

**DIGITAL MARKETING, PRICE PERCEPTION, AND SERVICE QUALITY AS
DETERMINANTS OF CUSTOMER LOYALTY: EVIDENCE FROM DEVASA STUDIO
SALON IN DENPASAR**

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ABSTRACT

Advances in digital technology and increasing competition in the beauty services industry require salons to optimize their marketing strategies to build customer loyalty. This study aims to analyze the influence of digital marketing, price perception, and service quality on customer loyalty at Salon Devasa Studio Denpasar. This study aims to determine the influence of digital marketing, price perception, and service quality on customer loyalty. The research method used is quantitative. The population consists of Salon Devasa Studio customers, with a sample size of 105 people. Data analysis techniques included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, multiple correlation analysis, the coefficient of determination, the F-test, and the t-test. The results indicate that digital marketing, price perception, and service quality each have a positive and significant influence on customer loyalty. The researcher's recommendation is that Salon Devasa Studio should create more engaging posts about customer experiences or attractive offers, establish pricing policies that better align with treatment outcomes, and consistently monitor employees to ensure they provide services as promised, striving to consistently deliver high-quality service at competitive prices.

Keywords: digital marketing, price perception, service quality, customer loyalty

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1. INTRODUCTION

Advances in digital technology are driving businesses, including beauty salons, to implement digital marketing integrated with competitive pricing and service quality to build customer experience and loyalty. Customer loyalty reflects a tendency toward repeat purchases and recommendations, driven by emotional attachment and trust, and plays a crucial role in increasing revenue, cost efficiency, and the stability of service businesses.

Devasa Studio Salon in Denpasar has implemented digital marketing, but intense competition and shifting consumer preferences call for an empirical analysis to assess the effectiveness of these strategies in building customer loyalty.

The main issues faced are a decline in repeat visits and an increased risk of customer churn due to inconsistent service quality, the perception that prices are not commensurate with benefits, and suboptimal digital marketing, amidst increasingly fierce business competition as internet users in Indonesia grow rapidly.

Based on the data below, it is evident that as of January 2023, the number of internet users in Indonesia reached 213 million people, or approximately 77% of the population, an increase of 5.44% compared to January 2022, which stood at 202 million users.

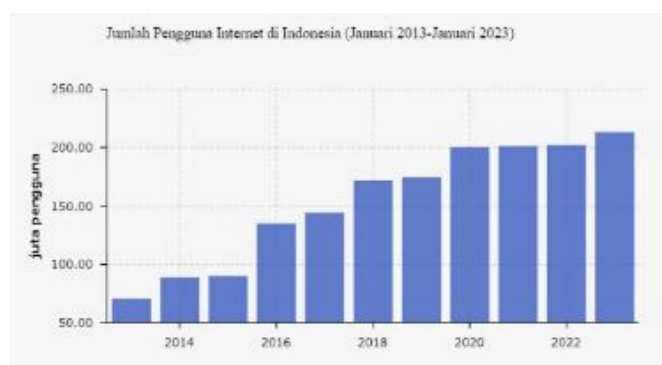


Figure 1. Number of internet users in Indonesia (January 2013–January 2023)

Source: katadata.co.id

The number of internet users in Indonesia has continued to rise significantly over the past decade, with high usage intensity, in line with the rapid growth of the national beauty industry and Bali as a wellness destination. This indicates that digital marketing, price perception, and service quality are key factors in customer loyalty, although the interrelationships among these factors in the salon business are not yet fully understood.

Digital marketing is a key factor in fostering customer loyalty through the promotion of products or services using digital media to build brand preference and increase sales (Sagita & Wijaya, 2022), by leveraging platforms such as social media and instant messaging apps (Putri et al., 2024). Putri et al. (2024), Abdullah et al. (2022), Alwidawi & Khemakhem (2024), Suharyono & Widiyanto (2021), Tarigan et al. (2023), and Kurniawan et al. (2023), Wulandari et al.,(2021) state that digital marketing has a positive and significant effect on customer loyalty, whereas Trisyananda & Irmawati (2023) and Makaba et al. (2021) state that digital marketing does not affect customer loyalty if it is not implemented in an engaging and optimal manner.

