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Promotion Mix and Service Quality: The Key to Customer Satisfaction in Bandung's Perfume Refill Business

ABSTRACT

This investigation was prompted by a substantial decrease in corporate profits attributable to COVID-19, exacerbated by the company's limited advertising mix. A significant number of clients perceived the service offered by perfume collectors as insufficient, which adversely affected their overall pleasure. This study aimed to ascertain the impact of the Promotional Mix and Service Quality on Consumer Satisfaction. The employed methodology was quantitative, utilising a descriptive and verification approach, and involved data collection from 99 respondents who were consumers of a store in Bandung City, achieved by a stratified random sampling strategy. Primary data were acquired directly from consumers to facilitate the analysis. The employed analytical technique was path analysis. The findings indicated that all statement items were valid, with values over 0.30, and reliable, with values surpassing 0.70. The t-test yielded t-values of 7.382 and 6.816, respectively, with a significance level of 0.000, exceeding the t-table value of 1.660. The R-squared value of 0.925 indicates that the Promotional Mix and Service Quality account for 92.5% of customer satisfaction, while other factors contribute 7.5%. The Promotional Mix exerts an influence of 31.5%, but Service Quality exerts a greater influence of 61%. Consequently, organisations are encouraged to prioritise the promotional mix and enhance service quality to elevate client happiness.

Keywords: Promotional Mix, Service Quality, Customer Satisfaction

INTRODUCTION

Business development in the 21st century has expanded swiftly and seen ongoing transformation. An illustration of this transformation is the evolution of technology and lifestyle modifications. In the current era of globalisation, the proliferation of competing brands and products has significantly expanded, providing customers with a diverse array of options and alternatives to satisfy their wants and the autonomy to select according to their tastes. (Othman, Harun, De Almeida & Sadq, 2021; Chana, Siripipathanakul, Nurittamont & Phayaphrom, 2021)

In marketing endeavors, firms inherently want to attain profit by fulfilling various human necessities, such as clothing, sustenance, and shelter. (Sujono, Hurriyati, Wibowo & Hendrayati, 2025; Putra, Sidharta, Rusjiana & Kadir, 2025; Wahyuni & Patmarina, 2025)

In addition to purses, wallets, and makeup, perfume is also widely favoured among both the top and lower middle classes. Perfume, or fragrance oil, is a scent derived by the extraction of aromatic components utilised to bestow a pleasing aroma to the body, items, or environments. Commercially available perfume is not composed only of pure essential oils; instead, it is subjected to a process of blending and dilution. The composition comprises the essential oil, distilled water, and alcohol. Customer happiness is essential for a firm to attract and retain clientele. Nonetheless, numerous competitors and new entrants are emerging, offering superior promotions and enhanced services, resulting in a transformation in the consumer experience. (Tambayong, 2022; Aulia & Putra, 2024; Kinasih, Widagda, Rahyuda & Suparna, 2023)

Several factors contribute to the annual decline in sales. Customer satisfaction is perceived as less significant in the marketing of a perfume refill firm in Bandung, contributing to a year-over-year decline in sales. Multiple strategies are being implemented to rejuvenate sales, such as enhanced and more captivating marketing, the elevation of customer service, and competition with new market entrants. (Yusra, Lestari & Juwaeriah, 2023; Md Altab, Yinping, Md Sajjad, Nkrumah Kofi Frimpong, Frempomaa Frempong & Sarfo Adu-Yeboah, 2022; Oktavanny & Sulistiadi, 2022)

High-quality service is essential for any organisation, regardless of whether it manufactures products or provides services. Consumer behaviors and lifestyles require companies to deliver high-quality service. Service is a vital component of a firm, as subpar service can adversely affect the company's reputation among consumers, thereby influencing sales.

If consumers are satisfied with the service provided, the company will inevitably generate a profit and enhance its profitability. Five aspects influence consumer satisfaction with a product: service quality, product quality, price, emotional state, and cost. Researchers employed this promotional mix variable due to the ongoing relevance of promotional mix studies, particularly considering the growing number of competitors, necessitating that organisations evaluate several elements of their promotional mix for consumers. (Akmal, Panjaitan & Ginting, 2023; Tho'in, Muliasari & Putri, 2021; Prasilowati, Suyanto, Safitri & Wardani, 2021)

In addition to product quality, service quality also affects several elements, serving as a dynamic condition that impacts products, services, individuals, processes, and the environment to fulfil or exceed expectations. Service quality is essential for companies, regardless of whether they produce goods or services. Consumer behaviours and lifestyles require companies to deliver high-quality service. (Qomariah, Pangestu, Herlambang & Putu, 2021; Elgarhy & Mohamed, 2023)

Service constitutes a crucial part of a corporation. Poor service can adversely affect a company's reputation among consumers, thereby diminishing sales. Consequently, service quality¹¹ is essential for attaining corporate objectives.

