

## **Customer Satisfaction of Beauty n Hair Salon in Ciayumajakuning through Brand Experience and Perceived Value of Makarizo**

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### **Abstract**

*The purpose of this study was to determine how customer satisfaction with Makarizo products in the Ciayumajakuning area is influenced by perceived value and brand experience. The tight competition in the hair care sector, which requires innovation and provides high-quality goods at competitive prices, is the background of this study. An online questionnaire was used in this quantitative study to collect data from 200 Makarizo consumers who were at least 17 years old and living in Cirebon, Indramayu, Majalengka, Kuningan. Multiple linear regression data analysis with SPSS. Based on the findings, each statement item related to the variables of perceived value, consumer satisfaction, and brand experience is considered valid and reliable. In addition, there are no signs of multicollinearity and the results of the linearity test indicate a substantial relationship between the independent and dependent variables. It is expected that this study will help the Makarizo hair care business especially in increasing customer satisfaction by managing perceived value and brand experience effectively.*

**Keywords: Brand Experience, Perceived Value, Customer Satisfaction**

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## **INTRODUCTION**

Beauty industry market with KBLI code 20232 Are primarily dominated by millenials followed by some I-Gen. The business opportunities in this industry face tight competition and are increasingly open. The market size for hair care products in Indonesia is predicted to continue growing until 2029 with a CAGR of 6.4%(S. Christian albrigh, 2024) . One of the strong Trigger is they have a unique lifestyle with a higher awareness of personal care, along with a strong purchasing power. Hair and beauty salon are relevant for driving consumption in these two large market segments. As a beauty base camp, hair treatment is one of the several choices both of I-Gen and millenials makes to indulge themselves, spending their time and money here.

A random survey conducted during the research across various cities in the Ciayumajakuning area revealed that 8 out of 10 hair and beauty young adults salon use brand Makarizo.they do select availability of brands according to their market segment, but the choice of brands in treatments is usually given to the customers.In its application, the precision of the salon stylist applying the product, combined with the reliability of the Hair Straight Energy of brand Makarizo, makes the customer's dream of having straight hair a reality. With an easy and instant process, straightening curly hair is no longer an impossible task.

Unfortunately, some complaints from salon customers have started to emerge, customers complaining of dry hair, scalp inflammation, and hair loss, as well as dull and tangled hair (*Efek Samping Makarizo Easy Straight Dan Review*, n.d.). The chemical content in any type and brand of hair care product has more or less risk, usually it will occur on sensitive hair skin. Customers are usually advised in addition to providing extra hair care, also pay attention to the duration of product use.

A pleasant customer experience in using a brand is expected to build satisfaction. Customer satisfaction is directly related to how well a product performs according to expectations. When performance is high, customers will feel satisfied, which for a company is a competitive advantage. Customer satisfaction is a reflection of how well a product can provide a level of comfort that exceeds expectations in meeting needs (Ayu et al., 2023). Customer

satisfaction is one of the main goals that companies must achieve to increase competitiveness, generate profits, and communicate company values through their product brands. This is especially relevant for companies that prioritize customer needs (Tarigan & Renni Novia Siahaan, 2023)

Customers continue to evolve, change, and become more diverse, causing an increasing competitive spirit, including in the hair care business (Bisnis & Diponegoro, 2024). This competitive spirit needs to be balanced with careful selection of hair care product brands, considering the risks associated with their use in the short, medium, and long term for customers. In addition, the residues produced that have an impact on the environment must also receive serious attention. It is expected that manufacturing and service business actors who use brands will pay attention to brands holistically and consistently in order to anticipate various complaints about products and services. Repeated use of hair care brand products will create an experience that will always be remembered by customers. In this context, creating and maintaining a positive brand experience is one of the determining factors that.

Hair and beauty salons as brand providers are very important to select brands to maintain the quality of their services, while for brand owners maintaining perceived value consistently is a must to avoid negative value gaps in the minds of customers which are feared will further reduce opportunities to compete. Companies are required to be able to make different business strategy changes over their competitors (Kotler & Kevin, 2016). Creating customer satisfaction is a fundamental thing that should be their focus, more detail companies can identify the perceived value created among its customers, it will provide an opportunity for them to determine changes in product strategic decisions to strengthen customers satisfaction to brand.

Customer satisfaction research is not new. The novelty of this research lies in the selection of: 1) specific customer combinations, namely i-Gen and millennials, both of have striking differences with previous generation customers. 2) specific customer touchpoint of brand experience in the hair and beauty salon as a recommender as well as a provider of hair care brands is a large market that contributes to the contribution of derivative customers so that in the future it is necessary to pay attention to the brand. Through the brand experience and perceived value of hair and beauty salon customers who massively use Makarizo straight Hair Energy hair care products, it is expected to provide the latest picture of customer satisfaction in the Ciayumajakuning region.

