

Customer Satisfaction in Services Sector: The Strategic Interaction Between Service Quality, Price Perception and Perceived Value in Makeup Rahmah

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ABSTRACT

This study was conducted to examine the role of perceived value in mediating the influence of service quality and price perception on customer satisfaction at Makeup Rahmah. The research employed a quantitative method with a survey approach, where data were collected through questionnaires distributed to 188 customers selected using a simple random sampling technique. The data were analyzed using SPSS version 25 and LISREL 8.80 with Structural Equation Modeling (SEM) to test both direct and indirect effects among variables. The results show that service quality has a significant effect on customer satisfaction, price perception has a significant effect on customer satisfaction, perceived value does not have a direct effect on customer satisfaction, and perceived value is not able to mediate the influence of service quality and price perception on customer satisfaction. The practical implications of this research suggest that makeup service providers, particularly Makeup Rahmah, should prioritize improving service quality, setting transparent and competitive prices, and enhancing perceived value creation to maintain customer loyalty and long-term satisfaction. The novelty of this study lies in its specific focus on the makeup service sector in the local Indonesian context (Ciampea, Bogor), which has rarely been examined using SEM with perceived value as a mediating variable. This research provides empirical evidence that distinguishes it from previous studies on service quality and price perception, offering new insights into consumer behavior in the beauty service industry.

Keywords: Service Quality, Price Perception, Perceived Value, Customer Satisfaction



Received: 02 September, 2025

Accepted: 02 July, 2026

Available online: 02 August, 2026

DOI: 10.61242/ijabo.26.570

JEL Classifications: M31, L84, D12



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INTRODUCTION

Today, beauty has become an essential aspect of many women's lives, serving not only as a form of self-expression but also as a source of self-confidence in social interactions. Physical appearance is increasingly regarded as important, particularly during special occasions such as weddings, engagement ceremonies, graduation celebrations, and other formal events, where makeup plays a crucial role in creating an elegant and sophisticated look. As awareness of the importance of personal appearance continues to grow, the demand for professional makeup services has increased significantly.

Recognizing this opportunity, many makeup artists and beauty service providers have emerged, offering a wide range of makeup techniques and styles tailored to customers' preferences and needs. Among the most popular styles are flawless makeup, which emphasizes a smooth, natural, and radiant appearance, and bold makeup, which creates a more striking and dramatic look. Rahmah Makeup Services, as one of the businesses operating in the beauty industry, addresses these diverse customer preferences by providing both flawless and bold makeup services tailored to individual client needs.

In the beauty industry, particularly in makeup services, customer satisfaction is a key factor in ensuring business sustainability. According to Zeithaml et al. (2020), customer satisfaction is a comprehensive evaluation of a customer's experience with the products or services they receive. Customer satisfaction is closely associated with the perceived value of the service, including both the quality of the makeup results and the overall service experience provided by the makeup artist.

Service quality according to Parasuraman (in Lestari et al., 2024) is "the level of gap between customer expectations of services and their perception of the performance of the services received". Good service quality occurs when service performance exceeds or at least meets customer expectations.

Price perception according to (Kotler et al., 2021) is how customers perceive the price of a product in the context of the benefits they expect. This perception influences purchasing decisions, where customers tend to prefer products that they perceive to have a higher value compared to the price they pay.

According to Holbrook (in Ansari et al., 2020) customer value is an experience that is relative and subjective, which is determined by an individual's perception of a product or service.

Although Rahmah's makeup has managed to build a good reputation among customers, there is still room to strengthen the image and trust in the service. Positive reviews and recommendations from customers play an important role in attracting and maintaining customer trust. In addition, customers are also satisfied with professional service and comfortable interaction with the Rahmah makeup team. Overall, the survey results show that Rahmah's makeup services have managed to meet customer expectations in various aspects, although there are some areas that can still be improved. So that customer satisfaction in Makeup Rahmah services still faces several challenges that need to be considered. The data shows that the number of clients has fluctuated and has tended to decline in recent quarters, which indicates a potential for customer dissatisfaction.

LITERATURE REVIEW

Customer Satisfaction

According to (Setyo, 2017) customer satisfaction is the result of fulfilling customer expectations for a product or service received. Customer satisfaction arises when a

product or service meets or even exceeds customer expectations, resulting in a positive experience.

