

## ABSTRAK

ANALISIS *PERCEPTUAL MAPPING* PADA EMPAT KLINIK  
KECANTIKAN PERAWATAN WAJAH DAN KULIT  
DI YOGYAKARTA BERDASARKAN  
PERSEPSI KONSUMEN

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Penelitian ini bertujuan untuk mengetahui: 1) pemetaan persepsi tiap atribut dari keempat klinik kecantikan, 2) atribut yang menjadi keunggulan dari keempat klinik kecantikan di Yogyakarta yaitu Larissa Aesthetic Centre, Natasha Clinic Centre, NaavaGreen Skin Clinic Centre, dan LBC (London Beauty Centre). Penelitian ini menggunakan atribut 8P pemasaran jasa terpadu sebagai alat ukur antara lain : *Product, Place, Process, Productivity, Participants, Promotion, Price* dan *Physical Evidence*. Sampel yang digunakan dalam penelitian ini berjumlah 120 responden. Teknik pengambilan sampel menggunakan metode *Purposive Sampling*. Data dikumpulkan dengan menggunakan kuesioner *online* melalui *Google docs*. Teknik analisis data dalam penelitian ini adalah MDS (*Multidimensional Scalling*) menggunakan aplikasi SPSS 22, yang akan memberikan gambaran persepsi tiap atribut yang tersaji dalam *Perceptual Map*. Hasil penelitian ini menunjukkan bahwa: 1) Larissa Aesthetic Centre dipersepsikan unggul pada atribut *Place* dan *Promotion*, serta atribut *Participants* setelah Natasha Clinic Centre 2) Natasha Clinic Centre dipersepsikan unggul ada atribut *Product, Process, Productivity, Participants*, dan *Physical Evidence*, 3) NaavaGreen Skin Clinic Center dipersepsikan unggul pada atribut *Promotion* dan *Price*, 4) LBC (London Beauty Centre) dipersepsikan unggul pada atribut *Product, Process, Productivity, Participants* dan *Physical Evidence* setelah Natasha Clinic Centre.

**Kata Kunci** : *Multidimensional Scalling, Perceptual Mapping, Persepsi, Positioning.*

**ABSTRACT**

**ANALYSIS OF *PERCEPTUAL MAPPING* AT FOUR FACE  
AND SKIN CARE BEAUTY CLINICS IN YOGYAKARTA  
BASED ON CUSTOMER PERCEPTION**

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This research aimed to find out: 1) the perceptual mapping of each attribute of four beauty clinics, 2) the superior attribute of four beauty clinics being researched, Larissa Aesthetic Centre, Natasha Clinic Centre, NaavaGreen Skin Clinic Centre, and LBC (London Beauty Centre). This research used 8P attribute of marketing integrated services as measuring instrument such as: Product, Place, Process, Productivity, Participants, Promotion, Price and Physical Evidence. Samples used in this research were 120 respondents. Technique of sampling was Purposive Sampling method. Data were collected using online questionnaire through Google docs. Technique of data analysis in this research was MDS (Multidimensional Scalling) using SPSS 22 application. It would give description of perception of each attribute in Perceptual Map. The results of the research showed that: 1) Larissa Aesthetic Centre was perceived superior/excellent in attribute of place and promotion as well as attribute of Participant after Natasha Clinic Centre, 2) Natasha Clinic Centre was perceived superior in attributes of Product, Process, Productivity, Participants, and Physical Evidence, 3) NaavaGreen Skin Clinic Center was perceived superior in attributes of Promotion and Price, 4) LBC (London Beauty Center) was perceived superior in attributes of Product, Process, Productivity, Participants and Physical Evidence after Natasha Clinic Centre.

**Key Words:** Multidimensional Scalling, Perceptual Mapping, Perception, Positioning