### **Brand Experience**

Brand experience as sequenced, synchronised and carefully selected touchpoints that combine to emotionally engage stakeholders as they progress through their entire journey with the brand (Coleman, 2017) The stakeholders selected in this study are customers. In another understanding brand experience can be understood as a response or feeling that arises due to customer interaction with a brand. In addition, brand experience relates to customers' views regarding their association with a brand (Walukow et al., 2021) . According to (Khalil & Aminul, 2022) Defining Brand Experience as experienced of customers regarding thoughts, feelings, emotional reactions, and actions towards a brand which are brand characteristics, appearance, communication, packaging, and atmosphere.

There are 4 dimensions of Brand Experience especially for customers according to (Kotler & Kevin, 2016): 1). Sensory which refers to experiences that involve the five senses of sight, touch, and smell. This brand experience aims to create a deep impression that can influence customers perceptions of the brand. 2). Affective is related to the emotions evoked by interactions with the brand. This includes positive feelings such as like or love for the brand, which can increase customers emotional connection. 3). Behavioral is the physical actions and behavior patterns of customers triggered by their experiences. 4). Intellectual involves the thoughts and reflections that arise in customers when interacting with brands. This creates a deeper understanding of the value and benefits of the product. The four dimensions above include a

specific understanding of customer touchpoints because holistically customer experience is part of the brand experience (Coleman, 2017)

### **Perceived Value**

Perceived Value is the value considered by customers regarding transactions between what they get and the amount of money they spend (Akmal & Trenggana, 2019). Based on (Kotler & Kevin, 2016) Perceived Value is the result of a comparison between the benefits received and the expenses made for various alternatives. Marketers have the opportunity to increase the value of a product in a financial, utilitarian, or emotional way, as well as reduce one or more costs. This perceived value also plays a crucial role in influencing consumer behavior (Ajeng et al., 2022). More than that, perception of that product in the customer's mind is the idea that a brand can be more valuable in his eyes. It is a combination of the way a brand is positioned, marketed, and experienced (Schroth, 2025) . The power of perceived value is something that companies need to understand. That is the key to creating brands that not only justify high prices but also demand them, by setting higher prices and attracting loyal customers who are willing to pay high.

Opinion (Kotler & Kevin, 2016) in research (Sisvanka & Aziz, 2021) there are 4 dimensions of Perceived value as follows: 1). Emotional Value refers to the value provided by a product or brand based on the emotional experience experienced by customers. Products that create strong emotional connections with customers tend to increase loyalty and satisfaction, 2). Social Value is the value derived from the social interaction and status associated with using a product. Products or brands are often chosen not only because of their function, but also because of how they can improve the social image of their users, 3). Quality value refers to customers perceptions of the quality of a product or service. This includes aspects such as durability, reliability, and product performance, 4). Price value is an important factor, perception of the total value of a product, which includes emotional, social, and quality value, also greatly influences this decision.

### **Customer Satisfaction**

The result of the difference between a customer's initial expectations about a brand and the brand's actual performance is customer satisfaction. According to (Kotler & Kevin, 2016) Satisfaction refers to the extent to which the quality of a product is considered to meet customer expectations. Customer satisfaction is a condition where customer expectations about a product match the experience they get. the creation of customer emotions that can be in the form of disappointment or happiness that arise as a result of a product's performance (or results) compared to their expectations (Ajeng et al., 2022). If it is positive, it will create customer happiness.

Dimensions of Customer Satisfaction According to (Kotler & Kevin, 2016), namely: 1). Performance is product performance including aspects such as durability, reliability and design. Customers tend to be satisfied when the product meets their expectations, 2). Price as an important factor in customer satisfaction, affordable prices provide more value so that they get “value for money”, 3). Serviced Quality includes service quality consisting of various elements of reliability responsiveness, empathy, and assurance.

### **The Effect of Brand Experience on Customer Satisfaction**

(Triaji et al., 2023) describe brand experience as the feelings, ideas, and responses that customers have to stimuli provided by brand identity, design, emotional delivery, people, and production locations. Emotional attachment is just one aspect of brand experience. This experience is a crucial component in achieving customer satisfaction because the experience reflects the customer's perceived values. Although this research is about good not service, we should still pay attention to the customer's experience in using the goods.