Price perception is a key factor influencing customer loyalty as it relates to consumers' understanding and belief regarding the alignment of price with the benefits received (Kotler and Keller in Ramdhani & Widayarsi, 2022). Research by Pertiwi et al. (2022), Muhammad et al. (2024), Rochmah & Muzdalifah (2024), Yuliasari et al. (2023), Zahroh & Albari (2024), Margareta Evy & Silva (2021), and Artik & Duygun (2022) state that price perception has a positive and significant effect on customer loyalty, whereas Supriatna & Hendratmoko (2024) and Wahjoedi et al. (2022) found a negative and insignificant effect.

Service quality is a key factor in shaping customer loyalty as it reflects consumers' perceptions and evaluations of service performance, where high service quality enhances customer satisfaction and loyalty (Utama et al., 2024). Research by Bunga Pertiwi et al. (2022), Muhammad et al. (2024), Zahroh & Albari (2024), Shrestha (2021), Halika & Kharisma (2024), , and Riska Anggraini et al. (2024), Putri et al., (2021) state that service quality has a positive and significant effect on customer loyalty, whereas Putra & Hasmawaty (2024) and Taufik et al. (2022) state the opposite.

Most previous studies have focused on the culinary and e-commerce sectors, while the salon sector remains relatively under-researched, despite possessing unique characteristics such as direct interaction and the critical role of service quality. Therefore, this study aims to analyze the influence of digital marketing, price perception, and service quality on customer loyalty at Devasa Studio Salon and to provide strategic recommendations for enhancing the salon's competitiveness in the digital era.

2. LITERATURE AND HYPOTHESES

Theoretical Framework

The Theory of Planned Behavior (TPB) states that individual behavior is determined by intention, which is shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). At Salon Devasa Studio, digital marketing, price perception, and service quality influence these three components, thereby shaping consumers' intention to use the service repeatedly, which ultimately fosters customer loyalty.

Digital Marketing

Ernanto & Febry (2022) state that digital marketing is a digital-based marketing activity that helps increase sales of products and services and expand the reach of businesses that are not yet widely known to the public due to limitations of time and distance. According to Sagita & Wijaya (2022), digital marketing is the promotion of a company's products or services through electronic or digital media, aimed at conveying information quickly, building consumer preference, and increasing sales volume.

Price Perception

Kotler and Keller, as cited in Ramdhani & Widyasari (2022), explain that price perception is an individual process of understanding price information that is influenced by internal and environmental factors, thereby shaping consumers' beliefs in evaluating and setting aside funds to purchase a product. Nantigiri et al. (2021) emphasize that price perception is related to marketing strategy, as setting prices too high can make products unaffordable and reduce their market appeal.

Service Quality

Service quality is consumers' assessment of the performance of the services they receive and is a key factor in shaping customer satisfaction; the better the service quality, the higher the level of satisfaction experienced (Utama et al., 2024). Kotler (2011) emphasizes that service quality must be oriented toward customer needs and perceptions.

Research Hypotheses

The Effect of Digital Marketing on Customer Loyalty

According to the Theory of Planned Behavior (Ajzen, 1991), positive attitudes toward digital promotions, social influence from the digital environment, and the ease of accessing information and conducting transactions shape consumer intentions and behavior; thus, the effective implementation of digital marketing can enhance customer loyalty. This is supported by research by Riyanto et al., (2023), Hanjaya & Setiawan (2022), Putri et al., (2021), Wulandari et al., (2021), Putri et al., (2023), Tama & Siagian (2024), Abdullah et al., (2022), Alwidawi & Khemakhem (2024), Suharyono & Widiyanto (2021), Tarigan et al., (2023), and Kurniawan et al., (2023), Wulandari et al., (2021) which indicate that digital marketing has a positive and significant effect on customer loyalty. Based on the above explanation, the following research hypotheses can be formulated:

H1: Digital marketing has a positive and significant effect on customer loyalty

The Effect of Price Perception on Customer Loyalty

Based on the Theory of Planned Behavior framework (Ajzen, 1991), perceptions of fair pricing foster positive attitudes, supported by subjective norms regarding price fairness and perceptions of financial capability, thereby enhancing consumer intention and loyalty. This is supported by the findings of Pertiwi et al., (2022), Susilawati et al., (2022), Putra et al., (2022), Istiyawari et al., (2021), Ronasih & Widhiastuti (2021), Sombolinggi et al., (2021), Muhammad et al., (2024), Rochmah & Muzdalifah (2024), Zahroh & Albari (2024), Margareta Evy & Silva (2021), and Artik & Duygun (2022), which indicate that price perception has a positive and significant effect on customer loyalty. Based on the above explanation, the following research hypotheses can be formulated:

