

The Influence of Promotion and Service Quality on the Competitive Advantage of Mobile Haircut Services

Fitri Aulina^{1*}

¹ STKIP Al Maksum
fitriaulina5@gmail.com^{1*}

Abstrak

This study addresses the demanding mobile service business model by examining how promotional strategies and service quality standards impact competitive advantage. The study employed a quantitative survey approach, collecting information from mobile barbershop customer service representatives located in the Bintang Bayu District. Analysis through multiple linear regression showed that promotion and service quality jointly exhibited a positive and significant impact on the dependent variable. Importantly, partial results highlighted that service quality had the greatest influence. This suggests that to ensure long-term competitiveness, mobile barbershop companies must prioritize consistent service quality improvements and effectively integrate them with robust promotional activities that reach and retain customers.

Kata Kunci: *Promotion Mix; Service Quality; Competitive Advantage; Mobile Haircut Service; Marketing Strategy*

1. Introduction

Services are defined as actions or provisions offered by one individual or entity to another, according to Tjiptono (2014). A key characteristic of services is their intangibility—they cannot be physically seen or touched like goods—and they do not transfer ownership; instead, the customer owns only the experience. For a barbershop business to effectively attract and retain its clientele, it must possess specialized, reliable workforce skills and maintain high service quality standards. However, while fundamental, merely having good skills and service quality is no longer adequate to contend with the intensifying market competition. Consequently, effective promotions are required to successfully capture customer attention and outperform competitors. This principle is especially vital in the mobile service model, where physical interaction takes place directly at the customer's site.[1] In this context, both the efficacy of digital promotions and the quality of *on-the-spot* service delivery become crucial differentiators for establishing a superior market position

The intensifying competition in the market establishes Competitive Advantage as a critical objective for Mobile Haircut Service Businesses, necessary for their survival and growth. This advantage is realized when a business successfully delivers superior value to its customers compared to the offerings of its competitors. Given the mobile service model, where physical interactions occur directly at the customer's location, success is predominantly driven by two key components: Effective promotion (encompassing digital strategies) and the Quality of Service delivered *on-the-spot*. Therefore, securing competitiveness hinges upon the correct integration of market communication efforts and the quality of the service provided.

Although the significance of both promotion and service quality is widely recognized, there is a distinct lack of research that explicitly examines their combined influence on Competitive Advantage specifically within the specialized context of mobile barbershops. Prior studies have typically confined the relationship between these factors to measuring customer satisfaction or loyalty. It is due to this research gap and methodological limitation that the current study becomes necessary. Its primary goal is to quantitatively measure the tangible contribution of promotion and service quality toward building sustainable competitiveness for mobile barbershop businesses.

2. Literature review

2.1 Theoretical basis

2.1.1. Service Concept

In general, services differ from physical products because they cannot be stored or stocked in a warehouse for later sale. In service companies, humans are the main ingredient that produces output, so the company's success depends heavily on the skills and performance of its workers, the latest technology, and so on [2]. The following is a table that presents various types of industries operating in the service sector.

Tab el 1: Types of Industry that Operate in the Service Sector

No	Type	Information
1	Product	Service as the main product and no stock of goods
2	Condition	There is no absolute and flexible
3	Scope	Majority of services are in the SME sector
4	Area	Limited work area (mostly)
5	Quality	Consumer perception of services does not depend on the size of the investigation
6	Cost	High labor operating costs

2.1.2. Promotion

Promotion is one of the key factors determining the success of a marketing strategy. In the midst of intense competition, a company cannot simply rely on improving the quality and development of its products and services. No matter how good a product is, if consumers are not aware of its existence and are not convinced that it is useful, they will not buy it [3]. Therefore, in order for the products offered by the company to be recognized and ultimately purchased, the company must carry out promotional activities that include advertising, sales promotions, personal *selling*, publicity, and direct marketing.

Promotion is an activity carried out by marketers to inform and influence potential customers to be interested in making transactions or exchanging goods or services offered. Meanwhile, the promotional mix *refers* to a specific combination of various promotional methods used to market a product or group of products [3]. The following are the elements of the promotional mix visualized in Figure 1.

