

Dimensions of Service Quality in Creating Customer Satisfaction Humaira Beauty

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ABSTRACT

Research Statista.com as of September 2020 found the share of people who don't use makeup increased by about 2 percent. However, when the economy starts to squirm in 2021, the business is predicted to grow again. Along with the trend of Indonesians starting to make beauty products as a primary need, business opportunities in the beauty field are very large. This study aims to determine the partial and simultaneous influence of service quality dimensions on humaira beauty customer satisfaction decisions. This type of research is quantitative research with a customer population of humaira beauty. The sampling technique uses non probability sampling, namely accidental sampling, with a total sample of 40 respondents. The data analysis technique in this study uses multiple linear regression analysis version 17. The results showed that: (1) There is an influence of Tangible, Reliability, Responsiveness, Assurance on Humaira Beauty customer satisfaction; (2) There is no effect of Empathy on Humaira Beauty's customer satisfaction; (6) There is a simultaneous influence of tangible variables, reliability, responsiveness, assurance, and empathy on Humaira Beauty customer satisfaction.

Keywords: Service Quality, Satisfaction, Humaira Beauty



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INTRODUCTION

Everyone, especially women, always wants to be said to be beautiful in various ways. Mental and physical beauty will always be a focus to be achieved in every woman. Various desires to be beautiful are commonplace for every woman. At the beginning of the pandemic in 2020, the performance of this industry had declined. Research Statista.com September 2020 found the share of people who don't use makeup increased by about 2 percent. However, when the economy starts to squirm in 2021, the business is predicted to grow again. Along with the trend of Indonesians starting to make beauty products as a primary need, business opportunities in the beauty field are very large. This is considering the market potential in Indonesia of 270.2 million people (2020 Census), with a female population of 133.5 million people and 70 percent are women of productive age (15-64 years). In addition, referring to the results of the Markplus Inc and Zap Clinic surveys in the Zap Beauty Index 2021, as many as 67.1 percent of the approximately 6,000 women who were

respondents argued, beautiful is when having a clean and smooth face (no acne scars, spots, or other blemishes) and as many as 60 percent rated beautiful if you have bright and glowing skin.

The survey also found the majority of respondents (70.3 percent) looked for products to brighten the skin, 57.4 percent to protect against UV rays, 53.8 percent for anti-acne, and 51.3 percent to disguise facial pores. The data illustrates that there is a fairly high percentage of women who experience various kinds of problems on facial skin, which means that it is a potential market. The beauty market segment is also not only monopolized by the fair sex, both in urban and rural areas, but also targets people, even children. For this reason, for the sake of appearance and confidence, consumers are willing to dig deeper into their pockets to buy toners, foundations, sunscreens, serums, and other facial treatments. (<https://www.kompas.id/baca/telaah/2022/03/12/mewaspadai-menjamurnya-bisnis-kecantikan>).

One of the company's industrial fields that is currently aggressively competing for a large market share is in the beauty industry, because the beauty industry is one of the businesses that has quite a lot of enthusiasts, especially for the fair sex. The current phenomenon among women, beauty is the most important thing in supporting their appearance. Most of them do a wide variety of 2 treatments to keep the beauty looking attractive. The beauty clinic business in Indonesia itself is growing rapidly, this can be seen from the growth of the Skin Care market. The increasing number of new competitors that emerge, this makes every beauty clinic company have to try harder to please and win the hearts of each of its customers so that its customers continue every time they use their products or services. Providing value and customer satisfaction is one of the most important things to win the competition in the business world. The needs of women who have been attached to themselves are always wanting better for themselves, one way is to come to beauty clinics to be able to better educate themselves and to support their appearance in the eyes of the surrounding community. Therefore, business development in the field of beauty will always develop.

