

# Analysis Influence Price competitive, Facilities and Quality Serviceto Competitive Advantage at Salon Irwan Cikakak

## Analysis of the Effect of Competitive Prices, Facilities and Service Quality on Competitive Advantage at Irwan Salon Cikakak

Muflihah<sup>1\*</sup>, Syariefull Ikhwan<sup>2</sup>, Azizah Indriyani<sup>3</sup>

<sup>1,2,3</sup>Management Study Program, Faculty of Economics and Business, Muhadi Setiabudi University, Brebes, Indonesia

E-mail: \* <sup>1</sup> [muflihah@gmail.com](mailto:muflihah@gmail.com), <sup>2</sup> [syariefullikhwan@gmail.com](mailto:syariefullikhwan@gmail.com), <sup>3</sup> [azizahindriyani@gmail.com](mailto:azizahindriyani@gmail.com)

### ARTICLE INFO

#### Article History:

Received: 9 February 2024

Revised: 10 February 2024

Accepted: 19 February 2024

Published: 20 February 2024

#### Keywords:

Competitive Price,  
Facilities,  
Service Quality,  
Competitive Advantages

### ABSTRACT

Competitive prices, facilities and service quality are one of the factors that influence the competitive advantages of Irwan salon Cikakak. The purpose of this study was to determine the partial and simultaneous effect of competitive prices, facilities and service quality on competitive advantages at Irwan salon Cikakak. The population in this study were consumers of Irwan Cikakak salon. For research sampling, researchers used the Slovin technique. Test the validity of the instruments using Products Moments correlation and reliability test using Cronbach's Alpha. Classical assumptions test functions of normality test, multicollinearity test and heteroscedasticity test. The results showed that: there was a positive and significant effect of competitive price on competitive advantages with  $t_{count} 2,175 > t_{table} 1,668$  at significance level of 5%; there is a positive and significant effect of facilities on competitiveness advantage with  $t_{count} 2.069 > t_{table} 1.668$  at a significance level of 5%; there is a positive and significant influence on the price of service quality on competitive advantage with  $t_{count} 3.815 > t_{table} 1.668$  at a significance level of 5%; there is a positive and significant effect of competitive prices, facilities and service quality on competitive advantage with  $F_{count} 12,855 > F_{table} 3.99$  at a significance levels of 5%.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

Corresponding Author:

**Muflihah**

Email: [muflihah@gmail.com](mailto:muflihah@gmail.com)



### Abstract

Price competitive, facility and quality service is Wrong One factor Which influencing the competitive advantage of the Irwan Cikakak salon. The aim of this research is to determine the partial and simultaneous influence of competitive prices, facilities and quality service to superiority compete on salon Irwan Cikakak. Population on study this is consumer salon Irwan Cikakak which the amount as much 91 respondents. For taking sample study, researcher use technique Slovin. Technique collection data use questionnaire and documentation. Results study showing that: there is influence positive and significant price competitive to competitive advantage with  $t_{count} 2.175 > t_{table} 1,668$  on level significance 5%; there is a positive and significant influence of facilities on competitive advantage with  $t_{count} 2,069 > t_{table} 1,668$  on level significance 5%; there is influence positive and significant price quality service to superiority compete with  $t_{count} 3,815 > t_{table} 1.668$  on level significance 5%; there is influence positive and significant price competitive, facility And quality service to superiority compete with mark F count  $12,855 > mark F_{table} 3.99$  on level significance 5%.

**Say Key:** price competitive, facility, quality service, excellence compete

## 1. Introduction

MSMEs in Indonesia have become an important part of the economic system in Indonesia Indonesia. Matter this because amount MSMEs more big compared industries scalebig which stand in

(Muflihah, Syariefull Ikhwan, Azizah Indriyani)

Analysis of the Effect of Competitive Prices, Facilities and Service Quality on Competitive Advantage at the Irwan Cikakak Salon

Indonesia. As many MSMEs which there is in Indonesia, paraMSME business actors, especially in Brebes Regency. Advances in information technology and communication has an important role in various aspects of life, especially in the field economics [1]. As time goes by, many young children and adult women by wanting to look fashionable they decorate themselves by *toning* or *coloring* and some are also *smoothed*. Apart from that, with developments the more modern they are, the more they also provide hair treatments such as *crembaths* and hair masks and etc.