**Fig. 1:** Elements of the Promotional Mix

2.1.3. Quality of Service

In the context of service measurement as discussed by Kotler, 2000, service quality is the totality of characteristics of goods and services that demonstrate the ability to satisfy all customer needs, both visible and hidden. Service quality can be defined as the level of excellence anticipated (expected) by customers and control efforts to maintain that level of excellence in order to meet customer desires and needs. Service quality is generally measured through five main dimensions. These dimensions include: tangible evidence, reliability, responsiveness, assurance, and empathy. One of the main approaches often used as a reference in marketing research to measure service quality is the SERVQUAL (*Service Quality*) model. This model was developed by Parasuraman, Zeithmal, and Berry. SERVQUAL is based on a comparison of two main factors: customer perceptions of the service they actually receive with the level of service they actually expect [4].

2.1.4. Competitive Advantage

Competitive advantage relates to capital market performance outcomes and expectations, ultimately enabling a company's revenues to exceed its total costs. To achieve this advantage, a company must analyze its external position (market environment) and internal capabilities. Sustainable competitive advantage is considered a crucial strategy for survival and growth, influenced by factors such as market share, resource competency in reaching customers, and the ability to confront competitors. Essentially, companies with competitive advantages typically have leaders capable of developing strategies that are difficult for competitors to imitate [5].

2.1.5. Mobile Hair Cutting Service Business

A mobile salon or barbershop is a hairdressing service where the hairdresser or barber is not tied to a traditional physical location (shop). Instead, they operate by traveling to various locations, such as visiting clients' homes or pre-agreed addresses to provide haircuts.

2.2 Previous Researchers

2.1.6. Equality

In general, there are fundamental similarities between this research and previous research, namely the focus on the main variables studied:

Tab el 2: Similarities between Previous Research and This Research

Same Variable	Explanation of the Equation	Supporting Journals
Quality of Service Competitive Advantage	All studies (Manurung et al., Mokhtar et al., Safitri et al., and Wijaya) support a positive and significant relationship between Service Quality as an independent variable and Competitive Advantage as a dependent variable.	Manurung et al. (2025), Mokhtar et al. (2018), Safitri et al. (2025), Wijaya (2020)
Promotion Competitive Advantage	Research by Dhewanto, Ernawati & Ali, and Ramadan & Utami shows that Promotion (both in general and Sales Promotion) is an important factor that influences the achievement and sustainability of Competitive Advantage.	Dhewanto (2024), Ernawati & Ali (2024), Ramadan & Utami (2025)

Dependent Variable	The Competitive Advantage (or Competitive Advantage) variable is used as the dependent variable in all the cited studies, which is the same as the main focus of this study.	Manurung et al. (2025), Mokhtar et al. (2018), Safitri et al. (2025), Wijaya (2020), Dwanto (2024), Ernawati & Ali (2024), Ramadan & Utami (2025)
--------------------	---	---

2.1.7. Difference

The main difference in this study lies in the context of the research object and the combination of independent variables used simultaneously.

Tab el 3: Differences between Previous Research and This Research

Aspects of Difference	Previous Research	This research
Object/Contextual	Focus on different industries such as insurance (Manurung et al., Mokhtar et al.), cement distributors (Dhewanto), and fast food restaurants (Ramadan & Utami).	Focus specifically on Mobile Hair Cutting Services (a mobile MSME service).
Combination of Variables	Some studies combine Promotion and Product Quality (Ernawati & Ali, Dhewanto) or Sales Promotion and Product Innovation (Ramadan & Utami).	Testing the influence of Promotion and Service Quality simultaneously (together) on Competitive Advantage.
Main Focus	Some focus on the role of Customer Loyalty (Safitri et al.) or Product Quality (Ernawati & Ali, Dhewanto) as complementary factors.	Emphasizes the role of the two main elements in the service mix (Promotion and Service Quality) in creating Competitive Advantage in mobile services .

The main difference (or novelty) of this study lies in examining the relationship between Promotion and Service Quality simultaneously on Competitive Advantage in the very specific context of the mobile service industry, namely Mobile Haircut Services. This context is unique because mobile services have different challenges in terms of tangible evidence and reliability compared to services with physical stores.

