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Service Marketing Mix and Customer Satisfaction Japanese Aesthetic Salon Sun Lumiere

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Abstract: This study aims to determine the influence of the 7 P's of service marketing mix elements (Product, Price, Promotion, Place, People, Process, and Physical Evidence) on customer satisfaction of Japanese Aesthetic Salon Sun Lumiere. A sample of 100 respondents was obtained using the Isaac and Michael formula using non-probability sampling techniques, by distributing questionnaires to obtain the data. The data analysis method uses Structural Equation Modeling- Partial Least Square (SEM- PLS) with the help of SmartPLS 4.0 software. The results of the study showed that the elements of product, price, place, promotion, people had an effect on customer satisfaction and the process and physical evidence had no effect on customer satisfaction of Japanese Aesthetic Salon Sun Lumiere. These findings imply that Japanese Aesthetic Salon Sun Lumiere should prioritize improving the quality of products and services, setting competitive prices, executing effective promotional strategies, choosing strategic locations, and improving employee quality to achieve higher customer satisfaction. While internal processes and physical evidence remain important, the main focus should remain on the elements that directly affect the customer experience and satisfaction

Keywords: Service Marketing Mix, Customer Satisfaction, Japanese Aesthetic Salon Sun Lumiere

INTRODUCTION

The beauty industry in Jakarta has grown rapidly along with the increasing public awareness of the importance of appearance and self-care. Beauty salons with Japanese aesthetic concepts have become one of the popular choices among urban people who are looking for quality services with a unique touch of Japanese culture. Japanese aesthetic beauty salons offer services that include hair, face, and body treatments, using techniques and products that are typical of Japan that are known for their quality. One of the salons in Jakarta is Sun Lumiere is a Japanese Aesthetic salon. Japanese Aesthetic Salon Sun Lumiere provides treatments in the form of Facial & eyelash using Japanese techniques, aesthetic and iconic salon design with Kyoto Japan making visitors feel comfortable during treatment. (Source: Japanese Aesthetic Salon Sun Lumiere, 2024). Although many beauty salons in Jakarta have implemented marketing strategies, there is still a significant variation in customer satisfaction levels,

especially in beauty salons with Japanese aesthetic concepts. This shows a difference in the effectiveness of the implementation of elements of the service marketing mix. This study is important to identify and analyze how each of the 7P elements affects customer satisfaction in Japanese aesthetic beauty salons. With a better understanding of the factors that contribute to customer satisfaction, beauty salons can develop more effective and efficient marketing strategies.

Citing the results of reviews from Sun Lumiere visitors through Google, Sun Lumiere has a strategic location, visitors are satisfied with the results obtained because Sun Lumiere employees are meticulous in their work process and get discounts on the services offered. Sun Lumiere has products in the form of facial and eyelash treatments using Japanese techniques, including bomber facials and Japanese lashlift. Sun Lumiere sets the price according to the treatment requested by the customer, also offers a facial package for 4 treatments with a validity period of 6 months (can be shared). Sun Lumiere maintains the market by promoting it through social media, Instagram and Facebook, as well as distributing brochures in papaya supermarkets. Sun Lumiere has 7 employees consisting of receptionists and therapists. Sun Lumiere has an interesting and instagramable place, paying attention to the cleanliness of the place and the comfort of the room for treatment.

The main problem that will be studied in this study is how the application of the elements of the service marketing mix (7P) affects the customer satisfaction of Japanese Aesthetic Salon Sun Lumiere. This research will answer the questions of how the quality of the products/services offered, the price policy applied, the effectiveness of the promotional strategy, the location of the salon and ease of access, the professionalism and quality of the employees, the efficiency of the service process, and the physical environment and salon facilities affect the customer satisfaction of Japanese Aesthetic Salon Sun Lumiere. Previous research has discussed various aspects of the service marketing mix in the beauty industry, but there is still a gap in understanding how each element of the 7Ps specifically affects customer satisfaction in the context of the Japanese Aesthetic Salon in Jakarta. In addition, many of the studies conducted are general and do not touch in depth the relationship between each element of the 7P and customer satisfaction. Therefore, this study aims to fill the gap by focusing on an in-depth analysis of the impact of each 7P element on customer satisfaction.

