

# Factors Influencing Customer Satisfaction With Demand for Make Up Artist (MUA) Services

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## ABSTRACT

Customer satisfaction is an element in achieving the goals of Kya Stephanie Make Up salon and maintaining income in a company. Various factors to obtain customer satisfaction, and in service quality is needed to obtain customer satisfaction. In this study describes the influence of customer satisfaction, on the demand for make up services at Kya Stephanie salon with the number of data collection techniques through the distribution of questionnaires to 40 respondents who are have used MUA services as the population and sample in this study. The results of this study indicate that price on consumer demand itself has an influence but is not significant and Customer Satisfaction has a positive impact on the Consumer Demand variable but in testing the level of accuracy and significance of these two variables do not have an influence and are significant. While Social Media on Consumer Demand among MUA service users has an influence but is not significant. These results illustrate that the role of social media certainly has an influence on online content references that allow MUA and consumers themselves to share.

## 1. INTRODUCTION

The emergence of fierce competition among service entrepreneurs along with economic growth in Indonesia with the advancement of science and technology. Due to the very tight market competition, entrepreneurs are forced to consider how to offer high-quality services to attract customers who will prefer which services to buy. Along with the advancement of the modern world, more and more service entrepreneurs, including MUA (make-up artists), are engaged in the beauty industry. The upper middle class often uses MUA, especially when attending various meetings and special events. MUA services are needed on various occasions, such as weddings, bridesmaids, and even just appearing at formal or informal invitations. This can certainly provide a means or opportunity for MUA to get some cooperation offers from clients. With the help of social media platforms such as Instagram, which have become increasingly popular and familiar among the general public in recent years, MUAs have access to many fantastic opportunities. To facilitate consumers' views of the diverse portfolios of MUA service providers and to attract clients who need their help, all MUA service providers need to do is showcase their own work. (Zafirah & Putri, 2022)

With the increasing number of service entrepreneurs in the MUA sector in Indonesia, there is fierce competition between companies that often provide various similar services. There has been a price war among entrepreneurs in the service industry as a result of the rise of similar businesses such as MUA services. Business actors must rise to face this challenge in order to maintain business operations and growth in the face of competition. MUA service providers need to have the right plan to deal with competition and remain competitive with other companies. Determining a selling price policy is one tactic. Pricing according to Alma (2014:171) is a choice of prices that will be applied within a certain period of time. The amount of buyers willing to pay the seller for a particular good or service is called the selling price, which is the exchange value of the goods or services (Sriyadi, 2010:178). The selling price of a service must be determined correctly, not only based on estimates but also with precise and comprehensive calculations, because a selling price that is too high will drive customers away and force them to look for other options or even buy services elsewhere at a lower cost. On the other hand, if the selling price set by the service provider is too low, the costs incurred will not be covered and will

cause the business to suffer losses. The selling price is very much determined by the cost element, because costs are the main factor that must be met by every business actor in order to prevent losses in their business. Costs are money that has been sacrificed to pay for products and services that are beneficial to business actors both now and in the future.(Zafirah & Putri, 2022)

Therefore, to determine the right selling price must be calculated correctly, the selling price set must be continuously evaluated, and must be adjusted to the circumstances faced by the business actor. Only then can it be controlled and determined whether the selling price is still in accordance with the current situation.. Therefore, setting an appropriate price for each commodity or service offered is one method to attract customers and generate the necessary profits. A price that can satisfy customers and is commensurate with the quality of the product or service is called the “right price”.The meaning of the right price is a price that is in accordance with the quality of the product or service, and this price can provide satisfaction to customers. (Zafirah & Putri, 2022)

Customer satisfaction is the result of comparing what customers actually receive from a product they purchase with their expectations before the purchase. Kotler and Keller define satisfaction as an individual's sense of satisfaction or dissatisfaction resulting from the difference between their perception of a product's performance (or outcome) and their expectations (Panjaitan & Yuliati, 2016). Industry Make Up Artistin Indonesia has developed along with the increasing demand and interest of women in beauty, especially those related to cosmetics. For Make Up Artists this evolution has developed into a unique attraction. The main factor that drives competition between Make Up Artists is the quality of service provided to clients; that is, the capacity of the MUA to provide the best possible client care and makeup results.(Rahmawati, 2020)

