The Effect Of Service Quality And Price Discounts Of "The Blessed Friday" Program On Customer Satisfaction (A Case Study At Ditha Facial Salon, Bojonggede)

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Info Artikel	Abstract
	This study aims to examine the effect of profitability (return on assets), liquidity, leverage, Maintaining customer loyalty requires excellent service and attractive pricing strategies. This study aims to examine the influence of service quality and price discounts on customer satisfaction at Dithafacial Salon Bojonggede, focusing specifically on the "Jumat Berkah" (Blessed Friday) promotional program. The research employed a quantitative approach, collecting data through questionnaires distributed to 60 respondents. Data analysis was conducted using validity and reliability tests, multiple linear regression, t-tests, and F-tests to assess the effect of each variable. The results indicate that service quality has a significant impact on customer satisfaction. Price discounts also show a positive influence, although not as strong as service quality. Simultaneously, both variables affect customer satisfaction. It can be concluded that the success of promotional programs such as "Jumat Berkah" depends not only on the discounts offered but also heavily on the consistency and professionalism of the services provided. Reliable and high-quality service remains the key factor in encouraging repeat visits and building customer loyalty.

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1. Introduction

Beauty salons have become an essential need, especially for women who want to maintain their appearance and health. Besides serving as places for physical treatments, salons also function as spaces for relaxation and improving quality of life (Asih et al., 2016). Along with the passage of time, the demand for beauty services has increasingly grown, especially with evolving beauty trends and the role of social media introducing beauty standards. Women of productive age (18–45 years), who pay more attention to their appearance, have become the main target market for salons (Alhanani & Santoso, 2022). The presence of influencers and celebrities on social media further reinforces the need for salon treatments.

1

However, in facing increasingly fierce competition, service quality becomes the main factor influencing customers' decisions in choosing a salon. Friendly and professional service can increase customer satisfaction, which has the potential to encourage them to return. Conversely, poor service can damage a salon's reputation and reduce the number of loyal customers (Asti & Ayuningtyas, 2020a). To attract customers, many salons offer discount programs such as the "Blessed Friday" program implemented at Dithafacial Salon. This program offers affordable prices without reducing service quality, attracting new customers who might hesitate at normal salon prices (Yufa & Lestari, 2023). Discounts can also increase sales volume and introduce new services. However, the discounts given must be balanced with consistently maintained service quality, because customers who are satisfied with low prices but dissatisfied with the service will tend not to return.

Customer satisfaction is the main indicator of a salon's success. Satisfied customers tend to return and recommend the salon to others (Susanti, 2022). Conversely, dissatisfaction can damage a salon's reputation and reduce customer loyalty (Asih et al., 2016). Based on the results of a pre-survey at Dithafacial Salon, service quality is the most dominant factor influencing customers' decisions, followed by price discounts. This shows that customers place more emphasis on a good service experience and attractive offers when deciding to visit a salon. This study aims to analyze the effect of service quality on customer satisfaction at Dithafacial Salon during the "Blessed Friday" program, to determine the impact of price discounts in that program on customer satisfaction, and to analyze simultaneously the effects of service quality and price discounts on customer satisfaction at Dithafacial Salon.

Based on the foregoing, this study is conducted under the title "**The Effect Of Service Quality And Price Discounts Of The Blessed Friday Program On Customer Satisfaction: A Case Study At Dithafacial Salon, Bojonggede."**

2. Research Method

This study was conducted at Ditha Facial Salon, which implements the Blessed Friday program as a marketing strategy to boost sales of its products and services. The program offers price discounts on facial and body treatments, with the aim of attracting new customers and retaining existing ones. The primary focus of this research is to examine the effects of service quality including staff expertise, facility cleanliness, and overall customer experience and the price discounts offered through the Blessed Friday program on customer satisfaction. Data collected during the program period will be analyzed to observe changes in sales volume and their impact on customers' purchase decisions. The population for this study comprises all customers who visited Ditha Facial Salon during April 2024, totaling 440 people.

The sample size was determined using Slovin's formula with a 5% margin of error, resulting in 265 respondents. These respondents are customers who participated in the Blessed Friday program at the salon in April 2024.

This research employs both primary and secondary data. Primary data were gathered via a questionnaire distributed to customers who took part in the Blessed Friday program. The questionnaire was designed to collect quantitative data on customers' perceptions of service quality and the price discounts offered. Secondary data were obtained from a literature review, which includes sources on service quality, discount strategies, customer satisfaction, and marketing within the beauty industry, as well as previous studies relevant to support this analysis. The main data-collection technique is a Likert-scale questionnaire to measure customer satisfaction levels and their responses to service quality and discount offerings. In addition, interviews were conducted with salon management and several customers to gain deeper insights into the program's implementation and its effects on customer loyalty and satisfaction. Secondary data support the theoretical framework and provide additional perspectives for this study.

