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Marketing Mix (4P) Analysis of Javanese Bridal Makeup Services at Anting Wulan Bridal Studio Based on Consumer Perceptions

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Abstract
One of the important parts of the beauty industry in Indonesia is bridal makeup services, especially traditional Javanese bridal makeup. This makes the competition among makeup studio vendors very tight. In order to survive, companies need to create the right marketing strategy. The study aims to analyze the marketing of Javanese bridal makeup services at the Anting Wulan makeup studio reviewed from the 4P marketing mix which includes products, prices, place, and promotion. The research used a quantitative descriptive method with clients subject who had used Javanese bridal makeup services at the studio. Data was collected through questionnaires as main data on a likert scale and analyzed with descriptive statistics in the form of tables. The results of the study concluded that overall, the implementation of marketing strategies was in the very good category with an average score of 89.25. The four aspects in the marketing mix (product, price, place, and promotion) are integrated and contribute significantly to forming positive perceptions and consumer satisfaction.

Keywords: 4P**,** anting wulan, Javanese bridal, Marketing mix, Makeup services

INTRODUCTION

The beauty industry is one of the service sectors that has continued to experience significant development, in line with growing societal demands for appearance and visual aesthetics. One important segment of the beauty industry in Indonesia is bridal makeup services, particularly traditional Javanese bridal makeup, which possesses strong cultural, symbolic, and philosophical values (Wulandari et al., 2022). In the city of Semarang, there is a Javanese bridal makeup service provider called Anting Wulan Makeup Studio, located at Jl. Karangrejo Selatan VI No. 38, Tinjomoyo, Banyumanik District, Semarang. Initially, Anting Wulan provided only makeup services; however, over time it has grown to offer photography studio services, a wedding organizer, kebaya rentals, and traditional accessories. In this modern era, Anting Wulan continues to develop, encouraging business practitioners to not only rely on technical skills but also adaptive marketing strategies that respond to changing business environments (Rachmah et al., 2022).

The superiority of Anting Wulan Makeup Studio's services is evident in its comprehensive Javanese bridal makeup packages, allowing prospective brides and grooms to handle all their needs in one place. These service packages are offered at relatively affordable prices and are supported by a service system focused on one couple at a time, without the practice of double jobs, to maintain optimal service quality (Abidin & Rohmah, 2024). Furthermore, the makeup concept applied prioritizes a timeless classical Javanese style, making it remain relevant despite changes in makeup trends and this advantage is reflected in customer behavior, where clients who have used Anting Wulan's bridal makeup services tend to return for various subsequent traditional ceremonies, such as mitoni and tedak siten. According to recent research, culturally based services possess high differentiation power,

yet simultaneously face significant challenges in adapting to changing consumer preferences and digital promotion patterns (Ayu Wardani et al., 2021).

In recent years, competition in the makeup service industry has intensified as many new makeup artists (MUA) have emerged offering competitive prices and modern makeup styles following current trends. This situation gives consumers more choices, thereby strengthening their bargaining power. According to Fandy Tjiptono (2022), in a competitive service market, business sustainability is largely determined by the ability of practitioners to manage appropriate marketing strategies oriented toward customer value. Recent research indicates that short video content on TikTok significantly influences purchase intention and consumer trust formation in the beauty industry. As a result, MUAs who are active on social media tend to be more easily recognized and sought out by potential consumers compared to service providers with limited presence on digital platforms (Asadiyah et al., 2023).

Amid these dynamics, Anting Wulan Makeup Studio Semarang, which has been established since 2002, presents an interesting case to study. With more than two decades of experience, Anting Wulan possesses important assets including reputation, expertise in Javanese bridal makeup, and customer trust built across generations. However, in the current digital era, the absence of Anting Wulan Makeup Studio on the TikTok platform has limited its exposure to new potential consumers, particularly younger generations who rely on social media as their primary source for finding bridal makeup services. At present, at least three makeup studios in Semarang have emerged as direct competitors of Anting Wulan and actively utilize TikTok as a promotional medium. These competitors include Dian Nita Makeup with content views reaching 5 million, Jeis Makeup with views up to 4 million, and Aurora Makeup with approximately 2 thousand views.

