Effect of Perception of Price and Quality of Service to Customer Loyalty through Customer Satisfaction
(Survey on Mayang Salon West Jakarta)

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ABSTRACT: *This study aims to analyze the influence of price perception, and quality of service to customer satisfaction and its impact on customer loyalty Mayang Salon in Jakarta. The sample used in this study amounted to 232 respondents taken with purposive sampling technique. Data analysis in this study using Structural Equation Modeling (SEM) is done with the help of SEM program from SPSS AMOS. The results showed that, each independent variable that is price perception, and service quality have positive and significant effect to customer satisfaction. The variable of customer satisfaction in this study also proved to have a significant effect on customer loyalty. Besides, this research also proves that customer satisfaction variable is proved to mediate (intervening) the influence of both independent variables namely, price perception and service quality to customer loyalty Mayang Salon in Jakarta.*

Keywords: Perception of price and quality of service, customer satisfaction and Customer loyalty.

I. Background

Every woman always wants to have a perfect appearance. Not only in a dress, but also beauty on facial skin and body has become a top priority in appearance. Pretty is the key for women who can make women more confident. Skin and facial treatments such as spas and skincare become a potential business opportunity in Indonesia. With a good potential in the beauty industry, the companies also make various types of beauty care salon, as it is now a lot in the market of spa and skin care. Of the two beauty treatments is one that is currently being discussed is rampant skin care. This can be seen in the following figure:
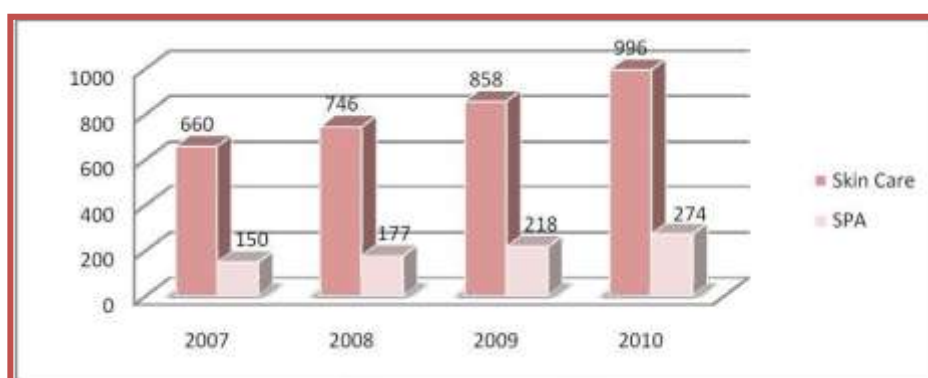
Picture 1.1 Data *Market Anylisis*
Source: Data *Spire Research and Consulting Market AnalysisinMarketing Magazine*05/X/Mei/2010

From Figure 1.1 it is evident that the growth of the skin care market has always improved, with an average growth of 7% per year compared to spas. The growth of the skin care market that is happening now is in line with the business conditions in the beauty industry with the rise of companies engaged in the beauty industry.

The development of the beauty industry will continue to grow in addition to the many beauty salons and many women a variety of ways that are done to keep looking beautiful one of them by doing beauty treatments one example is salon service. Beauty treatments are increasingly evolving as daily necessities,

ranging from hair care, facial care, and body care, so many companies are offering beauty care services such as Mayang Salon.

Mayang Salon is a women's special salon that offers skin and facial treatments. Mayang Salon established since 2015 and has 2 employees. Mayang Salon provides a solution to the unique needs of facial skin care that face problems such as: acne (acne), blackheads, pockmarks (scar), black spots (hyperpigmentation), premature aging (photoaging), enlarged pores, and dry, sensitive and so on. Mayang Salon is supported with modern technology such as, laser, galvanic, and vacum.