According to Lupiyoadi (in Juliana et al., 2021), customer satisfaction is the customer's perception of the value of the services provided by the company. Customer satisfaction is achieved if the service provided meets their expectations or even exceeds their expectations.

Customer satisfaction is a crucial factor in maintaining the sustainability of a business. According to Kotler and Armstrong, satisfaction indicators can be seen from several aspects, such as repeat purchases, which show customers' willingness to return to using products or services, and customer loyalty, which indicates their commitment to remain loyal to the brand without easily turning to competitors.

Satisfaction is also reflected through the tendency to recommend products to others, which describes a customer's positive experience in sharing added value to their environment. Products that provide more value, both in the form of comfort, prestige, and lifestyle, also strengthen this level of satisfaction. In addition to product quality, service is an important factor that affects the customer experience, starting from before, during and after purchase. Good service will increase trust while strengthening long-term relationships. Furthermore, the relationship established between the company and the customer (customer relationship) plays a role in creating emotional attachment, fostering trust, and encouraging the sustainability of the use of products and services. Thus, these six indicators are an important foundation for companies in building strategies to maintain satisfaction while creating customer loyalty in a sustainable manner (Chaniago & Efawati, 2022).

Customer Value

Customer value is a perception formed from the balance between the benefits received and the costs incurred in consuming a product or service. This value greatly affects customer satisfaction, since when customers feel that the benefits they get are worth or exceed the price paid, satisfaction levels tend to increase. Customer value is not only related to the functional aspects of the product, but also includes the emotional, social, and overall experience aspects that the customer gets. By creating high value for customers, companies can increase satisfaction, strengthen sustainability and build long-term mutually beneficial relationships.

Perceived value according to Parasuraman (in Lestari et al., 2024) is the consumer's perception of the overall benefits received compared to the sacrifices made, such as time, money, and effort. There are several key dimensions that include the benefits received and the sacrifices made by consumers.

Online Promotions

Service quality is closely related to customer satisfaction. In the long run, these relationships allow businesses to deeply understand customer expectations and needs. This helps organizations improve service quality and provide the best, so that customers feel satisfied and get an experience that meets their expectations.

Service quality according to Parasuraman (in Lestari et al., 2024) is the level of the gap between customer expectations of services and their perception of the performance of the services received. In the SERVQUAL model developed by (Zeithaml et al., 2020) the quality of services is assessed based on five main dimensions, which aim to measure the level of customer satisfaction with the services received.

According to Tresnadjaja (2017), service quality has a positive influence on

consumer satisfaction and can be measured through five main dimensions. First, reliability, which is the organization's ability to provide services accurately, consistently, and in accordance with the promises that have been given to customers. Second, responsiveness that reflects the promptness and willingness of staff to help customers quickly and respond proactively to their needs. The next dimension is assurance, which relates to the competence, politeness, and ability of staff to foster trust, including through service knowledge and a sense of security felt by customers. Furthermore, empathy shows the personal care and attention given to customers, so that organizations are able to understand their needs more deeply. Finally, physical evidence (tangibles) includes facilities, equipment, technology, employee appearance, and other supporting materials that strengthen the impression of professionalism and quality of service.

Price Perception

Price perception according to (Kotler et al., 2021) This is how customers perceive the price of a product in the context of the benefits they expect. This perception influences purchasing decisions, where customers tend to prefer products that they perceive to have a higher value compared to the price they pay. According to (Kotler et al., 2021) the price perception indicator consists of several elements that customers use to evaluate the price of a product or service.

According to Tjiptono and Diana (2020), price perception is a way for consumers to assess prices based on the benefits they receive from a product or service. This perception is not only influenced by the nominal price figure, but also by consumer experience and perception of the quality provided. Consumers will feel satisfied if they judge that the price paid is commensurate with the quality or benefits obtained. Several dimensions can be used to assess price perception. First, price matching with quality, where consumers will have a positive view if the price is considered to be in accordance with the quality of the product or service. Second, consumer experience, due to previous experiences, especially positive ones, can increase acceptance of relatively higher prices. Third, the benefits received, namely the extent to which consumers feel more value from the product or service. Furthermore, the value relative to the alternative arises from the tendency of consumers to compare prices with similar products on the market. Finally, price fairness, which is related to consumer perception of price fairness to the benefits and quality provided.