The main purpose of this study is to identify and analyze the influence of elements of the service marketing mix (7P), namely products, prices, promotions, location and ease of access, employees, service processes, and physical evidence on customer satisfaction of Japanese Aesthetic Salon Sun Lumiere. This research will refer to various studies and relevant empirical data to support the analysis and findings. Several previous studies have shown that elements of the service marketing mix have a significant impact on customer satisfaction. Kotler and Keller (2016) emphasize the importance of service quality and customer experience in determining satisfaction. Lovelock and Wirtz (2017) underline that aspects such as pricing, promotion, and physical evidence play an important role in shaping customer perceptions and influencing their satisfaction. Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021), Process is the most significant predictor, followed by people, price, product (services), physical evidence, and place (location), respectively Only promotion is not significantly influenced patient satisfaction. Do, Q. H., & Vu, T. H. (2020) The relationship between the main variables (the marketing mix elements: price, place, promotion, people, physical evidence, and process) and the variable (the consumers' satisfaction on RT services). Alnaser, F. M., Ghani, M. A., Rahi, S., & Abed, M. M. (2017) Marketing mix and subjective norm significantly influence on customer satisfaction in Islamic Banking context. Larasati, D. A., & Aji, T. S. (2019) that the variables of place, process and physical evidence have an effect on customer satisfaction, while products, prices, promotions, and people have no effect on customer satisfaction at BRI Syariah Malang Branch Office.

In this study, the elements of the service marketing mix refer to the opinion of Lovelock and Wirtz (2017), namely the 7Ps, including product elements, prices and other expenses, place and time, promotion and education, distribution, process, physical environment, and people. By analyzing how each element of the service marketing mix affects customer satisfaction at Japanese Aesthetic Salon Sun Lumiere, this study can provide a more comprehensive insight into the key factors that contribute to the creation of customer satisfaction at Japanese Aesthetic Salon Sun Lumiere. The results of this study can be a practical guide for the managers of Japanese Aesthetic Salon Sun Lumiere in designing and implementing more effective marketing strategies, so as to increase competitiveness and customer loyalty in the midst of increasingly fierce competition

METHOD

This type of research is a quantitative research, with the customer population of Japanese Aesthetic Salon Sun Lumiere with an average monthly visitor of 245 visitors (Sun Lumiere Salon, 2024). Sampling uses non-probability sampling with the Purposive sampling technique. Sample criteria are customers who are at least 20 years old and have been a customer of Japanese Aesthetic Salon Sun Lumiere for at least 1 treatment. The number of samples of 100 was obtained using Isaac and Michael's formula. (Sugiyono, 2022).

The research variables are the 7 P's elements in the service marketing mix, namely product, price, place, people, promotion, process, physical evidence, and customer satisfaction. In this study, the service marketing mix refers to the opinions of Lovelock and Wirtz (2017). Product is all elements of service provision in the form of core products and additional services that create value for customers Price is the cost that must be incurred by consumers to get the desired benefits, both in the form of monetary and non-monetary costs that must be incurred by customers to get benefits in the use of services. Place is the place and time of delivery of the service. Promotion is the promotion of customer service and education. People is the quality and professionalism of employees who provide services to customers. Process is the actual, mechanism, and flow of activity used to deliver services. Physical evidence is the physical environment and facilities that support the service. The analysis tool uses Structural Equation Model-Partial Least Square (SEM-PLS) with the help of Smart-PLS 4.0 software

RESULTS AND DISCUSSION

The following is a customer response to the elements of the marketing mix of Japanese Aesthetic Salon Sun Lumiere services based on the results of tabulating the frequency of customer answers from questionnaires that have been collected using gform.

- 1) Products, as many as 81% of customers of Japanese Aesthetic Salon Sun Lumiere agree and strongly agree with the statement about Sun Lumiere products, that Sun Lumiere provides the necessary beauty treatments, provides information on various services offered, provides reservation confirmation, has a good reservation system, provides advice on the type of treatment that will be received by customers, provides consultation on facial care, before performing treatment, Customers get detailed information from the receptionist, Accepting reservations can be done easily, Customers can make reservations online, Customers receive detailed bills, provide convenience in the payment process, and Sun Lumiere staff always greet customers.
- 2) Price, as many as 76% of customers of Japanese Aesthetic Salon Sun Lumiere agree and strongly agree that Sun Lumiere provides prices according to the treatment needed by customers, customers are charged prices according to the treatment chosen, Sun Lumiere prices compete with competitors, Sun Lumiere offers attractive bundling package prices, to get good treatment results at Sun Lumiere does not take long, customers get comfort during treatments at Sun Lumiere, customers don't have to wait long to get treatments at

Sun Lumiere, customers never feel anxious when treatments are done at Sun Lumiere, customers never hear noises that disturb comfort at Sun Lumiere, and Sun Lumiere always smells fresh.