2.3 Conceptual Framework

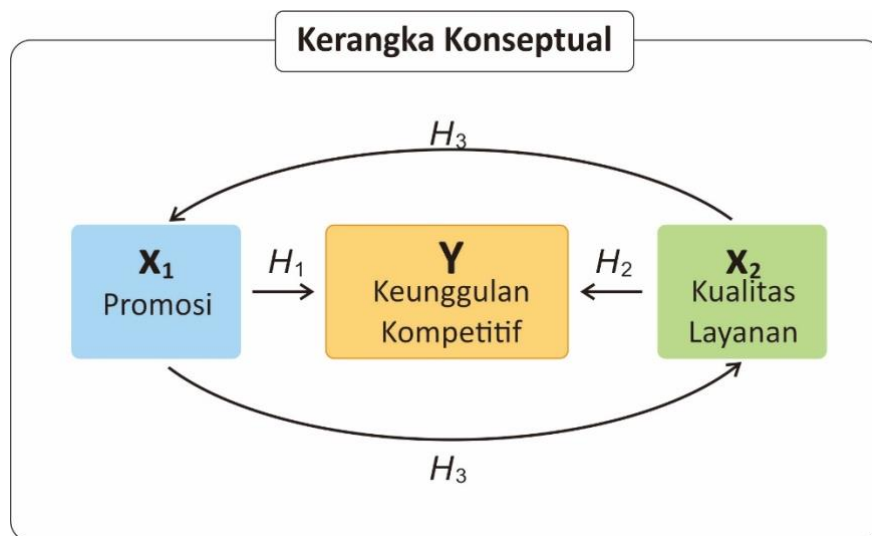


Fig. 2: Conceptual Framework

Definition of Fig.2: X_1 is Promotion (Independent Variable 1), X_2 is Service Quality (Independent Variable 2), Y is Competitive Advantage (Dependent Variable), H_1 is Hypothesis 1 (Partial effect of X_1 on Y), H_2 is Hypothesis 2 (Partial effect of X_2 on Y), and H_3 is Hypothesis 3 (Simultaneous effect of X_1 and X_2 on Y).

Framework Explanation:

1. Partial Relationship (H_1): Promotion (x_1) is suspected to have a positive and significant influence on Competitive Advantage (Y). Research by Dhewanto (2024), Ernawati & Ali (2024), and Ramadan & Utami (2025) supports this relationship.
2. Partial Relationship (H_2): Service Quality (x_2) is suspected to have a positive and significant influence on Competitive Advantage (Y). Research by Manurung et al. (2025), Mokhtar et al. (2018), and Safitri et al. (2025) supports this relationship.
3. Simultaneous Relationship (H_3): Promotion (X_1) and Service Quality (X_2) together (simultaneously) are suspected to have a positive and significant influence on Competitive Advantage (Y).

2.4 Research Hypothesis (H)

This research hypothesis is formulated based on the theoretical foundation, a review of previous research, and the established Conceptual Framework. There are three hypotheses to be tested in this study:

1. H_1 : Partial Hypothesis (Promotion)

It is suspected that Promotion (X_1) has a positive and significant effect on Competitive Advantage (Y) in Mobile Hair Cutting Services.

Basis: Previous research by Dhewanto (2024), Ernawati & Ali (2024), and Ramadan & Utami (2025) shows that promotion is a critical factor in creating competitive advantage.

2. H_2 : Partial Hypothesis (Service Quality)

It is suspected that Service Quality (X_2) has a positive and significant effect on Competitive Advantage (Y) in Mobile Hair Cutting Services.

Basis: Previous research by Manurung et al. (2025), Mokhtar et al. (2018), and Safitri et al. (2025) consistently found that service quality is a strategic element that drives competitive advantage.

3. H_3 : Simultaneous Hypothesis (Promotion and Service Quality)

It is suspected that Promotion (X_1) and Service Quality (X_2) simultaneously (together) have a positive and significant influence on Competitive Advantage (Y) in Mobile Hair Cutting Services.