Customer satisfaction is the main factor that determines the success of a service business, including in the makeup sector. At Makeup Rahmah, customer satisfaction can be influenced by several important aspects, including service quality, price perception, and perceived value by customers. The quality of service is reflected in the reliability, responsiveness, empathy, assurance, and physical evidence provided, so as to be able to create a positive experience for customers. On the other hand, price perception plays a role in assessing whether the costs incurred by consumers are considered commensurate with the benefits and quality of services received. In addition, the value perceived by customers is a factor that connects service and price with overall satisfaction (Rifathurrahman et al., (2024). When customers feel that they get high benefits, memorable experiences, and make-up results that meet expectations, their satisfaction will increase. The strategic interaction between these three factors makes Makeup Rahmah able to not only meet customer needs but also build long-term loyalty. Thus, improving service quality, fair pricing, and value creation are more of the keys to increasing customer satisfaction in the makeup services sector.

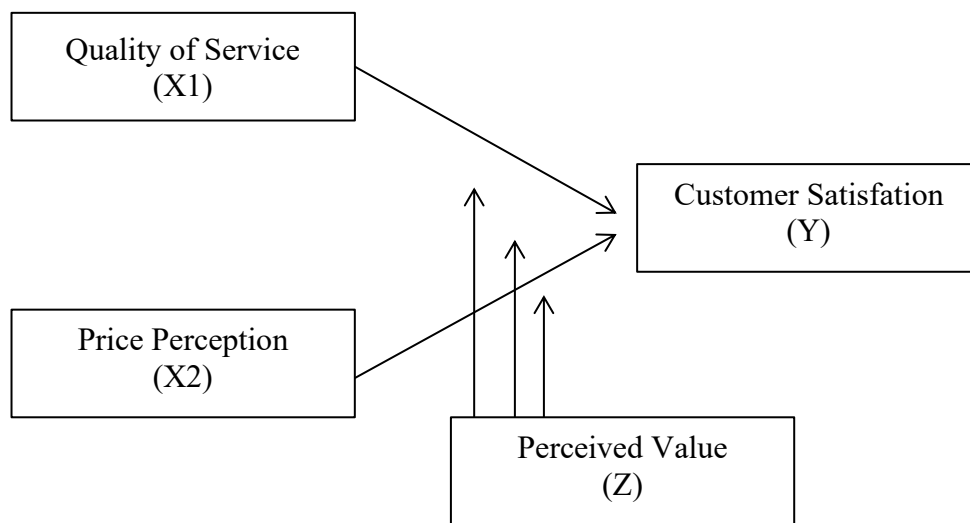


Figure 1, Research Framework
Source: Developed by the authors (2025).

Hypothesis Development

The Influence of Service Quality on Perceived Value

The quality of service is a fundamental element in building a strong relationship between the organization and its customers. In the context of this study, service quality is not only seen as the end result of the service process, but also as the overall experience felt by customers during the interaction process. According to Parasuraman (in Lestari et al., 2024), the dimensions of service quality, such as tangibility, reliability, responsiveness, assurance, and empathy, play an important role in determining how customers evaluate the services they receive. Based on the theoretical arguments and previous empirical findings, higher service quality is expected to positively and significantly influence customers' perceived value.

H1: Service quality has a positive and significant effect on perceived value.

The Influence of Price Perception on Perceived Value

The relationship between price perception and perceived value by customers is very close and complex. (Zeithaml et al., 2020) mentioned that positive price perceptions, such as prices that are considered fair, reasonable, and in accordance with quality, will increase value perception. Conversely, negative price perceptions, such as prices that are too high or not transparent, can lower perceived value even if the product is of good quality. (Kotler et al., 2016), adding that competitive pricing compared to competitors can reinforce the perception that consumers get more value from the transaction. On the other hand, price transparency ensures that consumers do not feel manipulated, thereby increasing their trust and satisfaction. Therefore, customers who perceive prices as fair and appropriate are expected to report higher perceived value.

H2: Price perception has a positive and significant effect on perceived value.

The Influence of Service Quality on Customer Satisfaction

(Oliver, 2010) defines customer satisfaction as an overall evaluation of their experience in using services. Satisfaction is achieved when customers feel that the service provided meets or even exceeds their expectations. The relationship between service quality and customer satisfaction can be explained through two paths. Parasuraman (in Lestari et al., 2024) emphasized that the quality of service has a direct influence on customer satisfaction. High-quality service directly creates a sense of satisfaction in customers. In addition, (Zeithaml et al., 2020) explained that service quality also affects customer satisfaction indirectly through perceived value. When customers feel that they are getting more value from the services provided, their satisfaction levels tend to increase. Therefore, higher service quality is expected to positively and significantly influence customer satisfaction.

