in Sungai Bangkong Village, there are eight salon businesses registered in the OSS system in 2025, namely Sita Official Salon, Grazio Hairtend/Podomoro, Ada Beauty Berjaya, Hevi Beauty Care, NK Lash Beauty, Yelo Beauty Bar, Hairfly Studio, and Salon Amanda (DPMPTSP Pontianak, 2025). One of the companies in the region is Sita Official Salon which was created in 2015 in Jalan Uray Bawadi No. 74, Pontianak. This salon provides various hair, facial, and body care services with prices ranging from Rp30,000 to Rp1,200,000 and is supported by eight employees in daily service operations.

Sita Official Salon's sales data shows an increase in revenue during the 2022–2024 period. In 2022, sales were recorded at IDR 439,745,000, then increased to IDR 522,510,300 in 2023, an increase of 18.82%, and again to IDR 683,353,000 in 2024, an increase of 30.78% (Sita Official Salon, 2025). This increase in revenue indicates a growth in service transactions that occurred over the past three years. As tourism demand increases, the beauty salon industry is growing rapidly and facing intense competition, so business actors need to continuously improve service quality, as service that does not meet expectations can lead to customer dissatisfaction and reduce their interest in returning or recommending the salon (Dwipuspita et al, 2025). However, in the beauty treatment business, the customer experience in receiving services is associated with many variables that

may impact customer satisfaction, such as the ease of accessibility to the salon location, the efficiency of the delivery of service data through marketing campaigns, and the quality of service received throughout the treatment process.

Several prior research have investigated the link between service marketing elements and customer happiness. Wijaya et al. (2025) in their research revealed that pricing, service quality, location, advertising and facilities had a favourable and substantial influence partly on client happiness at Semoenailstudio Salon, Jember. Sari & Makmur (2024) also found that there was a positive and significant effect for service quality and confidence on customer satisfaction at IC Beauty Salon Bandung. In addition, Rahman et al. (2019) showed that service quality has significant and positive impact on customer satisfaction at the Kapuas Hulu Regional Government Mess, Pontianak Representative Office. These findings indicate that service variables and service marketing factors are often used to explain customer satisfaction across various types of services.

But prior studies have indicated variances in the usage of variables and study objectives. Wijaya et al. (2025) study used price, service quality, location, promotion, and facilities as variables in salons in Jember. Sari & Makmur's (2024) study focused on service quality and trust in salons in Bandung. Meanwhile, Rahman et al. (2019) said that service quality is a determinant that affects client happiness in the governmental accommodation industry. These differences in variables, study objects and research fields show that research on the link between place of residence, promotion, and quality of customer service and client fulfilment in beauty service firms in Pontianak are not found in the research reported in the data.

This research aims to empirically test the influence of location, marketing and service quality on customer satisfaction at Sita Official Salon Pontianak using a quantitative approach based on the background and problems described in this study. The research investigation was performed to examine the link among factors by using a regression model in order to estimate the degree of the effect of each component on the customer satisfaction levels. This research is designed to provide a deeper view of the aspects that impact client fulfilment in salon service company. Moreover, the results of this research are also anticipated to be a consideration for Sita Official Salon in evaluating and improving its business strategy, especially on aspects of location, promotion and quality of service, in order to provide a superior experience for clients and assist with business development in the competition that is increasingly growing.

LITERATURE REVIEW

Location

Location is one of the crucial variables in company operations. This is because location is the place where business operations take place and how simple it is for consumers to get the services given. Said (2022) states the spot refers to where a company takes place, where ideally service providers have a suitable business location which is favoured by producers and customers. From a service marketing perspective, location is also related to customer convenience in reaching the business premises. The strategic placement is favourable for the

accessibility of the client to the company premises and the use of the services. This is reinforced by the research of Wijaya et al. (2025) in a study entitled *Analysis of the Effect of Price, Service Quality, Location, Promotion and Infrastructure on Client Satisfaction at the Semoenailstudio Salon in Jember*, which concluded that the location partially has a positive and significant effect on consumer satisfaction. These findings indicate that an easily accessible location can provide a better experience for customers and contribute to increased consumer satisfaction in salon service businesses.