Basis: Competitive advantage in the service industry is supported by an integrated marketing mix (including Promotion) and service aspects (Service Quality).

3. Research methods

3.1 Types and Approaches of Research

This study uses a causal-comparative (cause-effect) research type with a quantitative approach. The quantitative approach was chosen because it aims to test the proposed hypothesis regarding the relationship between the independent variables (X_1) and (X_2) with the dependent variable (Y) using statistical analysis.

3.2 Location and Time of Research

This research was conducted at a mobile hair cutting service business operating in the Bintang Bayu District.

This research was conducted for three months, starting from October to December.

3.3 Population, Sample, and Sampling Techniques

3.3.1. Population

The population in this study was all customers who had used mobile hairdressing services in the Bintang Bayu District area.

3.3.2. Sample

The sample size is determined by a multiple of the indicators, assuming a minimum sample size of 5 to 10 times the number of research indicators to ensure adequate representativeness. The sample size will be determined using the Slovin formula or based on a multiple of the number of indicators ($n \times 5$) or ($n \times 10$). Assuming there are 20 indicators, the minimum sample size is 100 respondents (20×5).

Total Sample: 100 respondents

3.3.3. Sampling Techniques

The sampling technique used was non-probability sampling with a purposive sampling method. The sample criteria used were:

1. Customers who reside or have used Mobile Hair Cutting Services in the Bintang Bayu District area.
2. Customers who have used the service at least twice.

3.3.4. Operational Definition of Variables

Promotion X_1 , Service Quality X_2 , and Competitive Advantage Y , as well as a common measurement model, the following is a draft of the Operational Definition of Variables (DOV)

Tab el 3: Design of Operational Definition of Variable (DOV) (Measurement using a 5-point Likert Scale.)

Variables	Variable Definition	Dimensions	Indicator	Scale Measurement
X_1 : Promotion	Integrated communication efforts carried out by mobile hair cutting service providers to provide information, influence and remind customers to use the service.	1. Advertising 2. Sales <i>Promotion</i> 3. Direct <i>Marketing</i> 4. Public <i>Relations</i>	1. Clarity of advertised service information. 2. The quality of advertising visualization (images/videos on social media). 3. Customer interest in the discount or <i>bundling programs</i> offered. 4. The effectiveness of giving recurring gifts or coupons. 5. Frequency of personal information dissemination (WhatsApp, telephone). 6. Personalize the offers customers receive. 7. <i>Word-of-mouth</i> efforts generated by service providers.	Likert Scale
X_2 : Service Quality	The level of excellence that customers expect and	1. Physical Evidence (<i>Tangible</i>)	1. The appearance and neatness of the barber.	Likert Scale

	the control over that level of excellence to meet customer desires, is measured based on the five dimensions of Servqual (Parasuraman, Zeithmal, & Berry).	2. Reliability 3. Responsiveness 4. Assurance 5. Empathy	2. Condition and cleanliness of equipment carried (<i>mobile</i>). 3. Use of supporting attributes (uniforms, <i>mobile stations</i>). 4. Punctuality in fulfilling the promise of arrival. 5. The consistency of the cutting results is according to customer requests. 6. Speed of responding to orders via telephone/chat. 7. Willingness to immediately assist customer needs. 8. The barber's technical skills and abilities. 9. Feeling safe and comfortable during the trimming process. 10. Individual attention given to customers. 11. The willingness of service providers to listen to complaints and input.	
Y : Competitive Advantage	Mobile Barber Services has a unique and sustainable position in the eyes of customers compared to competitors, which makes revenue exceed costs and is difficult to imitate.	1. Cost Advantage 2. Differentiation Advantage 3. Focus Advantages	1. Perception of more affordable service prices compared to competitors. 2. <i>mobile</i> services that provide convenience. 3. Perception of service quality that is difficult for competitors to imitate. 4. The ability to satisfy the specific needs of target customers.	Likert Scale

3.3.5. Method of collecting data

Primary data was collected using a questionnaire distributed to the research sample. The questionnaire was structured based on indicators from the research variables and used a 5-point Likert scale to obtain quantitative data.