H3: Service quality has a positive and significant effect on customer satisfaction.

The Influence of Price Perception on Customer Satisfaction

(Zeithaml et al., 2020) assert that positive price perceptions play a significant role in shaping customer satisfaction. Customer satisfaction is the result of their evaluation of whether the experience of using a product or service meets or even exceeds expectations. If the price is considered reasonable and commensurate with the quality received, customers are likely to be satisfied. On the other hand, if the price is perceived to be too high or unfair, this can lower satisfaction levels and even affect the sustainability of customer use. In this case, dimensions such as affordability, price equity with quality, price competitiveness, transparency, as well as promotion, all work synergistically to create value that customers feel. Therefore, positive price perception is expected to positively and significantly influence customer satisfaction.

H4: Price perception has a positive and significant effect on customer satisfaction.

The Influence of Perceived Value on Customer Satisfaction

The relationship between perceived value and customer satisfaction occurs through several important mechanisms. (Zeithaml et al., 2020) states that customers evaluate the benefits received, such as the quality of the results of services or products, and compare them with the costs incurred, whether in the form of money, time, or effort. When the benefits received are much greater than the sacrifices made, the customer will feel satisfied. Based on this theoretical perspective, perceived value is expected to positively and significantly influence customer satisfaction.

H5: Perceived value has a positive and significant effect on customer satisfaction.

The Influence of Service Quality on Customer Satisfaction through Perceived Value

Holbrook (in Ansari et al., 2020) explains that this perceived value acts as a mediating variable that bridges the relationship between service quality and customer satisfaction. In this case, (Oliver, 2010; Mulyadi & Efawati, 2024), states that customer satisfaction does not only depend on the quality of service directly, but also on how customers interpret their experience through perceived value. If the perceived value is high, the

customer feels satisfied because their needs and expectations are met or even exceeded. On the other hand, if the perceived value is low, even though the quality of service is good, customer satisfaction is still difficult to achieve. Accordingly, service quality is expected to positively and significantly affect customer satisfaction through perceived value.

H6: Service quality has a positive and significant indirect effect on customer satisfaction through perceived value.

The Influence of Price Perception on Customer Satisfaction through Perceived Value

Customer perceived value, according to (Zeithaml et al., 2020), is the overall perception of the benefits received compared to the sacrifices, including the price. Perceived value is subjective and includes various aspects, such as functional benefits, emotional benefits, and social benefits. (Sheth et al., 1991), explains that if customers feel that the price paid provides value that is commensurate or even higher than they expected, they will be more likely to have a positive experience. In this context, (Zeithaml et al., 2020) show that perceived value becomes the link between price perception and customer satisfaction. Therefore, positive price perception is expected to positively and significantly influence customer satisfaction through perceived value.

H7: Price perception has a positive and significant indirect effect on customer satisfaction through perceived value.

RESEARCH METHOD

This research was carried out at Makeup Rahmah, a makeup service provider located in Ciampea, Bogor Regency, West Java. The place for this research was chosen because Makeup Rahmah is the main focus of this study, with the aim of evaluating customer satisfaction with the services provided. In addition, this area was also chosen because of significant competition with other makeup service providers that also operate in the area, as seen in the comparison table of makeup service prices in the Ciampea area. This location represents the local market relevant to the services offered by Makeup Rahmah, providing a more specific picture of the conditions and needs of customers in the area.

This research will be carried out in 2024, with a sufficient period of time to collect comprehensive data from Makeup Rahmah customers. This time was chosen to ensure that the results of the research reflect the current situation faced by Makeup Rahmah, especially in the context of fluctuations in the number of clients that have occurred over the past few years, obtaining data that has a specific purpose and usefulness (Sugiyono., 2019, Chaniago et al., 2023). The method used in this study is quantitative using survey techniques. This research was conducted on rahmah makeup service clients. This research is reviewed from the data collection method included in the survey method. The survey was conducted on all research variables, namely customer satisfaction, customer value, service quality, and price perception through the distribution of questionnaires containing a collection of statements with five alternative answer choices, both positive statements. The process of distributing the questionnaire in this study was carried out online using Google Form to 188 samples selected through probability sampling techniques using the simple random sampling method. Prior to deployment, the questionnaire was compiled using the Likert scale and tested for validity and reliability to ensure that the research instrument could be used effectively. Initial testing was conducted on 30 respondents to test the reliability of the instrument.