H2: Price perception has a positive and significant effect on customer loyalty

The Effect of Service Quality on Customer Loyalty

Based on the Theory of Planned Behavior (Ajzen, 1991), good service quality fosters a positive attitude toward service usage, reinforces subjective norms through positive experiences and recommendations,

and enhances perceived behavioral control due to the ease and convenience of the service, thereby encouraging consumer intention and loyalty. This is supported by the research of Pertiwi et al., (2022), Istiyawari et al., (2021), Ronasih & Widhiastuti (2021), Khoirunnisa & Wijayanto (2021), Putra et al., (2021), Novia et al., (2023), Muhammad et al. (2024), Zahroh & Albari (2024), Shrestha (2021), Nurma Halika & Kiran Kharisma (2024), and Riska Anggraini et al. (2024), Putri et al. (2021) which indicate that service quality has a positive and significant effect on customer loyalty. Based on the above explanation, the following research hypotheses can be formulated:

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

3. RESEARCH METHOD

This study was conducted at Salon Devasa Studio, Jl. Jaya Giri No. 9c, Dangin Puri Klod, Denpasar Timur Subdistrict, Denpasar City. The research subjects were digital marketing, price perception, and service quality in relation to customer loyalty. The sampling technique used was purposive sampling, which involves selecting participants based on specific criteria (aged 17–56 years and customers who have received at least two treatments). Based on the indicator calculations, the sample size was set at 105 respondents. The data collection methods used were observation and a questionnaire using a Likert scale. The data analysis techniques employed included instrument validation (validity and reliability), classical assumption tests (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, F-test, t-test, and the coefficient of determination.

4. RESULTS AND DISCUSSION

Research Instrument Test

a. Validity Test

Table 1. Results of the Instrument Validity Test

Variable	Statement Items	Total Item Correlation	Description
Digital Marketing (DM)	DM.1	0.796	Valid
	DM.2	0.907	Valid
	DM.3	0.816	Valid
	DM.4	0.893	Valid
	DM.5	0.919	Valid
Price Perception (PH)	PH.1	0.936	Valid
	PH.2	0.925	Valid
	PH.3	0.920	Valid
Quality of Service (KP)	KP.1	0.831	Valid
	KP.2	0.696	Valid
	KP.3	0.841	Valid
	KP.4	0.796	Valid
	KP.5	0.829	Valid
	KP.6	0.868	Valid
	KP.7	0.718	Valid
	KP.8	0.881	Valid
	KP.9	0.901	Valid
	KP.10	0.882	Valid
	KP.11	0.910	Valid
	KP.12	0.892	Valid
	KP.13	0.902	Valid
	KP.14	0.885	Valid
	KP.15	0.890	Valid
	KP.16	0.895	Valid
	KP.17	0.894	Valid

Customer Loyalty (LP)	KP.18	0.897	Valid
	KP.19	0.901	Valid
	KP.20	0.894	Valid
	KP.21	0.903	Valid
	KP.22	0.932	Valid
	LP.1	0.923	Valid
	LP.2	0.818	Valid
	LP.3	0.925	Valid

Source: Data processed in 2025

Table 1 shows that all indicators of the variables digital marketing, price perception, service quality, and customer loyalty have correlation coefficients > 0.30 . Therefore, it can be concluded that all indicators used in this study are valid.

b. Reliability Test

Table 2. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Description
Digital marketing (DM)	0.916	Reliable
Price Perception (PP)	0.908	Reliable
Service quality (SQ)	0.984	Reliable
Customer loyalty (Y)	0.867	Reliable

Source: Data processed in 2025

Table 3 shows that the Cronbach's Alpha values for each instrument in the variables of digital marketing, price perception, service quality, and customer loyalty are all > 0.60 . Therefore, it can be concluded that all instruments are reliable.

