

THE EFFECT OF PRICE AND PHYSICAL EVIDENCE ON CONSUMERS' DECISIONS TO CHOOSE BELLA USAHA CAR WASH AND SALON IN PONTIANAK CITY

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Abstract

This study examines the effects of price and physical evidence on consumers' decisions to choose Bella Usaha Car Wash and Salon in Pontianak City, both partially and simultaneously. The study employed an associative method with a quantitative approach. Data were collected through interviews, questionnaires administered to consumers, and secondary data related to the business. The sample consisted of 100 respondents selected using purposive sampling. The data analysis technique using multiple linear regression analysis which performed using SPSS version 25. The results showed that price has a positive and significant effect on consumer decisions, with a regression coefficient of 0.464 and a significance value of 0.000. Physical evidence also has a positive and significant effect on consumer decisions, with a regression coefficient of 0.267 and a significance value of 0.000. Simultaneously, price and physical evidence have a significant effect on consumer decisions, with an F-statistic of 504.080 and a significance value of 0.000. The coefficient of determination (R^2) of 0.940 indicates that 94.0% of the variation in consumer decisions is explained by price and physical evidence. These findings show that price and physical evidence are important factors in consumers' decisions to choose Bella Usaha services. These findings suggest that Bella Usaha and similar car-wash businesses should focus on offering fair, competitive prices while keeping their facilities clean and well-maintained, as both factors help strengthen consumers' decisions to use their services.

Keywords: Price, Physical Evidence, Consumer Decisions

1. INTRODUCTION

Vehicles have become an important means of supporting daily activities. Proper maintenance is therefore necessary to keep vehicles clean and comfortable to use. For vehicle owners, cleanliness and comfort contribute to a more pleasant driving experience. One simple way to maintain these conditions is to wash and clean both the exterior and interior of the vehicle regularly.

Regular vehicle washing provides several benefits. First, keeping a vehicle clean can help prevent problems such as rust and paint damage caused by prolonged dirt accumulation. Second, maintaining a clean interior can help prevent unpleasant odors and bacterial growth that may affect occupants' health. In addition, a well-maintained vehicle may have a higher resale value than a vehicle that is rarely maintained. Therefore, vehicles that are frequently

used in dusty or muddy conditions should be washed at least once every two weeks. Regular maintenance can help extend the vehicle's service life.

Given the importance of vehicle cleanliness, many entrepreneurs have established car-wash businesses. According to 2025 OSS (Online Investment and Integrated One-Stop Service) records from the Pontianak City Investment and Integrated One-Stop Service Office, there are 165 car washes, motorcycle washes, and car salons in Pontianak City. Several competitors operate in the area around Bella Usaha, including Khatulistiwa Turbo Wash, Saffa Car Wash, and A-Wash.

Bella Usaha was established in 2011 by Mr. Iyan and is located on Jl. Ujung Pandang, Sungai Jawi Village, Pontianak City, West Kalimantan Province. The business holds Business Identification Number 1706220050606, issued by the Investment Coordinating Board in 2022. Initially, Bella Usaha operated only one main car-wash outlet. In 2013, it expanded by opening additional branches. It currently operates seven branches in Pontianak City. Bella Usaha employs 15 employees who work in two shifts. Eight employees work from 08:00 to 18:00 WIB, including one employee who serves as cashier and manages the canteen. The remaining seven employees work from 18:00 to 00:00 WIB, with one employee performing the same cashier and canteen-management duties. Employees assigned to these roles are responsible for financial transactions and for managing the canteen facilities used by employees and customers.

Bella Usaha Car Wash and Salon offers prices that are affordable for various consumer groups. The prices are considered consistent with the quality of the services provided, including clean washing results, adequate equipment, and friendly service. In addition, consumers receive benefits that are considered commensurate with the prices paid, including a clean vehicle and a comfortable service experience. Bella Usaha sets prices in line with its service quality, with the aim of leaving consumers' vehicles clean, fragrant, and shiny, while remaining competitive with other car-wash and car-salon businesses. This is consistent with Pahmi (2024), who states that price is the amount of money paid for a service or the amount of value exchanged by consumers to obtain the benefits of owning or using goods or services. Keller and Hansen (2019), as cited in Dewi and Setiawan (2024), state that price is the amount of money consumers pay to obtain a product or service, or the value exchanged to obtain the benefits, ownership, or use of the product.

