



Product Quality, Service Quality and Price on Buyer Satisfaction of Naavagreen Beauty Products through Sales Promotion as Intervening Variables

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ABSTRACT

Today, beauty clinics are mushrooming and popping up that offer a variety of services that suit the demands of society in the field of beauty and skin health. Navaagreen is one of the many beauty clinic businesses that aim to answer the need for beauty and skin health by utilizing raw materials derived from nature in order to achieve the company's goal of increasing client happiness and loyalty. This study is based on a survey. The participants in this research are buyers/customers who have done treatment or used products from Beauty Naavagreen clinic. The data collection technique used a questionnaire that obtained 35 respondents. In analyzing the data using (SEM-PLS) using the SMART PLS 3.0 program. The analysis carried out is by analyzing the outer model, analyzing the inner model and testing the hypothesis. The results of the study have proven that Product Quality and Service Quality have a positive effect on Sales Promotion, and Price has a positive effect on Buyer Satisfaction.

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1. Introduction

Entrepreneurs aspire to build long-term companies that will generate income and success. Buyer satisfaction is one of the factors that must and need to be considered and greatly determines business success. With the passage of time, new companies emerge with new products or services, making the market more competitive. One of them is beauty products that are currently the target and new trends in society. Various businesses in the field of beauty products are currently growing and there are many competitors. One of the companies engaged in beauty and skin care products is Navagreen Beauty Clinic which already has many branches and from year to year has added branches. Every business competes with each other for the same target market. Buyer satisfaction is one of the factors that can be the main differentiator in business competition. In order to remain in a competitive business environment, companies must be able to make customers the most important aspect of their operations, therefore customer satisfaction is the main thing and can be said to be the key to the company's success.

Buyers who are satisfied with the quality of the company's products or services will continue to use the product or service. Compared to dissatisfied customers, completely satisfied customers will spend more money on a product or service. Those who are satisfied are more likely to buy goods or services than dissatisfied customers. Product quality is one of the most important aspects of running a business, because it determines the level of buyer satisfaction and the success of the company. Due to dynamic business movements, each company is able to increase innovation and creativity in producing products for consumers, as well as following technological advances to improve product quality. In this

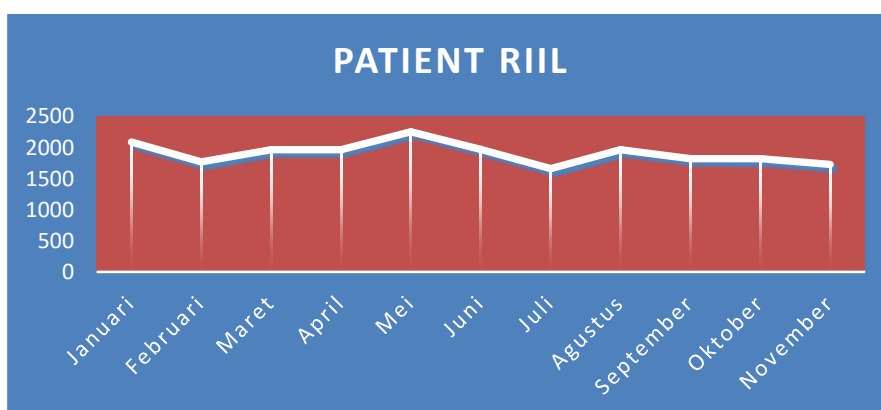
explanation, the quality of the product in question is the quality of the cream or beauty product from the Navaagreen clinic.

In addition to product quality, service quality is also very influential on buyer satisfaction. The quality of service can be said to be based on the consumer as the user of the services from Klimik Beauty Naavagreen. Navagreen Beauty Clinic also provides services in the form of facials and treatments. All activities carried out by the company to meet client expectations are referred to as service quality. In this situation, service is defined as a service or services offered by the service owner in the form of relationship, speed, and ability in hospitality shown by the nature and attitude of the service owner in the implementation of service delivery in order to achieve buyer satisfaction. (Fauzyah, Sasmita, and Sari 2021).