Classical Assumption Test

a. Normality Test

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal	Mean	0.0000000
Parameters ^{a,b}	Standard Deviation	1.88282756
Most Extreme	Absolute	0.062
Differences	Positive	0.057
	Negative	-0.062
Test Statistic		0.062
Asymptotic Significance (2-tailed)		0.200 ^{c,d}

a. The test distribution is normal.

b. Calculated from the data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed Data (2025)

Based on the normality test shown in Table 3, the value of Asymp. Sig. (2-tailed) is 0.200, which is > 0.05 , indicating that the data is normally distributed; thus, it can be concluded that the model satisfies the normality assumption.

b. Multicollinearity Test

Table 4. Multicollinearity Test Results

		Coefficients ^a			t	Sig.	Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	0.824	0.954		0.863	0.390		
	Digital marketing	0.182	0.061	0.256	3,008	0.003	0.585	1.709
	Price perception	0.406	0.080	0.440	5,059	0.000	0.559	1.789
	Service quality	0.030	0.011	0.207	2,755	0.007	0.752	1.329

a. Dependent Variable: Customer Loyalty

Table 4 above shows that all independent variables have tolerance values > 0.10 ; similarly, the VIF values for all variables are < 10 . This indicates that the regression model does not exhibit multicollinearity.

c. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Standard Error	Beta		
1	(Constant)	1.117	0.612		1.826	0.071
	Digital marketing	0.054	0.039	0.176	1,391	0.167
	Price perception	0.029	0.051	0.073	0.562	0.575
	Service quality	-0.012	0.007	-0.198	-1.766	0.080

a. Dependent Variable: Absolute_Residual

Table 5 shows that each model has a significance value > 0.05 . This means that in this regression model, there is no commonality of variance from one observation's residual to another, or no heteroscedasticity.

Data Analysis Results

Table 6. Summary of Multiple Linear Regression Analysis Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	0.824	0.954		0.863	0.390
	Digital marketing	0.182	0.061	0.256	3.008	0.003
	Price perception	0.406	0.080	0.440	5.059	0.000
	Service quality	0.030	0.011	0.207	2.755	0.007

a. Dependent Variable: Customer Loyalty

Source: Processed Data (2025)

Based on the table above, the regression equation is:

$$LP = \alpha + \beta_1 DM + \beta_2 PH + \beta_3 KP$$

a = 0.824 With a constant value of 0.824, in digital marketing, if price perception and service quality are both zero, customer loyalty will still increase .

$\beta_1 = 0.182$ The regression coefficient of 0.182 indicates that if digital marketing increases while other independent variables are held constant, customer loyalty will increase.

$\beta_2 = 0.406$ A regression coefficient of 0.406 indicates that if price perception increases while other independent variables are held constant, customer loyalty will increase.

$\beta_3 = 0.030$ The regression coefficient of 0.030 indicates that if service quality increases while other independent variables are held constant, customer loyalty will increase.

F-Test

Table 7. Results of the F-test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	494.173	3	164.724	45.126	0.000 ^b
	Residual	368.684	101	3.650		
	Total	862.857	104			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), Service Quality, Digital Marketing, Price Perception

Source: Processed Data (2025)

Based on the F-test in Table 7, the significance value is $0.000 < 0.05$. Therefore, it can be concluded that digital marketing, price perception, and service quality have a significant effect on customer loyalty; consequently, the research model is considered valid, and hypothesis testing may proceed.

t-Test

Table 8. Results of the t-Test Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	0.824	0.954		0.863
	Digital marketing	0.182	0.061	0.256	3.008
	Price perception	0.406	0.080	0.440	5.059
	Service quality	0.030	0.011	0.207	2.755

a. Dependent Variable: Customer Loyalty

Source: Processed Data (2025)

Based on the analysis results in Table 8 above, the following conclusions can be drawn:

1) The Impact of Digital Marketing on Customer Loyalty

The effect of the digital marketing variable on customer loyalty. The digital marketing variable has a regression coefficient of 0.182 and a significance value of $0.003 < 0.05$. This indicates that the digital marketing variable has a positive and significant effect on customer loyalty, meaning H_1 is accepted.

2) The Effect of Price Perception on Customer Loyalty

The effect of the price perception variable on customer loyalty. The price perception variable has a regression coefficient of 0.406 and a significance level of $0.000 < 0.05$. This indicates that the price perception variable has a positive and significant effect on customer loyalty, meaning H_2 is accepted. Price perception has a dominant influence because it has a coefficient value of 0.406 compared to the digital marketing variable (0.182) and service quality (0.030).

3) The Effect of Service Quality on Customer Loyalty

The effect of the service quality variable on customer loyalty. The service quality variable has a regression coefficient of 0.030 and a significance value of $0.007 < 0.05$. This means that the service quality variable has a positive and significant effect on customer loyalty, which implies that H_3 is accepted.