Promotion

Promotion is an advertisement action that organisations carry out to provide information about goods or services to people. Promotion is an act of communication undertaken to inform and motivate clients to use or buy the advertised good or service (Reken et al., 2024). In the context of conventional marketing, promotion is not only a way of transmitting knowledge, but additionally as a means to influence customer choices in utilising a product or service. The results of research by Wijaya et al. (2025) reveal that advertising has a partly positive and substantial influence on customer happiness at Salon Semoenailstudio Jember, which means that with the right promotion, it is possible to increase consumer comprehension of the services and to give a better experience for the consumers.

Quality of Service

Service quality is an important aspect in service industry since it is directly related to client experience in utilising a service. Indrasari (2019) states that service quality is associated with activities carried out to satisfy customer requirements and wishes and the precision of delivery to meet customer expectations. This indicates that quality of service is not simply tied to the service procedure given nor the capacity of the organisation to continuously satisfy consumer expectations. The research of Sari & Makmur (2024) states that service quality partially has a favourable and substantial influence on client happiness at IC Beauty Salon in Bandung. Likewise, Rahman et al. (2019) also reported similar results stating that service quality has a favourable and substantial influence on client happiness at the Kapuas Hulu Regional Government Mess, Pontianak Representative Office.

Customer Satisfaction

Customer satisfaction is a key measure in analysing the performance of a service firm in serving the demands of its customers. According to Musman (2024), Customer fulfilment is the extent of feeling a person has after contrasting the perceived effectiveness of a product or service with expectations. The client will be happy with the service when the level of service performance received equals or surpasses customer expectations. In this research, customer satisfaction is the dependent variable, and it is explained by its link with location, promotion and service quality. Research by Wijaya et al. (2025) shows that several factors such as location, promotion, and the effect of service quality on customer

fulfilment in salon business. Therefore, understanding these factors is important for companies in improving service quality and maintaining customer loyalty.

Framework

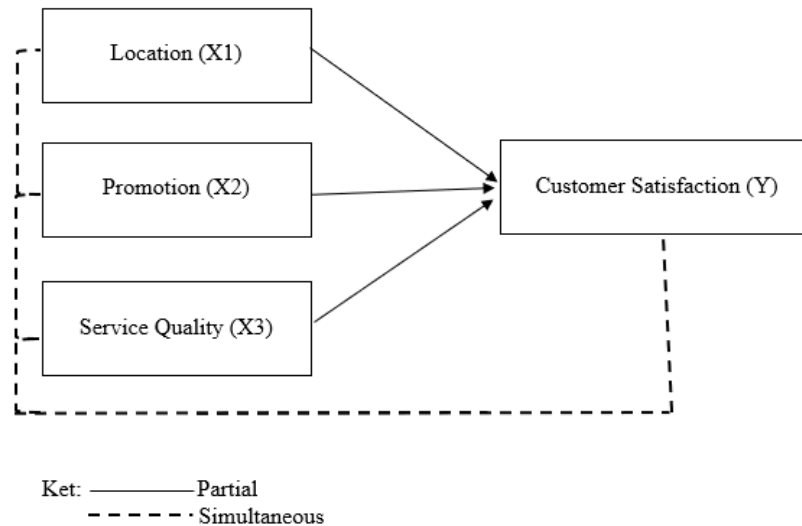


Figure 1. Conceptual Framework

Research Hypothesis

- H1:** Location has a positive and significant effect on customer satisfaction at the official salon in Pontianak.
- H2:** Promotion has a positive and significant effect on customer satisfaction at the official Sita salon in Pontianak.
- H3:** Service quality has a positive and significant effect on customer satisfaction at Sita Official Salon in Pontianak.
- H4:** Location, promotion, and service quality simultaneously have a positive and significant effect on customer satisfaction at Sita Official Salon in Pontianak.

METHODOLOGY

This research adopted a quantitative associative design to investigate how location, promotion, and service quality influence customer satisfaction at Sita Official Salon in Pontianak. The associative approach was used because the study aimed to identify the relationship and effect among the examined variables (Siregar, 2020). The target population comprised customers of Sita Official Salon in Pontianak. Since the total population was unknown, the minimum sample was calculated using the Purba formula with a 10% margin of error, resulting in 96 respondents (Sugiyono, 2023). To improve data adequacy, this study involved 100 respondents. The sample was selected through purposive sampling, with criteria including Pontianak residents aged 18 years or older who had used Sita Official Salon services at least twice (Sugiyono, 2023).