Here is the data member Mayang Salon:
15 JULY 2015 - December 31, 2017
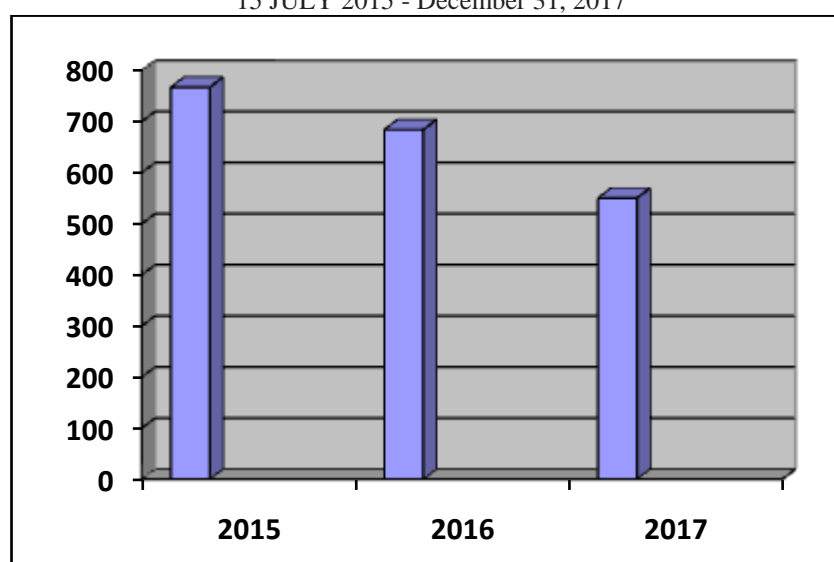
Picture 1.2 Data MembersMayang Salon
Sumber :Mayang Salon

From Figure 1.2 it is clear that the number of Mayang Salon visitors has decreased in the last few years has seen a significant decrease. This allegedly indicates the lack of customer loyalty to the quality of service at Mayang Salon.

Business competition is so tight causing the company to meet customer needs in order to provide customer satisfaction. According to data from Berita Satu.com, salon business growth in Indonesia increased between 10-15 percent in 2015 compared to last year's achievement.

According to Indonesian beauty expert Rudy Hadisuwarno, the world of beauty is no longer related to lifestyle but become a business entity even able to absorb a lot of professional workforce. Beauty business is not only present in star hotels, shopping centers, famousshophouses. However, it has now spread to traditional markets, garages and home-based living spaces. This condition proves the beauty business has been very rapid development as a reference, entrepreneurs who joined the association of beauty professions Tiara Kusuma amounted to 100,000 entrepreneurs from across the archipelago. Of these figures, as many as 30,000 entrepreneurs are in East Java.

Customer loyalty greatly affects the business progress of a company because the cost required to attract a single customer is much greater than the cost incurred to maintain one loyal customer. Furthermore, continuous customer loss will cause a company to become bankrupt. Therefore, the company must maintain and retain its customers by increasing loyalty. Steps taken to maintain customer loyalty by giving greater priority to old customers than priority to getting new customers. Therefore, customer loyalty based on pure and continuous satisfaction is one of the greatest assets that may be obtained by the company.

Previous research has also conducted studies related to variables that fit this research, including research conducted by El Salam, et.all (2013) entitled The Impact of Corporate Image and Reputation on Service Quality Satisfaction and Customer Loyalty states there is an influence which is significant between service quality and customer loyalty. Khan, et. all (2010) under the title Service Quality and Customer Satisfaction of The Beauty - Care Service Industry In Dhaka states that service quality is very significant with

customer satisfaction. Research by Budiastari (2016) under the title The Influence of Product Quality, Price Perception And Brand Image On Satisfaction And Customer Loyalty states all significant variables, product quality, price perception, and brand image have values below 0.05 together through customer satisfaction has a significant impact on loyalty. However, researchers found a research gap in the journal Joshua, et al (2013) entitled Analysis of the Influence of Brand Image, Price Perception, and Service Quality to Urban Kitchen Customers stated that price perception has no significant effect on customer loyalty. Abdelmo'tiet all. (2012) Customer satisfaction will be able to create customer behavior profitable for the company. Jirawatet all. (2009) states that consumers who are satisfied with the services provided by the company will cause them to become repeattvisitor or re-buy. The ability to react quickly will create higher customer retention that will eventually create sales and can increase customer loyalty (Zhaohua et al., 2010). The results of observation above shows that the pricing and quality of service Mayang Salon needs to be considered and even improved to improve the quality of service better than ever. Employee performance is very influential on the quality of service because employees face to face with customers. Unfortunately there are still complaints from customers and the performance of Mayang Salon employees is still not good. The lack of hospitality of the receptionist in serving the customer makes the customer less comfortable communicating with the receptionist and the capster likes chatting with other capsters while serving the customer so as to make the customer feel uncomfortable. In addition, massage is given less long. At certain hours or at noon Mayang Salon is very crowded and full, so visitors have to queue up long enough and even some customers decide to move to another salon. In addition, there are complaints from customers in the box of criticism and suggestions provided by Mayang Salon, has not been maximally responded by Mayang Salon, as evidenced by the many complaints about the price, quality of service at Mayang Salon.