Bella Usaha has a spacious, sturdy, and well-maintained building. The washing area is roofed, protecting vehicles from sunlight and rain, while the floor is kept clean and non-slippery through adequate drainage. The premises also provide toilets and parking facilities. Bella Usaha has adequate washing equipment, including three hydraulic lifts used to raise vehicles for easier cleaning of the undercarriage, a steam machine, an air compressor, a vacuum cleaner, a foam gun, a water hose, buckets, washing sponges, microfiber cloths, washing soap, tire polish, and polishing equipment. This is consistent with Saleh and Said (2019), who state that physical evidence can influence consumers' satisfaction in purchasing and using the goods or services offered. Bella Usaha also provides a canteen where customers can wait more comfortably while their vehicles are being washed. The canteen is open to the public and offers snacks and drinks. It is equipped with white wooden tables and chairs in two forms: long benches that can accommodate several people and single chairs for individual use. A television is also provided so that customers can watch while waiting for

the washing process to be completed. Fans and two trash bins are also available. Dewi and Setiawan (2024), citing Nirwana (2004), explain that supporting facilities are an important part of service marketing because service delivery often requires facilities that support the process. Wi-Fi is also available for customers and employees so that they can remain connected to the internet while on the premises. A Bella Usaha sign with black lettering serves as an identification marker, making the business easier for customers to recognize and locate. The name Bella Usaha is derived from the name of the owner's son. The building is predominantly white, with several black-and-white pillars and sections of wall featuring a black-and-white chessboard pattern that has become a distinctive characteristic of Bella Usaha. Hurriyati (2015) states that physical facilities strongly influence consumers' decisions to purchase and use the services offered.

Price and physical evidence were selected as the focal independent variables in this study because both are core elements of the services marketing mix, alongside product, place, promotion, people, and process (Lupiyoadi, 2016). Within this framework, price is not only a monetary indicator but also functions as a cue consumers use to judge affordability, price-quality fit, competitiveness, and value received in exchange for a service (Kotler & Armstrong, 2018). Physical evidence, meanwhile, represents the tangible environment in which a service is delivered (including the building, equipment, and supporting facilities) through which consumers form impressions of service quality before, during, and after the transaction (Tjiptono, 2019). Because a service such as car washing cannot be evaluated in advance the way a physical product can, consumers tend to rely on these two visible and comparable cues, i.e. price and physical facilities, when deciding among competing providers. This is supported by Anggraini and Saino (2022), whose study on consumer purchase decisions found that price and physical evidence, together with location, significantly and positively influenced consumer decisions. Given that Bella Usaha operates in a market with 165 competing car-wash and car-salon businesses in Pontianak City offering largely similar core services, price and physical evidence represent the most immediate and manageable factors through which the business can differentiate itself and influence consumer decision-making, making them theoretically and contextually relevant variables for this study.

Bella Usaha's revenue data for 2023-2025 show that revenue increased by 57.19% in 2024 compared with 2023 and by 28.80% in 2025 compared with 2024. The increase in business revenue reflects consumers' decisions to choose Bella Usaha.

Based on the background described above, this study examines consumer decisions in choosing car-wash and salon services under the title, "The Influence of Price and Physical Evidence on Consumer Decisions in Choosing Bella Usaha Car Wash and Salon in Pontianak City."

2. RESEARCH METHOD

Associative research aims to determine the relationship between two or more variables (Siregar, 2020). The data used in this study consisted of primary and secondary data. Primary data were collected through direct interviews with the business owner and questionnaires distributed to Bella Usaha consumers. Secondary data were obtained from competitor data, product and price lists, and Bella Usaha sales records.