## The Effect of Perceived Value on Customer Satisfaction

Research on overall brand user customers based on the perceived value of what is given (price and cost) and what is received (quality and satisfaction) compared to other brands is known as perceived value (Putra & Keni, 2020). Customer happiness is significantly influenced by perceived value. Customer satisfaction and perceived value have a positive relationship that occurs in many studies, including seen from the coefficient of 0.495 which shows that the relationship has a positive direction. so it can be concluded that Perceived Value has a positive and significant effect on customer satisfaction (Muharmi et al., 2019)

### Effect of Brand Experience and Perceived Value on customer satisfaction

Research (Pipit Mulyah 2020) shows that consumer happiness is positively and significantly influenced by brand experience. According to the findings of the structural equation model (SEM) study, a good and memorable experience will create positive feelings or feelings of satisfaction with the product offered. According to Klaus (2015) in (Tarigan & Renni Novia Siahaan, 2023) research, brand experience has a great influence on customer satisfaction and word of mouth behaviour. Perceived value refers to the value that customers feel is based on the difference between customer benefits and the costs they bear for different choices. Marketers can increase the value of a product by increasing economic, functional or emotional benefits and or reducing one or more costs (Sisvanka & Aziz, 2021). According to (Ajeng et al., 2022) research Perceived Value, can have a positive value on customer satisfaction, the four dimensions of Perceived value Performance, Price, Quality Serviced, Emotional factors.

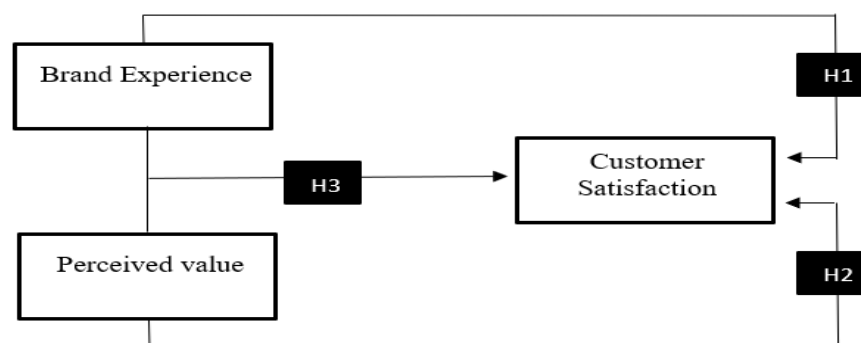


Figure 1: Research Model

H1: Brand Experience has a significant influence on customer satisfaction.

H2: Perceived Value has a significant effect on customer satisfaction.

H3: Brand Experience and Perceived Value have a significant effect on Customer Satisfaction.

## RESEARCH METHODS

I-Gen and Millennial customers who live in 5 main areas in West Java, namely Cirebon City, Cirebon Regency, Indramayu Regency, Majalengka Regency, and Kuningan Regency using Makarizo Hair Straight Energy hair care products at Hair and Beauty salons as research subjects. Research use purposive non-random sampling technique. Determination of sample size based on the roscoe method, 200 respondents were selected, this number is expected to reflect the picture needed by the research. This research data was conducted through the creation of a questionnaire distributed via Google Form online. This study uses multiple linear analysis techniques.

### Validity Test and Reliability Test

The validity test refers to how accurate the data obtained from the object of research compared to the data submitted by the researcher. This validity process is carried out through a comparison between r count and r (Sugiyono, 2019).. Reliability test is a tool that when used repeatedly to

evaluate the same object, will provide consistent results for statements in a questionnaire that have been tested for validity (Sugiyono, 2019).

### Classical Assumption Test

The test was carried out through 4 tools, consisting of normality test; multicollinearity; heterocorrelation and linearity test. Normality test the one sample Kolmogorov Smirnov method is carried out to determine whether the independent and dependent variables in the regression have a normal distribution or not. The study tested normality, with the significance level set at 0.05 (Raden Vina Iskandya Putri, 2023). Multicollinearity test as a bridge in order to understand the high level of relationship between two research variables. According to (Ghozali, 2016) the heteroscedasticity test is used to test whether in a regression model there is inequality of variance from one study to another. For last linearity test is a test conducted to determine the existence of a linear correlation in the model being studied.

### Data Analysis Method

Regresi linier berganda adalah teknik analisis data yang diterapkan pada model yang diusulkan peneliti dengan menggunakan perangkat lunak SPSS untuk meramalkan bagaimana variabel independen dan dependen akan berinteraksi.