Data were obtained from primary and secondary sources. Primary data were collected through questionnaires distributed to respondents, while secondary data were gathered from relevant literature, journals, salon business data in Pontianak, and Sita Official Salon sales records for the 2022–2024 period. The study examined three independent variables: location (X_1), promotion (X_2),

and service quality (X_3). Customer satisfaction (Y) was positioned as the dependent variable. Each variable was measured using a five-point Likert scale, ranging from strongly disagree to strongly agree, to capture respondents' perceptions toward the research indicators (Sugiyono, 2023).

The data analysis process included instrument testing, classical assumption testing, and multiple linear regression. Validity testing was conducted to assess the accuracy of questionnaire items, while reliability was evaluated using Cronbach's Alpha, with values above 0.70 considered acceptable and above 0.80 considered highly reliable (Purnomo, 2016). Before regression analysis, normality, linearity, and multicollinearity tests were performed. The regression model was used to measure the effect of location, promotion, and service quality on customer satisfaction. Hypothesis testing was carried out using the F-test and t-test at a significance level of 0.05, while correlation and determination coefficients were used to evaluate the strength and contribution of the independent variables to the dependent variable (Siregar, 2020; Purnomo, 2016).

RESEARCH RESULTS

Data Analysis

Research Instrument Testing

a. Validity Test

A validity test was done to assess that everyone statement included in the survey was able to quantify the variables in the study. The test was performed by connecting the result of every statement to the overall result of the variable and then comparing the r value obtained with the r value in the table. The table r value was calculated using degrees of being free (df) = $n-2$, which equated to $df = 98$ and a table r value of 0.196 at the 0.05 level of significance. Table 1 shows the results of the validity test for every assertion in this research.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Location (X_1)	X1.1	0.850	0.196	Valid
	X1.2	0.764		
	X1.3	0.775		
	X1.4	0.788		
	X1.5	0.749		
	X1.6	0.828		
	X1.7	0.792		
	X1.8	0.834		
	X1.9	0.815		
Promotion (X_2)	X2.1	0.812	0.196	Valid
	X2.2	0.787		
	X2.3	0.789		
	X2.4	0.755		
	X2.5	0.795		
	X2.6	0.799		
	X2.7	0.774		
	X2.8	0.788		

	X2.9	0.834		
	X2.10	0.774		
	X2.11	0.780		
	X2.12	0.813		
	X2.13	0.784		
	X2.14	0.797		
	X2.15	0.790		
	X3.1	0.815		
	X3.2	0.832		
	X3.3	0.800		
	X3.4	0.754		
	X3.5	0.728		
	X3.6	0.804		
	X3.7	0.811		
Service Quality (X3)	X3.8	0.777	0.196	Valid
	X3.9	0.753		
	X3.10	0.843		
	X3.11	0.807		
	X3.12	0.805		
	X3.13	0.746		
	X3.14	0.820		
	X3.15	0.764		
	X3.16	0.819		
	Y.1	0.803		
	Y.2	0.794		
	Y.3	0.819		
Customer Satisfaction (Y)	Y.4	0.816	0.196	Valid
	Y.5	0.776		
	Y.6	0.802		
	Y.7	0.832		
	Y.8	0.811		
	Y.9	0.846		

Source: Processed data, 2026

Based on the results of the validity test in table 1 it can be seen that all indications in the variables namely Location (X1), Promotion (X2), Service Quality (X3) and Customer Satisfaction (Y) have a computed r value larger than the table r (0.196). So, every statement item in this research is certified legitimate and are feasible to be used as data collecting tools.

b. Reliability Test

Reliability test was carried out to determine the consistency and dependability of the items in the questionnaire. The testing was done using Cronbach's Alpha technique, where a tool is said to be dependable if the Cronbach's Alpha result is over 0.60. Table 4 shows the results of a reliability test for each variable in this research.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of items	Minimum Reliability	Description
Location(X1)	0.929	9		
Promotion(X2)	0.957	15		
Service Quality (X3)	0.960	16	0.60	Reliable
Customer Satisfaction(Y)	0.935	9		

Source: Processed Data, 2026

The reliability test findings in Table 2 shows that all study variables such as Location (X1), Promotion (X2), Service Quality (X3), and Customer Satisfaction (Y) have a Cronbach's Alpha value of higher than 0.60. Thus, all statement elements are reliable and may be employed as a research tool.

