

INTISARI

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kualitas pelayanan terhadap kepuasan konsumen Cutback Barbershop, (2) pengaruh harga terhadap kepuasan konsumen Cutback Barbershop dan (3) pengaruh kualitas pelayanan dan harga berpengaruh terhadap kepuasan konsumen Cutback Barbershop.

Penelitian ini merupakan penelitian survei. Populasi pada penelitian ini adalah seluruh konsumen Cutback Barbershop. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 75 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah regresi berganda.

Hasil penelitian menunjukkan bahwa: (1) terdapat pengaruh positif kualitas pelayanan terhadap kepuasan konsumen Cutback Barbershop (t hitung = 8,951; sig = 0,000 < 0,05; β = 0,355), (2) terdapat pengaruh positif harga terhadap kepuasan konsumen Cutback Barbershop (t hitung = 4,821; sig = 0,000 < 0,05; β = 0,369) dan (3) terdapat pengaruh positif kualitas pelayanan dan harga terhadap kepuasan konsumen Cutback Barbershop secara bersamaan (F hitung = 202,762; sig = 0,000 < 0,05).

Kata kunci: Kualitas Pelayanan, Harga, Kepuasan Konsumen

ABSTRACT

This study aims to determine: (1) the effect of service quality on customer satisfaction Cutback Barbershop, (2) the effect of price on customer satisfaction Cutback Barbershop and (3) the effect of service quality and price, on customer satisfaction Cutback Barberhop.

This research is a survey research. The population in this study is all customers Cutback Barbershop. The sampling technique used purposive sampling with the number of samples counted 75 people. Data collection techniques using questionnaires that have been tested for validity and reliability. Data analysis technique used is multiple regression.

The result of the research shows that: (1) there is positive influence of service quality on customer satisfaction Cutback Barbershop, proved by t value 8,951; Significance value 0,000 <0.05; And regression coefficient of 0,355;(2) there is positive influence of price on customer satisfaction Cutback Barbershop, proved by t value 4,821; Significance value 0,000 <0.05; And regression coefficient of 0,369, and (4) there is influence of service quality and price together on customer satisfaction Cutback Barbershop, evidenced by F value count equal to 202,762 and significance 0,000 <0,05.

Keywords: Service Quality, Price, Customer Satisfaction