

ABSTRAK

PENGARUH *SERVICE QUALITY* DAN *CONSUMER SATISFACTION* TERHADAP KEPUTUSAN BERKUNJUNG KEMBALI

(Studi di Pangkas Rambut Arek Suroboyo di Jl. Demangan Baru. Yogyakarta)

Nicholaus Evander Pratisto

Universitas Sanata Dharma

Yogyakarta

2019

Penelitian ini bertujuan untuk mengetahui (1) profil konsumen di Pangkas Rambut Arek Suroboyo; (2) pengaruh *Service Quality* terhadap *Consumer Satisfaction* di Pangkas Rambut Arek Suroboyo; (3) pengaruh *Service Quality* terhadap Keputusan Berkunjung Kembali di Pangkas Rambut Arek Suroboyo; (4) pengaruh *Consumer Satisfaction* terhadap Keputusan Berkunjung Kembali di Pangkas Rambut Arek Suroboyo; (5) pengaruh *Service Quality* terhadap Keputusan Berkunjung Kembali di Pangkas Rambut Arek Suroboyo melalui *Consumer Satisfaction*. Populasi dalam penelitian ini adalah seluruh konsumen yang melakukan kunjungan lebih dari dua kali di Pangkas Rambut Arek Suroboyo. Responden dalam penelitian ini sebanyak 100 orang dan pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis jalur menggunakan Aplikasi SPSS 16. Hasil penelitian ini menunjukkan bahwa (1) Mayoritas konsumen berusia 20 - 40 tahun, memiliki pekerjaan pelajar/mahasiswa, berpendapatan Rp 1.000.000 – Rp 3.000.000 dan semuanya sudah melakukan kunjungan lebih dari 2x di Pangkas Rambut Arek Suroboyo, (2) *Service Quality* berpengaruh terhadap *Consumer Satisfaction*, (3) *Consumer Satisfaction* berpengaruh terhadap Keputusan Berkunjung Kembali, (4) *Service Quality* berpengaruh terhadap Keputusan Berkunjung Kembali, (5) *Service Quality* berpengaruh terhadap Keputusan Berkunjung Kembali melalui *Consumer Satisfaction*.

Kata Kunci: *Service Quality*, *Consumer Satisfaction* dan Keputusan Berkunjung Kembali

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY AND CONSUMER SATISFACTION TOWARDS DECISION TO REVISIT

(A Study on Arek Suroboyo Barbershop in Demangan Baru Street. Yogyakarta)

Nicholaus Evander Pratisto
Sanata Dharma University
Yogyakarta

This study aims to find out (1) consumer profiles of Arek Suroboyo Barbershop; (2) the influence of Service Quality towards Consumer Satisfaction at Arek Suroboyo Barbershop; (3) the influence of Service Quality towards Decisions to Revisit at Arek Suroboyo Barbershop; (4) the influence of Consumer Satisfaction towards Decisions to Revisit at Arek Suroboyo Barbershop; (5) the influence of Service Quality towards Decisions to Revisit at Arek Suroboyo Barbershop through Consumer Satisfaction. The population in this study were all consumers who visited more than twice at Arek Suroboyo Hair Cut. Respondents in this study were 100 people and sampling used a purposive sampling technique. The data analysis technique in this study is path analysis using SPSS 16 Application. The study found that (1) The majority of consumers were aged from 20-40 years, host of them are students / college student, earn Rp 1,000,000 - Rp 3,000,000 and all of them have visited more than 2x at Arek Suroboyo Hair Cut, (2) Service Quality influenced Consumer Satisfaction, (3) Consumer Satisfaction influenced Decisions to revisit, (4) Service Quality influenced Decisions to revisit, (5) Service Quality influenced Decisions to revisit through Consumer Satisfaction.

Keywords: Service Quality, Consumer Satisfaction and Decisions to Revisit