Salon Irwan Cikakak was founded in March 2010, with high opportunities and people's needs for decorating themselves such as haircuts, *toning*, *smoothing*, *cream bath*, *coloring*, *hair mask*, and others. *Marketing* system from *offline* to *online* with use *Facebook*, *Twitter*, *Instagram* which in fact can interesting consumer and improving Irwan Cikakak salon services. The marketing system is in place until it is quite widespread, because consumers have reached the Cirebon district, West Java Province. Salon Irwan Cikakak capable compete with salons which other, that is through price which competitive, facility, and quality service which good on salon Irwan Cikakak. They compete using competitive prices as they do discounts, promotions, for example if there are people who *smooth* and paint at the same time hair so get coupon present cut hair and coupon present lottery with gift which Enough interesting for consumer.

Quality product and quality service very important [2]. Quality product and quality service can influence dissatisfaction and satisfied consumer in get hair treatment at the salon. A consumer's satisfaction then Sales will also grow rapidly, so they will be able to compete with there are various salons everywhere. With quality products and friendly service, polite, then consumers will feel happy because they feel treated like queen, so that consumers too feel comfortable and want to return again to salon the.

Irwan Cikakak Salon has lots of visitors every day, because besides price which cheap, salon Irwan also provide facility which place which quite comfortable for consumer which visit the salon. Besides room air-conditioned place wait even very comfortable with yard which enough wide, so that consumers too feel comfortable every time you visit the Irwan Cikakak salon. Slon Irwan Cikakak already It is widely known in various regions and many visitors also come from these regions outside. Currently, many people now choose competitive prices, facilities, quality satisfied products and services, then they will visit even though they are far away far.

Based on the background above, researchers are interested in conduct research with title "**Analysis Influence Price competitive, Facility and Quality Service to Superiority Compete on Salon Irwan Cikakak**". Formulation The problem of this research is as follows.

- a. is price influential to superiority compete on salon Irwan Cikakak??
- b. is facility influential to superiority compete on salon Irwan Cikakak?
- c. is quality service influential to superiority compete on salon Irwan Cikakak?
- d. is competitive price, facility and quality service influential to superiority in compete on salon Irwan Cikakak?

## **Overview References**

### **Price competitive**

Price is a strategy *marketing* for increase sale product. Pricing policy can be a benchmark for increasing and decreasing power buy consumer [3], whereas determination price become important Because price is benchmark sale which can has an influence on determining how much company profit is [4]. Benefits of pricing one of which is whether we are successful or not in attracting the attention of consumers in the middle many popping up competitors new which can take attention consumers, with this it can be seen that consumers will be loyal to a product if determination price equivalent with benefit goods/services which purchased.

Price is mark which there is in a price which related with benefits in owning or using a good or service [5]. Therefore, perception price competitive is something matter which liked customer salon IrwanCikakak, because by comparing the price paid it is commensurate with benefit which obtained

for customer when want to appearance fashionable with service salonthe. Price competitive including in wrong one factor important for measuresatisfaction customer on salon Irwan Cikakak.

Competitive prices have the following indicators: a) the price set is acceptable to consumers, b) the price is able to compete with product competitors, c) suitability price with service can recommended on consumerother.

### **Facility**

Facility is all something which makes it easier consumer in use service company the. Facility is something which makes it easier consumers in consuming services [6] . Facilities are physical resources that exist before a service can be offered to consumer. Facility is all something which makes it easier consumer in businesses operating in the service sector [7] . All existing facilities, namely the condition of the facilities, Completeness, interior and exterior design and cleanliness of facilities must be considered especially those that are closely related to what consumers feel or get direct.