Based on the problems contained in the identification of the problem then the formulation of the problem in this study include:
1. Does price perception have a significant effect on customer satisfaction of Mayang Salon?
2. Is the quality of service a significant effect on customer satisfaction Mayang Salon?
3. Does customer satisfaction significantly influence customer loyalty Mayang Salon?
4. Does price perception have a significant effect on customer loyalty of Mayang Salon?
5. Does the quality of service significantly affect the loyalty of Mayang Salon customers?

Customer loyalty
According to Lovelock in Sulistiyanto (2016) explains loyalty is the willingness of customers to continue to buy from a company in the long run and recommend products to friends and colleagues, including preferences, wishes and intentions of the future.
Meanwhile, according to Griffin (2005) customer loyalty is a buying behavior that can be defined as non-random purchases are disclosed from time to time by several decision-making units.
Reicheld and Sasser in Anuwichanot (2010), stated that loyal customers are very important in business to gain competitive advantage. Firstly, it is much cheaper to retain current customers than to find new customers. Secondly, the loyal customers tend to discuss the experience positively rather than the non-loyal customers. Third is creating the potential of word of mouth advertising at no additional cost to the service provider.
According to Sheth in Lapse (2013) customer loyalty is a picture of consumer response in consistent repeat purchase. The Dimensions of Surya Loyalty and A. Setiyaningrum (2009) in Lapse (2013) states 3 dimensions of loyalty namely: Repurchase, Recommendation, Feelings after purchase.

II.   Customer satisfaction

For customer-centered companies, customer satisfaction is the goal and means of the company. A growing number of competitors require companies to have a specific strategy to compete, survive and thrive. "Satisfaction is the feeling of pleasure or disappointment of a person arising from comparing perceived performance of a product (or outcome) to their expectations" (Kotler, 2010: 138). Customer satisfaction by Engel et al (1990: 45) in Martha (2015) is "a full-time evaluation that at least provides outcomes equal to or exceeds customer expectations. While dissatisfaction arises when the results obtained do not meet customer expectations ". Tjiptono (2008: 24) states that: "customer satisfaction or dissatisfaction is a customer response to the evolution of discrepancies / disconfirmations perceived between previous expectations (or other performance norms) and the actual performance of products perceived after their use". Hennig-Thurau and Klee (1997) in Sulistiyanto (2015), expressing customer satisfaction is associated with fulfilling the social needs of customers, and the repeated fulfillment of these social needs creates an emotional bond that ultimately underlies a commitment. The dimensions of customer satisfaction according to Consuegra (2007) there are 3 dimensions of satisfaction are: Performance perception, suitability expectations, customer ratings.

Price Perception

According toSchiffmandanKanuk(2004:186),"*howa consumerperceivesaprice(ashigh,aslow,asfair)has a strong influence on both purchase intentions and purchasesatisfaction*",which means that price perception is a view or perception of the price of how a customer perceives a particular price (high, low, reasonable) affects a strong influence on buying intent and purchasing satisfaction. According to Peter and Olson (2010:447) *"Price perception concern how price information is comprehended by consumers and made meaningful to them."*This means that how price information can be understood by customers and be meaningful to customers.

Xia et al in Lee and Lawson-Body (2011: 532) argue that price perceptions are customer ratings and associated emotional form of whether the price offered by the seller and the price compared to the other is logical, acceptable or justified.
From the above discussion, it can be concluded the perception of the price is the view of the customer in seeing the price seen from the high and low prices affecting purchasing decisions. Price dimension according to Kotler and Armstrong in Lapseau (2013) there are 3 dimensions of price that is: affordability of product price, conformity of price with product quality, and conformity of price with benefit.