Analysis of the Coefficient of Determination

Table 9. Results of the Coefficient of Determination Analysis

Model Summary ^b				
Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	0.757 ^a	0.573	0.560	1.911

a. Predictors: (Constant), Service quality, Digital marketing, Price perception

Source: Processed Data (2025)

Based on Table 9, the Adjusted R-Square value is 0.560. This means that 56% of the variation in the customer loyalty variable can be explained by the variation in the three independent variables: digital marketing, price perception, and service quality. The remaining 44% ($100\% - 56\% = 44\%$) is explained by other variables not included in this study.

Discussion

The Effect of Digital Marketing on Purchase Decisions

The results of the analysis indicate that digital marketing has a positive and significant impact on customer loyalty at Salon Devasa Studio, where the indicators of accessibility, interactivity, entertainment, credibility, and informativeness drive the development of loyalty. Based on the Theory of Planned Behavior (Ajzen, 1991), a positive attitude toward digital content, social support from the digital environment, and ease of access to information and transactions shape the intention and decision to use services, ultimately leading to customer loyalty. These findings align with the research by Riyanto et al. (2023), Hanjaya & Setiawan (2022), Putri et al. (2021), Wulandari et al. (2021), Putri et al. (2023), Tama & Siagian (2024), Abdullah et al. (2022), Alwidawi & Khemakhem (2024), Suharyono & Widiyanto (2021), Tarigan et al. (2023), and Kurniawan et al. (2023), which state that digital marketing has a positive and significant effect on customer loyalty.

The Effect of Price Perception on Customer Loyalty

The analysis results indicate that price perception has a positive and significant effect and serves as a dominant factor in driving customer loyalty at Salon Devasa Studio through the indicators of price competitiveness, price appropriateness, and price-quality fit. Based on the Theory of Planned Behavior (Ajzen et al., 1991; 1991), a fair price perception fosters a positive attitude, is supported by subjective norms, and enhances consumer behavioral control, thereby strengthening the intention to remain loyal. These findings align with the research by Pertiwi et al. (2022), Susilawati et al. (2022), Putra et al. (2022), Istiyawari et al. (2021), Ronasih & Widhiastuti (2021), Sombolinggi et al. (2021), Muhammad et al., (2024), Rochmah & Muzdalifah (2024), Zahroh & Albari (2024), Margareta Evy & Silva (2021), and Artik & Duygun (2022), which state that price perception has a significant and positive effect on customer loyalty.

The Effect of Service Quality on Customer Loyalty

The analysis results indicate that service quality has a positive and significant effect on customer loyalty at Salon Devasa Studio through the indicators of reliability, responsiveness, assurance, empathy, and tangibles. Based on the Theory of Planned Behavior (Ajzen, 1991), good service quality fosters positive attitudes, reinforces subjective norms through recommendations or positive experiences, and enhances perceived behavioral control, thereby increasing consumers' intentions and propensity to remain loyal. These findings align with the research by Pertiwi et al. (2022), Istiyawari et al. (2021), Ronasih & Widhiastuti (2021), Khoirunnisa & Wijayanto (2021), Putra et al. (2021), Novia et al. (2023), Muhammad et al. (2024), Zahroh & Albari (2024), Shrestha (2021), Nurma Halika & Kiran Kharisma (2024), and Riska Anggraini et al. (2024), Putri et al. (2021) which state that service quality has a significant and positive effect on customer loyalty.

5. CONCLUSIONS AND LIMITATIONS

Based on the analysis results, it can be concluded that digital marketing, price perception, and service quality have a positive and significant impact on customer loyalty at Devasa Studio Salon. This indicates that improving the effectiveness of digital marketing, setting appropriate prices, and enhancing service quality can directly foster customer loyalty; thus, the right marketing strategies will strengthen the long-term relationship between the salon and its customers.

This study has several limitations, including: first, the study subjects were limited to Salon Devasa Studio, so the results may differ if applied to other types of businesses or locations; second, this study is cross-sectional in nature and therefore reflects conditions only at a specific point in time, whereas the environment and consumer behavior are dynamic and can change over time. Therefore, further research is recommended to use a variety of subjects and a longitudinal approach so that the results obtained are more comprehensive and generalizable.

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