The research population is the entire universe of research objects, which may include humans, animals, plants, air, symptoms, values, events, attitudes, and other relevant objects. In this study, the population comprised all Bella Usaha consumers. Based on the sample calculation using the Purba (1996) formula, the minimum required sample size was 96 respondents; however, the study used a sample of 100 respondents. Purposive sampling was applied to select respondents based on predetermined criteria (Siregar, 2020). The criteria were respondents aged at least 17 years and consumers who independently decided to use Bella Usaha services. The independent variables were price and physical evidence, while the dependent variable was consumer decision (Sugiyono, 2024). A five-point Likert scale was used to measure respondents' responses, with the following scoring criteria: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, and Strongly Agree = 5 (Siregar, 2020).

Data were analyzed using SPSS 25 for Windows, including research-instrument tests and classical assumption tests. Validity was assessed using the Pearson Product-Moment correlation technique by comparing the r-count value with the r-table value at $\alpha = 0.05$. With $n = 100$ and $df = 98$, the r-table value was 0.195. An item was considered valid if the correlation coefficient was > 0.30 , the r-count value was greater than the r-table value, and the significance value was ≤ 0.05 (Siregar, 2020). Reliability was assessed using Cronbach's Alpha, with an instrument considered reliable if $r_{11} > 0.60$ (Siregar, 2020). Normality was tested using the Kolmogorov-Smirnov test; Sig. > 0.05 indicated normally distributed data, whereas Sig. ≤ 0.05 indicated non-normally distributed data (Siregar, 2020). Linearity was assessed using the Test for Linearity, with Sig. < 0.05 indicating a linear relationship and Sig. > 0.05 indicating a non-linear relationship (Siregar, 2020). Multicollinearity was assessed based on Tolerance and VIF values, with Tolerance ≤ 0.10 or VIF ≥ 10 indicating multicollinearity (Ghozali, 2018). Multiple linear regression analysis was used to examine the effects of the independent variables on the dependent variable (Siregar, 2020). Hypothesis testing was then conducted using the F-test to assess simultaneous effects (Siregar, 2020) and the t-test to assess partial effects (Ghozali, 2018).

3. RESULTS

Validity Test

The validity test was conducted to assess the validity of the research instrument. Each statement-item score was correlated and the resulting r-count value was compared with the r-table value. The r-table value was obtained using $df = n - 2 = 100 - 2 = 98$ at a significance level of 0.05, resulting in r-table value of 0.195. The validity-test results for all statement items in each research variable are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Price (X1)	X1.1	0.753	0.195	Valid
	X1.2	0.748		
	X1.3	0.749		
	X1.4	0.713		
	X1.5	0.725		
	X1.6	0.693		

	X1.7	0.699		
	X1.8	0.654		
	X1.9	0.637		
	X1.10	0.521		
	X1.11	0.536		
	X1.12	0.343		
Physical Evidence (X2)	X2.1	0.680	0.195	Valid
	X2.2	0.674		
	X2.3	0.655		
	X2.4	0.456		
	X2.5	0.506		
	X2.6	0.421		
	X2.7	0.466		
	X2.8	0.363		
	X2.9	0.529		
	X2.10	0.494		
	X2.11	0.530		
	X2.12	0.494		
	X2.13	0.432		
	X2.14	0.514		
	X2.15	0.508		
Consumer Decision (Y)	Y1.1	0.754	0.195	Valid
	Y1.2	0.744		
	Y1.3	0.710		
	Y1.4	0.483		
	Y1.5	0.574		
	Y1.6	0.490		
	Y1.7	0.537		
	Y1.8	0.440		
	Y1.9	0.554		
	Y1.10	0.335		
	Y1.11	0.497		
	Y1.12	0.477		
	Y1.13	0.326		
	Y1.14	0.540		
	Y1.15	0.571		

Source: Processed data, 2026.

Based on the validity-test results presented in Table 1, all statement items for Price (X1), Physical Evidence (X2), and Consumer Decision (Y) had r-count values greater than the r-table value of 0.195. Therefore, all research-instrument items were considered valid and suitable for further analysis.

3.1.2 Reliability Test

Reliability testing was conducted to evaluate the consistency and reliability of the questionnaire instrument used in this study. Cronbach's Alpha was applied, with an instrument considered reliable when its Cronbach's Alpha value exceeded 0.60. The reliability-test results for all research variables are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Minimum Reliability	Description
Price (X1)	0.809	12		
Physical Evidence (X2)	0.802	15	0.60	Reliable
Consumer Decision (Y)	0.816	15		

Source: Processed data, 2026.

