



THE INFLUENCE OF SERVICE QUALITY AND CONSUMER SATISFACTION ON PURCHASE DECISIONS: A CASE STUDY OF NAIL ART SERVICES AT GLOSSE NAIL STUDIO

PENGARUH KUALITAS LAYANAN DAN KEPUASAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN: STUDI KASUS LAYANAN SENI KUKU DI GLOSSE NAIL STUDIO

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Abstract

The beauty service industry has experienced rapid growth in recent years, particularly in specialized services such as nail art. In a highly competitive market, service quality and consumer satisfaction are considered critical factors influencing purchase decisions. This study aims to analyze the influence of service quality and consumer satisfaction on consumer purchase decisions at Glosse Nail Studio. This research employs a quantitative approach using a survey method. Data were collected from customers of Glosse Nail Studio through structured questionnaires. Service quality is measured using dimensions adapted from SERVQUAL, including tangibles, reliability, responsiveness, assurance, and empathy. Consumer satisfaction is measured based on customers' overall evaluation of service performance, while purchase decision is assessed through indicators reflecting consumer intention and actual buying behavior. Data analysis was conducted using multiple linear regression with the assistance of SPSS software, including validity and reliability tests, classical assumption tests, t-tests, F-tests, and coefficient of determination (R^2). The results indicate that service quality has a positive and significant effect on consumer purchase decisions. Furthermore, consumer satisfaction also significantly influences purchase decisions. Simultaneously, service quality and consumer satisfaction significantly affect purchase decisions, indicating that higher perceived service performance leads to greater customer satisfaction and ultimately strengthens purchasing decisions.

Keywords : service quality, consumer satisfaction, purchase decision, nail art services, beauty industry, SERVQUAL.

Abstrak

Industri layanan kecantikan telah mengalami pertumbuhan pesat dalam beberapa tahun terakhir, terutama dalam layanan khusus seperti seni kuku. Dalam pasar yang sangat kompetitif, kualitas layanan



dan kepuasan konsumen dianggap sebagai faktor kritis yang mempengaruhi keputusan pembelian. Studi ini bertujuan untuk menganalisis pengaruh kualitas layanan dan kepuasan konsumen terhadap keputusan pembelian konsumen di Glosse Nail Studio. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan dari pelanggan Glosse Nail Studio melalui kuesioner terstruktur. Kualitas layanan diukur menggunakan dimensi yang diadaptasi dari SERVQUAL, termasuk tangible, keandalan, responsivitas, jaminan, dan empati. Kepuasan konsumen diukur berdasarkan evaluasi keseluruhan pelanggan terhadap kinerja layanan, sementara keputusan pembelian dinilai melalui indikator yang mencerminkan niat konsumen dan perilaku pembelian yang sebenarnya. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS, termasuk uji validitas dan reliabilitas, uji asumsi klasik, uji t, uji F, dan koefisien determinasi (R^2). Hasilnya menunjukkan bahwa kualitas layanan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Selain itu, kepuasan konsumen juga secara signifikan mempengaruhi keputusan pembelian. Secara bersamaan, kualitas layanan dan kepuasan konsumen secara signifikan mempengaruhi keputusan pembelian, menunjukkan bahwa kinerja layanan yang lebih baik meningkatkan kepuasan pelanggan dan pada akhirnya memperkuat keputusan pembelian.

Kata Kunci : kualitas layanan, kepuasan konsumen, keputusan pembelian, layanan nail art, industri kecantikan, SERVQUAL.

1. INTRODUCTION

The beauty service industry has demonstrated significant growth over the past decade, particularly in emerging markets where lifestyle transformation and social media exposure have reshaped consumer behavior. The increasing awareness of personal grooming and aesthetic appearance has contributed to the rapid expansion of specialized beauty services, including nail art studios. This sector has become highly competitive, requiring businesses to differentiate themselves through superior service performance and customer experience management.

In Indonesia, the beauty industry continues to grow steadily, supported by increasing urbanization and the dominance of young consumers who prioritize self-care and appearance. Small-scale beauty service providers, such as nail art studios, compete not only in terms of pricing but also in service quality and customer satisfaction. Glosse Nail Studio operates within this competitive environment, where customers demand professional service, hygienic equipment, comfortable ambiance, and personalized attention.

Service quality has been widely recognized as a key determinant of customer satisfaction and purchasing behavior. According to Parasuraman, Zeithaml, and Berry's SERVQUAL framework still widely applied in contemporary studies service quality consists of tangibles, reliability, responsiveness, assurance, and empathy. Recent studies confirm that these dimensions remain relevant in explaining customer evaluations in service industries (Izogo & Ogba, 2015; Kasiri et al., 2017; Rita et al., 2019). In highly experiential services such as nail art, physical evidence (clean tools, aesthetic interior) and interpersonal interaction strongly influence consumer perceptions.

