

ABSTRAK

Rasmiyati Ningsih, 2022, Pengaruh Kualitas Pelayanan, Harga dan Lokasi Terhadap Kepuasan Pelanggan Salon Kecantikan SPA Kampoeng Kabupaten Sumenep. Skripsi : Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Wiraraja, Pembimbing: Bapak Moh. Kurdi, S.P., M.M., C.HRA.

Kepuasan Pelanggan adalah tingkat kesan konsumen atau pelanggan sesudah mendapatkan pelayanan atau produk dari perusahaan. .

Jenis penelitian ini adalah penelitian kuantitatif, dengan populasi yaitu Pelanggan SPA Kampoeng di Kabupaten Sumenep. Teknik Pengambilan sampel pada penelitian ini teknik purposive sampling. Pengumpulan data dilakukan dengan menggunakan teknik kuesioner, wawancara, observasi, dan dokumentasi. Analisis data yang digunakan adalah Statistik Deskriptif, Uji Instrumen Penelitian, Uji Asumsi Klasik, Uji Persamaan Regresi Linear Berganda, dan Uji Kesesuaian.

Hasil Penelitian ini menunjukkan bahwa Kualitas Pelayanan, Harga dan Lokasi Terhadap Kepuasan Pelanggan SPA Kampoeng Berpengaruh secara simultan terhadap Kepuasan Pelanggan SPA Kampoeng. Berdasarkan Uji t Menyatakan Bahwa secara Parsial Variabel Kualitas Pelayanan, Harga dan Lokasi Berpengaruh signifikan terhadap kepuasan pelanggan.

Kata Kunci: Kualitas Pelayanan, Harga dan Lokasi, Kepuasan Pelanggan.

ABSTRACT

Rasmiyati Ningsih, 2022, Effect of Service Quality, Price and Location on Customer Satisfaction of Beauty Salon SPA Kampoeng Sumenep Regency. Thesis : Management Study Program, Faculty of Economics and Business, University of Wiraraja, Supervisor: Mr. Moh. Kurdi, S.P., M.M., C.HRA.

Customer Satisfaction is the level of consumer or customer impression after getting services or products from the company.

This type of research is a quantitative research, with a population of SPA Kampoeng customers in Sumenep Regency. Sampling technique in this research is purposive sampling technique. Data was collected using questionnaire, interview, observation, and documentation techniques. Analysis of the data used is Descriptive Statistics, Research Instrument Test, Classical Assumption Test, Multiple Linear Regression Equation Test, and Conformity Test.

The results of this study indicate that service quality, price and location on customer satisfaction at SPA Kampoeng have a simultaneous effect on customer satisfaction at SPA Kampoeng. Based on the t-test, it states that the service quality, price and location variables have a significant effect on customer satisfaction.

Keywords: Service Quality, Price and Location, Customer Satisfaction.