- 3) Place, as many as 68% of Sun Lumiere Japanese Aesthetic Salon customers stated that Sun Lumiere Access is easy to reach, Sun Lumiere has an easy-to-find location, Sun Lumiere always guarantees safety for its customers, the security provided by Sun Lumiere fosters customer trust and confidence, and Sun Lumiere's operating hours make it easier for customers to carry out treatments.
- 4) Promotion, as many as 78% of customers of Japanese Aesthetic Salon Sun Lumiere stated that Sun Lumiere does a good job of promoting through providing user trials to customers, Sun Lumiere provides special offers in the form of discounts for customers who make first visits, Sun Lumiere provides free product special options for customers who make reservations on the same day, Sun Lumiere uses social media to promote with advertising designs depicting the atmosphere of Sun Convenient Lumiere, Sun Lumiere brochures can be found at Papaya Supermarket Japan, and Sun Lumiere educates customers on how to take good care of their facial.
- 5) People, as many as 75% of customers of Japanese Aesthetic Salon Sun Lumiere stated that Sun Lumiere provides excellent service to customers, Sun Lumiere explains exactly the service provided, Sun Lumiere employees have a pleasant and polite attitude in speaking, and have a lot of knowledge so that they can answer customer questions, Sun Lumiere has competent therapists, Sun Lumiere therapists process treatments without hesitation, consistent in carrying out services and their service ability can be trusted. Sun Lumiere employees answer customer questions well, and Sun Lumiere has a Japanese translator for visitors who do not speak Indonesian.
- 6) Process, as many as 78% of customers stated that Sun Lumiere has a reservation system that makes it easier for customers, Customers can consult before treatment, Sun Lumiere has procedures to carry out the best treatment, Treatment at Sun Lumiere is handled by experienced therapists, Sun Lumiere provides a warranty after the customer does the treatment, and Sun Lumiere provides a compliment in the form of a beverage after the customer does the treatment.
- 7) Physical evidence, as many as 74% of customers stated that Sun Lumiere provides complete treatment facilities, Sun Lumiere provides treatment room facilities that can function properly, Sun Lumiere always maintains the cleanliness of the treatment room, Sun Lumiere provides comfort in the treatment room to customers, Sun Lumiere's employees always have an attractive appearance, The design of the room has Japanese nuances There is a comfortable air temperature at Sun Lumiere, There is soothing music and good lighting at Sun Lumiere.
- 8) Customer satisfaction, as many as 74% of customers stated that Sun Lumiere is the first choice in treatment, customers will not switch to another salon, customers want to come back to do treatments at Sun Lumiere, customers want to recommend Sun Lumiere to others, and customers will tell others about Sun Lumiere's Japanese Aesthetic Salon.

Marketing Mix and Customer Satisfaction of Japanese Aesthetic Salon Sun Lumiere

Based on the purpose of this study, it is to determine the influence of the elements of the 7P service marketing mix (product, price, place, people, promotion, process, and physical evidence. on Sun Lumiere Salon customer satisfaction, an analysis was carried out using Partial Least Square (PLS) with software in the form of smart-PLS 4.0. The following are the results of the analysis using Partial Least Square:

Evaluation of Measurement Model (Outer Model)

The outer model test is used to determine the specification of the relationship between the variables of the 7P service marketing mix (product, price, place, people, promotion, process, and physical evidence) to Sun Lumiere Salon's customer satisfaction, this test includes a data validity test and an instrument reliability test.

Data validity test

Convergent validity, This validity test is carried out by calculating convergent validity using the value of the loading factor, in figure 1 the value of the loading factor variables product, price, place, promotion, people, process, physical evidence and customer satisfaction with a value of > 0.70 indicates that all items have met the standard of covergent validity so that it can be concluded that all constructs are valid.

