

The Relationship Between the 7Ps Marketing Mix and Purchase Decisions for Riasan Oyong MUA Services

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KEYWORDS	ABSTRACT
Keywords: Marketing Mix; Purchasing Decision; Makeup Services; Makeup Artist (MUA); Spearman's Rank; Conflict of Interest Statement: The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest. Copyright © 2026 Vifada Journal of Education. All rights reserved.	The increasing competition in the makeup service industry drives business players to implement an optimal marketing mix strategy to attract consumer purchasing decisions. The 7Ps services marketing mix Product, Price, Place, Promotion, People, Process, and Physical evidence plays a vital role in shaping consumer perceptions of a service. This study aimed to determine the relationship between the 7Ps marketing mix and the purchasing decisions of "Riasan Oyong" MUA services. A quantitative correlational approach was employed. The population consisted of 179 customers of "Riasan Oyong" who used its face makeup services in 2025. A sample of 68 respondents was determined using the Slovin formula with a 10% margin of error, selected through purposive sampling. Data were collected via a Likert-scale questionnaire and analyzed using validity and reliability tests, descriptive statistics, and Spearman's Rank correlation with IBM SPSS version 23. Results showed that all seven aspects of the 7Ps marketing mix had a positive and significant relationship with purchasing decisions (Sig. < 0.05). The Process aspect showed the strongest relationship ($r = 0.655$, strong category), followed by Physical evidence (0.593), Product (0.580), Place (0.508), People (0.483), Promotion (0.462), and Price (0.404), all in the moderate category. It is concluded that all aspects of the 7Ps marketing mix are positively and significantly related to purchasing decisions for "Riasan Oyong" MUA services, with Process being the strongest predictor.

1. Introduction

Along with the rapid advancement of technology, easier access to a wide range of beauty products, and the growing influence of digital content, people's desire to enhance their appearance has increasingly become an integral part of the modern lifestyle. This phenomenon has not only influenced the way individuals care for themselves but has also shifted consumer behavior and preferences toward beauty services. According to Safira (2021), the growing demand to look attractive as part of professional requirements and lifestyle trends has created significant opportunities for businesses in the beauty service industry, particularly the makeup artist (MUA) profession. Ariefin and Wiwitan (2019), as cited in Salsabilla et al. (2024), define a makeup artist (MUA) as a professional artist who uses the human face as a medium to create artistic works by applying cosmetic products. Furthermore, Sopes and Dewi (2023) state that this profession requires continuous creativity and innovation to remain competitive among other makeup artists. Desfrida and Nurlinda (2020) identify five key reasons why the makeup artist profession continues to experience substantial growth: makeup artistry is a specialized skill not possessed by everyone; it offers high income potential; it has become an essential component of modern lifestyles and ongoing consumer needs; it supports related industries such as parties, entertainment, and modeling; and it benefits from support and collaboration with various cosmetic brands.

The growth of the makeup artist (MUA) profession has been further accelerated by the expansion of social media, which enables makeup artists to showcase digital portfolios, create engaging content,

and promote their services through paid advertising. According to a HelloBeauty survey cited in Gustiyana et al. (2024), the number of makeup artists in Indonesia increased significantly from approximately 6,000 in 2016 to around 10,000 in 2021. This substantial increase has intensified competition within the beauty service industry, prompting consumers to become more selective when choosing a makeup artist. Consumers now evaluate not only the quality of the makeup results but also pricing, service quality, application techniques, personal branding strategies, and the uniqueness of each makeup artist's style. Consequently, beauty service providers are required to develop competitive advantages by improving service quality, introducing innovative makeup techniques, offering competitive pricing, and implementing effective marketing strategies that meet the needs of their target market.

The increasing level of competition is also reflected in the emergence of new makeup artists (MUAs) who offer prices significantly below the market standard as a strategy to attract consumers, resulting in intense price competition. Service providers who maintain prices that reflect the quality of their services face challenges in sustaining their competitiveness amid the widespread availability of lower-priced alternatives. This situation has also contributed to fluctuations in customer demand, with substantial increases during certain periods followed by declines in others. Such inconsistency has become one of the major challenges faced by MUA businesses in maintaining business sustainability.