RESEARCH RESULTS

Descriptive statistics provide an overview of the characteristics of the research data and respondents' responses to each study variable. This analysis summarizes the distribution of the data using the minimum, maximum, mean, and standard deviation values. The descriptive statistics for all research variables are presented in Table 2.

Table 2. Descriptive Statistics of Research Variables

Variabele	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality	188	2.00	5.00	4.16	0.783*
Price Perception	188	1.00	5.00	3.72	0.943*
Perceived Value	188	1.00	5.00	3.85	0.919*
Customer Satisfaction	188	1.00	5.00	4.21	0.735*

Source: Own Compilation (2025)

Table 2 presents the descriptive statistics of the research variables based on the responses of 188 participants. The Service Quality variable recorded a mean score of 4.16 (SD = 0.783), indicating that respondents generally agreed that the quality of the makeup services provided was satisfactory. The Price Perception variable obtained a mean score of 3.72 (SD = 0.943), suggesting that respondents had moderately positive perceptions regarding the fairness and appropriateness of the prices. Furthermore, the Perceived Value variable achieved a mean score of 3.85 (SD = 0.919), indicating that respondents generally perceived good value from the services they received. Finally, the Customer Satisfaction variable recorded the highest mean score of 4.21 (SD = 0.735), reflecting a high level of customer satisfaction with the makeup services. Overall, these findings indicate that respondents evaluated all research variables positively, with Customer Satisfaction receiving the highest overall assessment.

Classical Assumption Test Results

This study uses a classical assumption test consisting of normality, multicollinearity, heteroscedasticity, and. From this test, all variables are normally distributed. The normality test using the Kolmogorov-Smirnov test model One Sample yields a normal value due to the significance value or Asymp. Sig. (2-tailed) > 0.05. The multicollinearity test resulted in the decision that there were no symptoms of high correlation due to the VIF value > 10 and the Tolerance value < 0.10. The heteroscedasticity test yielded a good regression because the significance value of the variable was greater than 0.05.

Normality Test

Table 3. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		188
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.15714012
Most Extreme Differences	Absolute	.063
	Positive	.040
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed)		.070 ^c

Source: Results of research data processing, 2025

Based on Table 3, the results of the Kolmogorov-Smirnov normality test, and the Asymp.Sig. (2-Tailed) of the four variables above is 0.070 greater than the value of $\alpha = 0.05$, the results of the Kolmogorov-Smirnov test of the four variables above have met the normality requirements with a value of $0.070 > \alpha = 0.05$. It can be concluded that the data tested has a normal data distribution.

Linearity Test

Table 4. Linearity Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.479	2	5.240	1.628	.199 ^b
	Residual	595.242	185	3.218		
	Total	605.722	187			

a. Dependent Variable: Abs

b. Predictors: (Constant), Persepsi_Harga, Kualitas_Layanan

Source: Results of research data processing, 2025

Based on Table 4. The significant value obtained is 0.199 and greater than $\alpha = 0.05$. This explains that for the variables of Service quality, perceived price perception and value, each has a linear relationship with the variable Customer satisfaction

Heteroscedasticity Test

Table 5. Heteroskedasticity Test

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.743	.822		4.556	.000
Kualitas_Layanan	-.071	.042	-.144	-1.713	.088
Persepsi_Harga	.011	.029	.031	.369	.712

Source: Results of research data processing, 2025

Based on Table 5 of the Gleitser heteroskedasticity test, the Sig value of the service quality variable and price perception is 0.088 and 0.712 > 0.05 , which means that the data does not exhibit heteroskedasticity.

Multicollinearity Test

Table 6. Data Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 Kualitas_Layanan	.748	1.336
Persepsi_Harga	.748	1.336

Source: Results of research data processing, 2025

Based on Table 6, the tolerance values of each variable are Service Quality (0.748), Price perception (0.748) > 0.100 , as well as the VIF value of each variable, Service Quality (1.336), Price perception (1.336) < 10 . It can be concluded that the data tested does not exhibit multicollinearity.