In something business service like service salon naturally own facility which provided by party salon, then facility the must adequate so that increase satisfaction para customer. A number of customer evaluate through facilities which the company provides to meet their needs. If the salon provides such facilities the more good so naturally flavor satisfied customer will the more increase. According to Tjiptono (2014) facilities are physical resources that must exist before a projectservice Can offered to consumers [8] . Customer will use sense sight to assess the facilities provided by the company. If facilities interesting, Of course will satisfying customer. Salon Irwan provide the facilities as following: room air-conditioned, chair wait which comfortable and place quite spacious parking. Facilities have the following indicators: space planning, equipment support and element supporter

### **Quality Service**

Service quality is one of the most important things in a company service. If the level of quality of service provided is good, it will create a feeling like for customer. However the opposite, if service which given no maximum, then this can cause a feeling of disappointment. Opinion from Tjiptono (2012) explain If quality service service is level excess which expected and control over the level of excess to fulfill customer desires [9] . Based on understanding on about quality service is matter Which expected by customer that is company the can can sufficient need and desirehis customers. If the quality provided is in line with customer needs and provide the best quality, then this can affect the level of satisfaction customers influence sale. As for indicator from quality service that is: *reliability* (reliability), *responsible* (responsiveness), empathy, proof physique, tangible (*tangible*), And guarantee or certainty (*assurance*) [3] .

### **Excellence Compete**

Superiority in compete which done in a way *offline* nor *on line* very important, because with superior we in marketing so the more lots also consumers who are interested in the business being created. Irwan salon in its marketing withupload photos of the results of the service, such as people after *smhoting*, *hair masks*, *toning* or *colouring* (painted hair), And etc.

According to Zidny (2019) marketing is one of the most important activities in the world business [10] . In condition business moment this, marketing is motorcycle mover for increase sale so that objective business can achieved. Knowledge will strategy marketing becomes important for companies when facing various problems, such as decreased business income caused by reduced consumer purchasing power to something product, which caused on slowdown growth company. indicator superiority compete that is: price, quality service and results sale.

## **2. Research methods**

Method collection data which used in study this is data primary. Data primary is data which obtained direct from source or from hand first byresearcher Which related with variable . Type study

which used in study this is type study approach quantitative. Approach quantitative is approach study Which describes using data processes in the form of numbers as numbers analyze and also conduct research studies, especially regarding what has been done researched. The population and samples used in this research were taken is customer salon Irwan Cikakak.

**Table 1.** Consumer Irwan Big Sis

No	Month	Number of Consumers
1	January	98
2	February	154
3	March	189
4	April	236
5	May	151
6	June	150
<b>Total</b>		<b>978</b>

This research uses the Slovin formula with a margin of error of 10%.

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{978}{1 + 978 (0,1 \times 0,1)}$$

$$n = \frac{978}{10,78}$$

$n = 90,72$ d rounded to 91 respondents

Next, the questionnaire was distributed to 9 1 taxpayers in Prapag Kidul Village, Losari District, Brebes Regency. Sample in study This use 90.72 respondents And rounded become 91 respondents. Collection data in study This use questionnaire with spread questionnaire on 91 respondents. Analysis data using statistical techniques such as tests validity and reliability tests to test assumptions classic, multiple linear regression analysis and hypothesis testing using SPSS.

### 3. Results And Discussion

#### Analysis Statistics Descriptive

**Table 2 .** Results Test Statistics Descriptive

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Price Competitive	91	15	29	21,895	2,591
Facility	91	12	27	21,635	2,177
Quality Service	91	16	27	20,587	2,691
Superiority Compete	91	13	25	19,957	1,988
Valid N (listwise)	91				

Source: O lah results Data SPSS

From table 2, it can be seen that the competitive price variable is the number of values N 91 has a minimum value of 15 and a maximum value of 29, the mean has a value of 21.895 and standard deviation as big as 2,591 unit. Variable facility that is amount mark N 91 own markminimum value is 12 and maximum value is 27, the mean has a value of 21.635 as well as a standard deviation value amounting to 2,691 units. The service quality variable, namely the total value of N 91, has a value

(Muflihah, Syariefull Ikhwan, Azizah Indriyani)

minimum 16 and maximum value 27, the mean has a value of 20,587 units. While variable Competitive advantage with an N value of 91 has a minimum of 13 and a maximum value of 25, the mean or average value is 19.957 and the standard deviation is 1.988 unit.