The price is not only tied to the product itself, but also to the additional features that complement the product. Price is one aspect that is considered by buyers in making purchasing decisions for a product. Buyers often choose products with the lowest or cheapest prices, even though the quality or benefits obtained are not very satisfactory, but there are also some buyers who prefer products with high prices because of the satisfactory quality and benefits, as well as product loyalty.

Promotion is a type of communication made by a person or company with the general public in the field of marketing. The goal is to present the product to the general public and persuade them to buy and use it. The buyer's assessment of product promotion, either directly or indirectly, will form the image of a product. Promotions carried out by the company will produce its own special assessment in the eyes of consumers. (Hamdani, Nizar; Zaman 2019).

The following is a table of patient data at the Naavagreen Beauty Clinic in Magelang City for the 2021 period:



Graph 1 List of Visitors / Buyers Who Came To Navaagreen Beauty Clinic Magelang City 2021

From the graph above, it can be seen that there was a decrease in the number of buyers/visitors at the Navagreen Beauty Clinic, Magelang City, from August 2021 to November 2021. This of course could have a negative impact on the business of the Naavagreen Beauty Clinic in Magelang City because it can be seen in the graph that the trend consumers not to purchase products and not to use services at the Navagreen Beauty Clinic. Various studies on buyer satisfaction have existed before with a number of not small. The following are some studies that have been conducted before/it can be said previously that are similar and related to consumer/buyer satisfaction but have several differences, namely:

Buyer Satisfaction, According to Kotler, buyer satisfaction is a state / condition of the level of up and down feelings of a person / human following (comparison or results) that are felt compared to one's expectations. Buyers will be satisfied if performance meets expectations. Buyer satisfaction on

the other hand, is defined as a person's feeling of pleasure or disappointment as a result of contrasting the perceived performance (result) of a product with their expectations (Kotler, Philip & Keller 2016).

Buyer satisfaction is thought to influence repurchase intention and behavior, which leads to future earnings of the company. All businesses, including those in the beauty sector, have focused their attention on the issues of service quality and customer satisfaction. In order to attract clients, more and more businesses are obliging to evaluate and improve service quality on a regular and continuous basis.

Product quality, the overall properties and characteristics of a product that depend on its ability to meet stated or implied needs are referred to as product quality. It means that product quality is the totality of product characteristics and characteristics that affect the ability to satisfy stated and expressed needs and wants. (Kotler, Philip & Keller 2016). Product quality has many meanings, some of these understandings are:

- 1) Compliance with requirements.
- 2) Suitability for use.
- 3) Continuous improvement.
- 4) Free from rejects/lack.
- 5) Meet consumer needs from the start and consistently.
- 6) Do everything right (perfect).
- 7) A thing that can make buyers happy.

Based on some of these understandings that have been explained, then product quality can be described as the totality or overall of a characteristic of a product that supports the ability of the product to be able to meet a need and need. (Tjiptono 2005).

Service quality can be said to refer to services performed by humans or within the company, namely company employees. People-based services are most often found in businesses that require a lot of human resources and skilled personnel, such as beauty clinics that need doctors, therapists (who do facials/treatments on customers' faces), pharmacy, CS and frontliners. A high level of contact/interaction with clients is required for people-based services/quality of service. The A3 concept, which stands for attitude, attention, and activity, is one of the service quality methodologies created (action).

- 1) When working with customers, attitude is a behavior or temperament that must be emphasized.
- 2) Attention to customers (attention) is related to what is needed and what the customer wants and understanding of ideas and complaints.
- 3) Actions are various actions or real activities that are required to be carried out in the context of providing services to clients. (Barata 2003).

Price is the monetary equivalent of the value of an item. The role of allocation and the role of information in the buyer's decision-making process is played by price (Alma 2011). According to another view, price is one of the indications used by customers as a factor in deciding which product to buy, and pricing has the ability to win the hearts of buyers and potential buyers in making decisions. (Budi 2013).