Classical Assumption Test

a. Normality Test

Normality test was done to check if the study data has normally distributed. The test was performed by Kolmogorov-Smirnov test using SPSS. The findings of the normalcy test in this research are in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Kolmogorov-Smirnov Z	.058
Asymp.Sig.(2-tailed)	.200c

Source: Processed Data, 2026

According to the outcomes of the normality test shown in Table 3, the Asymp. Sig. (2-tailed) value is 0.200 which is larger than 0.05. Therefore, the information used in this research may be considered as regularly distributed.

b. Linearity Test

To assess the linear connection among the dependent and independent variables, the linearity test was undertaken. Test for Linearity The test of linearity is employed when the connection is said to be straight if the Linearity: significance level is <0.05 and the deviation from Linearity value is >0.05 . Below, the results of the linearity test for this research are shown.

Table 4. Linearity Test Results

Relationship between Variables	Sig.Deviation from Linearity	Sig. Linearity	Note
Customer Satisfaction * Location	0.312	0.000	Linear
Customer Satisfaction * Promotion	0.606	0.000	Linear
Customer Satisfaction * Service Quality	0.204	0.000	Linear

Source: Processed Data, 2026

The outcome of the linearity test performed among the parameters of Service Quality (X3) and Customer Satisfaction (Y) in Table 4 shows that the Sig. value was attained at 0.000 (<0.05) and the Sig. The deviation from linearity was 0.204 (>0.05). This suggests that the link among the two standard variables is linear.

c. Multicollinearity Test

A multicollinearity test was performed to assess whether there was a high degree of correlation among the variables that are independent in the model of regression that might impact the precision of the coefficient estimations. As per the SPSS analysis shown below, the findings of multicollinearity test are.

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF
Location	.447	2.237
Promotion	.495	2.019
Quality of Service	.441	2.270

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2026

Based on the findings of the multicollinearity test in Table 5, the parameters of Location (X1), Promotion (X2) and Service Quality (X3) have a threshold value > 0.10 and VIF < 10.00. Thus, it can be stated that there is no indication of multicollinearity among the independent variables in the regression model of this research.

Hypothesis Test

a. Multiple Linear Regression Analysis

The use of multiple linear regression was used to identify the influence of numerous independent factors on the dependent variable concurrently and partly and the formation of the regression equation model. The result of coefficients of regression based on SPSS analysis is provided below.

Table 6. Multiple Linear Regression Analysis Results

Variable	Coefficients	T Statistics	Significance Value
(Constant)	1,107	5,188	.000
Location	.217	2,906	.005
Promotion	.213	2,630	.010
Quality of Service	.238	3,285	.001

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2026

According to the findings of the use of multiple linear regression in Table 6, the coefficient of regression equation and the effect of each variable in this research may be interpreted as follows:

$$Y = 1.107 + 0.217 X1 + 0.213 X2 + 0.238 X3$$

- 1) Constant (a) of 1.107 implies that if Location (X1), Promotion (X2) and Service Quality (X3) are zero then Customer Satisfaction (Y) is still 1.107 units.

- 2) The regression coefficient value (b1) on Location variable (X1) is 0.217 with positive direction. This means that each one unit increase in Location will result in a rise of 0.217 in Customer Satisfaction.
- 3) The regression coefficient value (b2) in the Promotion variable (X2) is 0.213 with a positive direction. This shows that every one unit increase in Promotion will induce an increase of 0.213 in Customer Satisfaction.
- 4) The regression coefficient value (b3) of the Service Quality variable (X3) is 0.238 with the right direction, which means that for every one-unit improvement in Service Quality, there will be a rise of 0.238 in Customer Satisfaction.

b. Multiple Correlation Coefficient Analysis (R)

The correlation coefficient is used to quantify the strength and direction of the association between two or more variables. In this research, correlation analysis was done by using Product Moment technique and the test results are listed below.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.762a	.581	.568	.51804

Predictors: (Constant), Service Quality, Promotion, Location
 Dependent Variable: Customer Satisfaction

Source: Processed Data, 2026

The results of a correlation coefficient test in table 7 show that the R value achieved is 0.762, which suggests that the link between Location, Promotion and Service Quality on Customer fulfilment is in the strong group.

