

## **ABSTRACT**

**GIOVANNI**

**03013170083**

### **THE INFLUNCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT BRADJA SALON MEDAN**

(xiii+ 73 pages; 7 figures; 46 tables; 7 appendixes)

The purpose of this study is to empirically examine the influence of service quality towards customer satisfaction. The indicator of service quality in this research using SERVQUAL includes tangible, empathy, responsiveness, reliability, assurance. The indicator of customer satisfaction in this research are overall customer satisfaction, customer satisfaction dimensions, confirmation of expectations, re-purchase interest, willingness to recommend, and customer dissatisfaction.

The research design in the research is quantitative method. The population and sample of the company is 100 people, and the writer used convenience sampling.

Based on the validity test, there are no invalid question from both independent and dependant variable and all questions are distributed normally. The data is linear and heteroskedasticity phenomom is not occurred. The hypothesis of coefficient of determination and the effect value is 54%. The form of linear regression formula  $Y = 9.896 + 0.781 X$ . With Df of 98 and significance level of 0.05, the t-table value is 1.9845 (two-tailed). T-count (10.721) is higher than the t-table (1.9845),  $H_a$  is accepted.

This study implies that service quality plays an important role as a driver for higher customer satisfaction level in Bradja Salon Medan.

It is recommended that Bradja Salon continues to develop their tangible indicator by taking care of the treatment equipment and for customer satisfaction dimension by improving the hospitality of the salon by giving welcome drink.

**Keywords: Service Quality, Customer Satisfaction, Bradja Salon Medan**

References : 43

## **ABSTRAK**

**GIOVANNI**

**03013170083**

### ***PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI BRADJA SALON MEDAN***

*(xiii+ 73 halaman; 7 figurs; 46 tabel; 7 apendiks)*

*Tujuan dari penelitian ini adalah untuk menguji secara empiris pengaruh kualitas pelayanan terhadap kepuasan pelanggan. Indikator kualitas pelayanan dalam penelitian ini menggunakan SERVQUAL meliputi tangible, empati, responsiveness, reliability, assurance. Indikator kepuasan pelanggan dalam penelitian ini adalah kepuasan pelanggan secara keseluruhan, dimensi kepuasan pelanggan, penegasan harapan, minat beli ulang, kesediaan merekomendasikan, dan ketidakpuasan pelanggan.*

*Desain penelitian dalam penelitian ini adalah metode kuantitatif. Populasi dan sampel adalah 100 orang, dan penulis menggunakan convenience sampling.*

*Berdasarkan uji validitas, tidak ada pertanyaan yang valid baik dari variabel independen maupun dependen dan semua pertanyaan berdistribusi normal. Data bersifat linier dan tidak terjadi fenomena heteroskedastisitas. Hipotesis koefisien determinasi dan nilai pengaruh adalah 54%. Bentuk rumus regresi linier  $Y = 9,896 + 0,781 X$ . Nilai t-tabel adalah 1,9845. 10,721 lebih besar dari t-tabel (1,9845),  $H_a$  diterima.*

*Penelitian ini mengimplikasikan bahwa kualitas pelayanan memegang peranan penting sebagai pendorong tingkat kepuasan pelanggan yang lebih tinggi di Bradja Salon Medan.*

*Disarankan agar Bradja Salon terus mengembangkan indikator tangible dengan merawat peralatan perawatan dan untuk dimensi kepuasan pelanggan dengan meningkatkan keramahan salon dengan memberikan minuman selamat datang.*

***Kata Kunci: Kualitas Pelayanan, Kepuasan Pelanggan, Bradja Salon Medan***

*Referensi: 43*