Customer satisfaction leads to the formation of loyalty. Many factors, such as reasonable costs, easily accessible locations, and high-quality services. An important requirement for Make Up Artist entrepreneurs is to provide high-quality services. According to Kotler (2003), satisfaction is a feeling of satisfaction or dissatisfaction experienced by individuals as a result of the discrepancy between their expectations and the performance or results of a product. If performance does not meet expectations, customers will be unhappy. Customers will be satisfied if the performance meets their expectations. When a performance exceeds expectations, customers will be truly happy. Dissatisfied customers may choose to move and hesitate to hire Make Up Artist services in the future.(Rahmawati, 2020)

Nowadays, social media provides a great opportunity for business owners to advertise their goods or services more quickly, and also allows customers to see goods and services directly through social media. One example is the increasing interest in using MUA services at various events, this is noted by providers or owners of makeup services who then use the right promotional strategies to develop their services. It is true that there will be an increase in advertised cosmetic services. Iskandar (2021) defines promotional strategy as an effort to spread communication about the existence of a product in the market to the general public, with a focus on target consumers. With the advancement of communication and technology in today's era, social media has become a popular promotional tool for businesses. Business actors now have a great opportunity to promote their products or services more quickly by using social media which was previously limited to face-to-face interactions. In addition, consumers can see products and services directly through social media, saving them time. Social media is a highly sought-after communication tool, especially in the promotional industry. Social media platforms that are currently trending include Facebook, Instagram, and Tik Tok.(Ariani et al., 2022). The increase in service promotion is greatly influenced by the use of social media platforms such as Instagram. Uploading and sharing images and videos to the internet is the main purpose of the Instagram social networking platform. According to Ernayani (2021), there are several features on Instagram that can be used as promotional tools. These features include: (1) uploading photos as a means for service providers to promote their work in the form of images or videos; (2) saving photos through the application and uploading them; and (3) using the follower feature that allows users to follow business owners on Instagram as a way to build networks with other users. There are also many other new features that are implemented every year.(Ariani et al., 2022).

## 2. LITERATURE REVIEW

### Request

Demand is the customer's desire to buy an item within a certain period of time at different price points (Manurung, 2002). Noer (2008) defines demand as a product or service that is prepared and able to be purchased by customers under certain circumstances at a certain time. Sugiarto (2002) defines demand as the amount of product or service that the market is willing to pay for. This is based on the idea that everyone has needs. This desire generates demand for products that satisfy human desires. On the other hand, demand is described as a function that displays the anticipated purchase level schedule when viewed from an economic perspective (Ramadhani et al., 2024).

Demand theory according to Alfred Marshall, the magnitude of price changes determines the magnitude of demand changes. Here, the relationship between supply and demand is inversely proportional to the comparison between price and demand. So, the law of demand refers to the inverse relationship between price and demand. (Futong, 2003:32-33).

Demand can be defined as the range of quantities of a good or service that buyers are willing to pay for at different prices. (Soeharno, 2007:13)(Sharia & Science, nd)

Demand is the amount of goods or services that customers want at various price points, at a particular time, in a particular location, or in a particular market (Palutturi, 2005). According to Lipsey (1990) defines demand as the quantity sought and requested. This is the amount a family will spend on a good at a particular price, taking into account the prices of other products, income, preferences, etc. (Parung, 2014).

Consumer demand theory explains a good or service, as well as the relationship between the desired quantity and price and the development of the demand curve, all explained by demand theory. In reality, a number of variables influence a person's or society's demand for a good or service. (Zaharah, 2021)

The theory of demand according to Sugiarto (2005) describes the nature of consumer desires for commodities (goods and services), as well as the relationship between quantity demanded and price and how the demand curve is formed. The theory behind the law of demand states that the amount of a good or service desired will increase as its price decreases, and vice versa when its price increases. A person's desire for a good or service is expressed in the form of demand; their ability to obtain a product or service determines how much they want or need it. Dewi (2013).