This study aims to assess the impact of the promotional mix and service quality on customer satisfaction at a perfume refill enterprise in Bandung.

³ METHOD

This research employs a descriptive methodology, whereby the findings are subsequently analyzed and conclusions are drawn. This strategy facilitates the identification of substantial correlations among the examined variables, resulting in findings that elucidate the research subject.

This study employs a subjective sample technique with special considerations aligned with the researcher's objectives or problem. Accidental sampling is a sampling method predicated on randomness. Consumers who fortuitously encounter the researcher may be utilised as samples, provided they are considered appropriate data sources. The calculations indicate that the sample size for this study comprised 99 responders, representing a total of 100 consumers at a perfume refill establishment in Bandung.

Validity testing is an assessment that determines the degree of validity of an instrument. An effective instrument possesses substantial validity. Conversely, an instrument characterised by poor validity possesses diminished validity. This study employed content validity testing through item analysis, linking individual item scores with the overall score of the instrument.

The minimum criterion for a research instrument to be deemed valid is a correlation coefficient of $r = 0.300$. Consequently, if the correlation between items and the overall score is below 0.300, the instrument is deemed invalid.

An instrument is deemed reliable if it consistently yields identical measurements of the same thing upon repeated use.

The minimum criterion for a research instrument to be deemed valid is a Cronbach's Alpha coefficient of 0.700. This condition indicates that the research instrument is deemed unreliable. If the instrument is validated and deemed reliable in trials, it may be utilised for measurement¹³ in data collection.

Path analysis is an extension of multiple linear regression that employs regression techniques to estimate causal links between variables, depending on a previously developed theoretical model.

Path analysis does not establish causal linkages and cannot replace researchers in examining causal relationships among variables. Causal links among variables are determined by a model grounded in theoretical principles.

RESULTS AND DISCUSSION

At this juncture, the researcher will elucidate the analytical outcomes derived from the questionnaire replies collected from participants. In this study, participants were instructed to complete the questionnaire by choosing one of five response options (rated from 1 to 5) that correspond to the intensity of their view on each issue. The participants in this study comprised all consumers of Collector Perfume Bandung.

The researcher disseminated 99 questionnaires to a perfume refill enterprise in Bandung. Out of the total questionnaires distributed, 99 were advanced to the subsequent level. The distribution and return data for the questionnaire are summarised in Table 1 as follows:

Table 1. Characteristics of Respondents

No	Characteristics		Frequency	Presentation
1	Gender	Female	74	74.75%
		Male	25	25.25%
2	Occupation	Student	20	20.20%
		Employee	69	69.69%
		Self-employed	10	69.69%
3	Income	< Rp. 1.000.000	17	17.17%
		Rp. 1.000.000 – Rp. 3.000.000	33	33.33%
		Rp. 3.000.000 – Rp. 5.000.000	36	36.36%
		> Rp. 5.000.000	13	13.13%

The analysis of the respondent characteristics table indicates that a predominant 74.75% of the study participants were female, whereas just 25.25% were male. This condition suggests that the product or service under examination may be more appealing to women. The majority of respondents were employees (69.69%), followed by students (20.20%) and self-employed individuals (10.10%), demonstrating that the employee category predominates this market segment. The bulk of respondents reported an income ranging from Rp. 1,000,000 to Rp. 3,000,000 (33.33%) and from Rp. 3,000,000 to Rp. 5,000,000 (36.36%), but only 13.13% earned above Rp. 5,000,000. This condition indicates that the product or service may be more appropriate for middle-income clients. This data offers crucial insights for more focused marketing tactics and product development to address current consumer demands and preferences.

Instrument testing encompasses the evaluation of the validity and reliability of the instrument, specifically the questionnaire used in the research. The purpose of validity and reliability testing of the instrument is to ensure that it fulfils the research requirements.