Quality of Service
1) Quality of service is the whole variety of characteristics and characteristics of a product or service in terms of ability to meet a variety of needs that have been determined or latent. Various characteristics of the services above, are considered important in determining the quality of services and services. Therefore, Parasuraman et al (1988) suggested three main themes in determining the quality of services, as follows:
2) For customers, the quality of service is more difficult to measure than the quality of the goods.
3) Quality of service is the result of comparison between what is expected by the customer and the performance received.
4) Evaluation of services not only on the merits of services, but also includes evaluation of the sending process (*deliveryprocess*).

Good service quality can be a competitive advantage for service companies as proposed by Valerie A.Zeitahml, A. Parasuraman and Leonard L.Berry (1996) that: "*A second factor behind service quality's rising prominence is that superior quality is proving to be winning competitive strategy. They use service to be different, they use serviceto increase productivity, they use service to earn the cutomer's loyalty, they use service to fan positive word- of-mouth advertising, they use service to seek same shelter from price competititon (Valerie A.Zeitahml, A. Parasuramandan Leonard L.Berry,1996)".*

From the definition above it can be concluded that the quality of service is the key to achieve success. Whether or not the quality of service of goods or services depends on the ability of producers to meet customer expectations consistently. Customers who feel indirectly will create loyalty, and encourage word-of-mouth recommendations, and even improve the company's image in the eyes of customers. Therefore the quality of service should be the main focus of company attention.

III.   Service Quality Dimension
Parasuraman in Khan (2010), suggests 5 dimensions in determining the quality of services, as follows:
1) *Reliability*, namely the ability to provide services in accordance with the promises offered.
2) *Responsiveness*, which is the response or alertness of the employees in helping the customer and provide fast and responsive service, which include: employee's alertness in serving customer, employee's speed in handling transaction, and handling customer's complaint.
3) *Assurance*, including the ability of employees to the knowledge of the product appropriately, the quality of hospitality, attention and decency in providing services, skills in providing information, skills in providing security in utilizing the services offered, and the ability to instill customer confidence in the company. This dimension of assurance or guarantee is a combination of dimensions:
4) *Emphaty*, which is the individual attention that the company gives tocustomers such as ease to contact the company, the ability of employees to communicate with customers, and the company's efforts to understand the wants and needs of its customers. This emphaty dimension is a combination of three dimensions, as follows:
5) **Access** (access), including the ease to take advantage of services offered by the company.
   a) **Communication** (communication), is the ability to communicate to convey information to customers or how to obtain input from customers.

    b) **Understanding of the customer** (understanding the consumer), includes the company's efforts to know and understand the needs and desires of customers.

6) **Tangibles**, covering the appearance of physical facilities such as buildings and rooms, availability of parking space, cleanliness, tidiness and comfort of the room, completeness of communication equipment, and employee appearance.

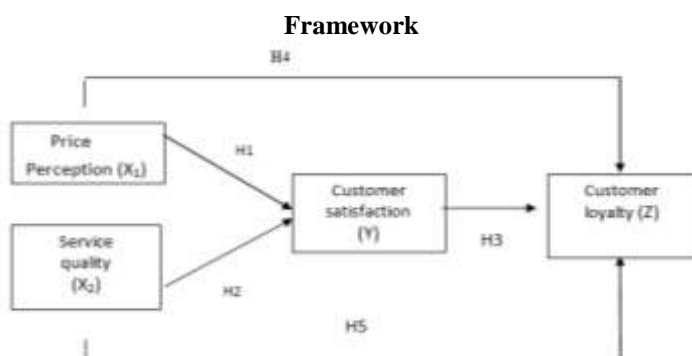**Price Perception, Service Quality, Customer Satisfaction and Customer Loyalty.**

    Previous research by Dias et.all. (2012) and Rattshaket. all. (2011) find the price has a significant influence and relationship with customer satisfaction. Fornellet. all in Sulistiyanto (2015) found that price perceptions affect satisfaction in a macroeconomic study including seven industry sectors.

    Voss, et.all in Sulistiyanto (2015), finds price perceptions affecting satisfaction in an experimental setting including check in scenarios in hotels. According to Monroe (1989), the price of an item can affect customer satisfaction, because the price can provide attractiveness or just the opposite, can cause customer reluctance to a product.

    The results of research conducted by El Salam, et.all (2013), entitled The Impact of Corporate Image and Reputation on Service Quality Satisfaction and Customer Loyalty states there is a significant influence between service quality and customer loyalty. Khan, et. all (2010) under the title Service Quality and Customer Satisfaction of The Beauty - Care Service Industry In Dhaka states that service quality is very significant with customer satisfaction.

