

ABSTRAK

ANALISIS PENGARUH KUALITAS JASA PERAWATAN KECANTIKAN TERHADAP KEPUASAN DAN LOYALITAS PELANGGAN Studi Kasus pada Pelanggan Klinik Perawatan Kecantikan Larissa Skin Care & Hair Treatment Yogyakarta

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2009

Penelitian ini bertujuan untuk mengetahui: pengaruh kualitas jasa terhadap kepuasan pelanggan; pengaruh kepuasan pelanggan terhadap loyalitas pelanggan, dan; variabel-variabel pembentuk kualitas jasa, kepuasan pelanggan, dan loyalitas pelanggan. Jenis penelitian ini adalah studi kasus pada pelanggan klinik perawatan kecantikan Larissa dengan populasi semua pelanggan Larissa yang menggunakan perawatan kecantikan wajah dan rambut. Jumlah sampel dalam penelitian ini sebanyak 150 responden. Teknik pengumpulan data yang digunakan adalah kuesioner, wawancara, dokumentasi yang dilakukan pada bulan Desember 2008, dan teknik pengambilan sampel adalah *purposive sampling*. Teknik analisis data yang digunakan adalah Analisis Persentase dan *Structural Equation Modeling* (SEM). Hasil analisis data menunjukkan bahwa: kualitas jasa berpengaruh secara signifikan terhadap kepuasan pelanggan; kepuasan pelanggan berpengaruh secara signifikan terhadap loyalitas pelanggan, dan; kualitas jasa dibentuk oleh *tangibles, reliability, responsiveness, assurance, empathy*; kepuasan pelanggan dibentuk oleh *features, conformance to specifications, serviceability*; loyalitas pelanggan dibentuk oleh frekuensi, merekomendasikan, kekebalan.

Kata Kunci: Kualitas Jasa, Kepuasan Pelanggan, Loyalitas Pelanggan, *Structural Equation Modeling* (SEM)

ABSTRACT

ANALYSIS OF THE EFFECT IN BEAUTY CARE SERVICE TO CONSUMERS' SATISFICATION AND LOYALTY

A Case study on beauty care clinic of Larissa Skin Care & Hair Treatment
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The purpose of this research is to know: the effect of service quality to consumer satisfaction; the effect of consumer satisfaction to consumer loyalty, and; variables that shape the service quality, consumer satisfaction, and consumers' loyalty. The type of research is a case study on consumers of beauty care clinic of Larissa and the population is all the consumers that make use of hair and facial beauty care. The number of sample is 150 respondents. The data collection technique used were questionnaire distribution, interview, documentation which were conducted in December, 2008, and technique to take sample is *purposive sampling*. Techniques of data analysis were Percentage Analysis and *Structural Equation Modeling* (SEM). The result of data analysis shows that; services quality significantly affects consumers' satisfaction; significantly affects consumers' loyalty, and; service quality were determined by aspects of *tangibles, reliability, responsiveness, assurance, empathy*; consumers' satisfaction was determined by *features, conformance, to specifications, serviceability*; and consumers' loyalty was determined by frequency, recommendation, and invulnerability.

Key word: Service Quality, Consumers' Satisfaction, Consumers' Loyalty, *Structural Equation Modeling* (SEM).