

ABSTRAK

ANALISIS

PENGARUH ATRIBUT PRODUK JASA PERAWATAN KECANTIKAN TERHADAP LOYALITAS PELANGGAN Studi Kasus pada Ruth Salon, Tondeo Salon, Tom Salon Di Yogyakarta

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2004

Penelitian ini merupakan suatu studi kasus pada Ruth Salon, Tondeo Salon, Tom Salon. Tujuan penelitian ini adalah: (1) Untuk mengetahui sekelompok atribut produk jasa apa saja yang berpengaruh terhadap loyalitas pelanggan di ketiga salon; (2) Untuk mengetahui sekelompok atribut produk jasa apa saja yang berpengaruh terhadap loyalitas pelanggan di masing-masing salon.

Pengumpulan data dilakukan dengan wawancara, kuesioner. Data yang dicari adalah gambaran umum perusahaan, profil konsumen yang meliputi: jenis kelamin, usia, pekerjaan, dan tingkat pendidikan, juga data mengenai pendapat pelanggan terhadap atribut produk jasa pada masing-masing salon serta ketiga salon. Teknik analisis data masalah pertama dan kedua menggunakan *cochran Q test*.

Berdasarkan hasil penelitian dari analisis data diperoleh kesimpulan sebagai berikut : (1) Atribut produk jasa yang berpengaruh terhadap loyalitas pelanggan di ketiga salon adalah kualitas pelayanan, kecepatan pelayanan, keramahan karyawan, kesigapan karyawan dalam menanggapi keluhan pelanggan pasca pembelian jasa, dan harga; (2) Atribut produk jasa yang berpengaruh terhadap loyalitas pelanggan di masing-masing salon adalah untuk **Ruth Salon**: kualitas pelayanan, kecepatan pelayanan, keramahan karyawan, dan fasilitas pendukung pelayanan. Untuk **Tondeo salon** : kualitas pelayanan, kecepatan pelayanan, keramahan karyawan, kesigapan karyawan dalam menanggapi keluhan pelanggan pasca pembelian jasa, dan harga. Untuk **Tom Salon** : kualitas pelayanan, kecepatan pelayanan, keramahan karyawan, kesigapan karyawan dalam menanggapi keluhan pelanggan pasca pembelian jasa, dan harga.

ABSTRACT
ANALYSIS ON THE INFLUENCE OF SERVICE ATTRIBUTES ON THE
CUSTOMERS' LOYALTY

A case study at Ruth Salon, Tondeo salon, Tom Salon
In Yogyakarta

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This research is a case study conducted at Ruth Salon, Tondeo Salon, Tom Salon in Yogyakarta. The objectives of the research are: (1) To find out what kind of the service's attributes which influence customer loyalty to the three studied salons: (2) To find out what groups of the service's attributes which influence customer loyalty to each of the salons.

The methods for collecting data were interviews and questionnaires. The required data is an overview of the company, the customer profile, including sex, age, occupation, educational degree, and the data of the customers' opinion on the attributes at each of the salons and at the three of them. The data analysis technique for the first and the second problems was Cochran Q test.

In accordance to the research's result, the conclusion can be stated as follows:
(1) The service's attributes influencing the customers' loyalty to the three salons are the service's quality, the employees' level of skill, their hospitality and readiness to respond the customers' complaints after the service delivery, and the service's price.
(2) The service's attributes influencing the customers' loyalty to each of the salons are as follows; for **Ruth Salons**: the service's quality, the employees' level of skill, their hospitality and the supporting facilities; for **Tondeo Salons**: the service's quality, their hospitality and readiness to respond the customers' complaints after the service delivery, and the price; for **Tom Salons**: the service's quality, the employees' level of skill, their hospitality and readiness to respond the customers' complaints after the service delivery, and the price.