    Woodside in Sulistiyanto (2015), subscription satisfaction as well as whole with service is a function of the overall service quality and overall service satisfaction is affected separately both by the quality of service to the satisfaction of life. Akbar and Parvez (2009) in his research found that customer satisfaction has a positive and significant relationship to customer loyalty. Bowen and Chen (2001) state that customer satisfaction is closely related to customer loyalty, where satisfied customers will become loyal customers.

    Schiffman and Kanuk (2000) in wahyudi (2005) indicate how consumers perceive prices, whether high or low, will have a strong influence on purchasing intensity and customer satisfaction. In addition, the general marketing literature supports the idea that price factors influence customer price perceptions, which in turn contribute to customer loyalty (Reichheld in Sulisiyanto 2015). Ranawera and Nelly (2003) suggest that price perception has a direct linear relationship with customer loyalty in the telecommunication sector. Research Cheng et. all (2008) also found a positive influence between price perceptions on loyalty and evidenced by the results Anindita Research (2010) which concluded that the perceived good price by customers will have a positive impact to increase loyalty.

Framework

H1: Price perceptions (X1) have a significant effect on satisfaction
customer (Y)
H2: Quality of service (X2) has a significant effect on customer satisfaction (Y)
H3: Customer satisfaction (Y) has a significant effect on customer loyalty (Z)
 H4: Price perceptions (X1) significantly influence customer loyalty (Z)
H5: Quality of service (X2) significantly affects customer loyalty (Z)

IV. Research methodology

The population is a composite of all elements in the form of events, things or people who have similar characteristics that become the focus of a researcher because it is seen as a study (Ferdinand, 2006). Population in this research is all a member active year 2017 that is 210 member.

Sample

The sample in this research is Mayang Salon Jakarta customer. The size of the sample is strongly influenced by many factors, among others, research objectives. The population in this study is known the number of active members in 2017 as many as 550 people. Therefore the authors used the sampling technique formulated by using the Slovin formula (1960) in Ridwan (2005) with the following formula:

$$n = N / N (d) 2 + 1$$

n = sample; N = population; d = precision value of 95% or sig. = 0.05.

$$n = 550/550 (0,05) 2 + 1 = 231,6 \text{ n} = 232$$

Sampling method is purposive sampling. Purposive sampling is done by taking samples from the population based on the criteria determined by the researcher. Criteria of respondents are Mayang Salon Jakarta customers, aged 17 yearsto the top and has been doing maintenance at least 2 times.

V. Results and Discussion

Test Validity and Reliability Instruments

Testing of research instruments include validity and reliability test. Validity and reliability test were performed on four main variables in this research., shows that all items are valid, can be seen from cut off value> 0.3 and all variables have Cronbach Alpha value greater than 0.6, so that variable is declared reliable and deserve to be used as data collector tool.

Test of spread Normality

Normality test is used to see whether the distribution of data has a normal distribution or not. Normality test can be done by observing the critical value (critical ratio) test results on the assessment of normality of the AMOS program. If the critical value is in the range $-2.58 \leq \text{c.r} \leq 2.58$ then it can be said that the data is normally distributed (assumption of normality is met). Conversely, if the critical value (critical ratio) is outside the range it can be categorized abnormal data distribution. Normality test results in this study can be presented in table 4.8 below

Table 1.4Test Result Assumption Normality

Kurtosis	c.r
6,399	2,302

Based on the results of research show the value of c.r.mutivariates 2,302. The number is within the range of $-2.58 \leq \text{c.r} \leq 2.58$ so it can be said that the data used in this study is normally distributed.

Outlier Testing

*Outlier*is an observational condition of a data that has unique characteristics that look very different from other observations and appears in the form of extreme values in either single or combination variables. In this study the detection of multivariate outlier is done by taking into account the value*Mahalanobis Distance*.

Test*Mahalanobis distance* (distance*Mahalonobis*) explains each data is calculated and will show the data distance from the average of all the variables in the mutidimensional space. If the probability value of error (p2) of data on *mahalanobisdistance*highest exceeds a significant level of 0.001, then it can be said does not happen*multivariate outliers*, otherwise it will happen*multivariate outliers*. Because the data with distance *highestmahalanobis*,that cause *outlier*.