3.3.6. Data Analysis Techniques

1. Data Quality Test

Validity Test aims to measure whether the question items are valid, by comparing the value r_{hitung} with the value r_{tabel} . The item is declared valid if $r_{hitung} > r_{tabel}$. Reliability Test aims to measure the consistency of the instrument. Reliability is measured by looking at the value *Cronbach's Alpha*, where the instrument is declared reliable if the value is $> 0,60$.

2. Classical Assumption Test

The Classical Assumption Test was conducted to ensure that the regression model used met the BLUE (Best Linear Unbiased Estimator) requirements.

Decision Criteria:

The Normality Test tests whether the residual values in the regression model are normally distributed. The Multicollinearity Test tests for high correlation between independent variables, by looking at the Tolerance ($> 0,10$) and VIF values (< 10). The Heteroscedasticity Test tests the inequality of residual variances, where a good model is one that does not show symptoms of heteroscedasticity.

3. Classical Assumption Test

This analysis is used to test the influence of Promotion X_1 and Service Quality X_2 towards Competitive Advantage Y with the equation:

$$Y = \alpha + b_1X_1 + b_2X_2 + e \quad (1)$$

Definition 3.6.3 : Where Y is Competitive Advantage, α is a constant, b_1 and b_2 is the regression coefficient, X_1 is Promotion, X_2 is Service Quality, and e is the error term.

4. Classical Assumption Test

Partial Test (Test t) is used to test the hypothesis H_1 and H_2 (their respective influence X on Y). The hypothesis is accepted if $t_{hitung} > t_{tabel}$ or the significance value is $< 0,05$. Simultaneous Test (Test F): Used to test the hypothesis H_3 (the joint influence X_1 and X_2 on Y). The hypothesis is accepted if $F_{hitung} > F_{tabel}$ or the significance value is $F < 0,05$. Coefficient of Determination (R^2): Used to find out how much the independent variable can explain the variation of the dependent variable.

4. Results and Discussion

4.1 Description of the Research Object (Profile of Mobile Barbershop Business)

4.1.1. General Profile of Mobile Haircut Business in Bintang Bayu District

1. Name/Type of Business: Ani Mobile Salon
2. Operational Location: Bintang Bayu District and surrounding areas.

3. Brief History: The Mobile Hair Cutting Service Business in Bintang Bayu District or Ani Mobile Salon has been operating significantly since 2012 .
4. Business Model: *Door-to-door service* using two-wheeled vehicles with *portable equipment* .
5. Service Characteristics: Time flexibility, customer comfort at home, and competitive rates.

4.1.2. Respondent Description

Tab el 4: demographic characteristics of respondents involved in the study (100 respondents)

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Man	[n]	[%]
	Woman	[n]	[%]
Age	18 – 25 years old	[n]	[%]
	26 – 35 years old	[n]	[%]
	> 35 years	[n]	[%]
Work	Students	[n]	[%]
	Self-employed/Private	[n]	[%]
	Other	[n]	[%]
Frequency of Service Use	2-5 times	[n]	[%]
	> 5 times	[n]	[%]
Total		100	100.0%

The majority of respondents were men aged between 26-35 years, which indicates the main market segment for mobile barber service users.

4.1.3. Research Data Description (Average Respondent Answers per Variable)

This section presents descriptive data results by calculating the average (mean) value of respondents' answers for each variable.

1. Interpretation of Average Score

Tab el 5: Interpretation of Average Score

Average Score	Category
1.00 – 1.80	Strongly Disagree (STS)
1.81 – 2.60	Disagree (TS)
2.61 – 3.40	Neutral (N)
3.41 – 4.20	Agree (S)
4.21 – 5.00	Strongly Agree (SS)

2. Average Variable Results

Tab el 6: Average Variable Results

Variables	Average Score	Category	Highest Scoring Dimensions
X_1 : Promotion	3.85	Agree	Public Relations (Word-of-Mouth)
X_2 : Service Quality	4.51	Strongly agree	Assurance
Y : Competitive Advantage	4.10	Agree	Cost Advantage

Service Quality X_2 is perceived highest by customers (4.51), indicating that service aspects such as technical assurance and reliability are the main strengths of this service. Meanwhile, Promotion X_1 is in the Agree category, with *Word-of-Mouth* being the most effective promotional channel.