**Test Validity**

**Table 3 . Test Results Validity**

Questionnaire Items	Competitive Prices	Facility	Service quality	Competitive Advantage	Mark r table	Information
1	0.457	0.712	0.529	0.648		
2	0.732	0.719	0.917	0.570		
3	0.575	0.620	0.642	0.570	0.244	Valid
4	0.678	0.691	0.643	0.913		*Invalid
5	0.555	0.525	0.726			

Source: Processing Results Data SPSS

Based on the validity test results in table 3, it can be concluded that all items the statement in the questionnaire is valid because it has a calculated r value > r table. That a questionnaire can be said to be valid if the questions on the questionnaire the capable showing something which be measured by questionnaire said Ghozali (2011).

**Test Reliability**

According to Sugiyono (2017), reliability testing is the extent to which measurement results using the same object will produce the same data .

**Table 4 . Results Test Reliability**

Variable	Niai Alpha	Information
Price Competitive	0.758	Reliable
Facility	0.754	Reliable
Quality Service	0.697	Reliable

Source: Processing Results Data SPSS

Based on table 4. can is known consistency or level reliability indicators or questionnaires if reused as a variable measuring tool. Testing done by comparing the cronbach's alpha value of the variable with a standard of 0.05, apanila mark alpha exceed 0.05 so indicator or questionnaire stated reliable

**Test Normality**

Test normality used for know is data in model regression the independent variable and dependent variable or both have a normal distribution or not. If the variables are not normally distributed then the statistical test results will be experience decline.

**Table 5. Results Test Normality  
One-Sample Kolmogorov-Smirnov Test**

		UnstandardizedResidual
N		91
Normal Parameters a, b	Mean	0.0000000
	Std. Deviation	1.34076902
Most Extreme Differences	Absolute	0.087
	Positive	0.087
	Negative	-0.067
Test Statistics		0.087
Asymp. Sig. (2-tailed)		,200 c,d

Source: Processing Results Data SPSS

(Muflihah, Syariefull Ikhwan, Azizah Indriyani)

Analysis of the Effect of Competitive Prices, Facilities and Service Quality on Competitive Advantage at the Irwan Cikakak Salon

From table 5. it can be seen mark significance asiymp. Sig (2-tailed) that is  $0.200 > 0.05$ . Based on he took itdecision on the Kolmogorov-Smirnov normality test so that the data is distributed normal. It is assumed that has fulfillment normality on modelregression.

**Test Multicollinearity**

According to Ghozali (2016:103) the multicollinearity test aims to test whether model regression found exists correlation between variable free (independent). Model regressionIt is said to be good if there is no correlation between the independent variables. Detection exists or or not symptom multicollinearity on model regression can through various method,including:

- a. See mark *eigenvalues* and *condition index*.
- b. See *variance inflating factors* (VIF) And mark tolerance.
- c. See correlation value between variable independent.

**Table 5. Results Test Multicollinearity**

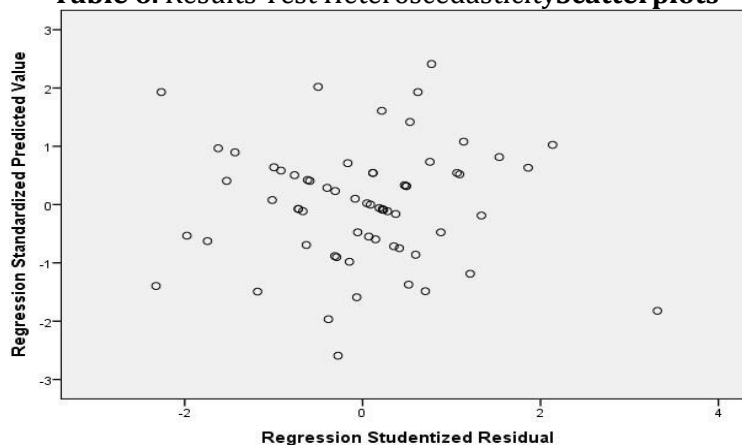
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Price Competitive	0.691	1,505
Facility	0.533	1,876
Quality Service	0.753	1,329

Source: Processing Results Data SPSS

Based on table 5, the "coefficients" value in "collinearity statistics" is visible VIF for price competitive ( $X_1$ ) that is  $0.691 > 0.10$ , facility ( $X_2$ ) that is  $0.533 > 0.10$ , qualityservice ( $X_3$ ) that is  $0.753 > 0.10$  therefore can concluded that symptoms occurmulticollinearity on model regression.