The high number of content views on TikTok not only plays a role in attracting new potential customers but also reflects the broad reach and distribution of consumers in the era of younger generations who increasingly rely on social media as their primary source of information and reference for bridal makeup services. This situation has resulted in declining consumer interest compared to competitors who more actively leverage social media (Kotler & Armstrong, 2020). Therefore, a comprehensive and systematic analytical framework for examining marketing strategies is needed. One relevant approach to use is the marketing mix, as it can elaborate the marketing factors controllable by business practitioners to influence consumer interest and purchasing decisions (Anjayani & Febriyanti, 2022).

According to Jerome Mc. Carthy in Kotler and Keller (2016), the marketing mix is defined as "Various marketing activities into marketing-mix tools of four broad kinds, which he called the four Ps of marketing: product, price, place, and promotion.", this means that various marketing activities are incorporated into marketing mix tools consisting of four main categories, namely product, price, place, and promotion (Kotler & Keller, 2016). The concept comprises product, which relates to the planning and development of products or services; price, which reflects the determination of the product's exchange value; place, which concerns the selection of location and service coverage; and promotion, which includes marketing communication activities aimed at conveying information and shaping consumer perceptions. Based on the 4P marketing mix concept (Product, Price, Place, and Promotion), the following research indicators are presented to analyze the marketing strategy of Javanese bridal makeup services at Anting Wulan Bridal Makeup Studio Semarang.

This study focuses exclusively on the implementation of the 4P marketing mix strategy (Product, Price, Place, and Promotion) at Anting Wulan Bridal Makeup Studio, Semarang. The study addresses the research question concerning how the marketing strategy for Javanese bridal makeup services is implemented at Anting Wulan Bridal Makeup Studio based on the 4P marketing mix approach (Product, Price, Place, and Promotion) (Wiyanto, 2024). Accordingly, the objective of this study is to analyze the marketing strategy of Javanese bridal makeup services at Anting Wulan Bridal Makeup Studio, Semarang, using the 4P marketing mix framework (Product, Price, Place, and Promotion). The findings of this study are expected to contribute to the theoretical literature, particularly by providing insights into the marketing strategies employed for Javanese bridal makeup services at Anting Wulan Bridal Makeup Studio, Semarang (Amelia, 2023).

METHOD

This study employed a quantitative descriptive research design to describe consumers' perceptions of the implementation of the 4P marketing mix in Javanese bridal makeup services at Anting Wulan Bridal Makeup Studio, Semarang. The study population consisted of all consumers who had used Javanese bridal makeup services at Anting Wulan Bridal Makeup Studio during 2025, totaling 100 consumers. According to Lenaini (2021), purposive sampling is a sampling technique in which the researcher establishes specific criteria to determine which respondents are eligible to be selected as research samples. The sample size was determined using the Slovin formula, resulting in 80 respondents. The respondents were then selected using a purposive sampling technique based on the predetermined inclusion criteria, namely consumers who had previously used the Javanese bridal makeup services provided by Anting Wulan Bridal Makeup Studio.

Data collection was conducted through a questionnaire as the primary instrument, supplemented by interviews and documentation as supporting data, such as information on service packages and promotional media. The research instrument consisted of a closed-ended questionnaire using a 5-point Likert scale (STS - SS), developed based on the 4P indicators, namely product (service packages, distinctive makeup characteristics, service completeness), price (service price, price flexibility, price transparency), place (studio location, service reach, ease of booking), and promotion (promotional media, promotional content, impact of promotion on consumer interest). Responses were given numerical scores and certain items could be summed or averaged to produce a composite variable score per indicator. Instrument testing in this study included validity and reliability testing. The instrument validity test was conducted through expert judgment involving three experts and analyzed using Aiken's V formula:

$$V = \frac{\Sigma S}{n\,(c-1)}$$

where V represents Aiken's content validity index, ranging from 0 to 1; ∑S is the total score assigned by all experts; n is the number of experts (raters); and c is the number of rating categories. An Aiken's V coefficient of ≥ 0.60 indicates that an item is considered valid. The results of the validity test showed that all instrument items achieved Aiken's V coefficients of at least 0.60, with an average coefficient of 0.92. Therefore, the instrument was considered valid and suitable for use in this study. The validity test results for each instrument indicator are presented in the following table.