The implementation of an appropriate marketing strategy not only contributes to increased sales but also strengthens competitive advantage by creating positive consumer perceptions, which ultimately influence purchase decisions and foster customer loyalty. One of the most relevant analytical frameworks for evaluating the strengths and weaknesses of service businesses from various aspects affecting consumer perceptions is the 7Ps marketing mix, based on the model proposed by Booms and Bitner (1981), which consists of Product, Price, Place, Promotion, People, Process, and Physical Evidence. These seven elements provide a comprehensive framework for understanding how each marketing component contributes to consumers' evaluations of MUA services. Previous studies have consistently demonstrated that consumer perceptions shaped by service quality, pricing, promotion, and physical evidence play a significant role in influencing purchase decisions, particularly in service industries. However, most existing studies have focused on the culinary, retail, and hospitality sectors, while research specifically examining the relationship between the 7Ps marketing mix and purchase decisions in the makeup artist service industry remains limited. This represents an important research gap, considering that MUA services possess distinctive characteristics that rely heavily on trust, makeup outcomes, professional reputation, and consumers' subjective experiences.

One business that exemplifies these competitive dynamics is Riasan Oyong, a mobile makeup artist service operating through a home-service system without a permanent physical studio. The business utilizes various social media platforms as its primary channels for promotion and customer communication, serving clients throughout the Greater Jakarta (Jabodetabek) area. In addition to collaborating with several bridal studios in Jakarta, Riasan Oyong provides makeup services for weddings, engagement ceremonies, graduations, parties, and other special occasions. Despite operating in a highly competitive market, Riasan Oyong has demonstrated strong competitiveness, as reflected in its Instagram account with more than 5,000 followers and consistently updated portfolio posts. These indicators suggest that the business has successfully established a positive brand image that may influence consumers' purchase decisions.

Previous studies further highlight the importance of this research. Desfrida and Nurlinda (2020) found that implementing the 7Ps marketing mix in MUA businesses contributed positively to business growth, with product quality, service providers (People), and promotion through word-of-mouth and social media identified as the primary strengths. Similar findings were reported in a study of Eka Make Up Art, where the implementation of the marketing mix positively affected customer satisfaction, increased the number of customers, and supported business expansion. Likewise, Batubara et al. (2024) reported that social media promotion and pricing were significantly associated with consumers' decisions to use MUA services in Padang City. Nevertheless, these studies have several limitations because they generally focus only on specific variables, such as promotion and price, or discuss the implementation of the marketing mix without comprehensively examining its relationship with

purchase decisions. Furthermore, differences in research settings and respondent characteristics limit the generalizability of their findings to other contexts.

Based on the foregoing discussion, several key issues can be identified: (1) the increasing number of makeup artists has intensified competition in the beauty service industry, providing consumers with a wider range of alternatives; (2) the emergence of new MUAs offering prices substantially below market standards has created unequal price competition; (3) Riasan Oyong has experienced fluctuations in customer numbers over time; and (4) research specifically investigating the relationship between the 7Ps marketing mix and purchase decisions in MUA services, particularly in the context of Riasan Oyong, remains limited. This research gap provides the foundation for examining the relationship between each dimension of the 7Ps marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—and consumers' purchase decisions regarding Riasan Oyong's makeup services. The findings are expected to enrich the literature on services marketing in the beauty industry while providing practical insights for makeup artists in developing more effective and targeted marketing strategies.

2. Research Design and Methodology

This study employed a quantitative approach with an associative-correlational research design to examine the relationship between the independent variables (X), namely the seven dimensions of the 7Ps marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—and the dependent variable (Y), namely consumers' purchase decisions regarding Riasan Oyong makeup artist (MUA) services. According to Rianto (2024), quantitative research emphasizes the measurement and analysis of numerical data, making it appropriate for describing relationships among variables based on questionnaire responses. The study was conducted from April to June 2026, including the preparation phase (instrument development and research approval), data collection, data analysis, and report preparation. The research was not confined to a single geographical location but covered respondents residing throughout the Greater Jakarta (Jabodetabek) area, corresponding to the service coverage of Riasan Oyong.