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

Description:

Y	:	Customer Satisfaction
X1	:	Brand Experience
X2	:	Perceived Value
e	:	Constant
$\beta$	:	Coefficient
Regressie	:	Standard

## RESULT AND DISCUSSION

This study identified 200 respondents of which (74.5%) were female, and (25.5%) were male. The age range of respondents ranged from 17-20 years as many as 36 (18%), 21-25 years as many as 28 (14%), above 25 years as many as 136 (68%). Most respondents' occupations were students (121 (60.5%)), private employees (33 (16.5%)), and others (46 (23%)). Respondent data fulfilled the specified requirements and criteria.

The results of the validity test conducted on 22 statement items show that the sig (2-tailed) value is smaller than 0.05. This shows that all statement items in the brand experience, perceived value, and customer satisfaction variables have a significant correlation coefficient, meaning that all statement items in all variables are considered valid or suitable for use in research. While the reliability test results show that the Cronbach alpha value for all variables is greater than 0.06, each of 0.635 Brand Experience, 0.638 Perceived Value and 0.664 Customer satisfaction, the Cronbachs alpha value is at 0.664 which indicates a very strong condition. Thus, all variables in this study are highly reliable. It is known that all variables have fulfilled the normality test with a significance value on Kolmogrov-Smirnov exceeding 0.05, namely 0.2. The linearity test shows the results of each deviation from linearity value on the variable has a value that exceeds the significance level (0.05) indicating a significant and linear relationship from the independent variable to the dependent variable. Based on the calculations listed in the coefficient table, Brand Experience and Perceived Value show a VIF value of  $1.008 < 10$ , while the tolerance value is  $0.992 > 0.1$ , so there are no signs of multicollinearity.

The result of the research test produced a regression model:

$$Y = 21,420 + 0,299X_1 + 0,138X_2 + e$$

Brand experience variable (X1) based on the equation, the coefficient is 0.299, while the Perceived Value (X2) coefficient is 0.138. This means that an increase in each variable will increase the number of coefficients generated on customer satisfaction. Based on the correlation coefficient, each successively has an R square of 0.94 and 0.74, which means that the contribution of the x1 variable influence of 94% to customer satisfaction is greater than the contribution of the x2 influence which is only 74%

The research conducted a hypothesis test using the t test:

- a. The alternative hypothesis test H1 has a sig value smaller than alpha (0.00 < 0.05), so the hypothesis is accepted. This shows that Customer Satisfaction (Y) is significantly influenced by the Brand Experience attribute (X1). Based on item X1.7 Makarizo hair straight Energy customer satisfaction is built on a pleasant experience when using the product, they feel what is expected to happen according to the hair results they desire. Meanwhile, based on item X1.1 the smell of medicine causes discomfort when using the product.

According to previous research (Triaji et al., 2023), Brand experience has a favourable effect on customer satisfaction because customers are attracted to new experiences that can excite their minds and bodies (to prevent boredom). Customers' sensory experiences while using the product are included in the brand experience they have in this situation.

- b. A two-sided hypothesis test with a significance level of 5%, or 0.05, was conducted. Based on the t-test results, the effect of Perceived Value (X2) has a significance value of 0.036, indicating that sig is smaller than alpha (0.036 < 0.05). Therefore, H2 is approved, indicating that consumer happiness (Y) is significantly influenced by perceived value (X2). Based on item X2.6 Makarizo hair straight Energy customer satisfaction is built on the durability of the straight hair produced in accordance with what customers expect which strengthens their perception of the product, Meanwhile, based on item X2.1, the perception of social value that they expect is not necessarily validated in society.

Table 3 F test results

	<i>Sig</i>	<i>alfa</i>	Condition	Decisiom
<i>Brand Experience</i>	0,000	0,05	Sig < alpha	Horejected Ha accepted
<i>Percaived Value</i>				

The test results show a sig value of 0.000 which indicates that this figure is lower than 0.05. This indicates that Ho is rejected, so that Brand experience and Perceived Value have a contribution to customer satisfaction. Together, Brand Experience and Perceived Value have a significant influence on customer satisfaction when using Makarizo in the salon.

## CONCLUSION

Based on the results of research that has been conducted, Brand Experience and Perceived Value independently and simultaneously have a significant influence on customer satisfaction. Brand experience felt by customers through sensations, emotions, and reflections arising from their interactions with the product, especially from pleasant experiences when using Hair Straight Energy products of the Makarizo brand. In addition, Perceived Value, which includes factors such as quality, price, and emotional value received by customers, also contributes positively to customer satisfaction, especially from the durability of the straight hair produced in accordance with what customers expect, thus strengthening their perceptions of the product. Overall, this study shows that both Brand Experience and Perceived Value together play an important role in influencing the level of customer satisfaction in using Makarizo hair care products. Therefore,

companies need to continue to improve brand experience and pay attention to customer perceived value in order to maintain and increase customer satisfaction and competitiveness in the market.

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