From the result it can be concluded that the value of p2 in mahalanobis highest is 0.979. So that can be concluded not happened *multivariate outliers*.

Measurement Model (Validity and Reliability of Constructs)
Validity Test Results

Variabel	Item	*Loading Factor*
X1	X1.3	0,683
X1	X1.2	0,622
X1	X1.1	0,669
X2	X2.5	0,748
X2	X2.4	0,615
X2	X2.3	0,671
X2	X2.2	0,682
X2	X2.1	0,742
Y1	Y1.1	0,665
Y1	Y1.2	0,688
Y1	Y1.3	0,681
Y2	Y2.1	0,588
Y2	Y2.2	0,791
Y2	Y2.3	0,591

Source: data primer, diolah.

Based on the above it can be seen that on all indicators declared valid. This is indicated by the value *loading factor*obtained by each indicator more than 0.5. In general, the limit value used to assess an acceptable level of reliability is if the value of*constructreliability*greater than 0.7 or an extracted variance value greater than 0.5. The following is the result of the reliability test.

Table 1.5 Reliability Test Results

Variabel	Indicator	*Standardized Factor Loading*	SFL Square (Perception)	Error [εj]	Construct Reliability	Variance Extrated
X1	X1.1	0,669	0,448	0,552	0,70	0,43
	X1.2	0,622	0,387	0,613		
	X1.3	0,683	0,466	0,534		
Total		**1,974**	**1,301**	**1,699**		
X2	X2.1	0,742	0,551	0,449	0,82	0,48
	X2.2	0,682	0,465	0,535		
	X2.3	0,671	0,450	0,550		
	X2.4	0,615	0,378	0,622		
	X2.5	0,748	0,560	0,440		
Total		**3,458**	**2,404**	**2,596**		
Y1	Y1.1	0,665	0,442	0,558	0,72	0,46
	Y1.2	0,688	0,473	0,527		
	Y1.3	0,681	0,464	0,536		
Total		**2,034**	**1,379**	**1,621**		
Y2	Y2.1	0,588	0,346	0,654	0,70	0,44
	Y2.2	0,791	0,626	0,374		
	Y2.3	0,591	0,349	0,651		
Total		**1,970**	**1,321**	**1,679**		
Limit Acceptable					**≥ 0,7**	**≥ 0,5**

Source: data primer, diolah.

Correlation between Dimensions

Table 1.6 Inter-Dimensional Correlation Test

Dimension		Corelations					
		Y11	Y12	Y13	Y21	Y22	Y23
		Performance Perceptions	Harness of Hope	Customer Rating	Repeat purchase	Recommendation	After Feelings Flowering
X 11	affordability of product prices	0,695	0,601	0,596	0,537	0,624	0,539
X12	price compliance with product quality	0,577	0,597	0,592	0,534	0,620	0,536
X13	price conformity with benefits	0,607	0,628	0,621	0,561	0,652	0,564
X21	physical evidence	0,620	0,640	0,635	0,573	0,665	0,575
X22	reliability	0,614	0,635	0,630	0,568	0,660	0,571
X23	responsiveness	0,610	0,631	0,626	0,564	0,656	0,567
X24	guarantee	0,660	0,591	0,679	0,535	0,621	0,537
X25	attention	0,608	0,629	0,624	0,562	0,653	0,565
Y11					0,600	0,697	0,603
Y12					0,621	0,721	0,624
Y13					0,616	0,715	0,619

Here the results of matrix correlation analysis in the above table shows the relationship between variables X affect the variable Y with the explanation as follows:

1. Price Perception (X1)
    If seen from the table above can be explained that:
    a. There are all indicators on price perception variables that show a strong correlation value on the indicator variable Y1 Customer Satisfaction. This is seen through the value of r that is in the range 0.50 $<r \leq 0.75$. Even on the X11 indicator the product price affordability shows a strong correlation on the

Y11 indicator of performance perception of 0, 695.

b. On the correlation of indicators on the variable of price perception to the dimension of customer loyalty variable as presented in the table above shows that the correlation value is strong. It can be seen on the indicator of Y2 variable of Customer loyalty that all r values are in the range $0.50 < r \leq 0.75$. Even on the X11 indicator the product price affordability shows a strong correlation on the Y22 indicator of recommendation of 0.624.