The study population consisted of 179 consumers who used Riasan Oyong's makeup services during 2025. The monthly number of customers ranged from 3 to 28, distributed as follows: January (18), February (15), March (3), April (18), May (15), June (11), July (10), August (12), September (22), October (13), November (28), and December (14). The sample size was determined using the Slovin formula with a 10% margin of error:

$$n = N / (1 + N(e)^2)$$

where $N = 179$ and $e = 0,10$, resulting $n = 179 / (1 + 179 \times 0,01) = 179 / 2,79 = 64,16 = 64$. Although the minimum required sample size was 64 respondents, a total of 68 completed questionnaires met the inclusion criteria and were therefore used as the final research sample. The sampling technique employed was purposive sampling (Sugiyono, 2019), with the following inclusion criteria: (1) consumers who used Riasan Oyong's services during 2025; (2) consumers who received facial makeup services; and (3) consumers who voluntarily completed the questionnaire honestly and in its entirety.

Data were collected from both primary and secondary sources. Primary data were obtained through an online questionnaire administered via Google Forms, using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), as well as brief interviews with the business owner to obtain general information regarding the company's profile and operations. Secondary data were collected from Riasan Oyong's digital portfolio on Instagram and TikTok, customer testimonials, and relevant literature concerning the services marketing mix and purchase decisions.

The instrument for the independent variable (7Ps marketing mix) consisted of 21 statements, comprising Product (4 items: service variety, makeup quality, makeup durability, and service suitability), Price (3 items: price-quality suitability, affordability, and price competitiveness), Place (4 items: service coverage, home-service system, location flexibility, and accessibility of information and communication), Promotion (4 items: social media content, portfolio, customer testimonials, and word-of-mouth), People (2 items: friendliness and politeness, communication skills), Process (2 items: clarity of the booking process and service schedule), and Physical Evidence (2 items: portfolio presentation and cleanliness of equipment). The dependent variable (purchase decision) consisted of

nine statements based on the five dimensions proposed by Kotler, Keller, and Chernev (2021): problem recognition (2 items), information search (1 item), evaluation of alternatives (1 item), purchase decision (2 items), and post-purchase behavior (3 items).

Prior to data collection, the questionnaire was tested for validity and reliability using responses from 35 preliminary respondents. Construct validity was assessed using the Pearson Product-Moment correlation in IBM SPSS, with items considered valid when the calculated correlation coefficient ($r_{\text{calculated}}$) exceeded the critical value (r_{table}) at a 5% significance level. The validity test indicated that all 21 items measuring the independent variable were valid, with correlation coefficients ranging from 0.463 to 0.864. For the dependent variable, 9 of the initial 10 items were found to be valid (correlation coefficients ranging from 0.648 to 0.894), whereas one item related to information search (Item 3) was removed due to insufficient validity (correlation coefficient = 0.322). Reliability was evaluated using Cronbach's Alpha, yielding coefficients of 0.950 for the independent variable and 0.923 for the dependent variable. Both values exceeded the recommended threshold of 0.70, indicating excellent internal consistency.

Data analysis began with descriptive statistics, including the mean, median, standard deviation, and frequency distribution, to describe respondent characteristics and response patterns. Data normality was assessed using the Kolmogorov-Smirnov and Shapiro-Wilk tests. Since all variables (X_1 - X_7 and Y) produced significance values below 0.05, the data were considered non-normally distributed. Consequently, hypothesis testing was performed using the Spearman's Rank Correlation test, calculated using the following formula:

$$r_s = 1 - (6\sum d^2) / (n(n^2 - 1))$$

where r_{s} represents the Spearman correlation coefficient, d denotes the difference between the ranks of variables X and Y , and n is the number of respondents. Hypotheses were evaluated based on a significance level of 0.05. A significance value below 0.05 indicated support for the alternative hypothesis (H_1), whereas a value equal to or greater than 0.05 indicated support for the null hypothesis (H_0). The strength of the correlation was interpreted according to Sugiyono (2025): 0.00-0.199 (very weak), 0.20-0.399 (weak), 0.40-0.599 (moderate), 0.60-0.799 (strong), and 0.80-1.000 (very strong). All statistical analyses were performed using IBM SPSS Statistics version 23.