### Price

One component of the marketing mix that drives revenue is price; the remaining components incur costs. The most readily changeable components of a marketing campaign are price, promotion, channels, and even product attributes that take more time. Price also communicates to the market the company's targeted value position with respect to its brand or product. If a product is well designed and promoted, it may command a higher price and generate significant profits.(Muslimin et al., 2020). In Arabic, the word "price" (tsaman or si'ru) refers to the value of something and the price agreed upon by both parties (an-taradin). In English, pricing is called "price". The term "tsaman" is used more often than "qimah", which indicates the final price. agreed. While the price of goods is determined by si'ru. The price of a good or service is the monetary value that is equivalent to its value.(Muslimin et al., 2020). The value attributed to the goods exchanged is the price. Price can also refer to the purchasing power of benefits and satisfaction. The exchange value of a particular product or service increases with the extent to which a person benefits from it. The cost of an item, rent, medical expenses, and school fees are some examples of what falls into the price category. This total amount is the price paid for the goods or services rendered. A theory known as price theory explains how markets determine the prices of commodities. The quantity demanded and supplied of a good determines its price, although the forces of supply and demand that affect the price of a good are determined by various circumstances.(Muslimin et al., 2020) Ibn Taimiyyah's Opinion on Price (Amalia, 2005: 164-182)

1) Price is a process driven by the forces of attraction that exist between producers and consumers in the input (production factors) and output (goods) markets. Price is an amount of money that indicates the exchange value of a particular item.

2) Ibn Khaldun's opinion on price (Adiwarman, 2004: 367)

According to Ibn Khaldun, price is a legitimate supply and demand. The price of gold and silver, which are monetary standards, is the only exception to this rule. Depending on the market, the prices of all other commodities can change. An item will be more expensive if it is uncommon and in high demand. An item has a low price if it is abundant.

3) Ibnu Qayyim's opinion regarding price setting (Perwataatmadja, 2006: 94).

According to Ibnu Qayyim's logic, the determination of prices should be left to the market, so prices should be determined by the forces of supply and demand in the market. He suggested government involvement to raise market prices if this happens. (Iqbal, 2012).

### Satisfaction

According to (Peter J. Paul and Olson Jerry C., 2010), customer satisfaction is an expression of psychological conditions that arise when expectations are not met and are exacerbated by feelings that arise towards consumers who have actually consumed the product.(Cesariana et al., 2022). Consumer satisfaction according to Kotler in his research publication (Handoko, 2017), is a feeling of satisfaction or dissatisfaction that begins with a comparison between his views on the capabilities or results of a product with his expectations (Cesariana et al., 2022).

According to Adisaputro (2010:67) defines satisfaction as an individual's emotional state resulting from a comparison between their expectations and the perceived performance of a product (i.e. results or outcomes). Consumer satisfaction according to Kotler and Keller (2009:50) is an evaluation resulting from differences of opinion regarding how well a product performs with customer expectations. These expectations are defined as follows: (1). When a performance does not meet expectations, the customer is not happy. (2) Customers will be happy if the performance is in accordance with their expectations. (3) Customers will be very happy or satisfied if the performance meets or exceeds their expectations (Gita Cahyani & Sitohang, 2016).

Consumer satisfaction according to Christian et al. (2016), is a state where customers feel satisfied or dissatisfied with the fulfillment of their goals and expectations regarding the offerings, costs, facilities, and services provided. If customer expectations and desires are met, they will feel satisfied; if not, they will feel dissatisfied. Consumer satisfaction according to Kotler and Keller (2009:138) is an emotion that a person has when comparing the perceived performance (results) of a product with what they have anticipated (Roselina & Niati, 2019).