Price according to (Kotler, Philip; Armstrong 2004) is the amount/total of money traded for a product or service, which then, by owning or utilizing an object or service, consumers exchange a certain amount of value with various benefits. When it comes to making a purchase, customers pay attention to price. Price is even associated with value by certain customers. (Yulianto et al. 2017). Promotion is communication in the field of marketing which is defined as a marketing action that aims to spread/deliver information, give influence/impact and remind the company's target market to be able to accept, purchase and be loyal to existing products in the company. (Tjiptono 2005).

The promotional mix is an ideal method for combining variable advertising, personal selling, and other promotional techniques to meet the objectives of a sales program. (Swastha 2004)

- 1) Advertising: A type of indirect communication that focuses on information about the superiority of the product or the benefits of the product.

- 2) Personal Selling: Communication (face to face or direct) between vendors and prospective clients in the context of introducing a product
- 3) Publicity: A non-personal method of presenting and disseminating ideas, products and services.
- 4) Sales Promotion: A type of direct persuasion that uses various achievable incentives to stimulate product purchases and increase the number of products purchased by buyers. (Kartikasari, Ep, and Prabawani 2012).

Hypothesis

- H1 : There is a positive effect of Product Quality on Buyer Satisfaction at Naavagreen Beauty Clinic, Magelang City.
- H2 : There is a positive effect of Product Quality on Sales Promotion at Naavagreen Beauty Clinic, Magelang City.
- H3 : There is a positive effect of Service Quality on Sales Promotion at Naavagreen Beauty Clinic, Magelang City.
- H4 : There is a positive effect of Price on Buyer Satisfaction at Naavagreen Beauty Clinic, Magelang City.
- H5 : There is a positive effect of Price on Sales Promotion at Naavagreen Beauty Clinic, Magelang City.
- H6: There is a positive effect of Sales Promotion on Buyer Satisfaction at Naavagreen Beauty Clinic, Magelang City.
- H7: There is a positive effect of Product Quality on Buyer Satisfaction through Sales Promotion as an Intervening Variable at Naavagreen Beauty Clinic, Magelang City.
- H8 : There is a positive effect of Service Quality on Buyer Satisfaction through Sales Promotion as an Intervening Variable at Naavagreen Beauty Clinic, Magelang City.
- H9 : There is a positive effect of Price on Buyer Satisfaction through Sales Promotion as an Intervening Variable at Naavagreen Beauty Clinic, Magelang City

2. Methods

This research was conducted at the Navaagreen Beauty Clinic in Magelang City. The respondents were buyers and customers who used the products and services of the Navaagreen Beauty Clinic in Magelang City. The sample obtained is as many as 35 respondents. The data collection method that has been used is a quantitative survey method in the form of distributing questionnaires.

The use of variables in this study include Product Quality Variables as Variables (XA), Service Quality Variables as Variables (XB), Price Variables as Variables (XC), Sales Promotion Variables as Intervening Variables or (IT) and Customer Satisfaction Variables as Variables (Y). The statistical tests used include mediation/intervening tests, namely by using the steps of validity testing, reliability testing, normality testing and hypothesis testing. In analyzing the data using (SEM-PLS) using the SMART PLS 3.0 program. The analysis carried out on PLS is by analyzing the outer model, analyzing the inner model and testing the hypothesis.

3. Results and Analysis

Based on the research that has been done, 35 respondents were obtained from each question from distributing questionnaires using Google Form. The data obtained are as follows:

3.1 Respondents by Age

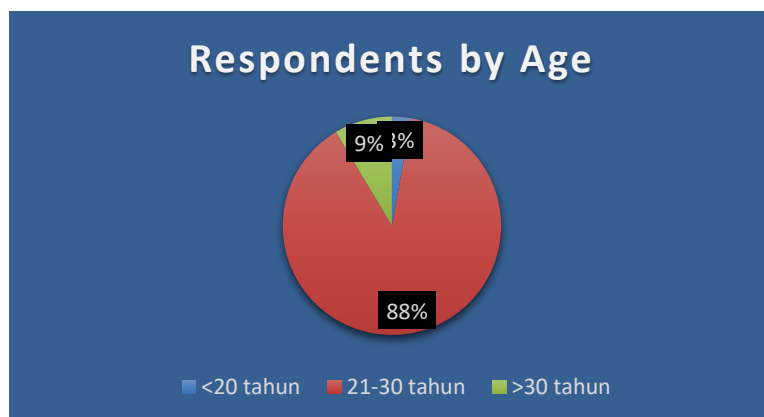


Diagram 1. Respondent's Age

Based on the diagram above, of the total respondents, namely 35 respondents, the majority of users of Navagreen Beauty products are in the age range of 21-30 years, which is 88%, the age group above 30 years is 9% and the minimum age is under 18 years as much as 3%. . It can be seen that those aged 21-30 years have more potential in purchasing beauty products at the Naavagreen Clinic, Magelang City.

3.2 Respondents by Gender

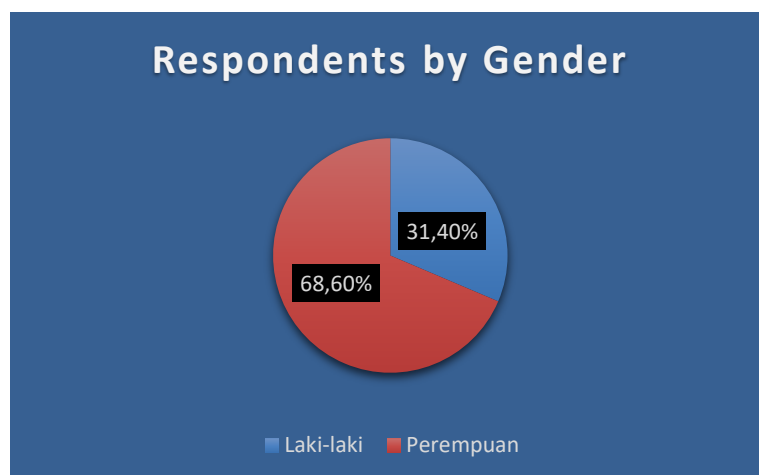


Diagram 2. Gender of Respondents

Based on the diagram above, of the 35 respondents, the majority of users of Navagreen Beauty products are female as many as 68.6% and the male minority is 31.4%. So we can see that the customers of Naavagreen Beauty Clinic in Magelang City are more dominantly female.

3.3 Mediation Data Processing Analysis (Intervening)

The use of Smart PLS 3.0 is utilized in this study to perform analysis of variance-based structural equations that can test and measure models simultaneously, namely measuring and testing with structural models. (Ghozali 2014).

3.4 Outer Model

The measurement of the outer model is carried out with the aim of seeing the validity and reliability of a model. From the measurement of the outer model, it consists of three stages, namely the Convergent Validity Test, the Discriminant Validity Test and the Composite Reliability Test.

a. Convergent Validity Test

Convergent Validity Test was conducted to see the results of Outer Loading and Average Variance Extracted (AVE). The relationship between item/indicator scores and construct scores indicates convergent validity. If the correlation value is more than or equal to 0.50, the indicator is considered valid. (Ghozali 2014).The following are the results of the calculation of the measurement model test (Outer Model) Outer Loading, an indicator on outer loading can be said that it is valid or meets Convergent Validity if the Outer Loading value or Loading factor < 0.7 (absolute value of outer loading standard loadings). If the results of the calculation analysis are not valid, they are removed from the model.