The independent variables in this research are service quality and price discounts. Service quality encompasses staff competence, facility cleanliness, responsiveness to customer needs, and the level of customer satisfaction with the services provided. Price discounts refer to the marketing strategy under the Blessed Friday program that offers reduced rates on selected treatments, which are expected to stimulate purchase interest and influence buying decisions. The dependent variable is customer satisfaction, measured by customers' perceptions of service quality and price discounts during the discount program period. Data-analysis methods include validity and reliability tests to ensure the questionnaire's quality, correlation analysis to examine relationships between variables, and multiple linear regression analysis to determine the effects of service quality and price discounts on customer satisfaction. Hypothesis testing will also be performed to assess the significance of these variables' impacts on customer satisfaction.

3. Results and Discussion
Results
A. Descriptive Analysis of Respondents

Table 1 Descriptive Analysis of Respondents

Category	Frequency	Percentage
Age		
1. < 20 years	33	12.26%
2. 21 years - 30 years	26	9.81%
3. 31 years - 40 years	48	18.20%
4. 41 years - 50 years	78	29.44%

>50 years	80	30.29%
	265	100%
Occupation:		
Housewife	140	52.83%
Employee	79	29.81%
Student	46	17.36%
	265	100%
Visit Frequency (per month):		
1 time	185	69.81%
2-3 time	80	30.19%
> 3 time	0	0%
	265	100%
Used the Blessed Friday Program?		
Yes	265	100%
No	0	0%
Jumlah	265	100%

This table shows the distribution of respondents based on age, occupation, visit frequency, and use of the Blessed Friday program at Salon Dithafacial. The majority of respondents are over 40 years old, with 29.44% aged 41–50 years and 30.29% over 50 years, indicating that the salon is more often visited by older customers who are financially stable. Young respondents under 30 years comprise only about 22%. Most respondents are housewives (52.83%), who focus more on self-care, followed by employees (29.81%) and students (17.36%). Visit frequency shows that most respondents visit the salon only once a month, reflecting a periodic service pattern. The Blessed Friday discount program is very popular, with almost 90% of respondents taking advantage of it, indicating that the price cut is a main draw for customers.

Classic Assumption Test

Determination Coefficient Test (R^2)

The R^2 test (Coefficient of Determination) measures the proportion of variation in the dependent variable that can be explained by the independent variables in the regression model. Its value ranges from 0 to 1, where values closer to 1 indicate a greater proportion of explained variance. The R^2 test helps assess how well the regression model predicts the dependent variable.

Table 6 Test Coefficient of determination (R^2)

Coefficient Determination Test

R-Squared   0.188

Adjusted R-Squared0.182

Source SPSS 29 (Data processed, 2025)

Based on the table, the Adjusted R Square value is 0.768 or 76.8%. This indicates that the variables Service Quality and Price Discount together explain 76.8% of the variance in Customer Satisfaction, while the remaining 23.2% is influenced by other factors not studied.

Testing Hypotheses

Testing the Simultaneous Regression Coefficient (F Test)

The F-test is a statistical test used to determine whether the overall linear regression model is significant. This test assesses whether the independent variables, collectively, influence the dependent variable. If the significance value (p-value) is less than the chosen significance level (usually 0.05), then the regression model is considered significant.

Table 2 Test F

Simultaneous Test (F Test)	
F-statistic	437.592
Prob (F-statistic)	0.000000

Source SPSS 29 (Data processed, 2025)

Based on the F-Test results in the table, the significance probability is 0.000, which is less than 0.05, and the calculated F value is 437.592. This means that H_1 which states "Service Quality and Price Discount have a positive and significant effect on Customer Satisfaction" is accepted.

2. Testing the Partial Regression Coefficient (t-test)

The t-test is a statistical test used to examine whether each independent variable (predictor) individually affects the dependent variable. This test evaluates the hypothesis that the regression coefficient for a given independent variable is zero (no effect). If the p-value is less than 0.05, then that independent variable has a significant effect on the dependent variable.