Humaira Beauty beauty salon is a beauty service that already has an official certificate. Humaira beauty sells skin care and serves a variety of beauty treatments needed by women today, including facials, laser treatments, whitening injections, and others. Humaira beauty serves its customers by using modern and sophisticated equipment and following current beauty trends. In addition, Humaira beauty also provides member services by providing discounts to customers who register to become members. The skin care sold by Humaira Beauty is not fake skin care, but has been formulated by beauty specialists. Skin care that is sold also varies according to customer skin needs. Quality is a dynamic condition that affects products, services, people, processes and the environment that meet consumer expectations (Tjiptono, 2001). According to Kotler (2019) defining service quality is a consumer's assessment of a service with its expectations. If the service is felt in accordance with expectations, then the quality of service that consumers perceive is good and satisfactory. According to Kotler (2005), satisfaction is how a product is perceived according to consumer expectations. Satisfaction is defined as a state in which consumer expectations of a product are in accordance with the reality received by consumers. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied. Consumer expectations can be known from the consumer experience when using the product, information from others, and information obtained from other advertisements or promotions.

Researchers are interested in researching Humaira Beauty because the beauty salon is different from other beauty salons, even though it is in a rural environment, Humaira Beauty already has official certificates and the tools used are modern and sophisticated following the times, besides that there are many attractive promos given to its customers to create satisfaction and loyalty. Based on the survey results, Humaira Beauty has many members who are suitable for treatment with satisfactory results. Thus, this study aims to determine the partial and simultaneous influence of service quality variables on Humaira Beauty customer satisfaction.

METHODS

Research Design

This research includes a type of survey research (survey research), which is a quantitative research method used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics, behaviors, relationship variables and to test several hypotheses about sociological and psychological variables from samples taken from certain populations, data collection techniques with observations (interviews or questionnaires) that not in-depth, and research results tend to be generalized (Sugiyono, 2013:81).

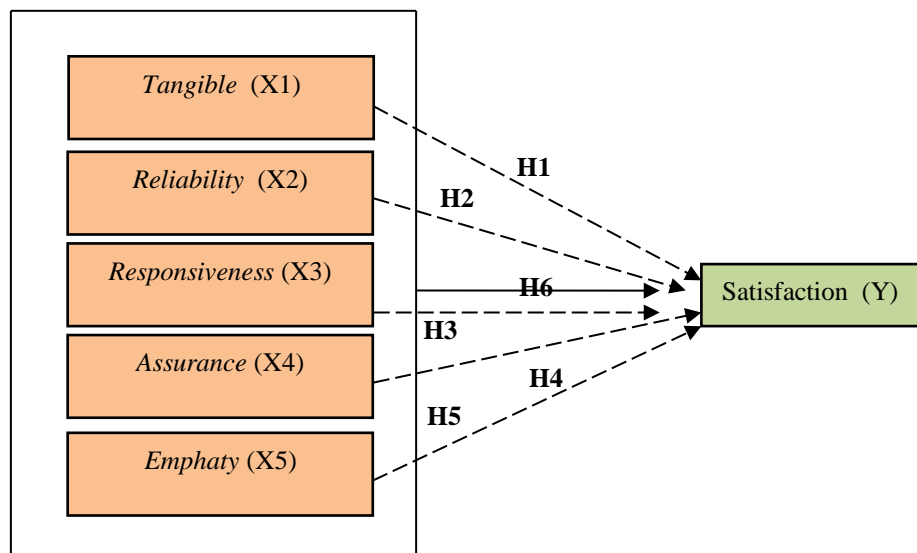
Population and Sampling Technique

Population is the entire area of an object / subject that has a certain quantity and characteristics set by the researcher to be studied and then drawn conclusions (Sugiyono, 2019: 130). The study population was 40 Humaira Beauty customers during the month of August. The sampling technique used is non probability sampling, which is a saturated sample. A saturated sample is a sample that, when added in number, will not increase representation so that it will not affect the value of the information that has been processed. The number of samples in this study was 40 sample members/respondents.