Model Structure Analysis

Table 7. Statistical Results Values Standard Values for Matches

Item	Value	Size	Thresho ld Values	Information
RMSEA	0,00	$\leq$	0,08	Good fit
NFI	1,00	$\geq$	0,90	Good fit
NNFI	1,03	$\geq$	0,90	Good fit
CFI	1,00	$\geq$	0,90	Good fit
YOUTH	1,02	$\geq$	0,90	Good fit
RFI	1,00	$\geq$	0,90	Good fit
RMR	0,043	$\leq$	0,05	Good fit
GFI	0,98	$\geq$	0,90	Good fit
AGFI	0,98	$\geq$	0,90	Good fit

Source: Primary Data Processed by Researchers with Lisrel 8.80, 2025

Based on the criteria for the goodness of the SEM model, there are 9 GOF indicators that already have *Good Fit* values so that the SEM model formed is already in the *Good Model category*.

Structural Equation Analysis and Hypothesis Testing

Based on the purpose of the study, which is to determine the influence of service quality (ξ_1), price perception (ξ_2) is mediated by the perceived value (η_1) on customer satisfaction (η_2) as in the research paradigm chart.

The full model of the SEM equation using LISREL 8.80 obtained two trajectory models, namely the standardized model and the t-values model, as shown in each of the following figures.

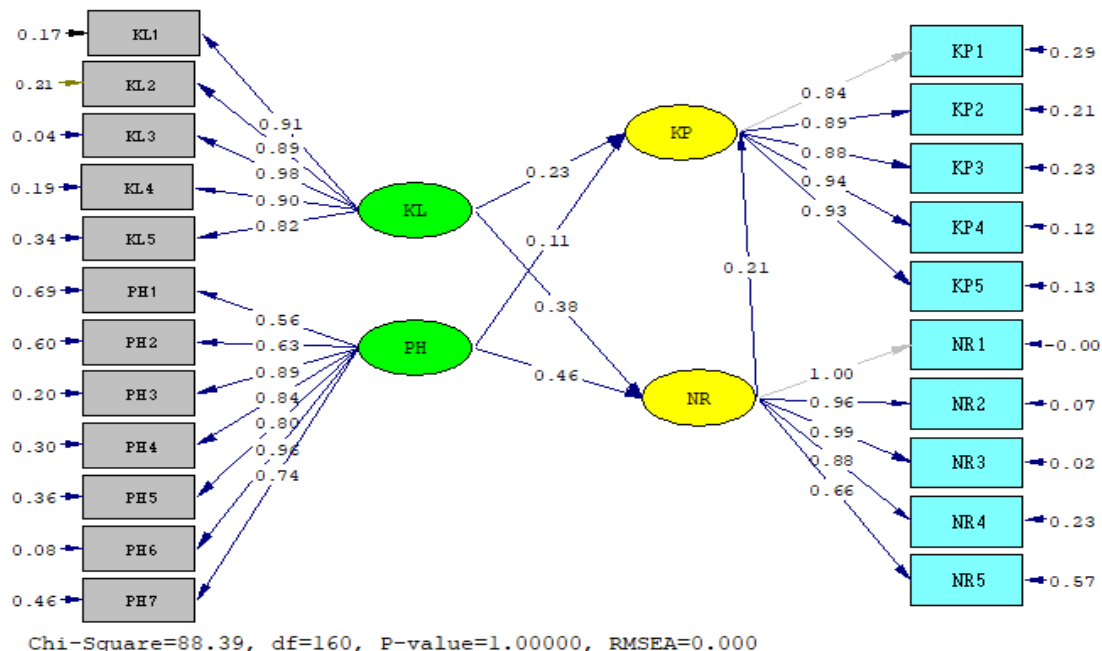


Figure 2. Standardized Solution Model

Source: Authors' analysis based on primary data using LISREL 8.80 (2025).