Table 3 T test

Variable	Coefficient	Std. Error	t-Statistic
C	4.476	1.388	3.244

X (Service Quality)	0.399	0.044	9.137
Z (Price Discount	0.407	0.034	11.980

Source SPSS 29 (Data processed, 2025)

Based on the partial test results for each variable, the Service Quality variable has t-statistic = 3.224 with p = 0.000 (< 0.05), so Service Quality has a significant effect on Customer Satisfaction. This supports hypothesis H_2: "Service Quality has a positive and significant effect on Customer Satisfaction." Similarly, the Price Discount variable has t-statistic= 11.980 with p = 0.000 (< 0.05), so Price Discount also significantly affects Customer Satisfaction. This supports hypothesis H_3: "Price Discount has a positive and significant effect on Customer Satisfaction."

Discussion

The Effect of Service Quality on Customer Satisfaction

Service quality is a primary factor affecting customer satisfaction (Mahira et al., 2021). At Ditha Facial Salon, service quality was rated very high, with an average score of 47.41, indicating strong customer satisfaction. Reliability, responsiveness, assurance, empathy, and the salon's physical aspects all contributed to a positive customer experience. Service reliability such as the ability to deliver promised services has a particularly strong impact on satisfaction (Apriyani, 2017). The t-test results show that service quality has a significant effect on customer satisfaction (t = 3.224, p = 0.000 < 0.05). Responsiveness also influences satisfaction, as customers feel valued when service is prompt and meets expectations (Nanincova, 2019). Although there was some variation in waiting times and service speed, the regression analysis indicates that service quality positively affects satisfaction, with a coefficient of 0.399 meaning that improvements in service quality will increase customer satisfaction. Assurance likewise has a substantial effect: customers feel more satisfied when they trust the product quality and staff expertise (Aryani & Rosinta, 2010). The salon's physical environment cleanliness and comfort further supports customer satisfaction, as reflected in respondents' positive ratings of the facility's ambience. With an R² of 0.768, service quality alone explains 76.8% of the variability in customer satisfaction. This underscores the crucial role of both tangible and intangible aspects of service quality in shaping satisfaction. A Cronbach's Alpha of 0.937 indicates that the measurement instrument is highly reliable. The normality test (Asymp. Sig. = 0.200) confirms that the regression model's residuals are normally distributed. The standard deviation of 3.9772 in satisfaction scores shows some variation in customer experiences, though the majority report being satisfied.

The Effect of Price Discounts on Customer Satisfaction

Price-discount programs such as the "Blessed Friday" program implemented at Ditha Facial Salon play a crucial role in influencing customer satisfaction. This program offers attractive discounts that have proven to be a significant factor in enhancing the customer experience. Based on the data collected, most respondents (89.43%) reported having used the Blessed Friday promotion. Of the 265 respondents, 237 took advantage of the program, demonstrating the strong appeal of discounts to customers. The program clearly adds value for customers, who feel they receive high-quality services at more affordable prices. Discount programs not only affect immediate satisfaction but can also influence long-term customer loyalty (Sundari & Wahyuningtyas, 2023). In many cases, customers who perceive they are getting additional benefits through discounts tend to form positive perceptions of the salon, which in turn boosts their satisfaction. When customers pay lower prices while still receiving the same high level of service, they feel valued and are more likely to return (Mardiyana et al., 2023). This is reflected in the data showing that the majority of respondents are satisfied with the prices they paid, although some indicated they would prefer larger or more frequent discounts.

Discounts not only attract new customers but also have the potential to strengthen loyalty among existing clients (Walangitan et al., 2022). For example, even customers who were already satisfied with the service quality feel additionally appreciated when offered discounts, giving them extra incentive to continue patronizing the salon. This helps forge a stronger relationship between customers and the salon, potentially improving retention. It can also increase visit frequency among those who previously came only once a month. The data show that 69.81% of respondents visit the salon once per month, while 30.19% visit 2–3 times per month. Discounts may encourage those who originally came only monthly to visit more often, even if primarily to benefit from lower prices. However, although many respondents used the discount program, not all felt that the discounts met their expectations. There is variation in how customers perceive the discounts, as reflected by a standard deviation of 5.11139 for the Price Discount variable. This indicates that, while most respondents believe the discount program adds value, a small portion may feel the discounts are insufficient or not commensurate with the services rendered. This suggests that price is not the only factor in maintaining customer satisfaction; service quality remains the more dominant consideration.

From a marketing strategy perspective, such discount programs can also be leveraged by the salon to attract additional prospective customers. By offering more affordable prices, the salon can expand its customer base, drawing in those who previously hesitated to try services due to cost concerns (Tussakdiah, 2021). Discount programs can serve as an extra incentive that makes customers feel they

are participating in an exclusive, rewarding offer. Statistically, the price-discount program has been shown to be effective in boosting customer satisfaction, as measured by increased satisfaction scores in the survey. The majority of customers reported being satisfied with the discount program, indicating that they prefer lower prices while still receiving adequate service quality. Although there are minor differences in how customers view the size of the discounts, overall the data show that the discount program has a significant impact on enhancing both satisfaction and loyalty.