Table 2. Instrument Validity Test Results

No.	Indicator	Aiken's V Value	Result
1	Product	0.931	Valid
2	Price	0.931	Valid
3	Place	0.945	Valid
4	Promotion	0.903	Valid
Average		**0.927**	**Valid**

The reliability test was conducted using the Cronbach's Alpha method with the assistance of the Statistical Package for the Social Sciences (SPSS) version 25. The analysis yielded a Cronbach's Alpha coefficient of 0.877, which exceeded the minimum acceptable threshold of 0.60. Therefore, the research instrument was considered reliable and appropriate for data collection. The results of the reliability test are presented in the following table.

Table 3. Instrument Reliability Test Results

No.	Indicator	Cronbach's Alpha	Result
1	Product	0.887	Reliable
2	Price	0.768	Reliable
3	Place	0.879	Reliable
4	Promotion	0.798	Reliable
Average		**0.833**	**Reliable**

Data analysis in this study employed quantitative descriptive analysis calculated per 4P variable, then interpreted into assessment categories to present a concise and clear picture of consumer perceptions (Koo & Yang, 2025). The scoring interval table used for assessment is presented below.

Table 4. Data Interval Criteria

Score Interval	Category
81% – 100%	Very Good
61% – 80%	Good
41% – 60%	Fairly Good
21% – 40%	Poor
0% – 20%	Very Poor

RESULTS AND DISCUSSION

This study was conducted at Anting Wulan Makeup Studio Semarang with the aim of analyzing the Marketing Mix (4P) of Javanese Bridal Makeup Services at Anting Wulan Makeup Studio Semarang Based on Consumer Perception. The research results are presented below based on four main indicators: Product, Price, Place, and Promotion.

Table 6. Data Analysis Results per Indicator

No.	Indicator	Score	Category
1	Product	89.8	Very Good
2	Price	87.9	Very Good
3	Place	89.4	Very Good
4	Promotion	90.6	Very Good
Average		**89.25**	**Very Good**

The results of the study on the Analysis of Marketing Mix (4P) of Javanese Bridal Makeup Services at Anting Wulan Makeup Studio Semarang Based on Consumer Perception indicate that all indicators fall within the very good category with an overall average of 89.25. This indicates that the marketing strategy implemented by the studio has been able to meet consumer expectations optimally. The product aspect yielded an average score of 89.8, categorized as very good. Sub-indicators show that service completeness obtained the highest score of 92, followed by distinctive makeup characteristics with a score of 91, and bridal makeup service packages with a score of 86. The price aspect yielded an average score of 87.9, categorized as very good. Price flexibility was the sub-indicator with the highest score of 92, followed by price transparency with a score of 87, and service price with a score of 85. The place aspect yielded an average score of 89.4, categorized as very good. Studio location and ease of booking, both scoring 90, were the primary factors supporting consumer convenience, followed by service reach with a score of 89. This indicates that accessibility and service ease serve as added value for consumers. The promotion aspect yielded the highest average score of 90.6, categorized as very good. Promotional content and its impact on consumer interest each scored 91, while promotional media scored 90. These results indicate that the promotion strategy implemented has been effective in attracting consumer attention and increasing interest.

The findings indicate that all dimensions of the marketing mix (4P), namely product, price, place, and promotion, were classified as *very good*, with an average score of 89.25. These results suggest that the marketing strategy implemented by Anting Wulan Bridal Makeup Studio has successfully delivered substantial value to its customers. From a theoretical perspective, the marketing mix concept proposed by Kotler and Armstrong (2018) emphasizes that an appropriate combination of the four marketing elements can create customer value, enhance customer satisfaction, and encourage purchasing decisions. The product dimension achieved an average score of 89.8, indicating a very high level of consumer satisfaction with the services provided. Comprehensive service offerings and the distinctive characteristics of the Javanese bridal makeup were identified as the primary factors contributing to positive consumer perceptions. This finding is consistent with Kotler and Armstrong (2018), who argued that a product encompasses not only tangible goods but also service attributes such as quality, design, and uniqueness. Likewise, Azzahra and Yanita (2025) reported that service

quality has a positive and significant effect on customer satisfaction in beauty salon businesses. Furthermore, Nurendah and Gendalasari (2018) emphasized that product or service differentiation through unique characteristics can enhance competitive advantage and increase customers' perceived value. Therefore, the distinctive style of Javanese bridal makeup offered by Anting Wulan Bridal Makeup Studio serves as a competitive advantage that strengthens its position in the beauty service market.