2. Quality of Service (X2)
   In the table above presented correlation value indicator variable quality service as follows:
   a. There are several indicators on service quality variables that show a strong correlation value on indicator variable Y1 Customer satisfaction. This is seen through the value of r that is in the range $0.50 < r \leq 0.75$. Even on the X21 tangible indicator (physical evidence) shows a strong correlation on the Y12 indicator of suitability expectations.
   b. On the correlation of indicators on service quality variables to the dimensions of customer loyalty variables as presented in the table above shows that the value of correlation is strong. It can be seen on the indicator of Y2 variable of Customer loyalty that all r values are in the range $0.50 < r \leq 0.75$. Even on the X21 tangible indicator (physical evidence) shows a strong correlation to the Y22 indicator of recommendation of 0.665.

3. Customer Satisfaction (Y1)

   On the correlation of indicators on Customer Satisfaction variables on customer loyalty variable indicator as presented in the table above shows that the value of correlation is strong. Even on the Y12 indicator the suitability of expectations shows a strong correlation to the Y22 indicator of recommendation with a value of r of 0.721, and the Y13 indicator of customer rating is also strongly correlated to the Y22 indicator of recommendation with a r value of 0.715. Correlation is said to be strong if the value of r is in the range $0.50 < r \leq 0.75$.

GoodnesOf Fit after Modification Indices
Table Results GoodnesOf Fit after Modification Indices

Criteria	Hasil	*Cut-off Value*	Evaluasi Model
CMIN/DF	1,796	≤ 2,00	*Good Fit*
RMSEA	0.059	≤ 0.08	*Good Fit*
GFI	0.934	≥ 0,90	*Good Fit*
AGFI	0.895	≥ 0,90	*Marginal Fit*
TLI	0.972	≥ 0,90	*Good Fit*
CFI	0.980	≥ 0,90	*Good Fit*

The table above shows that all goodness of fit criteria have met the cut off value, it is that the evaluation results show a good model. This explains that the model used in this study yielded the expected level of estimation. Thus this model is a good and feasible model to explain the interrelationships between variables in the model.

Hypothesis Testing and Causal Relation
Here is the result of hypothesis testing after most of the criteria of goodness of fit fulfilled. Thus the coefficient value of each factor is more reliable as seen in the causality test in the following table.

TabelPengujianHipotesis

Relationship	Estimate	S.E.	C.R.	Description
Price→Satisfaction	0,431	0,067	6,434	Significant
Quality→Satisfaction	0,423	0,062	6,837	Significant
Satisfaction→Loyalty	1,164	0,093	12,468	Significant
Price→Satisfaction→Loyalty	0,502	0,504	1,651	Significant
Quality→Satisfaction→Loyalty	0,492	0,292	1,683	Significant

Discussion and Results

1. Price perception has positive and significant impact on customer satisfaction. This is because the estimate value shown is positive, that is 0.431 with C.R of 6.434. Where the value of C.R.is much greater than 1.64. Estimate value is positive value indicates that the better the perception of the price is likely to increase customer satisfaction. So it can be concluded that hypothesis 1 is fulfilled.

   The results of this study can occur because the perception of price is the main factor that determines customer satisfaction to increase loyalty. The results of this study in accordance with previous research conducted by Dias et.all. (2012) and Rattshaket. all. (2011) find the price has a significant influence and relationship with customer satisfaction. Fornellet. all in Sulistiyanto (2015) found that price perceptions affect satisfaction in a macroeconomic study including seven industry sectors.

   Voss, et.all in Sulistiyanto (2015), finds price perceptions affecting satisfaction in an experimental setting including check in scenarios in hotels. According to Monroe (1989), the price of an item can affect customer satisfaction, because the price can provide attractiveness or just the opposite, can cause customer reluctance to a product.

   These results have broad implications on the part of the company, which can use the results of this research in an attempt to increase customer loyalty through pricing in accordance with product quality and benefits obtained by customers.

2. Service Quality has a positive and significant impact on Customer Satisfaction. This is because the estimate value shown is positive, that is 0.423 with C.R of 6.837. Where the value of C.R is greater than 1.64. Estimate value of positive value indicates that the better Quality of service then tend to increase Customer Satisfaction. So it can be concluded that hypothesis 2 is fulfilled.