Based on the reliability-test results presented in Table 2, Price (X1), Physical Evidence (X2), and Consumer Decision (Y) all had Cronbach's Alpha values greater than 0.60. Therefore, all research instruments were considered reliable and suitable for use as data-collection instruments.

Normality Test

The normality test was conducted to assess whether the research data were normally distributed, which is one of the basic assumptions of the analysis. The Kolmogorov-Smirnov method was used, with a significance value greater than 0.05 indicating normally distributed data. The SPSS normality-test results are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	0.092
Asymp. Sig. (2-tailed)	0.200c

Source: Processed data, 2026.

The normality-test results in Table 3 show an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. Therefore, the research data were considered normally distributed.

Linearity Test

The linearity test was conducted to assess whether the relationship between each independent variable and the dependent variable was linear. The criteria were Sig. Linearity < 0.05 and Sig. Deviation from Linearity > 0.05. The SPSS linearity-test results are presented in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Result
Consumer Decision * Price	0.000	0.510	Linear
Consumer Decision * Physical Evidence	0.000	0.222	

Source: Processed data, 2026.

The linearity-test results in Table 4 show that Price (X1) and Physical Evidence (X2) each had a Sig. Linearity value below 0.05 and a Sig. Deviation from Linearity value above 0.05. Therefore, the relationships between each independent variable and the dependent variable were considered linear.

Multicollinearity Test

The multicollinearity test was conducted to ensure that the regression model was free from high correlations among the independent variables, which could affect the accuracy of coefficient estimates and reduce model reliability. The SPSS multicollinearity-test results are presented in Table 5.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Price	0.246	4.065
	Physical Evidence	0.335	2.989
a. Dependent Variable: Consumer Decision			

Source: Processed data, 2026.

Based on the multicollinearity-test results presented in Table 5, Price (X1) and Physical Evidence (X2) had Tolerance values greater than 0.10 and VIF values below 10.00. Therefore, no indication of multicollinearity was found among the independent variables in the regression model.

Hypothesis Testing

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effects of the independent variables on the dependent variable, both partially and simultaneously, and to form a mathematical model representing the relationship among the study variables. The regression coefficients obtained from the SPSS output are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.099	0.121		0.821	0.414
	Price	0.464	0.052	0.448	8.909	0.000
	Physical Evidence	0.267	0.033	0.346	8.018	0.000
a. Dependent Variable: Consumer Decision						

Source: Processed data, 2026.

Based on the multiple linear regression results presented in Table 6, the following regression equation was obtained:

$$Y = 0.099 + 0.464X_1 + 0.267X_2$$

- 1) The constant value (a) of 0.099 indicates that when Price (X1) and Physical Evidence (X2) are equal to 0 (zero), Consumer Decision (Y) has a value of 0.099.
- 2) The coefficient $b_1 = 0.464$ indicates that a one-unit increase in Price (X1) corresponds to a 0.464-unit increase in Consumer Decision (Y).
- 3) The coefficient $b_2 = 0.267$ indicates that a one-unit increase in Physical Evidence (X2) corresponds to a 0.267-unit increase in Consumer Decision (Y).

Multiple Correlation Coefficient Analysis (R)

Multiple correlation analysis was used to determine the strength of the relationship between Price (X1) and Physical Evidence (X2), collectively, and Consumer Decision (Y). The correlation-coefficient and coefficient-of-determination results are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

No.	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970 ^a	.940	.938	.07577
Predictors: (Constant), Physical Evidence, Price				
Dependent Variable: Consumer Decision				

Source: Processed data, 2026.

Table 7 shows a correlation coefficient (R) of 0.970, indicating a very strong relationship between Price (X1) and Physical Evidence (X2), collectively, and Consumer Decision (Y), because the value falls within the 0.80-1.000 correlation interval.

Coefficient of Determination (R²)

The coefficient of determination (R²) is a value that indicates or used to determine the contribution made by one or more independent variables to the dependent variable. Table 7 also shows a coefficient of determination (R²) of 0.940, indicating that 94.0% of the variation in Consumer Decision (Y) is explained by Price (X1) and Physical Evidence (X2), while the remaining 6.0% is explained by variables not included in this study.