Table 2. Results of Research Instrument Testing

Promotion Mix		Service Quality		Customer Satisfaction	
Item	Correlation	Item	Correlation	Item	Correlation
1	0.789	1	0.476	1	0.772
2	0.743	2	0.358	2	0.884
3	0.890	3	0.805	3	0.952
4	0.856	4	0.730	4	0.940
5	0.892	5	0.748	5	0.565
6	0.757	6	0.605	6	0.949
7	0.888	7	0.778	7	0.946
8	0.855	8	0.767	8	0.808
9	0.518	9	0.341	9	0.838
10	0.743	10	0.388	10	0.510
11	0.676	11	0.370	11	0.583
12	0.800	12	0.664	12	0.914
13	0.443	13	0.349	13	0.815
14	0.559	14	0.451	14	0.754
15	0.896	15	0.744	15	0.456
Cronbach Alpha					
X1	0,857				
X2	0,894				
Y	0,963				

According to Table 2, each variable (promotion mix, service quality, and customer satisfaction) comprises 15 elements, each above a value of 0.300, signifying that all items are

legitimate. Consequently, the employed questionnaire is appropriate for analysis as research data. A Crohn's alpha value exceeding 0.700 signifies that all items are legitimate. Consequently, the employed questionnaire is appropriate for analysis as research data. Consequently, the research instrument employed for each variable in this study can be deemed reliable and genuinely a dependable measurement tool, exhibiting a high degree of stability. This result indicates that repeated use of the measuring device will yield consistent results in the testing outcomes.

Following the descriptive analysis of all respondent data for each variable, the subsequent step is to perform a verification analysis.

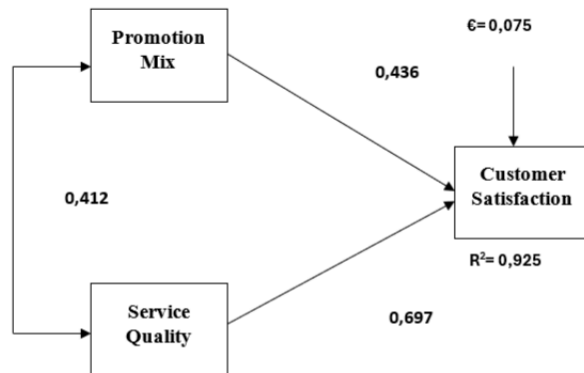


Figure 1. Path Analysis

The illustration above presents a path coefficient of 0.436 for the promotional mix (Q1) and a path coefficient of 0.697 for service quality (Q2). The extent of the impact of each variable, both direct and indirect, is illustrated in the subsequent table:

Table 2. Direct and Indirect Influence

Variables	Direct Influence	Indirect Influence		Total Influence
		X1	X2	
X1	0,190		0,125	0,315
X2	0,485	0,125		0,610
Total	0,675	0,125	0,125	0,925

The research findings, as indicated in the effect table, reveal that the Promotion Mix (X1) and Service Quality (X2) variables have a significant impact on Customer Satisfaction (Y) perfume refill enterprises in Bandung City. This influence is seen in the categorisation of direct, indirect, and total effects.

The Promotion Mix variable (X1) exerts a direct influence of 0.190 on customer satisfaction. This data demonstrates that promotional strategies, including discounts, complimentary samples, loyalty programmes, and social media engagement, significantly influence favourable customer opinions. Nevertheless, in comparison to other variables, the direct impact of the promotion mix is comparatively diminished. This condition indicates

that although promotions are crucial for capturing consumers' initial interest, they are not the primary determinant of overall pleasure.

Conversely, the Service Quality variable (X2) exerts a significantly greater direct influence of 0.485 on customer satisfaction. This result suggests that the quality of the service—encompassing staff cordiality, service efficiency, the ambiance of the establishment, and staff proficiency in scent recommendations—substantially impacts consumers' overall evaluation of their experience. This effect value demonstrates that service quality is crucial for fostering enduring customer satisfaction in the perfume refill sector, which is heavily dependent on direct consumer experience.

This study identified not only a direct influence but also an indirect influence of the independent factors on customer satisfaction. In this instance, Promotion Mix (X1) has an indirect effect of 0.125 via the Service Quality (X2) variable. Promotions not only incentivize clients to use the service but also indirectly enhance opinions of service quality. For instance, tailored advertising through WhatsApp or social media may foster a sense of consumer appreciation, which is subsequently reflected in superior service.

Conversely, Service Quality (X2) exerts an indirect influence of 0.125 via the Promotion Mix (X1) variable. This condition suggests that superior service can improve the efficacy of promotions. Customers who receive exemplary service are more likely to engage with promotional content and exhibit more receptiveness to offers. In other words, satisfactory service can strengthen the impact of promotions.

Combined, the total influence of each variable on customer satisfaction shows that Promotion Mix (X1) has a total influence of 0.315, while Service Quality (X2) has a total influence of 0.610. The combined effect of both variables on customer satisfaction is 0.925, indicating that 92.5% of the variation in customer happiness is attributable to these two factors. The remaining 7.5% is likely influenced by other factors such as price, location, or the quality of the perfume product itself.