**Test Heteroscedasticity**

**Table 6. Results Test HeteroscedasticityScatterplots**



Source: The data processed researcher, 2022

Based on results *output scatterplot* in on, can seen that dot, dot, dot spread and no form pattern certain which clear, so can concludedthat No happen problem heteroscedasticity.

**Analysis Regression Linear Multiple**

**Table 7.** Results Analysis Regression Linear Multiple

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	8,191	1,749		4,668	0,000
Price Competitive	0.215	0.085	0.292	2,175	0.861
Facility	0.208	0.101	0.284	2,069	0.043
Quality Service	0.296	0.078	0.441	3,815	0,000

a. Dependent Variable: Customer\_Satisfaction\_Y

Source: Processing Results Data SPSS

From the table above, a regression equation can be formulated to find out the influence of competitive prices, facilities and service quality on competitive advantage as following:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 8,191 + 0.215 X_1 + 0.208 X_2 + 0.296X_3 + e$$

Based on table in on can be concluded as following:

- The constant has a value of 8.191 which states that if the variable is independent that is price competitive, facility And quality service worth constant, so superiority compete will experience enhancement as big as 8,191 unit.
- Results of the regression coefficient  $X_1$  namely 0.215, meaning that for every one unit increase in public competitive price variable and other variables are considered constant then it will increase superiority compete as big as 0.215.
- Results of the regression coefficient  $X_2$  namely 0.208 means every increase of one unit in variable facility And variable other considered constant so will increase superiority compete as big as 0.208.
- Results of the regression coefficient  $X_3$  namely 0.296 means every increase of one unit in variable facility And variable other considered constant so will increase superiority compete as big as 0.296.

**Test Hypothesis**

**Test Significance Partial (Test t)**

Test statistics t on basically showing how much far influence one variable explainer or independently individual Which explain variation variable dependent.

**Table 8.** Significance Test Partial (Test t)

Model	Coefficientsa			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	8,191	1,749		4,668	0,000
Price Competitive	0.215	0.085	0.292	2,175	0.861
Facility	0.208	0.101	0.284	2,069	0.043
Quality Service	0.296	0.078	0.441	3,815	0,000

a. Dependent Variable: Customer\_Satisfaction\_Y

Source: Processing Results Data SPSS

Based on the t-test results above, it can be seen the magnitude of each influence variable independent in a way Partial (individual) to variable dependent as following:

- a. Influence Competitive Prices towards Excellence Compete  
From the t test in the table above, it is known that the significant value is for the influence of competitive prices is  $0.004 < 0.05$  and the calculated t value is  $2.175 > t$  table value 1.668, so it can be It is concluded that competitive prices have a significant effect on excellence compete.
- b. Influence Facility to Superiority Compete  
From the results of the t test in the table above, the significance value for the influence of facilities is known to superiority compete is  $0.043 < 0.05$  and mark t count  $2,069 > mark t$  table 1.668, so it can be concluded that facilities have a significant effect on superiority compete.
- c. Influence Quality Service to Superiority Compete  
From the results of the t test in the table above, the significance value for the influence of quality is known service to superiority compete is  $0,000 < 0.05$  and mark t count  $0,000 > mark t$  table 1.668, so can concluded that quality service influential significant to superiority compete.

**Test Simultaneous Significance (Test F)**

Test F showing is all variable independent or variable free which included in the model have a joint influence on the variables dependent or variable bound. Test F used for fulfil all influence variable independent Which tested on level significant 5%.

**Table 9.** Test Results Significance Simultaneous (Test F)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	72,734	3	24,245	12,855	0,000 b
Residual	115,050	61	1,886		
Total	187,785	64			

Source: Processing Results Data SPSS

The calculated F value test results obtained were 12.855 while the F table value was 3.99 then the calculated F value can be known  $> F$  table, with a significance level of  $0.000 < 0.05$ , then variable competitive prices, facilities and service quality together (simultaneously) influential positive to superiority compete.