Satisfaction is a feeling of pleasure or disappointment that comes from their comparison, they may feel satisfied or disappointed (Kotler et al., 2007: 52). A customer's sentiment towards the service they receive is customer satisfaction (Qomariah, 2016). According to the concept given above, expectations and perceptions of performance determine pleasure. Customers are not happy if the performance does not match their expectations. Customers are happy when performance meets their expectations. When a performance exceeds customer expectations, they are very happy. Satisfied customers will only easily change their minds if they accept a better offer if the business places a high priority on customer satisfaction. In contrast, very happy customers find it more difficult to make other decisions. A high level of pleasure or happiness leads to emotional rather than just rational commitment to a brand, thereby increasing customer loyalty (Izzuddin & Muhsin, 2020).

### Social Media

According to Wikipedia, social media is a tool or communication channel that consumers use to connect and communicate online via the internet. Through social media, users can connect and communicate by sending messages in the form of text, images, audio, or video. Wikis, blogs, and other social media are examples of social media that are commonly used today. According to

Andreas Kaplan and Michael Haenlein, social media is an online tool used by organizations founded on ideology and technology to create user-generated content. Each social media platform has a unique format. Six categories of social media are distinguished by Haenlein and Kaplan: content groups (such as YouTube), microblogs and blogs (such as Twitter), collaborative agendas (such as Wikipedia), virtual games (such as World of Warcraft), virtual social media (such as Second Life), and social networks (such as Instagram). (Feroza & Misnawati, 2021). A communication message can be communicated effectively through social media. In the communication process, social media becomes a tool for delivering messages to message recipients. Social media provides a means of contact that is more intimate, unique, and reciprocal. Manufacturers can use social media to study their customers' behavior, interact with them personally, and establish closer bonds with them. Social media refers to the habits, behaviors, and practices of various groups of people online who come together to exchange knowledge, insights, and perspectives using conversational media. Web-based tools known as conversational media allow users to exchange and share text, photo, video, and/or audio information (Rizky & Dewi Setiawati, 2020). Social media refers to online content that allows people to share, communicate, collaborate, contribute, and establish virtual social relationships with other users. Social media is a digital world where individuals create and engage with social realities both locally and globally. The ideals that permeate society can be found on the Internet in the same or different ways. Indeed, a number of Internet studies experts argue that social media on the internet reflects real-world events. (Kartini et al., 2020)

#### **e. Factors Influencing Customer Satisfaction With Demand for Make Up Artist (MUA) Services.**

##### **1) Customer satisfaction**

In order for clients and customers to keep coming back to Kya Stephanie Make Up, they must always monitor and uphold the quality of their make-up and makeup services, and always provide new innovations and attractive, satisfying make-up results that differentiate them from other make-up artists (MUA). If everything is done correctly and with the best ability, clients and consumers will feel the quality of the make-up and satisfying service.

##### **2) Social media**

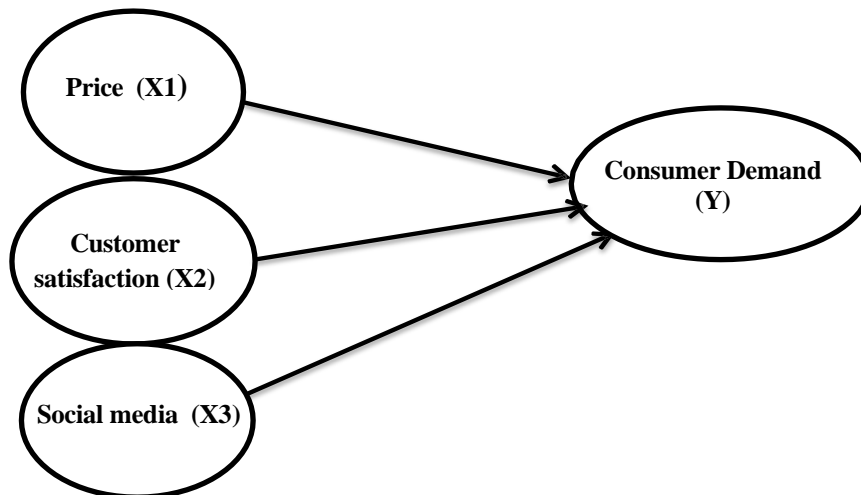
Based on research findings, word of mouth marketing, and uploading makeup results on Instagram and Facebook are also still used as part of the marketing approach. The social media marketing plan on Instagram and Facebook is still a marketing strategy implemented by Salon Kya Stephanie because it has the greatest impact on business growth. The number of customers who apply for makeup services will increase with the right marketing plan and following current trends while maintaining the quality of service. Social media such as Instagram and Facebook which have a high level of consumer interest are very successful and affordable marketing techniques to promote cosmetic services. By displaying their portfolios, Instagram and Facebook can also help those who are interested in using makeup services so that they reach the world, not just one scope.