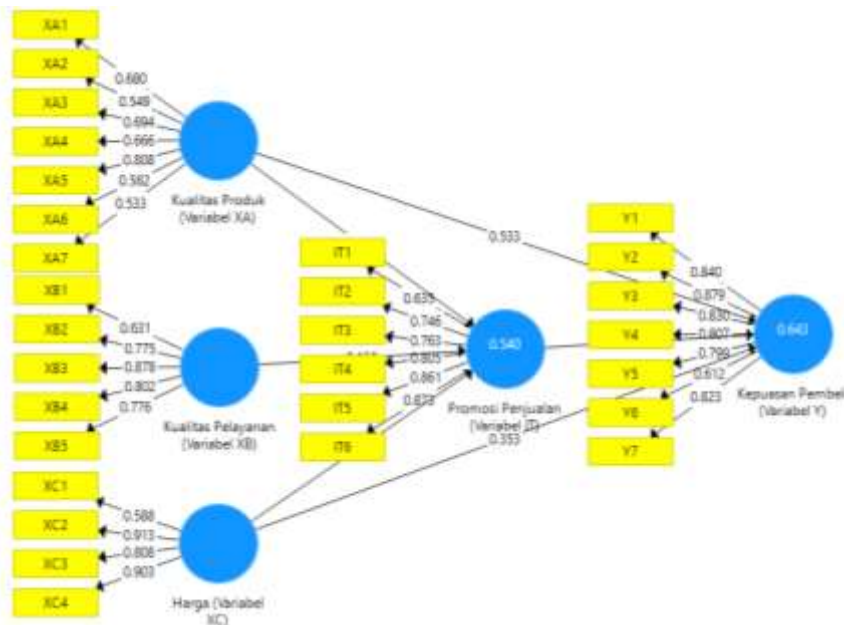


Figure 1. Analysis of the 1st Outer Model Algorithm Results

Based on the results of data analysis in Figure 1, there are indicators that must be removed because the factor loading value is < 0.7 , namely the latent variable product quality indicators XA1 (0.680), XA2 (0.549), XA3 (0.694), XA4 (0.666), XA6 (0.582), XA7 (0.533), then the latent variable service quality indicator XB1 (0.631), the price indicator variable XC1 (0.588), the sales promotion variable indicator IT1 (0.635) and the indicator buyer satisfaction variable Y6 (0.612). Due to the fact that there were indicators that were removed from the model, a new influence model was formed, namely as follows.

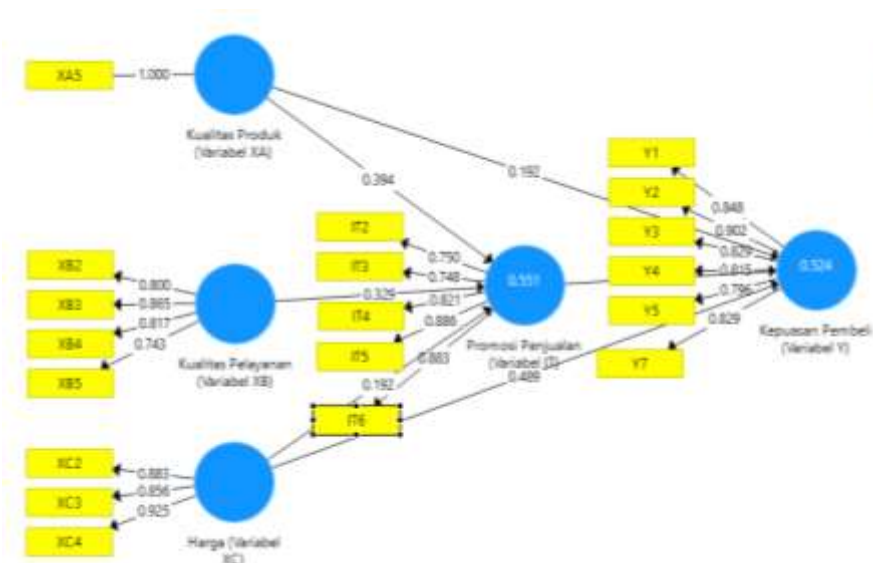


Figure 2. 2nd Analysis of Outer Model Algorithm Results

b. Average Variance Extracted (AVE)

AVE can be interpreted as the value used in the implementation of the convergent validity test caused by the value obtained from the output of convergent validity (P, Panca; Jamin, Ariana; Arismayanti 2017). The AVE value > 0.5 is giving the result that the amount of variance derived from the indicators that have been extracted by the latent construct shows more than the error variance.

Table 2. CALCULATION RESULTS OF AVERAGE VARIANCE EXTRACTED (AVE)

Latent Construct	Average Variance Extracted (AVE)
Price (XC Variable)	0,789
Buyer Satisfaction (Variable Y)	0,701
Service Satisfaction (XB Variable)	0,652
Product Quality (XA Variable)	1,000
Sales Promotion (IT Variable)	0,672

Based on the results of the Outer Loading and Average Variance Extracted (AVE) calculations on the Outer Model measurement model, it can be seen that the indicators used in this study have met the Convergent Validity Test.