Customer satisfaction, on the other hand, represents the cumulative evaluation of service performance relative to expectations. Contemporary research emphasizes that satisfaction is



not merely a post-purchase reaction but a strategic outcome that influences loyalty, repurchase intention, and word-of-mouth (Rather, 2019; Cuong, 2020). According to Expectancy-Disconfirmation Theory, satisfaction occurs when perceived performance meets or exceeds prior expectations (Oliver, 2015 update perspective).

Purchase decision behavior in service contexts is shaped by cognitive evaluation, emotional experience, and perceived value. Kotler and Keller (2016) argue that purchasing decisions are influenced by perceived benefits and experiential quality. More recent studies suggest that in beauty services, emotional comfort and trust significantly determine repeat purchase behavior (Ali et al., 2016; Slack & Singh, 2020).

Preliminary observations at Glosse Nail Studio indicate fluctuations in customer visits, suggesting that purchase decisions may be influenced by perceived service performance and satisfaction levels. However, empirical examination is necessary to determine the extent to which service quality and consumer satisfaction significantly affect purchasing decisions in this context.

Therefore, this study aims to analyze the influence of service quality and consumer satisfaction on purchase decisions at Glosse Nail Studio.

a. Service Quality

Service quality refers to the consumer's judgment about a service's overall excellence or superiority. Although SERVQUAL was introduced earlier, it remains empirically validated in recent research (Kasiri et al., 2017; Slack & Singh, 2020). The five dimensions include:

- 1) Tangibles – Physical facilities, tools, equipment, and staff appearance.
- 2) Reliability – Ability to perform promised service accurately and consistently.
- 3) Responsiveness – Promptness and willingness to assist customers.
- 4) Assurance – Professional competence and trustworthiness.
- 5) Empathy – Individualized attention and care.

Recent empirical findings show that service quality significantly influences satisfaction and behavioral intentions in service-based SMEs (Rita et al., 2019; Cuong, 2020). In beauty service settings, tangible and assurance dimensions are particularly dominant due to hygiene and safety concerns.

b. Consumer Satisfaction

Customer satisfaction is defined as a consumer's affective response to the evaluation of service performance (Oliver, 2015). Satisfaction plays a mediating role between service quality and behavioral outcomes.

Rather (2019) explains that satisfaction strengthens emotional attachment and enhances repurchase intention. Similarly, Cuong (2020) found that satisfaction significantly influences purchase decisions in service industries.

- 1) Satisfaction indicators commonly include:
- 2) Conformity of expectations
- 3) Overall satisfaction
- 4) Willingness to return



5) Willingness to recommend

c. Purchase Decision

Purchase decision represents the final stage of consumer evaluation before engaging in transaction behavior. According to Kotler and Keller (2016), it is influenced by perceived value, prior experience, and social factors.

Recent research emphasizes that in experiential services, emotional satisfaction and trust significantly influence repeat purchase decisions (Slack & Singh, 2020). In beauty services, customer comfort, technician expertise, and service atmosphere shape decision-making processes.

d. Hypothesis Development

Based on theoretical and empirical studies:

H1: Service quality has a positive and significant effect on purchase decisions.

H2: Consumer satisfaction has a positive and significant effect on purchase decisions.

H3: Service quality and consumer satisfaction simultaneously have a significant effect on purchase decisions.

2. RESEARCH METHOD

a. Research Approach

This study uses a quantitative approach with a causal research design to examine the effect of service quality and consumer satisfaction on purchase decisions.

b. Population and Sample

The population consists of customers of Glosse Nail Studio. Based on the data presented in the introductory chapter of the thesis, customer visits fluctuate monthly, indicating dynamic purchasing behavior. The sample was determined using purposive sampling, selecting respondents who had used nail art services at least once.

The number of respondents was adjusted to meet minimum regression analysis requirements.

c. Data Collection

Data were collected through structured questionnaires using a five-point Likert scale (1 = strongly disagree; 5 = strongly agree).

d. Operational Definition of Variables

Service Quality (X1)

Measured using SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, empathy).

Consumer Satisfaction (X2)

Measured through expectation conformity, overall satisfaction, repeat intention, and recommendation intention.

Purchase Decision (Y)

Measured through transactional intention, repeat purchase behavior, and recommendation willingness.



e. Data Analysis Technique

Data were analyzed using SPSS with the following procedures:

- ✓ Validity test
- ✓ Reliability test
- ✓ Classical assumption tests
- ✓ Multiple linear regression
- ✓ t-test (partial effect)
- ✓ F-test (simultaneous effect)
- ✓ Coefficient of determination (R^2)

The regression model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

Y = Purchase Decision

X₁ = Service Quality

X₂ = Consumer Satisfaction

3. RESULT AND DISCUSSION

a. Validity and Reliability Test

Based on the validity test results, all questionnaire items for Service Quality (X₁), Consumer Satisfaction (X₂), and Purchase Decision (Y) show correlation coefficient values (r-count) greater than r-table (0.196). Therefore, all indicators are declared valid.

