

THE EFFECT OF SERVICE QUALITY AND PROMOTION TOWARDS CUSTOMER DECISION

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ABSTRACT

This study investigates the influence of service quality and promotion on consumer decision-making regarding the use of Lash by Vie services in Pontianak City. Using an associative research approach, the study gathered data from 100 female respondents who had previously utilized the salon's services. Multiple regression analysis was employed as the primary analytical method, using SPSS version 25. Validity and normality tests confirmed that all items were both reliable and normally distributed. The findings reveal that, individually (through T-tests), both service quality and promotion have a positive and significant impact on consumer decision-making. Furthermore, the F-test results demonstrate that, when considered together, service quality and promotion significantly and positively influence consumers' decisions. These results underscore the importance of both factors in shaping consumer choices regarding beauty services.

ABSTRAK

Studi ini menyelidiki pengaruh kualitas layanan dan promosi terhadap pengambilan keputusan konsumen terkait penggunaan layanan Lash by Vie di Kota Pontianak. Dengan menggunakan pendekatan penelitian asosiatif, studi ini mengumpulkan data dari 100 responden wanita yang sebelumnya telah menggunakan layanan salon tersebut. Analisis regresi berganda digunakan sebagai metode analisis utama, menggunakan SPSS versi 25. Uji validitas dan normalitas mengonfirmasi bahwa semua item dapat diandalkan dan terdistribusi normal. Temuan menunjukkan bahwa, secara individu (melalui uji T), baik kualitas layanan maupun promosi memiliki dampak positif dan signifikan terhadap pengambilan keputusan konsumen. Selain itu, hasil uji F menunjukkan bahwa, ketika dipertimbangkan bersama, kualitas layanan dan promosi secara signifikan dan positif memengaruhi keputusan konsumen. Hasil ini menekankan pentingnya kedua faktor dalam membentuk pilihan konsumen terkait layanan kecantikan.



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INTRODUCTION

Women possess remarkable uniqueness and intelligence, and they place significant emphasis on beauty as a component of self-care and self-expression. Self-care encompasses a range of activities aimed at maintaining physical, mental, and emotional well-being. For women, beauty can enhance self-confidence, which is why many engage in grooming practices to appear attractive and self-assured. An appealing appearance is a common aspiration, and makeup provides personal satisfaction. Beauty serves as a distinct attraction and can elevate self-esteem, prompting women to invest considerable resources to improve their appearance. One method of achieving this is through facial treatments and the use of beauty products and practices.

The beauty industry has seen rapid development, as evidenced by the proliferation of beauty products. Individuals have varied preferences regarding beauty products, including eyelash extensions, which are considered by many women as a significant beauty enhancement. Eyelash extensions are a cosmetic procedure designed to achieve longer and more curled eyelashes, which are regarded as a key beauty feature by some women.

In Pontianak City, eyelash extension salons are readily available. This beauty trend has created business opportunities for entrepreneurs, particularly in the beauty sector. Consumer interest in eyelash extensions in Pontianak is substantial, spanning from young women to adults, including housewives, students, and career women. Among the numerous salons, Lash By Vie stands out. Established in 2016 on Jalan Purnama, Lash By Vie has experienced considerable growth and has since relocated to a more strategic location on Jalan Putri Dara Hitam. The salon offers a variety of eyelash extension models, ranging from natural styles to Vietnam, Japanese, Russian, UK, and Kim K models, as well as lash lifts – methods for curling natural eyelashes without using extensions. The diverse range of options appeals to potential customers.

Lash By Vie aims to deliver high-quality service to its clients. High-quality service fosters long-term customer relationships. To remain competitive, companies must provide services that meet customer needs and expectations (Wani et al., 2024). Lash By Vie ensures a positive customer impression by offering friendly service, educating clients about the different eyelash models and their maintenance, and promptly addressing requests, inquiries, and complaints. Providing excellent service is crucial for business retention and competition (Aryandi & Orsandi, 2020).