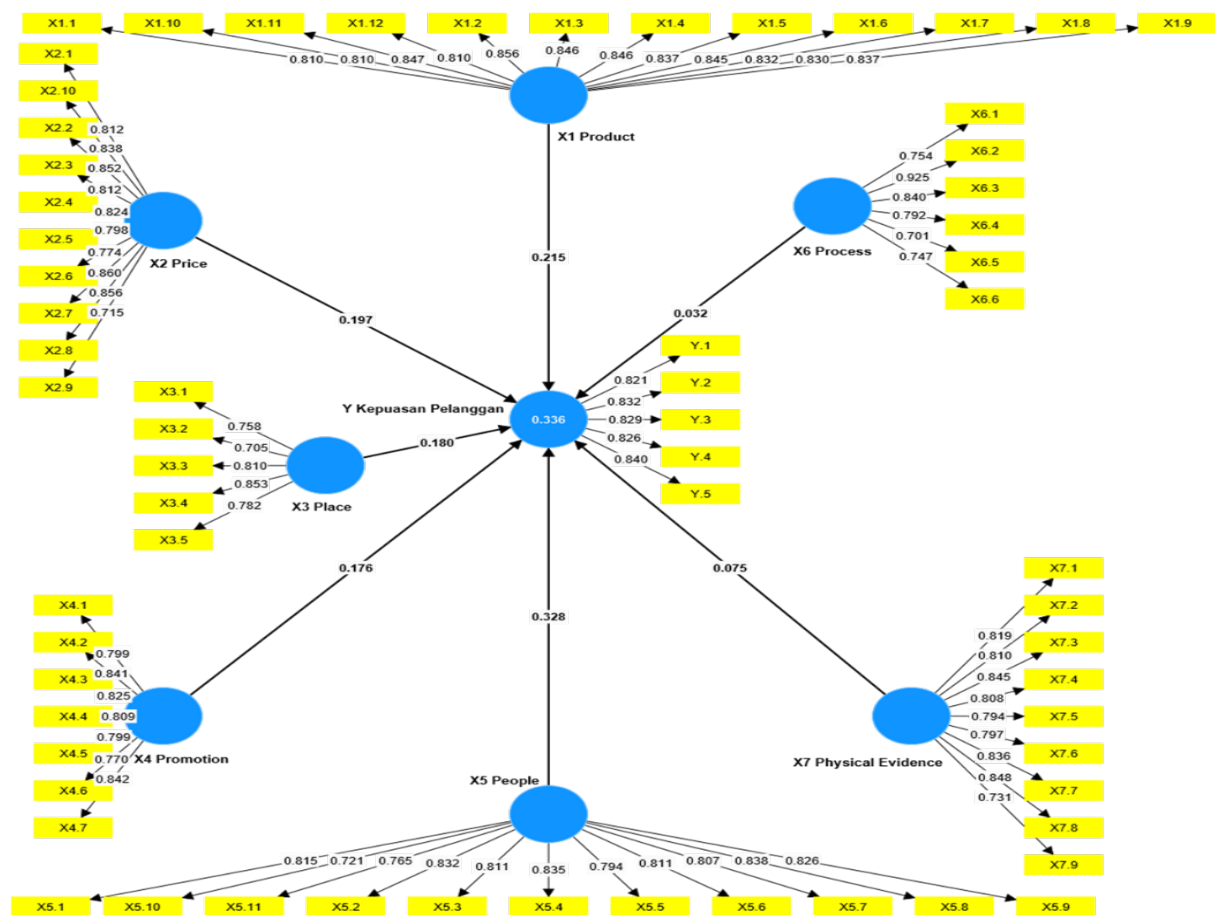


Figure 1. Results of Loading the 7P Indicator Factor

Source : 2024 primary data, processed

Discriminant validity, The test of the validity of discrimination can be seen from the Average Variance Extracted (AVE). In table1, the AVE value of each variable (product, price, place, people, promotion, process, and physical evidence, and customer satisfaction) shows a value of > 0.5 which means that the validity of the discrimination is declared valid

Instrument Reliability Test

Composite Reliability, a measure of the reliability of a construct with Cronbach Alpha and Composite Reliability with Cronbach's Aplha value > 0.70, it can be concluded that all variables have a good level of reliability. In table 1, it can be seen that the Composite Reliability

value produces a > value of 0.80, indicating that all variables meet the composite reliability criteria and have an excellent reliability value.

Table 1. Construct reliability and Validity

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
X1 Product	0.960	0.970	0.695
X2 Price	0.945	0.961	0.665
X3 Place	0.847	0.880	0.613
X4 Promotion	0.917	0.926	0.660
X5 People	0.946	0.951	0.649
X6 Process	0.903	1.102	0.634
X7 Physical Evidence	0.939	0.983	0.657
Y Customer Satisfaction	0.887	0.892	0.688

Source: 2024 primary data, processed

Table 2, Customer satisfaction of Japanese Aesthetic Salon Sun Lumiere can be explained by the elements of the service marketing mix (product, price, place, people, promotion, process, and physical evidence) of 66.0 percent and the rest is explained by variables outside this study such as Word of Mouth and Online Reviews, Brand Image, Innovation and Trends, and Customer Relationship Management (CRM)

Table 2. Table of R-Squares

	R-square	R-square adjusted
Y Customer Satisfaction	0.670	0.660

Source: 2024 primary data, processed

Structural Model Evaluation (Inner Model)

To answer the research objectives or prove the existing hypothesis, the results can be seen in table 3.