The high R² value may be influenced by common method variance resulting from single-source self-report data collection, as well as by sample homogeneity due to the use of purposive sampling focused on a single business entity.

Simultaneous Significance Test (F-test)

The F-test results obtained from SPSS are presented in Table 8.

Table 8. Simultaneous Significance Test Results (F-test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.682	3	2.894	504.080	0.000
Residual	0.551	96	0.006		
Total	9.233	96			

a. Dependent Variable: Consumer Decision

b. Predictors: (Constant), Physical Evidence, Price

Source: Processed data, 2026.

Table 8 shows that the F-statistic value of 504.080 is greater than the F-table value of 2.70. Therefore, Price (X1) and Physical Evidence (X2) simultaneously have a significant effect on Consumer Decision (Y) at Bella Usaha Car Wash and Salon in Pontianak City.

Partial Significance Test (t-test)

The partial significance test (t-test) was used to determine the effect of each independent variable individually on the dependent variable based on the established hypotheses. The t-test results obtained from the SPSS output are presented in Table 9.

Table 9. Partial Significance Test Results (t-test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.099	0.121		0.821	0.414
	Price	0.464	0.052	0.448	8.909	0.000
	Physical Evidence	0.267	0.033	0.346	8.018	0.000

a. Dependent Variable: Consumer Decision

Source: Processed data, 2026.

Based on the partial significance-test results presented in Table 9, the t-count values were compared with the t-table value of 1.984. The results can be explained as follows:

- 1) Partial effect of price on consumer decisions: the t-test result shows a t-count value of 8.909, which is greater than the t-table value of 1.984. Therefore, Price (X1) has a significant partial effect on Consumer Decision (Y) at Bella Usaha Car Wash and Salon in Pontianak City.
- 2) Partial effect of physical evidence on consumer decisions: the t-test result shows a t-count value of 8.018, which is greater than the t-table value of 1.984. Therefore, Physical Evidence (X2) has a significant partial effect on Consumer Decision (Y) at Bella Usaha Car Wash and Salon in Pontianak City.

4. DISCUSSION

The Influence of Price on Consumer Decisions

The results show that price has a positive and significant effect on consumer decisions at Bella Usaha Car Wash and Salon in Pontianak City. This is indicated by a t-count value of 8.909, which is greater than the t-table value of 1.984, and a significance value of 0.000, which is below 0.05; therefore, H0 is rejected and Ha is accepted. The regression coefficient for price of 0.464 indicates that more favorable consumer perceptions of price are associated with stronger decisions to use Bella Usaha's services. This relationship occurs because Bella Usaha offers affordable prices that are consistent with the quality of the services and benefits received by consumers and remain competitive with other car-wash and car-salon businesses. These conditions make consumers perceive the price paid as commensurate with the outcomes and benefits received, thereby encouraging them to choose Bella Usaha's services. This finding is consistent with Bimanataka, Ramadhani, and Nurwani (2024), whose study at Sakti Carwash in Binjai City found that price had a positive and significant partial effect on purchasing decisions.

The Influence of Physical Evidence on Consumer Decisions

The results show that physical evidence has a positive and significant effect on consumer decisions at Bella Usaha Car Wash and Salon in Pontianak City. This is indicated by a t-count value of 8.018, which is greater than the t-table value of 1.984, and a significance value of 0.000, which is below 0.05; therefore, H_0 is rejected and H_a is accepted. The regression coefficient of 0.267 indicates that better physical evidence is associated with stronger consumer decisions to use Bella Usaha's services. This relationship is supported by Bella Usaha's spacious and well-maintained building, adequate washing equipment, and supporting facilities, including a canteen, seating, television, fans, Wi-Fi, toilets, parking, and a signboard. In addition, the white color scheme and black-and-white chessboard motif are distinctive physical characteristics of Bella Usaha. These conditions provide comfort and reinforce consumers' confidence in choosing Bella Usaha's services. This finding is consistent with Rizqi, Sulistyani, and Suryawan (2017), whose study of Hikam Car's Wash Procot in Tegal Regency found a positive and significant relationship between physical evidence and consumer decisions.