The reliability test shows:

- ✓ Service Quality: Cronbach's Alpha > 0.60
- ✓ Consumer Satisfaction: Cronbach's Alpha > 0.60
- ✓ Purchase Decision: Cronbach's Alpha > 0.60

Thus, all variables are reliable and suitable for further analysis.

b. Classical Assumption Tests

The normality test indicates that the data are normally distributed, as the significance value of the Kolmogorov-Smirnov test is greater than 0.05.

The multicollinearity test shows:

- ✓ Tolerance value > 0.10
- ✓ VIF value < 10

This indicates no multicollinearity problem between independent variables.

The heteroscedasticity test results show that the significance values of all independent variables are above 0.05, indicating no heteroscedasticity issue.

Thus, the regression model fulfills the classical assumption requirements.

c. Multiple Linear Regression Analysis

The regression equation obtained is:

$$Y = 5.321 + 0.312X_1 + 0.487X_2$$



Interpretation:

- ✓ The constant value of 5.321 indicates that if Service Quality and Consumer Satisfaction are zero, the Purchase Decision value is 5.321.
- ✓ The regression coefficient of Service Quality (0.312) indicates that every 1-unit increase in service quality increases purchase decisions by 0.312 units.
- ✓ The regression coefficient of Consumer Satisfaction (0.487) indicates that every 1-unit increase in consumer satisfaction increases purchase decisions by 0.487 units.

This suggests that Consumer Satisfaction has a more dominant influence compared to Service Quality.

e. Partial Test (t-Test)

1) Effect of Service Quality on Purchase Decision

- ✓ $t\text{-count} = 2.874$
- ✓ $t\text{-table} = 1.984$
- ✓ Significance = 0.005 (< 0.05)

Since $t\text{-count} > t\text{-table}$ and significance < 0.05 , Service Quality has a positive and significant effect on Purchase Decision.

This finding aligns with Slack & Singh (2020), who argue that perceived service excellence significantly influences behavioral intention in service businesses.

2) Effect of Consumer Satisfaction on Purchase Decision

- ✓ $t\text{-count} = 4.521$
- ✓ $t\text{-table} = 1.984$
- ✓ Significance = 0.000 (< 0.05)

Since $t\text{-count} > t\text{-table}$ and significance < 0.05 , Consumer Satisfaction has a positive and significant effect on Purchase Decision.

This supports the findings of Cuong (2020), who states that satisfaction directly drives purchase decisions and repeat intention. Consumer Satisfaction has a stronger statistical influence compared to Service Quality.

f. Simultaneous Test (F-Test)

- ✓ $F\text{-count} = 48.736$
- ✓ $F\text{-table} = 3.09$
- ✓ Significance = 0.000 (< 0.05)

Because $F\text{-count} > F\text{-table}$ and significance < 0.05 , Service Quality and Consumer Satisfaction simultaneously have a significant effect on Purchase Decision.

This confirms that both variables collectively explain variations in consumer purchasing behavior at Glosse Nail Studio.

g. Coefficient of Determination (R^2)

- ✓ $R\text{ Square} = 0.512$ (51.2%)

This means that 51.2% of Purchase Decision variation is explained by Service Quality and Consumer Satisfaction, while 48.8% is influenced by other variables not examined in this study (such as price, promotion, brand image, or location).



h. Discussion

The results demonstrate that Service Quality significantly influences Purchase Decision. In the context of Glosse Nail Studio, tangible elements such as equipment cleanliness, studio ambiance, and staff appearance contribute to positive customer perception. Reliability and responsiveness also enhance trust and encourage repeat purchases.

However, Consumer Satisfaction shows a stronger effect. This confirms Oliver's Expectancy-Disconfirmation Theory, where satisfaction acts as an evaluative response after service consumption. When customers feel satisfied with the nail art results and service interaction, they are more likely to return and recommend the studio.

The findings are consistent with contemporary service marketing theory, which emphasizes that satisfaction serves as a bridge between service quality and behavioral outcomes. Therefore, improving satisfaction should become a strategic priority for Glosse Nail Studio.

4. CONCLUSION

Based on the research results, the following conclusions can be drawn:

- a. Service Quality has a positive and significant effect on Purchase Decision at Glosse Nail Studio.
- b. Consumer Satisfaction has a positive and significant effect on Purchase Decision.
- c. Service Quality and Consumer Satisfaction simultaneously have a significant influence on Purchase Decision.
- d. Consumer Satisfaction has a more dominant influence compared to Service Quality.
- e. The model explains 51.2% of the variation in Purchase Decisions.

Thus, enhancing both service quality and consumer satisfaction is essential to increase purchasing decisions.

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