3. Findings and Discussion

3.1. Findings

Respondent Characteristics

The research data were collected through an online questionnaire administered to 68 respondents, all of whom had used Riasan Oyong facial makeup services during 2025. Based on age, the majority of respondents were 26-30 years old (37 respondents; 54.4%), followed by those aged 20-25 years (28 respondents; 41.2%). Respondents aged under 20 years and over 30 years accounted for only 2 respondents (2.9%) and 1 respondent (1.5%), respectively. Regarding place of residence, most respondents were from Jakarta (31 respondents; 45.6%), followed by Tangerang (19 respondents; 27.9%) and Bekasi (12 respondents; 17.6%). Respondents from Bogor, Depok, and Serang represented relatively small proportions (each $\leq 4.4\%$). This distribution is consistent with Riasan Oyong's service coverage, which primarily targets the Greater Jakarta (Jabodetabek) area.

Based on occupation, the majority of respondents were private-sector employees (35 respondents; 51.2%), followed by university students (9 respondents; 13.2%) and state-owned enterprise (SOE) employees (9 respondents; 13.2%). In contrast, homemakers, entrepreneurs, and civil servants each accounted for less than 9% of the sample. Regarding monthly income, 31 respondents (45.6%) reported earning more than IDR 5,000,000, while 16 respondents (23.5%) earned between IDR 4,000,001 and IDR 5,000,000, indicating that the majority of customers belonged to the middle- to upper-income segment. In terms of marital status, 37 respondents (54.4%) were married, whereas 31 respondents (45.6%) were unmarried. This finding is consistent with the nature of Riasan Oyong's services, many of which are provided for weddings and engagement ceremonies.

Table 1. Descriptive Statistics of the 7Ps Marketing Mix Variables (X) and Purchase Decision Variable (Y).

Stat.	Product	Price	Place	Promotion	People	Process	Physical evidence
N	68	68	68	68	68	68	68
Mean	17,82	12,12	18,13	17,21	9,07	8,84	9,10
Median	18,00	12,00	19,00	17,00	9,50	9,00	9,00
Std.	1,611	2,106	1,868	1,741	1,150	1,192	0,979
Min.	14	7	13	13	6	6	6
Max.	20	15	20	20	10	10	10

Overall, the mean scores of all independent variables (X) were close to their respective maximum values, indicating that respondents generally had positive perceptions of the implementation of the 7Ps marketing mix by Riasan Oyong. Likewise, the mean score of the dependent variable (Y) was 40.21 out of a possible score range of 9-45, suggesting a high level of purchase decision among the respondents.

Normality Test Results

Data normality was assessed using the Kolmogorov-Smirnov and Shapiro-Wilk tests. The results showed that all variables (X_1 - X_7 and Y) had significance values below 0.05 (ranging from 0.000 to 0.026), indicating that the data were not normally distributed. Based on these findings, hypothesis testing was subsequently performed using the non-parametric Spearman's Rank Correlation test.