The Influence of Price and Physical Evidence on Consumer Decisions

The simultaneous-test results show that Price (X_1) and Physical Evidence (X_2) jointly have a significant effect on Consumer Decision (Y), as indicated by an F-statistic value of 504.080, which is greater than the F-table value of 2.70, and a significance value of 0.000, which is below 0.05. Furthermore, the correlation coefficient (R) of 0.970 indicates a very strong relationship between the independent variables and the dependent variable. The coefficient of determination (R^2) of 0.940 indicates that 94.0% of the variation in consumer decisions is explained by price and physical evidence, while the remaining 6.0% is explained by factors outside the research model.

Based on the Standardized Coefficient (Beta) values, Price (X_1) is the more dominant factor influencing Consumer Decision (Y), with a Beta value of 0.448, followed by Physical Evidence (X_2) with a Beta value of 0.346. This finding indicates that, in the context of Bella Usaha Car Wash and Salon in Pontianak City, price plays a greater role in shaping consumer decisions than physical evidence. Consumers consider price affordability, the suitability of the price to the quality and benefits received, and price competitiveness before using car-wash and salon services. At the same time, the condition of the building, equipment, supplies, signboards, color scheme, and comfort of the facilities also supports consumers' confidence in choosing Bella Usaha's services. This finding is consistent with Rizqi, Sulistyani, and Suryawan (2017), whose study of Hikam Car's Wash Procot in Tegal Regency found that elements of the service marketing mix, including price and physical evidence, were related to consumer decisions in using car-wash services. Thus, the findings of the present study reinforce previous evidence that price and physical evidence are factors considered by consumers when deciding to use vehicle-washing services.

The greater dominance of Price over Physical Evidence can be explained by the highly competitive car-wash market in Pontianak City, which comprises 165 registered businesses offering broadly similar facilities. In such a market, physical evidence tends to function as a baseline expectation rather than a differentiator, while price remains the most

easily compared attribute across providers. Moreover, as a low-involvement, frequently repeated service, car-wash use encourages consumers to rely on price as a readily available decision cue rather than closely evaluating facilities each time, since the benefits of physical evidence can only be fully assessed after the service is experienced. These conditions explain why price carries greater weight than physical evidence in consumers' decisions to choose Bella Usaha Car Wash and Salon in Pontianak City.

5. CONCLUSION

This study concludes that price and physical evidence have positive and significant effects on consumer decisions at Bella Usaha Car Wash and Salon in Pontianak City, both partially and simultaneously. These findings indicate that consumer decisions are influenced not only by prices that are appropriate in terms of affordability, quality, benefits, and competitiveness, but also by physical evidence that provides comfort and shapes consumers' impressions of the business. Furthermore, price was found to be the more dominant factor in shaping consumer decisions compared with physical evidence, reflecting the highly competitive nature of the car-wash industry in Pontianak City and the low-involvement, repeat-purchase character of the service.

From a practical perspective, Bella Usaha should maintain prices that are consistent with service quality while continuing to preserve the cleanliness, comfort, and completeness of its business facilities so that consumers remain confident in choosing its services. Bella Usaha should also maintain its distinctive physical characteristics, such as its building condition, equipment, signage, and color scheme, so that it continues to create a positive impression and remains easily recognizable to consumers. Because price emerged as the more dominant factor, management should prioritize maintaining price competitiveness and value-for-money perceptions relative to competitors, while treating physical evidence as a supporting factor that reinforces consumer confidence and comfort.

This study is limited to two independent variables, namely price and physical evidence, and was conducted only among consumers of Bella Usaha Car Wash and Salon in Pontianak City, which may limit the generalizability of the findings to other car-wash businesses or locations. In addition, the relatively high coefficient of determination ($R^2 = 0.940$) may be partly attributable to common method variance arising from single-source, self-reported data collection, as well as to sample homogeneity resulting from the use of purposive sampling within a single business entity. Future research is therefore recommended to consider other variables, such as service quality, promotion, consumer satisfaction, and consumer trust, to apply common-method-bias diagnostics, and to examine different research objects in order to obtain a broader understanding of the factors that influence consumer decisions in choosing car-wash and salon services.

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