Additionally, Lash By Vie enhances its service quality through promotion. Promotion is a key strategy for introducing, disseminating information about, and influencing consumer choices to expand market share. Lash By Vie utilizes Instagram for promotional activities, including posting videos of the eyelash extension process, customer testimonials, types of eyelash extensions, and special offers. Internet-based marketing strategies, particularly through social media, can broadly increase sales without significant marketing costs (Lukito, 2020). The goal of Instagram promotions is to attract women to use Lash By Vie's eyelash extension services, as promotion is a crucial determinant of marketing program success (Azhari & Fachry, 2020).

This research aims to gather insight from the expansion of the beauty industry, particularly focusing on eyelash extensions and the success of Lash By Vie salon. While it highlights the significance of service quality and promotional efforts in shaping consumer choices, many past researches lacks a comparative study of multiple beauty service providers. By this research, researchers viewed the focus on the beauty industry in Pontianak City, especially the niche market of eyelash extensions. By examining the role of service quality and Instagram-based promotions in shaping consumer decisions, it offers valuable insights into how local beauty businesses can utilize digital marketing tools. The in-depth case study of Lash By Vie, including its variety of eyelash extension models and customer service practices, provides fresh perspectives on how a local salon can remain competitive through tailored services and strategic promotions. This research also has

practical relevance for beauty sector entrepreneurs aiming to improve customer satisfaction and engagement.

RESEARCH METHOD

The research method used in this study is associative research. As stated by Siregar (2017), "associative research aims to identify the relationship between two or more variables." The population targeted in this study includes customers of the eyelash extension salon Lash Bye Vie, with a sample size of 100 respondents. The sampling method employed is purposive sampling. Kotler and Keller (2016) emphasize that segmentation is a crucial process in defining criteria for research respondents. They describe segmentation as the division of a broad consumer market into distinct groups based on factors such as demographics, psychographics, behavior, and geographic characteristics. This segmentation allows researchers to establish specific criteria for selecting respondents who represent the target customer segments, ensuring that the research data accurately reflects the behaviors and preferences of the relevant consumer groups. This method is particularly important in consumer-focused studies, where understanding specific market segments is key to developing effective marketing strategies. The criteria for selecting the sample are as follows: Respondents must be at least 18 years old; Respondents must be customers who have previously utilized the eyelash extension services of Lash Bye Vie. The data utilized in this study is primary data, obtained through interviews and questionnaires. A Likert scale is applied in the research, and the data analysis method used is multiple linear regression, conducted with SPSS version 25.

RESULTS and DISCUSSION

Validity and Reliability Testing

Validity testing is conducted to determine the validity level of the statement instruments in the research questionnaire. This test involves correlating the scores of each item or question and comparing the calculated correlation coefficient (r_{obtained}) with the critical value of r (r_{table}). The r_{table} value is obtained using the formula $df = n$ (number of samples) - 2 = 100 - 2 = 98, with a significance level of 0.05, resulting in an r_{table} value of 0.196. The results of the validity test for each statement within the Service Quality (X1) variable are presented in Table 1 below.

Reliability testing is conducted to assess the consistency of a statement as a measurement tool. In this study, reliability is evaluated using Cronbach's Alpha method, with a significance threshold set at 0.60. The results of the reliability test for all variables are presented in Table 2 below.

Table 1 *Validity and Reliability Test Result*

Research Variables	Indicator	R Count	R Table	Cronbach Alpha	Result
Service Quality	KP1	0,608	0,196	0,709	Valid & Reliable
	KP2	0,473			
	KP3	0,480			
	KP4	0,384			

Promotion	KP5	0,434	0,196	0,804	Valid & Reliable
	KP6	0,386			
	KP7	0,393			
	KP8	0,514			
	KP9	0,395			
	KP10	0,463			
	KP11	0,385			
	KP12	0,396			
	KP13	0,424			
	KP14	0,633			
	P1	0,446			
	P2	0,672			
	P3	0,555			
	P4	0,728			
Consumer Decision	P5	0,731	0,196	0,850	Valid & Reliable
	P6	0,725			
	P7	0,504			
	P8	0,569			
	P9	0,627			
	KK1	0,791			
	KK2	0,617			
	KK3	0,663			
	KK4	0,724			
	KK5	0,621			
	KK6	0,710	0,196	0,850	Valid & Reliable
	KK7	0,547			
	KK8	0,506			
	KK9	0,639			
	KK10	0,676			

