

ABSTRAK

PENGARUH KUALITAS PELAYANAN PADA MINAT KUNJUNG ULANG PADA SALON BERJEJARING VERSUS SALON INDEPENDEN DI YOGYAKARTA

Oleh:
Elisabet Ayu Purnamasari

**Universitas Sanata Dharma
Yogyakarta, 2018**

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *Reliability*, *Assurance*, *Tangibles*, *Emphaty*, *Responsiveness* pada minat kunjung ulang untuk Salon berjejaring *versus* salon independen; dan (2) perbedaan persepsi pelanggan atas kualitas pelayanan salon jaringan vs salon independen dilihat dari dimensi kualitas pelayanan.

Penelitian dilakukan pada bulan Februari 2018. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi penelitian adalah wanita yang pernah menggunakan jasa salon dalam 2 macam kepemilikan yaitu salon berjejaring dan salon independen. Sampel penelitian ini adalah wanita yang telah mengunjungi salon berjejaring dan salon independen kurang dari satu tahun terakhir. Pengambilan sampel dilakukan secara *purposive sampling*. Analisis data untuk menguji hipotesis adalah regresi berganda dan uji beda rata-rata data berpasangan.

Hasil penelitian ini menunjukkan secara empiris bahwa: (1) dimensi kualitas pelayanan *reliability*, *assurance*, *tangibles*, *empathy*, *responsiveness* secara individu berpengaruh positif dan signifikan pada minat kunjung ulang untuk salon independen maupun salon jaringan, (2) Terdapat perbedaan persepsi yang signifikan terhadap kualitas pelayanan salon independen dan kualitas pelayanan salon jaringan; terutama pada dimensi *reliability*, *assurance*, dan *responsiveness*, sedangkan pada dimensi *tangibles* dan *empathy* perbedaan persepsi tidak signifikan. Persepsi terhadap kualitas pelayanan salon jaringan lebih tinggi dibanding salon independen

Kata kunci: *reliability*, *assurance*, *tangibles*, *empathy*, *responsiveness*, dan minat kunjung ulang.

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY TOWARDS REVISIT INTEREST OF FRANCHISE SALON VERSUS INDEPENDENT SALON IN YOGYAKARTA

Elisabet Ayu Purnamasari
Sanata Dharma University
Yogyakarta,2018

This research aims to know: (1) influence of reliability, assurance, tangibles, empathy, responsiveness towards revisit interest of franchise salon versus independent salon; (2) The research also aims to know the perception difference of customers both in franchise salon and independent salon regarding the service quality.

The research was conducted on February 2018. The research is quantitative research. The population of the research is the customer who visited two kinds of salon ownership. The sample of the research was the one who visited both franchise and independent salon within a year before the data collection. The sample was taken using purposive sampling. The data was analyzed using Multiple Linear Regression and Paired Sampling T test.

The research found that (1) dimension of service quality reliability, assurance, tangibles, empathy, responsiveness positively influenced revisit interest both in franchise salon and independent salon. (2) There were significant perception difference on service quality both in franchise salon and independent salon, especially in reliability, assurance and responsiveness. For the dimension of tangibles and empathy, the difference perception was not significant. Service quality in franchise salon was perceived higher than the one in independent salon.

Keyword: reliability, assurance, tangibles, empathy, responsiveness, revisit interest.