##### **3) Determination of Selling Price of Make Up Artist Services for Kya Stephanie Salon**

Determining the right selling price in a business is very important. Because without the support of the right selling price determination method, it is impossible for a business to obtain the desired profit. The selling price is determined by adding the costs incurred and the desired profit. Maximum profit is the target of every business. (Zafirah & Putri, 2022) This is in accordance with the interview excerpt with Mrs. Kamriah, S. Kep, Ns. as the owner of the Kya Stephanie Make Up Salon business which is presented as follows: "Here there are various levels of selling prices for the make-up services for the marriage contract. The price list for the marriage contract services here is divided into 3 (four) types, namely the marriage contract make-up service, marriage contract package 1, marriage contract package 2, and marriage contract package 3. The selling price of each of these services varies from Rp. 1,500,000, -, and Rp. 6,500,000. For a special package of 1x make-up without a wedding dress, it is offered for Rp. 1,500,000, -. free softlens. For the marriage contract package 2, namely 1x marriage contract make-up free softlens and a pair of wedding dresses, the price offered is Rp. 2,500,000,-. For the 3-day wedding package,

which is 3x makeup free softlens and 3x change of wedding clothes, the price offered is Rp. 6,500,000,-. For the duration of the wedding make-up, it is a minimum of 1 hour and a maximum of 2 hours. For the age of the wedding make-up service users, it is from 19 - 30 years and above.

The conceptual framework in this research is as follows:  
Conceptual Framework **Hypothesis**



The hypothesis in this study is as follows:

1. It is suspected that price influences consumer demand.
2. It is suspected that customer satisfaction influences consumer demand.
3. It is suspected that social media influences consumer demand.

### 3. RESEARCH METHODS

The approach that will be used in this research is a survey with a data collection technique by distributing questionnaires to 40 respondents who are have used MUA services as the population and sample in this study. According to Sugiyono (2018) the survey method is a quantitative research method used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics, behavior, relationships of variables and to test several hypotheses about sociological and psychological variables from samples taken from a particular population, data collection techniques with observations (interviews or questionnaires) that are not in-depth, and research results tend to be generated. The software as a supporting tool for this research is SPSS statistics version 22 which is used for all data analysis tests. From a comprehensive study of the research hypothesis taken from all data test results. The t-test is used to determine the partial effect.

### 4. RESEARCH RESULT

#### Validity and Reliability Test

**Table 1.** Validity and Reliability Test

No.	Variables	Item	R Count	R Table	Information
1.	Price_X1	X1.1	0.739	0.312	Valid
		X1.2	0.641	0.312	Valid
		X1.3	0.605	0.312	Valid
		X1.4	0.732	0.312	Valid
		X1.5	0.538	0.312	Valid
2.	Customer Satisfaction_X2	X2.1	0.633	0.312	Valid
		X2.2	0.717	0.312	Valid
		X2.3	0.712	0.312	Valid