Source: *Processed Data by Researcher (2024)*

Based on Table 1 above, it can be concluded that all research variables—Service Quality (X1), Promotion (X2), and Consumer Decision (Y)—are considered valid because each item's calculated correlation coefficient (r_{obtained}) exceeds the critical value of r_{table} , which is 0.196. Additionally, based on Table 1 above, it can be concluded that all research variables—Service Quality (X1), Promotion (X2), and Consumer Decision (Y)—are considered reliable, as each item has a Cronbach's Alpha value greater than 0.60.

Classical Assumption Test

Normality Testing

The method used in this study to assess normality is the Kolmogorov-Smirnov test. If the significance value from the Kolmogorov-Smirnov test is greater than 0.05, then the assumption of normality can be considered valid.

The results of the normality test are presented in Table 3 below.

Table 2 Normality Testing

Test	Value
Test Statistic	.041
Asymp.Sig.(2-tailed)	.200 ^{c,d}

Source: Processed Data by Researcher (2024)

The results of the normality test presented in Table 3 show a significance value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the data distribution is normal.

Linearity Test

The linearity test was conducted using the Test for Linearity method. The results of the linearity test between the variables Service Quality (X1) and Consumer Decision (Y), as well as Promotion (X2) and Consumer Decision (Y), can be seen in Table 3 below:

Table 3 Linearity Test

Research Variables	Linearity Sig	Result
Service Quality * Consumer Decision	0,000	Linear
Promotion * Consumer Decision	0,000	Linear

Source: Processed Data by Researcher (2024)

Based on the table above, the researchers observed that the significance value for linearity is 0.000, which is less than 0.05. Therefore, they concluded that the relationship between the variables Service Quality (X1) and Promotion (X2) on Consumer Decision (Y) is linear..

Multicollinearity Test

The researchers conducted the multicollinearity test to assess whether there is any correlation among the independent variables in the regression model. They analyzed the Variance Inflation Factor (VIF) to perform this assessment. They consider multicollinearity to be absent if the VIF value is below 10.00 or the tolerance value exceeds 0.10. The results of the multicollinearity test for this study appear in the table below:

Table 4 Multicollinearity Test

Research Variables	Tolerance	VIF
Service Quality	0,634	1,577
Promotion	0,634	1,577

Source: Processed Data by Researcher (2024)

Based on the table above, the researchers found that the Tolerance values for the variables Service Quality (X1) and Promotion (X2) are 0.634, which is greater than 0.10. They also observed that the VIF values for Service Quality (X1) and Promotion (X2) are 1.577, which is less than 10.00. Therefore, they concluded that there is no multicollinearity between the two independent variables.

Multiple Linear Regression Analysis

The results of the data analysis using SPSS 25 are presented in Table below:

Table 5 *Multiple Linear Regression Analysis*

Research Variables	Coefficients	T Statistic	Significance Value
(Constant)	-0,436	-0,656	0.513
Service Quality	0,850	4,788	0,000
Promotion	0,194	1,693	0,034
Dependent Variable: Consumer Decision			

Source: *Processed Data by Researcher (2024)*

Based on the table above, the multiple linear regression equation is expressed as

$$Y = -0.436 + 0.850X_1 + 0.194X_2$$

This equation can be interpreted as follows: the constant (a) of -0.436 suggests that if both Service Quality (X1) and Promotion (X2) are zero, the Consumer Decision (Y) would be -0.436. The regression coefficient (b1) for Service Quality (X1) is 0.850, indicating that an increase of 0.850 units in Service Quality would result in an increase of 0.850 units in Consumer Decision, assuming all other variables remain constant. Similarly, the regression coefficient (b2) for Promotion (X2) is 0.194, meaning that an increase of 0.194 units in Promotion would lead to an increase of 0.194 units in Consumer Decision, again assuming all other variables are held constant.