Table 3. Hypothesis Test Table

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 Product -> Y Customer Satisfaction	0.215	0.216	0.080	2.698	0.007
X2 Price -> Y Customer Satisfaction	0.197	0.201	0.093	2.118	0.034
X3 Place. -> Y Customer Satisfaction	0.180	0.178	0.091	1.972	0.049
X4 Promotion -> Y Customer Satisfaction	0.176	0.183	0.089	1.972	0.049
X5 People -> Y Customer Satisfaction	0.328	0.311	0.102	3.217	0.001
X6 Process -> Y Customer Satisfaction	0.032	0.047	0.124	0.262	0.793
X7 Physical Evidence -> Y Customer Satisfaction	0.075	0.080	0.126	0.596	0.551

Source: 2024 primary data, processed

Product Affects Customer Satisfaction

The overall elements of service provision in the form of core products and additional services that create value for customers in the form of beauty and health needs, elements that

facilitate information, order acceptance, billing and payment, and elements that strengthen in the form of consultation and hospitality provided by Japanese Aesthetic Salon Sun Lumiere are important things for customers. Customer satisfaction increases when they feel that all the services they receive meet or exceed their expectations regarding quality and this result is shown by 81% of customers stating that the overall service delivery elements in the form of core products and additional services that create value for customers of Japanese Aesthetic Salon Sun Lumiere are good and excellent. The results of this study are in line with the results of the research of Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Khotimah (2023), which states that products have a positive and significant influence on customer satisfaction and is not in line with the research of Larasati, D. A., & Aji, T. S. (2019) that products have no effect on BRI Malang customer satisfaction. The implication is that Japanese Aesthetic Salon Sun Lumiere must continue to focus on improving the overall quality of the service delivery elements in the form of core products and additional services that create value for customers which will strengthen the reputation and customer satisfaction.

Price Affects Customer Satisfaction

Price is the cost that must be incurred by consumers to get the desired benefits, both in the form of monetary and non-monetary costs that must be incurred by customers to get benefits in using the services of Japanese Aesthetic Salon Sun Lumiere shown by economic value, sacrifice of time, physical, psychological, and sensory are important factors in determining the value received by customers. Customers will feel satisfied if they feel they are getting a service that is worth the price paid. The results of this study are in line with the results of the research of Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Do, Q. H., & Vu, T. H. (2020). Khotimah (2023), who stated that price has a positive and significant influence on customer satisfaction. The results of this study are not in line with Larasati, D. A., & Aji, T. S. (2019) that price has no effect on customer satisfaction. The implication is that Japanese Aesthetic Salon Sun Lumiere must set prices that reflect competitive and transparent service quality, as well as offer service packages that provide added value for customers. Treatment package offers and discounts for loyal customers can increase perceived value and customer satisfaction

Place Affects Customer Satisfaction

The location and time of service delivery in the form of location, security, and operating hours of Japanese Aesthetic Salon Sun Lumiere affect customer satisfaction. The results of this study are in line with the results of the research of Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Do, Q. H., & Vu, T. H. (2020). Khotimah (2023), which states that place has a positive and significant influence on customer satisfaction. The best assessment from the respondents was related to the security provided by Sun Lumiere while the one that needed attention was the "ease of access to Sun Lumiere. Overall, only 68% of customers stated that the place and time of delivery service were good. The implication is that Japanese Aesthetic Salon Sun Lumiere must consider the selection of a strategic location that is easily accessible to customers. Providing supportive facilities, such as spacious parking lots, can also increase customer comfort and satisfaction.