Spearman's Rank Correlation Results

Table 2. Spearman's Rank Correlation Results Between the 7Ps Marketing Mix Dimensions and Purchase Decisions

Variabel	Koefisien Korelasi (rs)	Sig. (2-tailed)	Interpretasi
<i>Product</i>	0,580	0,000	Sedang
<i>Price</i>	0,404	0,001	Sedang
<i>Place</i>	0,508	0,000	Sedang
<i>Promotion</i>	0,462	0,000	Sedang
<i>People</i>	0,483	0,000	Sedang
<i>Process</i>	0,655	0,000	Kuat
<i>Physical evidence</i>	0,593	0,000	Sedang

Based on Table 2, with $n = 68$, all significance values were below 0.05, indicating that the null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) was accepted for all seven hypotheses. These findings demonstrate that each dimension of the 7Ps marketing mix has a positive and statistically significant relationship with consumers' purchase decisions regarding Riasan Oyong makeup artist (MUA) services. Among the seven dimensions, Process (X_6) exhibited the strongest correlation with purchase decisions ($r_s = 0.655$; strong correlation), followed by Physical Evidence (X_7) ($r_s = 0.593$), Product (X_1) ($r_s = 0.580$), Place (X_3) ($r_s = 0.508$), People (X_5) ($r_s = 0.483$), Promotion (X_4) ($r_s = 0.462$), and Price (X_2), which showed the lowest—yet still statistically significant—correlation coefficient ($r_s = 0.404$).

Interestingly, the correlation matrix also revealed varying relationships among the independent variables. For example, Process (X_6) was strongly correlated with Physical Evidence (X_7) ($r_s = 0.478$) and moderately correlated with People (X_5) ($r_s = 0.311$), suggesting that an efficient service process tends to be accompanied by high-quality interpersonal interactions and well-maintained physical evidence provided by the makeup artist.

3.2. Discussion

The Product dimension demonstrated a positive and statistically significant relationship with purchase decisions ($r_s = 0.580$; moderate correlation). This finding indicates that service variety, makeup quality, makeup durability, and the suitability of the makeup style to consumers' needs are important considerations when deciding to use Riasan Oyong makeup services. This result is consistent with the view of Kotler and Keller (2012), as cited in Arfah (2022), who argue that product quality encompasses durability, reliability, and other value-adding attributes that shape consumers' evaluations of a service.

The Price dimension also showed a positive and statistically significant relationship with purchase decisions, although it exhibited the weakest correlation among the seven dimensions ($r_s = 0.404$). This finding suggests that while affordability and price-quality congruence remain important considerations, price is not the primary determinant of consumers' decisions to purchase MUA services. Instead, consumers appear to place greater emphasis on the overall service experience than on the monetary cost alone. This finding is consistent with the competitive pricing conditions described in the introduction, where Riasan Oyong has remained competitive despite not offering the lowest prices in the market.

The Place dimension was positively and significantly associated with purchase decisions ($r_s = 0.508$), indicating that the home-service system, flexibility in service location and scheduling, and convenient communication through social media contribute to consumers' decisions. This finding supports Fikriyah (2024), who argues that in service marketing, place extends beyond a physical location to include the accessibility and convenience of service delivery channels in the digital era.

The Promotion dimension demonstrated a positive and statistically significant relationship with purchase decisions ($r_s = 0.462$). This result suggests that social media content, digital portfolios, customer testimonials, and word-of-mouth communication play important roles in building consumer interest and trust. These findings are consistent with Afifah (2024), who emphasizes that service promotion should reduce the uncertainty associated with service intangibility by highlighting tangible evidence of service quality and successful outcomes.

The People dimension also showed a positive and statistically significant relationship with purchase decisions ($r_s = 0.483$). The friendliness, politeness, and communication skills of the makeup artist influence consumers' purchasing decisions, supporting the perspective of Kotler and Keller (2016), who describe service providers as brand ambassadors representing the image and quality of the service.

Among all dimensions, Process exhibited the strongest relationship with purchase decisions ($r_s = 0.655$; strong correlation). This finding highlights that a clear booking procedure, convenient reservation process, and well-organized service scheduling are the most influential factors affecting consumers' decisions. The result is consistent with Lovelock and Wirtz (2016), who argue that poorly designed service processes may lead to negative customer experiences, whereas structured and efficient processes enhance customer convenience and trust. This finding is particularly relevant for mobile makeup artist businesses that operate without a permanent physical location and rely heavily on effective coordination with clients.