3.5 Discriminant Validity Test

The Discriminant Validity Test in its calculation uses the Cross Loading value. To achieve the fulfillment of Discriminant Validity, the value of the Cross Loading indicator on the variable is > than the value of the other variable indicator. The table below is the result of the analysis of the Cross Loading value of each indicator

Table 3. CROSS LOADING CALCULATION RESULTS

	Price (XC Variable)	Buyer Satisfaction (Variable Y)	Service Satisfaction (XB Variable)	Product Quality (XA Variable)	Sales Promotion (IT Variable)
IT2	0,410	0,329	0,456	0,448	0,750
IT3	0,271	0,502	0,388	0,486	0,748
IT4	0,543	0,572	0,397	0,535	0,821
IT5	0,451	0,436	0,584	0,537	0,886
IT6	0,422	0,396	0,634	0,621	0,883
XA5	0,470	0,533	0,488	1,000	0,645
XB2	0,240	0,395	0,800	0,324	0,626

XB3	0,347	0,426	0,865	0,318	0,362
XB4	0,416	0,313	0,817	0,524	0,511
XB5	0,417	0,406	0,743	0,411	0,316
XC2	0,883	0,522	0,343	0,293	0,409
XC3	0,856	0,597	0,337	0,357	0,374
XC4	0,925	0,650	0,437	0,564	0,568
Y1	0,423	0,848	0,374	0,480	0,456
Y2	0,663	0,902	0,440	0,424	0,572
Y3	0,463	0,829	0,481	0,270	0,424
Y4	0,540	0,815	0,485	0,538	0,406
Y5	0,630	0,796	0,333	0,530	0,451
Y7	0,578	0,829	0,264	0,399	0,423

3.6 Composite Reliability Test

Composite Reliability is the last step of construct validity test in measuring the outer model to test the unidimensionality of the model used in this measurement. A latent variable will be reliable if it meets the following conditions: Composite Reliability value > 0.7 and Cronbach's Alpha value > 0.7 (Sarwono, J; Narimawati 2015).

Table 4.
CALCULATION RESULTS OF LATENT VARIABLE RELIABILITY TEST

Latent Construct	Cronbach's Alpha	Composite Reliability	Information
Price (XC Variable)	0,867	0,918	Reliabel
Buyer Satisfaction (Variable Y)	0,915	0,933	Reliabel
Service Satisfaction (XB Variable)	0,828	0,882	Reliabel
Product Quality (XA Variable)	1,000	1,000	Reliabel
Sales Promotion (IT Variable)	0,877	0,911	Reliabel

Based on the results of the calculations in table 4, it can be seen that all the latent constructs measured and processed in this study have Composite Reliability and Cronbach Alpha values > 0.7. So that all latent constructs can be said to be reliable

3.7 Inner Model

The inner model is a structural model, based on the value of the road coefficient, looking at how much influence the latent variables have with bootstrapping calculations (Solling Hamid, Rahmad; M Anwar 2019). The R square value that has been corrected based on the standard error value is called the Adjusted R square. When measuring the ability of an exogenous construct to explain endogenous constructs, the Adjustment R Square value shows a stronger picture than the R Square value. The following are the results of the analysis of the R-Squared (R²) calculation.

Table 5.
CALCULATION RESULTS OF R-SQUARED . TEST

	R Square	R Square Adjusted
Buyer Satisfaction (Variable Y)	0,524	0,478
Sales Promotion (IT Variable)	0,551	0,508

Based on the results of the analysis in table 5, it can be seen that all latent constructs simultaneously affect variable Y by 0.478 or 47.8% where the value is > 0.33 so that the modeling is categorized as moderate modeling. Constructs XA, XB, and XC to Y through IT together or simultaneously affect the IT variable by 0.508 or 50.8% where the value is > 0.33 so that the model is categorized as a moderate model.