		X2.4	0.729	0.312	Valid
		X2.5	0.649	0.312	Valid
3.	Social Media_X3	X3.1	0.679	0.312	Valid
		X3.2	0.671	0.312	Valid
		X3.3	0.746	0.312	Valid
		X3.4	0.766	0.312	Valid
		X3.5	0.583	0.312	Valid
4.	Consumer Demand_Y	Y.1	0.755	0.312	Valid
		Y.2	0.815	0.312	Valid
		Y.3	0.843	0.312	Valid
		Y.4	0.783	0.312	Valid
		Y.5	0.821	0.312	Valid

a. Data Validity Test

From table 1, it can be concluded that the results of data processing using validity testing with the help of IBM SPSS Statistics 22 for Windows software present valid data because all items from the 3 variables have a calculated R value greater than R table.

b. Data Reliability Test

**Table 2.** Reliability Test Results

No.	Variables	Cronbach's Alpha	Information
1.	Price_X1	0.803	Reliable
2.	Customer Satisfaction_X2	0.832	Reliable
3.	Social Media_X3	0.849	Reliable
4.	Consumer Demand_Y	0.860	Reliable

Source: Primary Data processed 2024

All evaluated items can be categorized as reliable based on table 2 above, where the Cronbach's Alpha value for all statement items is > 0.60.

**Multiple Linear Regression Analysis**

**Table 3.** Multiple Linear Regression Test

		Coefficientsa				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.901	1,515		.594	.556
	Price_X1	.394	.143	.419	2,751	.009
	K.Custome r_X2	.105	.181	.102	.577	.568
	Social Media_X3	.442	.163	.430	2,718	.010

a. Dependent Variable: Consumer Demand\_Y

Source: Primary Data processed 2024

From table 3 it can be seen that the constant value ( $\alpha$  value) is 0.901. Price (B value) is 0.394 while Customer Satisfaction (B value) is 0.105, and Social Media (B value) is 0.442, so that the multiple linear regression equation is obtained as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 0.901 + 0.394X_1 + 0.105X_2 + 0.442X_3 + e$$

The explanation of the results is as follows:

- 1) The constant value of Consumer Demand (Y) is 0.901, which states that if the Price variable (X1), Customer Satisfaction variable (X2), and Social Media variable (X3) are equal to zero, then the Consumer Demand variable is 0.901.
- 2) The X1 coefficient of 0.394 means that there is an increase in the Price variable (X1) by 1 unit, then Consumer Demand increases by 0.394 (39.4%). Thus, the Price variable (X1) has a positive effect on Consumer Demand Decisions (Y).
- 3) The X2 coefficient of 0.105 means that there is an increase in the Customer Satisfaction variable (X2) by 1 unit, then Consumer Demand increases by 0.105 (10.5%). Thus, Customer Satisfaction (X2) has a positive effect on Consumer Demand (Y).
- 4) The coefficient (X3) of 0.442 means that there is an addition of the Social Media variable (X3) by 1 unit, then Consumer Demand increases by 0.442 (44.2%). Thus, the Social Media variable (X3) has a positive influence on Consumer Demand (Y).

## Hypothesis Test

### Simultaneous Hypothesis Testing (F Test)

**Table 4.** F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	285,180	3	95,060	57,812	.000b
	Residual	59.195	36	1,644		
	Total	344,375	39			

a. Dependent Variable: Consumer Demand\_Y

b. Predictors: (Constant), Social Media(X3), Price(X1), Customer Satisfaction(X2)

Source: Primary Data processed 2024

From the data in table 4, it is concluded that the test results of the calculated F value of 57.812 > F table 2.86 with a significant value of 0.000 < 0.05. Therefore, it is concluded that there is a positive and significant influence simultaneously or together on the Price variable (X1), Customer Satisfaction variable (X2), and Social Media variable (X3) on the Consumer Demand variable (Y).

### T-test

Based on table 3, information was obtained that:

- 1) First Hypothesis Testing (H1)

There is a significant value in the Price variable (X1) on Consumer Demand (Y) which is 0.009 > 0.05 and the calculated t value is 2.751 > t table 1.687, where H0 is rejected and H1 is accepted so that partially the Price variable on Consumer Demand has an influence but is not significant.

