

ABSTRAK

PENGARUH PHYSICAL EVIDENCE PADA KEPUASAN DAN MINAT BELI ULANG KONSUMEN

Studi pada Flaurent Salon di Jl. Beo 44 Mrican Yogyakarta

Modesta Biyen Leo
Universitas Sanata Dharma
Yogyakarta
2012

Penelitian ini bertujuan untuk mengetahui pengaruh *physical evidence* yaitu lingkungan eksterior dan lingkungan interior salon pada kepuasan dan minat beli ulang konsumen. Metode pengumpulan data dalam penelitian ini menggunakan metode wawancara dan metode kuesioner. Penelitian ini dilakukan di Flaurent Salon di Jl. Beo 44 Mrican Yogyakarta. Jumlah responden yang di ambil dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linier berganda dan analisis regresi sedehana dengan menggunakan program SPSS 15.0. Hasil penelitian menunjukkan bahwa *physical evidence* yaitu lingkungan eksterior dan lingkungan interior salon berpengaruh signifikan pada kepuasan dan minat beli ulang konsumen. Hasil analisis koefisien determinasi (R^2) menunjukkan bahwa *physical evidence* yaitu lingkungan eksterior dan lingkungan interior berpengaruh sebesar 31,8% pada kepuasan dan minat beli ulang konsumen, sedangkan sisanya sebesar 68,2% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam model penelitian ini.

ABSTRACT

THE EFFECT OF PHYSICAL EVIDENCE ON CONSUMER SATISFACTION AND REPURCHASING INTEREST

A Study on Flaurent Salon that is located in Beo Street No. 44 Mrican Yogyakarta

Modesta Biyen Leo
Sanata Dharma University
Yogyakarta
2012

The purpose of this study was to find out the influence of physical evidence namely exterior and interior environment of a beauty salon on consumers satisfaction and repurchase interest. The data gathering techniques employed in this research were interview and questionnaires. This research was conducted in Flaurent Salon that is located in Beo Street No. 44 Mrican, Yogyakarta. There were one hundred people chosen as the respondents of this study. The writer employed purposive sampling as the sampling technique. The data analysis technique used in this research were multiple linear regression analyse and simple regression analyse using SPSS 15.0. Result showed that physical evidence namely exterior and interior environment had significant effect on consumer satisfaction and repurchase interest. The result of coefficient determination analysis (R^2) showed that physical evidence namely exterior and interior environment affected as much as 31,8% consumer satisfaction and repurchase interest, while the rest 68,2% was affected by other variables which were not included in this study.