The product dimension obtained an average score of 89.8, indicating a very high level of consumer satisfaction with the quality of the services provided. The comprehensiveness of the services and the distinctive characteristics of the Javanese bridal makeup contributed to positive consumer perceptions. This finding is consistent with Kotler and Armstrong (2018), who argued that products include not only tangible goods but also service quality and unique attributes. In addition, Azzahra and Yanita (2025) reported that service quality positively influences customer satisfaction, while Nurendah and Gendalasari (2018) emphasized that service differentiation enhances competitive advantage. Therefore, the distinctive bridal makeup style offered by Anting Wulan Bridal Makeup Studio strengthens its position in the beauty service market.

The price dimension achieved an average score of 87.9, indicating a *very good* category. Price flexibility was the highest-rated indicator, suggesting that the pricing strategy effectively accommodates different consumer segments. This finding supports Kotler and Armstrong (2018), who stated that price directly influences perceived value and purchasing decisions. Similarly, Anisa et al. (2024) found that price significantly affects purchasing decisions, while Sherli et al. (2023) reported that perceived price fairness enhances consumer trust and purchase intention. Therefore, the pricing strategy implemented by Anting Wulan Bridal Makeup Studio meets consumer expectations and provides satisfactory value. The place dimension obtained an average score of 89.4, indicating that the studio's location, service accessibility, and booking process were perceived as *very good* by consumers. Easy access and a convenient booking system contributed to customer satisfaction. This finding is consistent with Lupiyoadi (2019), who emphasized that strategic location and accessibility are essential factors in attracting customers. Likewise, Kinarsih and Rizqullah (2024) and Latuo and Nuryani (2024) reported that ease of access to digital service systems positively influences customer satisfaction. These findings suggest that the accessibility and efficient service process at Anting Wulan Bridal Makeup Studio effectively meet consumer expectations.

The promotion dimension achieved the highest average score (90.6), indicating that the promotional strategy was highly effective in attracting consumer interest. Promotional content and its influence on consumer interest were identified as the most significant indicators. This finding is consistent with marketing communication theory, which states that promotion informs, persuades, and reminds consumers about products and services. Furthermore, Nabillah et al. (2024) found that social media promotion positively influences purchase intention, while Nurjanah and Diana (2024) reported that high-quality social media content significantly enhances consumer purchase intention. These findings suggest that effective promotional media and engaging content can increase consumer engagement and purchasing decisions. Overall, the findings indicate that all four dimensions of the marketing mix work synergistically to create positive consumer perceptions. This result supports Kotler and Armstrong (2018), who argued that effective marketing depends on the integration of all marketing mix elements. Similarly, Isfansyah and Widodo (2024) found that the 4P marketing mix has a positive effect on customer satisfaction and loyalty. Therefore, the *very good* ratings across all dimensions demonstrate that the marketing strategy implemented by Anting Wulan Bridal Makeup Studio is well integrated and effective.

CONCLUSION

Based on the findings and discussion, it can be concluded that the implementation of the 4P marketing mix strategy (product, price, place, and promotion) at Anting Wulan Bridal Makeup Studio, Semarang, was evaluated as *very good*, achieving an overall average score of 89.25. This result indicates that the marketing strategy has effectively met and exceeded consumer expectations. Furthermore, all four dimensions of the marketing mix were found to be well integrated and to contribute significantly to positive consumer perceptions and customer satisfaction. Therefore, the successful implementation of an effective marketing mix strategy has become a key factor in strengthening the competitiveness and long-term sustainability of Anting Wulan Bridal Makeup Studio within the bridal makeup service industry.

DECLARATION OF GENERATIVE AI

The authors declare that no generative AI or AI-assisted technologies were used in the writing process of this manuscript.

CONFLICTING INTEREST STATEMENT

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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