- 2) Testing the Second Hypothesis (H2)

There is a significance value on the Customer Satisfaction variable towards Consumer Demand of 0.568 > 0.05 and the calculated t value of 0.557 < t table 1.687, so the



conclusion is that H0 and H2 are rejected, which means that there is no partial and significant influence between the Customer Satisfaction variable and Consumer Demand.

3) Testing the Second Hypothesis (H3)

There is a significance value on the Social Media variable on Consumer Demand of  $0.010 > 0.05$  and the calculated t value is  $2.718 > t$  table 1.687, so the conclusion is that H0 is rejected and H2 is accepted, which means that there is a partial but insignificant influence between the Social Media variable on Consumer Demand.

## Discussion

### a. Price to Consumer Demand

In the results of the study that have been explained using the Multiple Linear Regression analysis technique, it is proven that the value of  $\beta_1 = 0.394$  with a sig. 0.009, this can be interpreted as having a positive influence of Price on Consumer Demand among MUA service users. In the data processing, the price touches a constant value of 0.901 (90.1%), then the unit value will be 0, and there will be an increase in consumer demand of 0.394 (34.9%). The level of accuracy of the influence and significance of the data processing of the price variable on consumer demand itself has an influence but is not significant. These results illustrate that the price set by the MUA will be in accordance with the quality and durability of the make-up applied to prospective consumers, so that the price is an agreement made at the beginning according to consumer demand.

### b. Customer Satisfaction with Consumer Demand

In the results of the study presented previously using multiple linear regression analysis techniques, it was proven that the value of  $\beta_2 = 0.105$  with a sig position of 0.568. This means that the Customer Satisfaction variable has a positive impact on the Consumer Demand variable. However, in the processed data, the customer satisfaction value touches a constant number of 0.901 (90.1%), so the unit value will be 0, and there will be a decrease of 0.105 or equivalent to 10.5%.

However, in the test of the level of accuracy and significance, these two variables do not have any influence and are significant. This condition illustrates that customer satisfaction with consumer demand is still quite good for those interested in using MUA services. This is of course because customers are happy when the MUA's performance meets their expectations or when the MUA's work exceeds customer expectations.

### c. Social Media to Consumer Demand

In the results of the study that have been explained using the Multiple Linear Regression analysis technique, it is proven that the value of  $\beta_3 = 0.442$  with a sig. 0.010, this can be interpreted as having a positive influence of Social Media on Consumer Demand among MUA service users. In the social media data processing, it touches a constant value of 0.901 (90.1%), then the unit value will be 0, and there will be an increase in consumer demand of 0.442 (44.2%). The level of accuracy of the influence and significance of the price variable data processing on consumer demand itself has an influence but is not significant. These results illustrate that the role of social media certainly has an influence on online content references that allow MUAs and consumers themselves to share, work together to share the results of their make-up application. Not only that, social media is also used by MUAs as a means of communication with consumers who want to use their services.

## 5. CONCLUSION AND SUGGESTIONS

### Conclusion

Based on the results of the research and discussion that have been presented previously, it is thus concluded that Price has an effect but is not significant on customers, and Customer Satisfaction has a positive impact on Consumer Demand, but in testing the level of accuracy and

significance, these two variables do not have an effect and are significant. This condition illustrates that customer satisfaction on consumer demand is still fairly good for those interested in using MUA services. As for Social Media, it has an effect but is not significant. These results illustrate that the role of social media certainly has an effect on online content references that allow MUAs and consumers themselves to share, work together to share the results of their make-up application.

### Suggestion

In increasing customer demand, MUA should set prices that are in accordance with the quality of products and service results that are able to compete among MUA service entrepreneurs. The existence of appropriate prices allows customers to feel satisfied. In terms of customer satisfaction, MUA should improve product quality and service quality. This is a stimulus to achieve customer satisfaction and this certainly has the potential to increase customer demand. Social Media is a platform to showcase the results of services to attract customer interest. Social media is a very effective promotional tool and MUA should showcase the best results to attract consumer interest. By displaying the portfolio they have so that more and more people are interested in using makeup services.

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