3.8 Hypothesis Test

The T-Statistics value and the P-Values value were used to test the hypothesis in this study. The research hypothesis can be accepted if the following conditions are met: T-Statistics value > t table (1.692) with a significance level of P-Values < 0.5. The following are the results of the analysis of hypothesis testing:

Table 6.
RESULTS OF P VALUES . ANALYSIS

Patch Coefficient	T Statistics	P Values	Results
Product Quality (Variable XA) -> Buyer Satisfaction (Variable Y)	1,007	0,315	Ditolak
Product Quality (Variable XA) -> Sales Promotion (Variable IT)	2,613	0,009	Diterima
Service Quality (XB Variable) -> Sales Promotion (IT Variable)	2,293	0,022	Diterima
Price(Variable XC) -> Buyer Satisfaction (Variable Y)	1,984	0,048	Diterima
Price(XC Variable) -> Sales Promotion (IT Variable)	0,964	0,335	Ditolak
Sales Promotion (IT Variable) -> Buyer Satisfaction (Y Variable)	0,737	0,462	Ditolak

3.9 Discussion

Based on the results of the analysis in table 6, the hypothesis testing for each latent variable relationship is as follows:

- a. The Effect of Product Quality on Buyer Satisfaction.
The test results show the T-Statistics Value for the Product Quality Variable (Variable XA) to the Buyer Satisfaction Variable (Variable Y) which is $1.007 < T - \text{Table} (1.692)$ with $P - \text{Value } 0.315 > 0.05$. From these results it is stated that the Hypothesis is Rejected and proves that the Product Quality Variable (Variable XA) does not have a positive influence on the Buyer Satisfaction Variable (Variable Y).
- b. Effect of Product Quality on Sales Promotion.
The test results show the value of T-Statistics for the Product Quality Variable (Variable XA) to the Sales Promotion Variable (Variable IT). It is $2.613 > T - \text{Table} (1.692)$ with $P - \text{Value } 0.009 < 0.05$. From these results, it is stated that the hypothesis is accepted and proves that the Product Quality Variable (Variable XA) has a positive influence on the Sales Promotion Variable (Variable IT).
- c. The Effect of Service Quality on Sales Promotion
The test results show the value of T-Statistics for the Service Quality Variable (Variable XB) to the Sales Promotion Variable (Variable IT) which is $2.293 > T - \text{Table} (1.692)$ with $P - \text{Value } 0.022 < 0.05$. From these results, it is stated that the hypothesis is accepted and proves that the Service Quality Variable (Variable XB) has a positive influence on the Sales Promotion Variable (Variable IT).
- d. The Effect of Price on Buyer Satisfaction
The test results show the T-Statistics Value for the Price Variable (Variable XC) to the Buyer Satisfaction Variable (Variable Y) which is $1.984 > T - \text{Table} (1.692)$ with $P - \text{Value } 0.048 < 0.05$. From these results, it is stated that the hypothesis is accepted and proves that the Price Variable (Variable XC) has a positive effect on the Buyer Satisfaction Variable (Variable Y).
- e. Effect of Price on Sales Promotion
The test results show the value of T-Statistics for the Price Variable (Variable XC) to the Sales Promotion Variable (Variable IT) which is $0.964 < T - \text{Table} (1.692)$ with $P - \text{Value } 0.335 > 0.05$. From these results it is stated that the Hypothesis is Rejected and proves that the Price Variable (Variable XC) does not have a positive influence on the Sales Promotion Variable (Variable IT).
- f. The Effect of Sales Promotion on Buyer Satisfaction
The test results show the T-Statistics Value for Sales Promotion (IT Variable) to the Buyer Satisfaction Variable (Y Variable) which is $0.737 < T - \text{Table} (1.692)$ with $P - \text{Value } 0.462 > 0.05$. From these results it is stated that the Hypothesis is Rejected and proves that the Sales Promotion Variable (IT Variable) does not have a positive influence on the Buyer Satisfaction Variable (Variable Y).

- g. The Effect of Product Quality on Buyer Satisfaction through Sales Promotion as an Intervening Variable.