c. Determination Coefficient (R²)

The coefficient of determination (R²) is used to find out the capacity of the variables that are independent to explain the dependent variable. Based on the test findings, the R-Square value was 0.581 where the factors Location, Promotion, and Service Quality contributed 58.1% towards Customer Satisfaction, while 41.9% was impacted by other variables outside this research.

d. Simultaneous Test (F test)

Simultaneous test (F test) was carried out to know if all the independent factors jointly had significant effect on dependent variable. The outcome of the SPSS analysis on the F test is shown in Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	35,671	11,890	44,307	.000b
Residual	25,763	.268		

Dependent Variable: Customer Satisfaction
 Predictors: (Constant), Service Quality, Promotion, Location

Source: Processed Data, 2026

The simultaneous test (F Test) in Table 8 showed that the F value obtained was 44.307 which is more than the F table of 2.70, and the significant value was $0.000 < 0.05$. So that the factors of Location, Promotion and Service Quality jointly have a substantial impact on Customer Satisfaction.

e. Partial Test (t Test)

Partial test (t-test) is employed to examine the influence of every independent variable independently on the dependent variable in question. Table 9 shows the outcomes of the t-test according to SPSS analysis.

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistics	Significance Value
(Constant)	1,107	5,188	.000
Location	.217	2,906	.005
Promotion	.213	2,630	.010
Quality of Service	.238	3,285	.001

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2026

According to the partial test findings (t-test) in Table 9, the value of t-table is 1.660. The t-test findings (Partial) are described as follows:

- 1) The Variable location (X1) has a t value of 2.906 which is bigger than the t table of 1.660 and a value of significance of 0.005 which is less than 0.05. From these findings, Ho has been dismissed, and Ha is acceptable. In conclusion, the Location variable has a considerable, partly positive influence on Customer Satisfaction.
- 2) The Promotion variable (X2) has a computed t value of 2.630 which is bigger than the t table of 1.660 and has a significance level of 0.010 which is less than 0.05. Based on these data, we reject Ho and embrace Ha. So, it can be discovered that Promotion variable has a positive and substantial influence on Customer Satisfaction, partly.
- 3) The estimated t value of the variable Service Quality (X3) is 3.285 which is bigger compared to the t table of 1.660 and has a statistically significant value of 0.001 which is lower than 0.05. Based on these findings Ha is accepted while Ho is refused. Thus, it can be inferred that the variable of Service Quality has a positive and substantial influence on Customer Satisfaction partially.

DISCUSSION

The Influence of Location on Customer Satisfaction

The findings of the multiple linear regression analysis show that location has a favourable and substantial influence on customer satisfaction at Sita Official Salon Pontianak. The results show that the more that strategic or accessible the company location, the better the consumer happiness. A suitable location makes it easy for consumers to get salon services, lowers travel time and gives a pleasant visit therefore adding to a superior service experience.

The findings of the present research confirm the perspective of Said (2022) that a company location that is easy to reach, has good visitor traffic, and rapid

access are crucial aspects that facilitate customers to get services, so as to contribute to greater customer satisfaction. The results of this study are also in line with Wijaya's research, Haifah and Maspufah (2025) that location has a favourable and substantial partial influence on client happiness at Salon Semoenailstudio Jember. However, this is not in line with the study by Ariyanti et al. (2022) which stated that location does not have a significant effect on client happiness at the Batik Tulis business in the Amartha Village-Owned Enterprise (BUMDes), so the standard of customer satisfaction is not affected by the business location factor. In this study, the findings of the research indicated that geographical variables have a vital effect in the formation of client satisfaction in the salon service industry. Therefore, the research findings suggest that establishing a strategic company location improves consumer comfort and promotes happiness in obtaining beauty services.

The Effect of Promotions on Customer Satisfaction

The findings of the regression test show that the advertising variable has a positive and substantial influence on client happiness at Sita Official Salon in Pontianak. This finding suggests that effective promotional activities can increase consumer understanding of the services offered and provide added value to the customer experience. Promotions are a sort of marketing communication which when done correctly, provides information about the product or service to the customers and increases their interest in utilising the services (Reken et al., 2024).