**Test Coefficient Determination**

**Table 10.** Test Coefficient Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of theEstimate
1	.622 a	0.387	0.357	1,373

Source: Processing Results Data SPSS

From table in on mark R Square as big as 0.387 or 38.7%, which It means variable independent influential as big as 38.7% to variable superiority compete, whereas 61.3% is factor other who does not discussed in this research.

**Discussion**

- a. Influence Price Competitive to Superiority Compete  
Based on results study which done is known that price competitive positive influence and significant to superiority compete. this is shown with the results of a significant value of  $0.004 <$

0.05 and a calculated t value of 2.175 > t table value of 1.668. Based on results the can interpreted that price competitive influential significanta positive towards excellence compete on salon Irwan Big Sis.

b. Influence Facilities against Superiority Compete

Based on results study which done is known that facility influential positive and significant to superiority compete. Matter this showed with results mark significant 0.043 < 0.05 and calculated t value 2.069 > t table value 1.668. Based on the results This can be interpreted as meaning that the facilities have a significant and positive effect on superiority compete on salon Irwan Big Sis.

c. Influence Quality Service to Superiority Compete

Based on results study which done is known that quality service influential positive and significant against superiority compete. matter This showed with the results of a significant value of 0.000 < 0.05 and a calculated t value of 3.815 > t table value of 1.668. Based on results the can interpreted that price competitive influential significant And positive towards excellence compete on salon Irwan Big Sis.

d. Influence Price competitive, Facility and Quality Service to Excellence Compete

Based on the results of research conducted, it is known that prices are competitive, facilities And quality service influential positive and significant to superiority compete at the Irwan Cikakak salon. This is proven by the F test analysis obtained F calculated with significance 0,000 please F table as big as 3.99 with thereby F count 12,855 > F table 3.99 then Ho is rejected and Ha is accepted, likewise with a significance of 0.000 <  $\alpha$  0.05 then Ho rejected and Ha can be accepted. This means that the facility variable, have an influence on superiority compete on salon Irwan Big Sis.

#### 4. Conclusion

The competitive price variable ( $X_1$ ) has a significant and positive effect on excellence compete (Y) on salon Irwan Cikakak. Matter This proven that mark t count as big as 2,175 > the t table value is 1.668 and the significant value is 0.004, which is much smaller than  $\alpha = 0.05$  so Ho rejected And  $H_1$  accepted It means that variable free price competitive ( $X_1$ ) in a way Partial influential significant to superiority compete (Y) on salon Irwan Cikakak. Variable facility ( $X_2$ ) influential significant And positive to superiority compete (Y) on salon Irwan Cikakak. Matter This proven that mark t count as big as 2,069 > mark t table is 1.668 and the significant value which is 0.043 is much smaller than  $\alpha = 0.05$ , so Ho is rejected and  $H_1$  accepted means that the independent variable is facilities ( $X_2$ ) partially influential significant to superiority compete (Y) on salon Irwan Cikakak. Variable quality service ( $X_3$ ) influential significant and positive to superiority compete (Y) on salon Irwan Cikakak. Matter This proven that mark t count as big as 3,815 > The t table value is 1.668 and the significant value which is 0.000 is much smaller than  $\alpha = 0.05$ , then Ho is rejected and  $H_1$  is accepted, meaning that the independent variable is service quality ( $X_3$ ) partially has a significant effect on competitive advantage (Y) in salons Irwan Cikakak. Competitive price variables ( $X_1$ ), facilities ( $X_2$ ) and service quality ( $X_3$ ) simultaneously significant and positive effect on competitive advantage (Y). This is proven with analysis test F obtained mark F count as big as 24,544 with mark significance 0,000. Whereas mark F Table as big as 3.97 with thereby mark F Count 12,855 > mark F Table 3.99 so Ho rejected and Ha accepted, likewise with mark significance 0,000 <  $\alpha$  0.05 so Ho is rejected and Ha is accepted. This means that the variables are competitive prices ( $X_1$ ), facilities ( $X_2$ ) and quality service ( $X_3$ ) in a way together have influence to superiority compete (Y) on salon Irwan Cikakak.

#### REFERENCES

- [1] Meaning, Holy Wahyuni. 2019. Analysis Strategy Superiority Compete Product Salon Sharia in Mutia SPA And Muslimah Semarang in an attempt Increase Amount Customer. Thesis. University Islam Country The Wali Sanga Semarang .