Simultaneous Effect of Service Quality and Price Discounts on Customer Satisfaction

The combination of service quality and price discounts has been shown to have a greater impact on customer satisfaction than each factor individually (Saragih et al., 2024). Based on the multiple linear regression results, the variables Service Quality and Price Discount together exert a significant influence on customer satisfaction. The F-test yielded a significance value of 0.000 ($p < 0.05$) with an F-statistic of 437.592, indicating that the combination of these two variables significantly affects customer satisfaction. This confirms that the relationship between service quality, price discounts, and customer satisfaction is stronger when considered jointly rather than separately. In the regression analysis, the coefficient for Service Quality is 0.399 and for Price Discount is 0.407, showing that these factors complement each other and together contribute significantly to increasing customer satisfaction. Thus, although each variable is individually significant, their combined effect on satisfaction is larger than either alone. The joint influence of Service Quality and Price Discount is further reflected in the Adjusted R Square value of 0.768, meaning that 76.8% of the variability in customer satisfaction can be explained by these two variables. The remaining 23.2% is attributed to factors not examined in this study. The strong combined effect indicates that customers evaluate not only service quality on its own but also whether the price they pay aligns with the service received. High service quality encompassing responsiveness, reliability, and empathy is valued even more when customers feel they are paying a fair or discounted price. Conversely, price discounts enhance satisfaction only in the context of quality service.

From the customer's perspective, discount programs like "Blessed Friday" create a sense of added value for their money, reinforcing satisfaction and appreciation for the service. According to the data, 89.43% of respondents reported using the Blessed Friday program, demonstrating its strong appeal. However, discounts alone without good service quality are unlikely to foster long-term loyalty. Therefore, quality service and attractive discounts work synergistically to create a

more satisfying customer experience. Customers who feel well served and also benefit from lower prices tend to feel more valued and satisfied, which ultimately increases their likelihood of returning. Further analysis of partial determination coefficients (r^2) shows that Price Discount has a larger individual impact on customer satisfaction than Service Quality, with $r^2 = 0.595$ for Price Discount and $r^2 = 0.492$ for Service Quality. This means Price Discount alone accounts for 35.4% of the variance in satisfaction, while Service Quality accounts for 24.2%. Although Price Discount has a slightly greater individual effect, both variables still work together to produce an even larger overall impact on satisfaction. This indicates that while high service quality remains important, attractive pricing also plays a significant role in enhancing satisfaction. Their combination allows customers to feel they are receiving a valuable experience, driving greater loyalty.

Examining the statistics further, the standard deviation for Service Quality is 3.9772 and for Price Discount is 5.11139. This indicates considerable variation in customer perceptions of both factors, even though the mean scores are positive. Such variation suggests that while most customers are satisfied with the service quality and discounts, a small segment may not feel the price cuts or service fully meet their expectations. Nonetheless, the overall data support the finding that the right balance of service quality and price discounts can significantly boost customer satisfaction. In practical terms, combining high Service Quality with attractive Price Discounts as a marketing strategy offers great benefits for Ditha Facial Salon. By maintaining high service standards and offering compelling discounts, the salon can not only increase customer satisfaction but also strengthen loyalty (Asti & Ayuningtyas, 2020b). Customers who are pleased with both the quality of service and the value they receive from discounts are more likely to return and recommend the salon to others, forging stronger customer–salon relationships that support long-term business growth

4.   Conclusions and Suggestions
Conclusion

Based on the results of the research and discussion in the previous chapter, it can be concluded that:

1. Service Quality has a significant effect on customer satisfaction; improvements in responsiveness, reliability, and assurance all lead to a marked increase in satisfaction.
2. Price Discounts, such as the Blessed Friday program, also exert a significant influence on customer satisfaction by adding value and fostering greater customer loyalty.

The combination of Service Quality and Price Discounts produces an even greater impact on customer satisfaction together they explain 76.8% of its variability thereby strengthening both customer relationships and loyalty.

Suggestion

Based on the research findings, which indicate three indicators with the lowest scores from respondents, here are the recommendations for improving services at Dithafacial Salon:

1. Conduct regular training sessions and display certificates in the salon to boost customer confidence in the competence of the staff.
2. Utilize social media to highlight an exclusive image and emphasize limited-time promotions, as well as adding incentives like vouchers for the next visit.
3. Implement prime service standards and carry out regular evaluations to ensure staff members are friendly, responsive, and empathetic toward customers.

Thank-you note

5.   References

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