ABSTRAK

Novi Tri Utami. Hubungan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Salon X Di Kuningan Jawa Barat. Skripsi, Jakarta : Program Studi Pendidikan Tata Rias, Fakultas Teknik, Universitas Negeri Jakarta, 2020. Dosen Pembimbing : Sri Irtawidjajanti, M.Pd dan Dra. Lilis Jubaedah, M.Kes.

Penelitian ini bertujuan untuk mengetahui hubungan kualitas pelayanan terhadap kepuasan pelanggan di salon X di Kuningan Jawa Barat. Populasi penelitian ini adalah konsumen atau pelanggan salon X di Kuningan Jawa Barat dan sampel dari penelitian ini adalah 30 peserta. Data yang digunakan peneliti adalah kuesioner tertutup yang mencakup kehandalan, daya tangkap, jaminan, empati, kualitas, pelayanan pelanggan, dan penilaian pelanggan.

Berdasarkan hasil uji statistik t variabel kualitas pelayanan salon memiliki nilai thitung > ttabel (3.415 > 2.048). hal ini berarti dapat pengaruh signifikan kualitas pelayanan salon terhadap kepuasan pelanggan. Selain itu, uji signifikan konstanta dan variabel indipenden dalam tabel tersebut diperoleh nilai signifikasi sebesar $0,002 < 0,05(\alpha)$. Berdasarkan deskripsi data penelitian ditemukan bahwa sebagian besar pelanggan merasa sangat puas akan kualitas pelayanan yang diberikan oleh salon X yaitu sebesar 50% dari total pelanggan salon X dan yang merasa puas sebesar 50 %. Sehingga dapat dinyatakan bahwa kualitas pelayanan salon secara parsial berpengaruh signifikan terhadap kepuasan pelanggan.

Kata kunci : kualitas pelayanan, kepuasan pelanggan, salon kecantikan

Abstract

Novi Tri Utami. *Relation between Service Quality and Salon X Customer Satisfaction in Kuningan, West Java. Thesis, Jakarta: Study Program of Makeup Education, Faculty of Engineering, Jakarta State University, 2020. Supervisor:* Sri Irtawidjajanti, M.Pd *and* Dra. Lilis Jubaedah, M.Kes.

This study aims to determine the relation between service quality to customer satisfaction at salon X in Kuningan West Java. The study population was salon X consumers or customers in Kuningan West Java and the sample of this study was 30 participants. The data used by researchers are closed questionnaires covering reliability, capture power, assurance, empathy, quality, customer service, and customer assessment.

Based on the results of the statistical test t variable salon service quality has a value of t > t table (3,415> 2,048). this means that it can significantly influence salon service quality on customer satisfaction. In addition, a significant test of constants and independent variables in the table obtained a significance value of 0.002 <0.05 (a). Based on the description of the research data, it was found that most of the customers were very satisfied with the quality of service provided by salon X, namely 50% of the total customers of salon X and 50% who were satisfied. So it can be stated that the quality of salon services partially has a significant effect on customer satisfaction.

Keywords: service quality, customer satisfaction, beauty salon