The results indicate that while discounts significantly attract new consumers in the perfume refill sector of Bandung, service quality is the predominant factor influencing customer satisfaction. Customers value a good and personalized service experience more than simply offering low prices or discounts. Businesses in this area must prioritise worker training, enhance service processes, and ensure consistency in delivering excellent service.

This finding aligns with other prior studies that underscore the significance of service quality in fostering client loyalty, particularly in high-touch industries such as perfume refills. Thus, the best strategy to implement is to combine attractive promotions with superior service to achieve maximum and sustainable customer satisfaction.

The concurrent regression findings demonstrate a favourable and significant impact of the promotional mix on consumer satisfaction at Collector Perfume Bandung. An R-squared value of 0.925 indicates 92.5% client satisfaction, with a mean value of 3.2.

Enhancing a company's promotional mix is crucial for augmenting consumer purchase enthusiasm. This result enables the corporation to augment profits regardless of the circumstances. This result can be accomplished by designing a promotional mix that amplifies consumer purchasing interest.

The findings from the prior data analysis suggest that H_{a1} is valid, specifically that the promotional mix has a positive influence on consumer pleasure. The computed t-value is 7.382, exceeding the t-table value of 1.660, with a significance level of 0.000, which is less than 0.05, and a positive coefficient of 0.436. Consequently, it can be inferred that the promotional mix variable has a substantial impact on consumer happiness.

Enhancing a company's service quality is crucial for increasing client purchase interest. This result enables the organisation to compete with others based on the level of service offered. This result can improve service quality, hence augmenting client purchase interest.

Research on service quality characteristics indicated that the majority of consumers perceived the service quality offered by Collector Parfum. This result is apparent from 15 remarks indicating the quality of the promotional mix, whether positive or negative. All assertions are based on an analysis of five indicators: tangibles, reliability, responsiveness, assurance, and empathy, yielding an average score of 3.63.

The simultaneous significance test (F-test) yielded a calculated value of 95.682, which exceeded the F-table value of 3.09, thereby assessing the collective impact of the independent factors on the dependent variable. Consequently, it can be inferred that the promotional mix and service quality have a positive influence on consumer happiness. The significance threshold of 0.000 is below α (0.05). Consequently, H03 is rejected and Ha4 is accepted, indicating that the independent factors (promotional mix and service quality) exert a strong simultaneous influence on the dependent variable (consumer satisfaction).

The path analysis indicates that service quality exerts the most significant influence on consumer satisfaction, with a coefficient of 0.697. This result implies that a one-unit increase in service quality will result in a 0.697-point rise in consumer contentment. The study's results indicate that alterations in the independent variables, specifically the promotional mix and service quality, lead to changes in consumer satisfaction. The R Square analysis yields a score of 0.925, indicating that the promotional mix and service quality account for 92.5% of the influence on purchasing decisions, while the remaining 7.5% is attributed to other variables, with an average value of 3.47.

CONCLUSION AND RECOMMENDATION

Research on perfume refill enterprises in Bandung suggests that integrating advertising techniques and service quality is crucial for promoting customer satisfaction. Effective advertising can capture consumer attention, motivate product trials, and foster favourable expectations about the service provided. The efficacy of promotions is contingent upon how the service is directly rendered to clients.

The quality of service is the most significant factor in determining customer satisfaction. Courteous, attentive, and competent service can engender a lasting favourable impression in consumers' eyes. When customers perceive themselves as respected, adequately treated, and receiving personalised attention, they are inclined to develop a favourable impression of the business. This condition not only enhances their immediate delight but also fosters long-term commitment and motivates them to endorse the service to others.

Moreover, the correlation between promotions and service is mutually reinforcing. Strategically crafted promotions can reinforce perceptions of service quality, while exceptional service can enhance the effectiveness of the promotions. The two engage and exert a mutually enhancing effect on overall consumer satisfaction. In this environment, promotion serves not merely as a marketing instrument but also as a conduit for fostering emotional intimacy between the enterprise and its clientele, particularly when conveyed adeptly.

Consequently, proprietors of perfume refill enterprises in Bandung must formulate a strategy that prioritises not just appealing promotions but also guarantees constant, high-quality service that aligns with client expectations. Enhancing service quality should be paramount, as it is crucial for creating a satisfying customer experience. Promotional methods must cohesively enhance these offerings, gain new clients and retaining current

ones. A synergistic integration of promotion and service will be pivotal for success in navigating the intensifying competitive landscape of this industry.

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