Promotion Affects Customer Satisfaction

The promotion of customer services and education in the form of user trials, special offers, media used, and the content of the message used by Japanese Aesthetic Salon Sun Lumiere are appropriate so that it affects customer satisfaction. The highest rating in the advertisement describes the comfortable atmosphere of Sun Lumiere, while the special offer in the form of discounts for customers who make a first visit gets a not very good rating. Overall, 78% of customers agree with the service promotion and customer education activities carried out by Japanese

Aesthetic Salon Sun Lumiere. The results of this study are in line with Do, Q. H., & Vu, T. H. (2020), Khotimah (2023), not in line with the results of the research of Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021), Larasati, D. A., & Aji, T. S. (2019). that promotions have no effect on the satisfaction of clinic customers in Thailand. Among the 7 elements of the marketing mix, only promotions have no effect on the customer satisfaction of clinics in Thailand. Not in line with the research of Do, Q. H., & Vu, T. H. (2020). The implication of Japanese Aesthetic Salon Sun Lumiere: it had to design a creative and targeted promotional strategy to attract potential customers and retain existing customers. The effective use of social media and digital marketing can help in spreading promotional information quickly and widely.

People Affect Customer Satisfaction

People is the quality and professionalism of employees who provide services to customers shown by responsiveness, courtesy, credibility, competence, and reliability greatly affect customer satisfaction. 75% of customers of Japanese Aesthetic Salon Sun Lumiere stated that they are satisfied with the service provided, they are served by friendly, knowledgeable, and skilled employees in providing services. Positive interactions between employees and customers can create a pleasant experience and increase customer satisfaction. This research is in line with research conducted by Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Do, Q. H., & Vu, T. H. (2020), Marisa (2022), Khotimah (2023), and it is not in line with the results of the research of Larasati, D. A., & Aji, T. S. (2019) that people have no effect on customer satisfaction. The highest assessment is Sun Lumiere explaining exactly the services provided, which need to get attention from the therapist who must be competent. The implication is that Japanese Aesthetic Salon Sun Lumiere should focus on training and developing employees to improve their skills and professionalism. Creating a customer-oriented service culture is also important to ensure every customer feels valued and cared for.

Process Has No Effect on Customer Satisfaction

Process is the actual, mechanism, and flow of activity used to deliver services. Process has no effect on customer satisfaction, this happens in some internal salon processes may not be fully visible to customers and therefore do not directly affect their satisfaction. While the efficiency and effectiveness of service processes are important for salon operations, customers may focus more on the end of the service and direct interaction with employees than on the behind-the-scenes process. This research is not in line with the research conducted by Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021), Do, Q. H., & Vu, T. H. (2020), Khotimah (2023), Larasati, D. A., & Aji, T. S. (2019). that the process affects the customer satisfaction of the Clinic in Thailand and the results of this study are in line with the results of Marisa's research (2022), which states that the process does not have a positive and significant effect on consumer satisfaction. The implications: Although the process does not directly affect customer satisfaction, Japanese Aesthetic Salon Sun Lumiere still has to ensure that the internal processes run efficiently to support the quality of the services provided. A good process can reduce wait times and improve the overall customer experience, although the impact may not always be directly visible to the customer.

Physical Evidence Has No Effect on Customer Satisfaction

The physical environment and facilities that support the service have no effect on customer satisfaction. Although physical evidence such as well-equipped and well-functioning treatment facilities, cleanliness and comfort, Japanese-style space design with comfortable air temperatures, soothing music and good lighting, and always attractive employees, customers

may not consider it as the main factor affecting their satisfaction. Customers may focus more on service outcomes and interactions with employees than on the physical aspects of the salon environment. This study is not in line with the research conducted by Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021), Do, Q. H., & Vu, T. H. (2020), Khotimah (2023), and Larasati, D. A., & Aji, T. S. (2019) that physical evidence has an effect on customer satisfaction. The results of this study are in line with the results of Veronica's research, (2022) which states that physical evidence does not have a positive and significant effect on consumer satisfaction. The implication is that Japanese Aesthetic Salon Sun Lumiere still needs to maintain high standards of cleanliness and aesthetics to create a comfortable and pleasant environment for customers. However, the main focus should remain on improving the quality of service and interaction with customers to ensure high satisfaction.

CONCLUSION

The results of this study show that the elements of Product, Price, Promotion, Place, and People have a significant influence on customer satisfaction of Japanese Aesthetic Salon Sun Lumiere, while Process and Physical Evidence do not directly affect customer satisfaction of Japanese Aesthetic Salon Sun Lumiere. The implication of these findings is that beauty salons should prioritize improving the quality of products and services, setting competitive prices, executing effective promotional strategies, choosing strategic locations, and improving the quality of employees to achieve higher customer satisfaction. While internal processes and physical evidence remain important, the main focus should remain on the elements that directly affect the customer experience and satisfaction.

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