

ABSTRACT

This study aims to determine the effect of servicescape as an antecedent on service quality and behavioral intentions, study at Mark the Barber, Yogyakarta. The model of this study was tested through online and offline questionnaire that collected at Mark the Barber Yogyakarta branches. Data are distributed to 232 men all ages, all of them are already experienced services of Mark the Barber, Yogyakarta. This study use Partial Least Square (PLS) as data processing method.

Results showed that servicescape is supported all dependent variable, from employee service quality, overall service quality and behavioral intentions as an antecedent. This study results implicated that marketing practioners of Mark the Barber and other conventional service provider should utilize their servicescape in order to increase their employee performance, quality of service and also their customer's behavioral intentions towards the company in the future.

Keywords: Servicescape, Employee Service Quality, Overall Service Quality, Behavioral Intentions, Service Marketing, Mark the Barber

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh servicescape sebagai anteseden terhadap kualitas layanan dan niat perilaku, studi di Mark the Barber, Yogyakarta. Model penelitian ini diuji melalui kuisisioner online dan offline yang dikumpulkan di cabang Mark the Barber Yogyakarta. Data tersebut dibagikan kepada 232 laki-laki segala umur, semuanya sudah berpengalaman melayani Mark the Barber, Yogyakarta. Penelitian ini menggunakan metode Parsial Least Square (PLS) sebagai metode pengolahan data.

Hasil penelitian menunjukkan bahwa servicescape didukung semua variabel dependen, dari kualitas layanan karyawan, kualitas layanan secara keseluruhan dan niat perilaku sebagai anteseden. Hasil penelitian ini berimplikasi bahwa praktisi pemasaran Mark the Barber dan penyedia layanan konvensional lainnya harus memanfaatkan layanan mereka untuk meningkatkan kinerja karyawan, kualitas layanan dan juga perilaku pelanggan terhadap perusahaan di masa depan.

Kata kunci: Servicescape, Kualitas Pelayanan Karyawan, Kualitas Pelayanan Secara keseluruhan, Niat Perilaku, Pemasaran Jasa, Mark the Barber