   The results of this study can occur because the quality of service is the main factor determining customer satisfaction to increase loyalty. The results of this study in accordance with previous research conducted by El Salam, et.all (2013), entitled The Impact of Corporate Image and Reputation on Service Quality Satisfaction and Customer Loyalty states there is a significant influence between service quality and customer loyalty. Khan, et. all (2010) under the title Service Quality and Customer Satisfaction of The Beauty - Care Service Industry In Dhaka states that service quality is very significant with customer satisfaction.

   These results have broad implications on the part of the company, which can use the results of this research in order to realize customer satisfaction through the quality of service that must be considered that is from the aspects of physical evidence (tangible) and assurance (assurance) so as to create customer salon satisfaction. products and benefits that customers get.

   1. Customer Satisfaction has a positive and significant impact on Customer Loyalty. This is because the estimate value shown is positive, that is 1.164 with C.R. of 12,468. Where the value of C.R.lebih1,64. Estimate value is positive value indicates that the better Customer Satisfaction is likely to increase Customer Loyalty. So it can be concluded that hypothesis 3 is fulfilled.The results of this study can occur because the better customer satisfaction can increase loyalty. The results of this study are in accordance with previous research conducted by Woodside in Sulistiyanto (2015), customer satisfaction and overall with service is a function of the quality of service and overall service satisfaction is affected separately both by the quality of service to the satisfaction of life. Akbar and Parvez (2009) in his research found that customer satisfaction has a positive and significant relationship to customer loyalty. Bowen and Chen (2001) state that customer satisfaction is closely related to customer loyalty, where satisfied customers will become loyal customers.These results have broad implications on the part of the firm, which can use the results of this research in an attempt to increase corporate earnings if customers are already loyal through satisfaction. Things to note from the aspect of satisfaction is the customer's perception of not switching to another salon.

   2. Quality Service has a positive and significant impact on Customer Loyalty through customer satisfaction. This is because the results yield estimate value of 0.492 with C.R of 1.683. Where the value of C.R is greater than 1.64. This shows that there is a significant indirect effect Quality of service to Customer Loyalty through customer satisfaction. Estimate value 0.492 (positive) which means that increased customer satisfaction caused by better service quality tends to increase customer loyalty. So

hypothesis 5 is fulfilled.The results of this study in accordance with previous research conducted by El Salam, et.all (2013), entitled The Impact of Corporate Image and Reputation on Service Quality Satisfaction and Customer Loyalty states there is a significant influence between service quality and customer loyalty.

Conclusion

The conclusions that can be drawn from the discussion and research analysis are as follows:

1. Price perception significantly influence customer satisfaction Mayang Salon. The resulting estimate value is positive. This means that the better the perception of the price, it tends to increase customer satisfaction Mayang Salon

2. quality of service significant effect on customer satisfaction Mayang Salon. The resulting estimate value is positive. This means that the better the quality of service, then it tends to increase customer satisfaction Mayang Salon

3. Customer Satisfaction has a significant effect on customer loyalty Mayang Salon. The resulting estimate value is positive. This means that the increased customer satisfaction, then tend to increase customer loyalty Mayang Salon

4. Price perception significantly influence customer loyalty through customer satisfaction Mayang Salon. The resulting estimate value is positive. This means that the better the perception of the price, it tends to increase customer loyalty through customer satisfaction Mayang Salon

5. Service quality significantly influence customer loyalty through customer satisfaction Mayang Salon. The resulting estimate value is positive. This means that the better Quality of service, then tend to increase customer loyalty through customer satisfaction Mayang Salon.

Suggestion

Suggestions that can be given based on the results of this study are:

1. For the next Researcher
   Subsequent research can examine other variables that allegedly affect customer satisfaction and loyalty. These variables can be examined in previous studies that affect customer satisfaction and loyalty.

2. For the Company
   1) Based on the level of the most powerful relationship between service quality to Customer Satisfaction and Loyalty, it can be advised on the company to prioritize service quality in order to increase Satisfaction and created Customer Loyalty.
   2) Further from the perception of the price, based on the level of correlation test it can be suggested to the company to determine the determination of price conformity with the quality of products offered so that will create satisfaction with what is expected customer and customer loyalty formed.

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