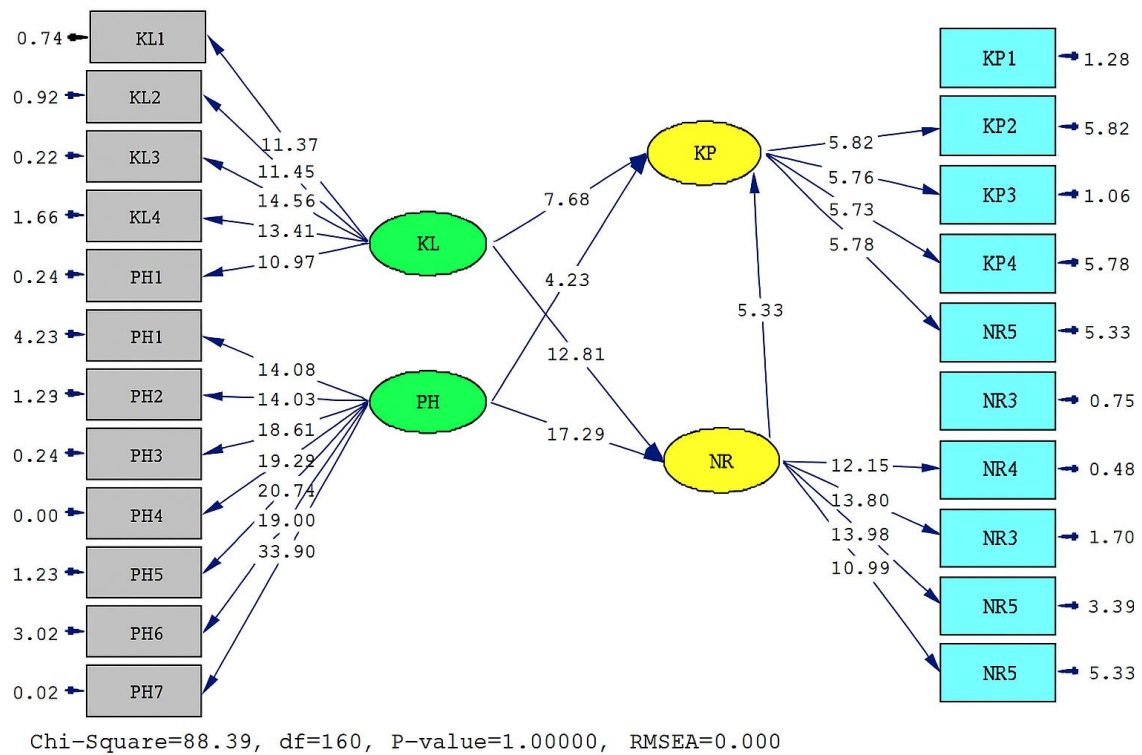


Figure 3, Structural Equation Modeling (SEM) Standardized Solution
 Source: Authors' analysis based on primary data using LISREL 8.80 (2025).

Sobel Test

The Role of Perceived Value Mediates the Influence of Service Quality on Customer Satisfaction

Table 7, Sobel Test Results for the Mediating Effect of Perceived Value on the Relationship between Service Quality and Customer Satisfaction

Sobel Test Statistic	2.27331978
One-tailed Probability	0.01150346
Two-tailed Probability	0.02300692

Source: Authors' analysis based on primary data using Statistics Calculator (2025).

Table 7 shows that the Sobel test statistic is 2.273, which exceeds the critical t-value of 1.97, with a two-tailed probability of 0.023 (< 0.05). These results indicate that perceived value has a significant mediating effect on the relationship between service quality and customer satisfaction. Therefore, H6 is supported.

The Role of Perceived Value Mediates the Influence of Price Perception on Customer Satisfaction

Table 8, Sobel Test Results for the Mediating Effect of Perceived Value on the Relationship between Price Perception and Customer Satisfaction

Sobel Test Statistic	2.28890792
One-tailed Probability	0.00264430
Two-tailed Probability	0.00528861

Source: Authors' analysis based on primary data using Statistics Calculator (2025).

Table 7 shows that the Sobel test statistic is 2.289, which exceeds the critical t-value of 1.97, with a two-tailed probability of 0.005 (< 0.05). These findings indicate that perceived value significantly mediates the relationship between price perception and customer satisfaction. Therefore, H7 is supported.

DISCUSSION

The Effect of Service Quality on Perceived Value

The analysis indicates that service quality has a positive and significant effect on perceived value ($\beta = 0.38$, $t = 12.81$, $p < 0.05$). Therefore, H1 is supported. This finding suggests that higher service quality enhances customers' perceived value of Rahmah Makeup services. Customers who perceive reliable, responsive, and professional service tend to evaluate the overall value of the service more positively. This finding is consistent with the study by M. Thomi Sirojudin et al. (2024), which reported that service quality positively and significantly influences customer perceptions and satisfaction.