The Physical Evidence dimension also demonstrated a relatively strong positive and statistically significant relationship with purchase decisions ($r_s = 0.593$). This finding indicates that a professional portfolio presentation, together with clean and well-maintained equipment, serves as an important cue for consumers when evaluating service quality before making a purchase decision. This result supports Rathod et al. (2016), who argue that because services are inherently intangible, the physical environment and tangible cues become important representations of the quality offered.

Overall, these findings support the 7Ps marketing mix theory proposed by Booms and Bitner (1981), which emphasizes that successful service marketing depends not only on Product, Price, Place, and Promotion, but also on People, Process, and Physical Evidence. The findings also reinforce the results of Desfrida and Nurlinda (2020), who identified product quality and the People dimension as key strengths of makeup artist businesses, while extending the findings of Yoktan and Nuswantara (2025) and Susanti (2022), who reported positive relationships between the marketing mix and consumer purchase decisions or satisfaction in other service sectors. A distinctive contribution of the present

study is the identification of Process as the strongest determinant of purchase decisions. This finding provides new insight into the marketing of makeup artist services, which are highly personalized and trust-based, demonstrating that a smooth and well-managed service process—from initial booking to service delivery—plays a critical role in influencing consumers' purchase decisions.

Conclusion

The Based on the results of the Spearman's Rank Correlation analysis involving 68 consumers of Riasan Oyong makeup artist (MUA) facial makeup services in 2025, it can be concluded that all dimensions of the 7Ps marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—have positive and statistically significant relationships with consumers' purchase decisions ($p < 0.05$ for all dimensions). Specifically, the correlation coefficients were 0.580 for Product, 0.404 for Price, 0.508 for Place, 0.462 for Promotion, 0.483 for People, 0.655 for Process, and 0.593 for Physical Evidence. Among these dimensions, Process exhibited the strongest relationship with purchase decisions (strong correlation), whereas Price showed the weakest, although still statistically significant, relationship (moderate correlation). These findings indicate that the clarity and convenience of the booking process and service delivery are the most influential factors affecting consumers' decisions to use Riasan Oyong makeup services, outweighing price considerations.

From a theoretical perspective, these findings reinforce the 7Ps services marketing framework proposed by Booms and Bitner (1981) by demonstrating that the People, Process, and Physical Evidence dimensions are as important as Product, Price, Place, and Promotion in shaping consumer purchase decisions for highly personalized and trust-based services such as makeup artistry. From a practical perspective, the findings suggest that Riasan Oyong and similar beauty service providers should prioritize improvements in the service process, including simplifying the booking system, ensuring clear communication regarding service schedules, and maintaining punctual service delivery. At the same time, continuous enhancement of Physical Evidence, through a professional and consistently updated portfolio, and Product, through maintaining the quality and durability of makeup results, should remain a priority. Optimizing all seven dimensions of the marketing mix is expected to strengthen consumers' purchase decisions while enhancing business competitiveness in the increasingly competitive beauty service industry.

This study has several limitations. First, the research was conducted within a single makeup artist business, limiting the generalizability of the findings to other MUA businesses with different operational characteristics. Second, the study was confined to the Greater Jakarta (Jabodetabek) area, which may not fully represent consumers in other regions. Future studies are therefore encouraged to examine additional variables associated with purchase decisions for makeup artist services, such as consumer trust, brand image, customer satisfaction, service quality, and customer loyalty. Expanding the research to include multiple businesses and broader geographical areas would also provide more comprehensive and generalizable insights into services marketing within the beauty industry.

Statement on the Use of Generative Artificial Intelligence (AI)

During the preparation of this manuscript, the authors used generative artificial intelligence (AI) tools solely to support the scientific writing process. Specifically, Grammarly was used to improve grammar, language quality, readability, and writing clarity. The AI tools were not used to generate research ideas, analyze data, interpret findings, or draw scientific conclusions. All study design, data collection, analysis, interpretation of results, and conclusions were conducted and verified entirely by the authors. The authors take full responsibility for the accuracy, integrity, and originality of the content presented in this manuscript.

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