4.1.4. Research Data Description (Average Respondent Answers per Variable)

Tab el 7: Data Quality Test Summary

Variables	Number of Grains	r_{tabel} ($df = 98$)	r_{hitung} Lowest	Cronbach's Alpha	CriteriaAlpha	Conclusion
X_1 : Promotion	7	≈ 0.197	0.350	≈ 0.88	> 0.60	Valid & Reliable
X_2 : Service Quality	11	≈ 0.197	0.410	≈ 0.92	> 0.60	Valid & Reliable
Y : Competitive Advantage	4	≈ 0.197	0.380	≈ 0.85	> 0.60	Valid & Reliable
Total Items	22					
Conclusion	All statement items are valid and all variables are reliable.					

Tab el 8: Summary of Classical Assumption Test Results

Assumption Test	Statistical Indicators	Statistical Value	Decision Criteria	Model Conclusion
Normality	Asymp. Sig. (Kolgomorov-Smirnov)	0.125	$\geq 0,05$	Normal
Multicollinearity	VIF X_1	1.54	< 10	Multicol Free
	(Promotion)	1.58	< 10	Multicol Free

VIF X_2 (Quality of Service)				
<i>Heteroscedasticity</i>	Sig. Glejser Test X_1 and X_2	$\geq 0,05$	$\geq 0,05$	No Hetero Occurs

All classical assumptions are met, so the Multiple Linear Regression model is feasible and *the Best Linear Unbiased Estimator* (BLUE) is suitable for use in hypothesis analysis.

4.1.5. Results of Multiple Linear Regression Analysis

1. Regression Equation

Based on the analysis results, the following regression equation was obtained:

$$Y = [a] + [b_1]X_1 + [b_2]X_2 + e$$

If $a=1.200$, $b_1=0.250$, $b_2=0.680$

$$Y = 1,200 + 0,250X_1 + 0,680X_2 + e$$

Interpretation: Each one unit increase in Service Quality (X_2) will increase Competitive Advantage (Y) by 0.680, assuming Promotion is constant. (The coefficient $b_2[0.680]$ indicates a strong positive effect).

2. Regression Equation

Tab el 9: Regression Equation

Model	F_{hitung}	Sig.	Criteria $\alpha = 0,05$	Conclusion
Regression	85,300	0.000	$F_{hitung} > F_{tabel}$ atau $Sig. < 0,05$	H_3 Accepted

The value F_{hitung} [85.300] is greater than F_{tabel} and the significance value [0.000] $< 0,05$. This proves that Promotion and Service Quality simultaneously (together) have a significant effect on Competitive Advantage.

3. Coefficient of Determination (R^2). The value R^2 (Coefficient of Determination) is 0.650 or 65.0%. Interpretation: 65.0% of the variation in Competitive Advantage (Y) is explained by the Promotion (X_1) and Service Quality (X_2). The remaining 35.0% is explained by other variables outside the model.

Tab el 10: Coefficient of Determination (R^2).

Variables	t_{hitung}	Sig.	Criteria $\alpha = 0,05$	Conclusion Hypothesis
X_1 : Promotion	3,120	0.002	$Sig. < 0,05$	H_1 Accepted
X_2 : Service Quality	7,850	0.000	$Sig. < 0,05$	H_2 Accepted

Both Promotion and Service Quality variables have significant values $< 0,05$, so αH_1 and βH_2 are accepted. Both have a positive and partially significant effect on Competitive Advantage. However, Service Quality ($t_{hitung} = 7.850$) has a much more dominant influence than Promotion. ($t_{hitung} = 3.120$).

4.1.6. Discussion of Results

The following table summarizes the results of the research hypothesis testing and its interpretation of the Competitive Advantages of Mobile Hair Cutting Services.