The Effect of Price Perception on Perceived Value

The results show that price perception has a positive and significant effect on perceived value ($\beta = 0.46$, $t = 17.29$, $p < 0.05$). Therefore, H2 is supported. This indicates that customers who perceive the price as fair, reasonable, and consistent with the quality of the service tend to perceive greater value from Rahmah Makeup services. These findings support the theory proposed by Valarie A. Zeithaml et al. (2020), which states that fair pricing contributes significantly to customers' perceived value.

The Effects of Service Quality and Price Perception on Perceived Value

The structural model demonstrates that service quality and price perception jointly have a positive and significant effect on perceived value ($R^2 = 0.38$). Service quality ($\beta = 0.38$, $t = 12.81$) and price perception ($\beta = 0.46$, $t = 17.29$) both contribute significantly to improving customers' perceived value. These findings indicate that customers perceive greater value when they receive high-quality services at prices they consider fair and appropriate.

The Effect of Service Quality on Customer Satisfaction

The analysis reveals that service quality has a positive and significant effect on customer satisfaction ($\beta = 0.23$, $t = 7.68$, $p < 0.05$). Therefore, H3 is supported. This finding indicates that better service quality leads to higher customer satisfaction. Professionalism, responsiveness, and personalized service encourage customers to feel satisfied with the services provided. This result is consistent with previous studies showing that service quality is an important determinant of customer satisfaction.

The Effect of Price Perception on Customer Satisfaction

The results indicate that price perception has a positive and significant effect on customer satisfaction ($\beta = 0.11$, $t = 4.23$, $p < 0.05$). Therefore, H4 is supported. Customers who perceive prices as fair and commensurate with the benefits received are more likely to be satisfied with the services. This finding supports previous studies demonstrating that fair pricing enhances customer satisfaction.

The Effect of Perceived Value on Customer Satisfaction

The findings reveal that perceived value has a positive and significant effect on customer satisfaction ($\beta = 0.21$, $t = 5.33$, $p < 0.05$). Therefore, H5 is supported. Customers who perceive that the benefits of the services exceed the costs incurred tend to report higher satisfaction levels. These results are consistent with the value-based perspective proposed by Valarie A. Zeithaml et al. (2020), emphasizing that perceived value is a key determinant of customer satisfaction.

The Mediating Role of Perceived Value in the Relationship between Service Quality and Customer Satisfaction

The Sobel test produced a test statistic of 2.273 with a two-tailed probability of 0.023 (< 0.05), indicating that perceived value significantly mediates the relationship between service quality and customer satisfaction. Therefore, H6 is supported. This finding suggests that high-quality services enhance customer satisfaction not only directly but also indirectly by increasing customers' perceived value of the services.

The Mediating Role of Perceived Value in the Relationship between Price Perception and Customer Satisfaction

The Sobel test yielded a test statistic of 2.289 with a two-tailed probability of 0.005 (< 0.05). These findings demonstrate that perceived value significantly mediates the relationship between price perception and customer satisfaction. Therefore, H7 is supported. Customers who perceive prices as fair and worthwhile tend to experience greater value, which ultimately leads to higher levels of customer satisfaction.

CONCLUSIONS

The results of the study show that the quality of service, price perception, and perceived value have a significant effect on Makeup Rahmah's customer satisfaction, both directly and indirectly. Partially, service quality was proven to increase perceived value (0.38) and customer satisfaction (0.22), with responsiveness indicators as the dominant factor. Price perception also has a significant effect on customer satisfaction, both at values of 0.49 and 0.55, with prices relative to competitors as the most dominant indicator. The perceived value itself had a positive influence (0.21) on customer satisfaction, and was proven to be a significant mediating variable in the relationship between service quality and price perception and customer satisfaction through the Sobel test. This confirms that the combination of quality service, fair and competitive prices, and value felt by customers is the main key in increasing satisfaction with Makeup Rahmah's services.

Future research is recommended to examine additional variables that may influence customer satisfaction, such as customer trust, brand image, customer experience, electronic word-of-mouth (e-WOM), or customer loyalty. Moreover, future studies could involve a larger and more diverse sample from different beauty service providers or geographical areas to improve the generalizability of the findings. Researchers are also encouraged to employ longitudinal or mixed-method approaches to obtain a more comprehensive understanding of customer behavior in the beauty service industry.

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