

ABSTRAK

ANALISIS PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN Studi Kasus Pada Larissa *Skin Care & Hair Treatment* Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh kualitas layanan terhadap kepuasan pelanggan. Dalam penelitian ini, kualitas layanan yang dimaksud dibedakan menjadi 5, yaitu *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Penelitian ini akan melihat pengaruh kualitas layanan secara bersamaan terhadap kepuasan pelanggan.

Teknik pengumpulan data yang digunakan adalah kuesioner, wawancara, dan observasi, yang dilakukan pada bulan September - October 2006. Teknik pengambilan sampel yang digunakan *purposive sampling*. Semua data dianalisis dengan Analisis Persentase, Analisis Regresi Linier Berganda, Koefisien Determinasi, Uji t, dan Uji F.

Dari pengujian hipotesis diketahui bahwa *tangibles*, *reliability*, *responsiveness*, *assurance* dan *empathy* secara parsial dan simultan berpengaruh secara signifikan terhadap kepuasan pelanggan pada jasa Larissa *Skin Care & Hair Treatment*.

ABSTRACT

AN ANALYSIS ON THE INFLUENCE OF SERVICE QUALITY TOWARD CUSTOMER'S SATISFACTION Case Study at Larissa Skin Care & Hair Treatment Yogyakarta

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The aim of this research is to find out whether service quality influences customer's satisfaction. Service qualities are divided into five dimensions. They are tangibles, reliability, responsiveness, assurance, and empathy. This research examines the influence of service quality either partially or simultaneously on customer's satisfaction.

The data collection methods were questionnaire, interview, and observation that were done in September – October 2006. The sampling technique used was purposive sampling. Data were analyzed using percentage analysis, multiple linear regressions analyzed, R Square, t-tests, and F-tests.

Hypothesis examination shows that tangibles, reliability, responsiveness, assurance and empathy, partially and simultaneously have positive and significant influences on customer's satisfaction toward the service quality of Larissa Skin Care & Hair Treatment.