The findings of this research are consistent with Wijaya et al. (2025) which states that advertisements have a favourable and substantial effect on client happiness in salon companies. This is also in accordance with the study performed by Yuliyanto (2020) which shows that promotion has a good and substantial effect on consumer satisfaction. Thus, the greater the effectiveness of a company's promotional operations, the better the customer satisfaction level is likely to be. These findings indicate that effective promotions can increase consumer interest while providing a better experience when using services. Therefore, promotions not only function as a marketing communication tool but also as a factor that can increase customer satisfaction by conveying clear and engaging information about available services.

The Influence of Service Quality on Customer Satisfaction

The findings of the study of multiple linear regression show that the variable related to service quality has a positive and substantial influence on customer satisfaction at the Sita Official Salon in Pontianak. This conclusion implies that the greater the quality of service supplied to clients the higher the amount of customer happiness. This study conclusion is also consistent with the notion given by Lupiyoadi & Hamdani (2009) that service quality may be judged by five primary aspects: namely tangibles, dependability, responsiveness, assurance, and empathy. If these five aspects are fulfilled appropriately, clients will feel excellent service quality which will influence to increase customer satisfaction.

The research of Sari & Makmur (2024) proves that the quality of service has a favourable and substantial influence on client happiness at Salon IC Beauty

Bandung. Service quality has a favourable effect on customer satisfaction, results which were also given by Rahman et al. (2019). According to the research of Mahira et al. (2021), there is a positive and considerable impact of service quality on customer satisfaction. Therefore, the greater the quality of service delivered via dependability, responsiveness, assurance, empathy and tangibles, the higher the level of client pleasure. Therefore, quality of service is a highly significant component in enhancing client happiness in salon service firms.

The Influence of Location, Promotion, and Service Quality on Customer Satisfaction

The findings of simultaneous test (F-test) show that the factors of location, promotion and service quality combined have a substantial effect on customer satisfaction. The findings of this research show that strategic location, promotion and high service quality are the key ingredients to the provision of a great service experience for clients in the salon service industry which impact positively on customer satisfaction. This study conclusion is also in line with the findings of research by Wijaya et al. (2025) who indicated that location, promotion, and service quality concurrently affect customer satisfaction in salon operations. Research performed by Budiono (2021) found that product quality, pricing, promotion, location and service quality had a joint effect on client happiness at the Bebek Kaleo Restaurant in Tebet, South Jakarta. Therefore, the advertising, location and service quality characteristics are critical variables that might affect customer satisfaction level. Thus, it can be determined that the increase of customer satisfaction in the beauty service industry is not just due to one feature but rather needs effective management of many service marketing variables in an integrated way. So that the leadership of Sita Official Salon must always enhance the quality of service, optimise advertising techniques and preserve a strategic company location to always maximise client happiness.

CONCLUSION AND RECOMMENDATIONS

The results of this research showed that partly or concurrently location, advertising and service quality has a good and substantial effect on client happiness at Sita Official Salon in Pontianak. The regression coefficient value shows that service quality has a relatively greater influence than location and promotion. This indicates that a good service experience, such as employee friendliness, responsiveness in serving, and comfortable facilities provided to customers, is the most dominating aspect to increase client happiness in salon service company.

However, the location and advertising are very important in determining the customer satisfaction. A convenient location can provide customers with easy access to salon services, while effective promotion can increase customer understanding and interest in the services offered. Therefore, customer pleasure is not the outcome of a single element but the consequence of the integration of numerous mutually reinforcing service marketing variables.

From the practical point of view, Sita Official Salon management should consistently enhance the quality of service to the clients via the upgrading of the

competence of the staff, the correctness of the service and the pleasant atmosphere of the salon. Furthermore, promotional strategies need to be optimized to more effectively communicate service information to consumers. Maintaining a strategic business location is also crucial to ensure customers continue to have easy access to services.

Improving customer satisfaction in beauty services businesses relies not only on service quality but also requires effective management of various integrated marketing factors. Thus, the salon company must always pay attention to the location, advertising, and quality of service to create a good service experience and motivate clients to continue utilising the services provided.

ADVANCED RESEARCH

Future research could also expand the research focus to other beauty service businesses or different service sectors, allowing for comparison of research results within a broader business context. The use of more diverse research approaches, such as qualitative or mixed methods, could also be considered to delve deeper into perceptions, experiences, and other factors influencing customer satisfaction. This will provide a better understanding of the aspects that influence customer fulfilment in the service business.

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