Correlation and Determination Coefficients (R²)

The correlation and determination coefficients in this study can be seen in Table below:

Table 6 *Correlation and Determination Coefficients (R²)*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,605	0,367	0,353	0,33860

Source: *Processed Data by Researcher (2024)*

Based on the table above, the correlation coefficient in this study, using the Product Moment method, is R=0.605, indicating a strong correlation. The coefficient of determination (R²) is 0.367, meaning that 36.7% of Consumer Decision can be explained and influenced by Service Quality and Promotion. The remaining 63.3% of Consumer Decision is influenced by other variables not examined in this study.

Simultaneous Influence Test (F-Test)

The results of the simultaneous influence test (F-test) in this study can be seen in Table 8 below:

Table 7 *Simultaneous Influence Test (F-Test) Results*

Model	Sum of Squares	Mean Square	F	Significance
Regression	6,435	3,218	28,065	0,000
Residual	11,121	0,115		
Dependent Variable: Consumer Decision				
Predictors: (Constant), Promotion, Service Quality				

Source: *Processed Data by Researcher (2024)*

Based on Table above, it can be observed that the simultaneous test results show an F-value of 28.065, which is greater than the F-table value of 3.09, and a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that the variables Service Quality (X1) and Promotion (X2) simultaneously have a significant influence on Consumer Decision (Y).

Partial Influence Test (T-Test)

The results of the partial influence test (T-test) in this study can be seen in Table below:

Table 8 *Partial Influence Test (T-Test) Results*

Research Variabes	Coefficients	T Statistic	Significance Value
(Constant)	-0,436	-0,656	0.513
Research Quality	0,850	4,788	0,000
Promotion	0,194	1,693	0,034
Dependent Variable: Consumer Decision			

Source: *Processed Data by Researcher (2024)*

Based on the table above, the results of the partial test (T-test) indicate that the Service Quality variable (X1) has a significant influence on Consumer Decision (Y) when considered individually. The calculated t-value for Service Quality is 4.788, which exceeds the t-table value of 1.660, and the significance value is 0.000, which is less than 0.05. Similarly, the Promotion variable (X2) also shows a significant influence on Consumer Decision, with a calculated t-value of 1.693, which is greater than the t-table value of 1.660, and a significance value of 0.034, also less than 0.05. These findings highlight the importance of both Service Quality and Promotion in shaping consumer decisions.

DISCUSSION

The Effect of Service Quality on Consumer Decision, Based on the result, we can conclude that good service quality is what define costumer to purchase the service from the provider, as beauty provider such as Salon Lash by Vie is no exception. This finding is supported by studies conducted by Maulida (2021), Lianita & Widodasih (2023), Rijqi & Mulyono (2023) and Juliandi & Sukardi (2024), which also show that Service Quality positively affects Consumer Decision. Therefore, it can be assumed that the better the

service quality provided by companies, whether in the service or product sector, the more likely it is to influence consumers' decisions to use the service or product.

The Effect of Promotion on Consumer Decision, This result aligns with studies by Prasetyo & Hidayat (2019), Astuti & Anggresta (2022) and Riansyah & Sundari (2024), which also show that Promotion positively impacts Consumer Decision. This suggests that an effective and attractive promotion can capture consumers' interest in purchasing or using a service or product.

The Effect of Service Quality and Promotion on Consumer Decision, This finding is supported by research conducted by Sitanggang & Damiyana (2022), Romelah & Wahyuni (2022), and Laili & Budiarti (2023), which also demonstrate that Service Quality and Promotion have a simultaneous positive effect on Consumer Decision. Therefore, it can be assumed that attractive and effective promotions, along with high service quality, will encourage consumers to purchase or use a service or product.

CONCLUSIONS

According to the findings above, it can be concluded that the partial test results (T-test) reveal that the Service Quality variable has a positive and significant effect on Consumer Decision when assessed individually. Likewise, the Promotion variable independently shows a positive and significant impact on Consumer Decision. The simultaneous test results (F-test) indicate that both Service Quality and Promotion, when combined, have a positive and significant influence on Consumer Decision. The researchers suggest that Lash By Vie salon should enhance both its Service Quality and promotional activities. Improving service quality and providing more enticing promotions, particularly through social media, can help attract more consumers interested in lash extension services.

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