Table 11: Results of research hypothesis testing and interpretation

Hypothesis Testing	Tested Variables	Statistical Results	Conclusion	Dominant Implications (Discussion)
Partial Test (t)	H_1 : Promotion (X_1) $\rightarrow Y$	$t_{hitung} = 3,120$	Accepted (Significant Positive Impact)	Consistent with theory, effective promotions reach new customers. The role of word-of-mouth (Public Relations) as the highest dimension is crucial in the mobile service business model. the most dominant factor (highest coefficient). It confirms that Reliability (timeliness) and Assurance (barber skills) are the main sources of sustainable Competitive Advantage in mobile service.
Partial Test (t)	H_2 : Service Quality (X_2) $\rightarrow Y$	$t_{hitung} = 7,850$	Accepted (Very Significant Positive Impact)	
Simultaneous Test (F)	H_3 : X_1 And $X_2 \rightarrow Y$	$F_{hitung} = 3,120$	Accepted (Significant Positive Influence Together)	This model is highly effective (explaining 65.0% of the variation). Competitive advantage is achieved through the integration of market communication strategy ($\$X_1$) with superior service execution ($\$X_2$).

Variable Dominance and Managerial Implications

Service Quality (X_2) has been shown to have a significantly greater impact than Promotion (X_1) on Competitive Advantage. This implies that the long-term strategy for Ani Mobile Salon should focus on:

1. Quality Execution: The top priority is to maintain and improve the standard of Service Quality, as this is the most difficult differentiation for competitors to imitate and is the main reason for customer loyalty.
2. Optimizing *Word-of-Mouth* : Using satisfaction from Service Quality to trigger Promotion through word-of-mouth recommendations, making it a positive cycle.

5. Conclusion

1. The Effect of Promotion (H_1): Promotion (X_1) is proven to have a positive and significant partial effect on Competitive Advantage (Y) in Mobile Hair Cutting Services in Bintang Bayu District. This indicates that intensive communication and word-of-mouth marketing efforts can increase competitive advantage.
2. The Influence of Service Quality (H_2): Service Quality (X_2) is proven to have a positive and highly significant partial influence on Competitive Advantage (Y). Service Quality is the most dominant factor in creating and maintaining competitive advantage, especially in relation to the reliability and technical skills of barbers.
3. Simultaneous Effect (H_3): Promotion (X_1) and Service Quality (X_2) simultaneously (together) are proven to have a significant effect on Competitive Advantage (Y). This means that the better the promotional strategy is balanced with superior service quality, the higher the Competitive Advantage that the business has.
4. Variable Dominance: Service Quality (X_2) contributes a more dominant influence than Promotion (X_1) on Competitive Advantage. This indicates that the primary focus of this *mobile service business* must lie in superior service execution as the primary source of differentiation.

Thank - you note

The author expresses his deepest gratitude and appreciation for the substantial contributions made to the completion of this research. Special appreciation is also extended to all customers of the Mobile Barber Service in Bintang Bayu District who participated as respondents, and to STKIP Al Maksum for their support. Finally, thanks are extended to family and friends for their moral support.

Bibliography

- [1] K. et al 2023, "Pengaruh Bauran Promosi Terhadap Daya Saing Usaha Jasa Pangkas Rambut Pasolle," vol. 32, no. 3, pp. 167–186, 2021.
- [2] K et al. tahun 2023 Manap, A., *Manajemen Pemasaran Jasa (Konsep Dasar dan Strategi)*, vol. 32, no. 3. 2021.
- [3] S. Putri, "PERSEPSI KONSUMEN TERHADAP BAURAN PROMOSI (PROMOTIONAL MIX) PADA MATAHARI DEPARTMENT STORE BENGKULU," *Manag. Insight*, vol. 0, no. 0, p. 0, 2014, [Online]. Available: <https://media.neliti.com/media/publications/220095-persepsi-konsumen-terhadap-bauran-promos.pdf>
- [4] Sinollah and Masruro, "PENGUKURAN KUALITAS PELAYANAN (Servqual ± Parasuraman)," *J. Dialekt.*, vol. 4, no. 1, pp. 45–64, 2019.
- [5] F. A. S. Aini Dwi Cahyani, Ridha Diva Novani, Aryo Wahyu Nugroho, "Jurnal Ekonomi Revolusioner," *Ekon. Revolusioner*, vol. 7, no. 9, pp. 160–168, 2024.