Based on hypothesis testing, it can be seen that the Product Quality Variable (Variable XA) does not have a positive effect on the Buyer Satisfaction Variable (Variable Y) and the Sales Promotion Variable (Variable IT) does not have a positive effect on the Variable Buyer Satisfaction (Variable Y). Then the Product Quality Variable (Variable XA) does not have a positive influence on the Buyer Satisfaction Variable (Variable Y) through the Sales Promotion Variable (IT) as the Intervening Variable

- h. Effect of Service Quality on Buyer Satisfaction through Sales Promotion as an Intervening Variable.

Based on hypothesis testing, it can be seen that the Service Quality Variable (Variable XB) has a positive influence on the Sales Promotion Variable (Variable IT), but the Sales Promotion Variable (Variable IT) does not have a positive effect on the Variable Buyer Satisfaction (Variable Y). Then the Service Quality Variable (Variable XB) does not have a positive influence on the Buyer Satisfaction Variable (Variable Y) through the Sales Promotion Variable (IT) as an Intervening Variable.

- i. Effect of Price on Buyer Satisfaction through Sales Promotion as an Intervening Variable.

Based on hypothesis testing, it can be seen that the Price Variable (Variable XC) has a positive effect on the Buyer Satisfaction Variable (Variable Y), but the Sales Promotion Variable (Variable IT) does not have a positive effect on the Variable Buyer Satisfaction (Variable Y). Then the Price Variable (Variable XC) does not have a positive influence on the Buyer Satisfaction Variable (Variable Y) through the Sales Promotion Variable (IT) as the Intervening Variable.

Based on the results of the research above, it shows that product quality and service quality have a positive influence on sales promotion. While the price does not have a positive effect on sales promotion. Product quality and sales promotion do not have a positive effect on buyer satisfaction, while price has a positive effect on buyer satisfaction.

From this, we can see that product quality on buyer satisfaction through sales promotion as an intervening variable does not have a positive effect because product quality and sales promotion have in common that it does not have a positive effect on buyer satisfaction. Then the quality of service to buyer satisfaction through sales promotions as an intervening variable is also stated to have no positive effect, because although service quality has a positive influence on buyer satisfaction, here we use an intervening variable (mediation), namely sales promotion which does not have a positive influence on buyer satisfaction. , therefore automatically makes the quality of service does not have a positive effect on buyer satisfaction, if using the intervening variable. Then the price on buyer satisfaction through sales promotions as an intervening variable does not have a positive effect, the main reason is that sales promotions do not have a positive influence on buyer satisfaction, although price has a positive influence, but here the price uses a mediating variable (intervening).

4. Conclusion

This study proposes 9 hypotheses based on the findings of the investigation, as well as data analysis that has been carried out. The following conclusions can be drawn from the results of the analysis of hypothesis testing Product quality does not have a positive effect on Buyer Satisfaction at the Naavagreen Beauty Clinic, Magelang City. Product quality has a positive influence on Sales Promotion at Naavagreen Beauty Clinic, Magelang City, Service Quality has a positive influence on Sales Promotion at Naavagreen Beauty Clinic, Magelang City, Price has a positive influence on Buyer Satisfaction at the Naavagreen. Sales Promotion has no positive effect on Buyer Satisfaction at Naavagreen Beauty Clinic, Magelang City, Product Quality on Buyer Satisfaction through Sales Promotion as an Intervening Variable does not have a positive effect at the Naavagreen Beauty Clinic, Magelang City. Service Quality towards Buyer Satisfaction through Sales Promotion as an Intervening Variable does not have a positive influence at the Naavagreen Beauty Clinic, Magelang City. Price on

Buyer Satisfaction through Sales Promotion as an Intervening Variable does not have a positive effect at the Naavagreen Beauty Clinic, Magelang City. From the overall analysis and research results that have been carried out, it can be understood and seen that to increase consumer satisfaction and purchases, it is recommended that the Naavagreen Beauty Clinic in Magelang City improve sales promotions carried out to make it more attractive and attract buyers, maintain or even improve product quality and quality. services, as well as maintaining a set price.

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