(Muflihah, Syariefull Ikhwan, Azizah Indriyani)

Analysis of the Effect of Competitive Prices, Facilities and Service Quality on Competitive Advantage at the Irwan Cikakak Salon

- [2] Feni, Fadila and Yuyun Yuniarti. 2021. The Influence of Business Performance on Excellence Compete on SMEs Spoccat Shoe Cibaduyut City Bandung. Thesis. University Pasundan
- [3] Farid. 2019. Analysis Influence Price Competitive Facility And Quality Service to Satisfaction Customer. Thesis. University Diponegoro Semarang
- [4] Isabella, Thasya. 2020. Influence of Facilities, Price Perceptions, and Service Quality to Salon Maintenance Beauty Flarent Settings Yogyakarta. Thesis. University Christian Ambassador Discourse Yogyakarta.
- [5] Iqbal, Krisdayanto And Andy Tri Haryono (2021). Influence Quality Service, Facilities and Location on Consumption Satisfaction at Café Lina Putra Net Bandung. Journal. University Padanaran Semarang.
- [6] Intan, Putri. 2019. The Influence of Facilities and Service Quality on Excellence Compete in Salon Wijaya 1 Sumenep Madurese. Thesis. University Catholic Dharma Scholar
- [7] Layalin, Yineu Nur. 2017. The Influence of Service Quality, Prices and Facilities on Satisfaction Customer. Thesis. University Country Yogyakarta
- [8] Muzakki, Mohamad. 2020. Influence Differentiation Product to Superiority Compete Mediated by Innovation Product. Thesis. University Islam Country (UIN) Maulana Malik Ibrahim Poor
- [9] Pratiwi, Komang Wida And Big Suparna. 2018. Role Trust Mediate Quality of Service with Customer Satisfaction at Chamely Salon in Denpasar City. Journal. University Udayana Bali.
- [10] Permadi, Alfi Ghifari Raya. 2019. Influence Location, Facility And Quality Goods to Superiority Compete. Journal. Tasikmalaya
- [11] Daughter, Devinta Kris Amalia. 2019. The Influence of Service Quality and Product Innovation to Superiority Compete. Journal Ecobus Dewantara .
- [12] Rahman, Ogiyanto Abdur. 2020. Analysis of Consumer Interest in ABE Salon Services Kotta Manna. Journal. University Dehasen Bengkulu .
- [13] Rinanda, Novita. 2020. The Effect of Service Quality on Customer Loyalty (Case Study at V Salon Jl. Osamaliki No. 78 Salatiga). Journal. Christian University Satya Wacava Salatiga
- [14] Saputra, Naufal Hilmi et al. 2019. The Influence of Product Quality and Service Quality to Satisfaction on On line Store Guzzle d iMedia Social. Journal. University Pancasila Jakarta
- [15] Suryana, Comm Taryana. 2018. Influence Price And Quality Service to Competitive Advantage p on X Trans Cihampelas Branch in Bandung. Journal. University Computer Indonesia
- [16] Sofiyah, Suci et al. 2019. The Influence of Product Quality and Service Quality on Satisfaction Customer. Journal. Tangerang
- [17] Shofa, Ghefira Fharadia. 2021. Analysis of the Influence of Product Quality and Product Design t towards the Competitive Advantage of the Larissa Salon Beauty Clinic. Thesis. University Islam Indonesia
- [18] Sari, Tika Kartika. 2018. Influence Superiority Compete to Loyalty Customer On Widya Salon Bandung. Thesis. University Pasundan
- [19] Ullah, Sharif Hidayat et al. 2019. Influence System Information Marketing, Quality Service And Loyalty to Superiority Compete East Java Park groups. Journal. Poor
- [20] Wahyuni, Meaning Holy. 2019. Analysis Strategy Superiority Compete Product Salon Sharia in Mutia SPA And Muslimah Semarang in Effort Increase Amount Customer. Thesis. University Islam Country The Wali Sanga Semarang
- [21] Wandy, Grandma. 2018. Analysis Policy Price To Increased Sales. Journal. Maxsar