Data Collection Techniques

The data collection technique uses a questionnaire given to respondents. The distribution of questionnaires is given to customers who are doing beauty treatments at Humaira Beauty. The data measurement technique uses a likert scale. The likert scale is used to measure a person's attitudes, opinions and perceptions of social phenomena (Sugiyono, 2019:152).

Research Models



Source: data processed 2022

Figure 1. Research Models

Description:

-----> = Partial Influence
—————> = Simultaneous Influence

Data Analysis Techniques

Data analysis techniques use multiple linear regression analysis. Siregar (2015:405) states that multiple regression is a development of simple linear regression, which is an analytical tool whose purpose is to determine the influence of one or more independent variables on one non-free variable (dependent).. The general formulation for multiple regression is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n + e$$

Information :

Y = Satisfaction

X1 = *Tangible*

X2 = *Reliability*

X3 = *Responsiveness*

X4 = *Assurance*

X5 = *Emphaty*

a = constant

b = independent variable regression coefficient

e = Residual/error

RESULTS AND DISCUSSION

Results of Data Analysis Description Respondents The respondents of the study were 40 Humaira Beauty customers. The following are presented demographic statistics of respondents which include gender, age, education, occupation.

Table 1. Respondent Demographic Descriptive Statistics

Criteria		Frequency (people)	Percentage (%)
Gender	Man	2	5,0
	Woman	38	95,0
	Total	40	100,0
Age	17 – 20 years	4	10,0
	21 – 30 years	15	37,5
	31 – 40 years	17	42,5
	41 – 50 years	3	7,5
	> 50 years	1	2,5
	Total	40	100,0
Education	Primary school	-	-
	junior high school	2	5,0
	high school	13	32,5
	Diploma	7	17,5
	S1	15	37,5
	S2	3	7,5
	S3	-	-
	Total	40	100,0
Profession	Government employees	8	20,0
	Private employees	15	37,5
	entrepreneur	11	27,5
	Student	6	15,0
	Other	-	-
	Total	40	100,0

Source: Processed data results, 2022

Based on Table 1, an overview of humaira beauty salon consumers who were respondents to the study was mostly 38 women (95.0%), this is because women prefer to take care of themselves to look beautiful. In terms of age, most respondents aged between 31 to 40 years old, namely 17 people (42.5%), this is because at that age signs of premature aging have begun to appear so that they need

skin care. Judging from the educational background, most of the S1 graduates are 15 people (37.5%), this is because women with an S1 educational background have a mindset about beauty preferred. In terms of work, most of them work as private employees, namely as many as 15 people (37.5%), where private employees also get a salary that is not inferior to civil servants so that women who have a salary as private employees can set aside part of their salary to take care of beauty.

Validity Test Results

Validity testing in this study was carried out with pearson validity correlation with product moment technique. The validity test results can be seen in the following table:

Table 2. Recapitulation of Validity Test Results

Variable	Indicator	r count	Sig.	Description
Tangible (X1)	X _{1,1}	0,879	0,000	Valid
	X _{1,2}	0,924	0,000	Valid
	X _{1,3}	0,901	0,000	Valid
Reliability (X2)	X _{2,1}	0,873	0,000	Valid
	X _{2,2}	0,812	0,000	Valid
	X _{2,3}	0,888	0,000	Valid
Responsiveness (X3)	X _{3,1}	0,903	0,000	Valid
	X _{3,2}	0,920	0,000	Valid
	X _{3,3}	0,917	0,000	Valid
Assurance (X4)	X _{4,1}	0,832	0,000	Valid
	X _{4,2}	0,930	0,000	Valid
	X _{4,3}	0,881	0,000	Valid
Empathy (X5)	X _{5,1}	0,943	0,000	Valid
	X _{5,2}	0,944	0,000	Valid
	X _{5,3}	0,945	0,000	Valid
Satisfaction (Y)	Y ₁	0,916	0,000	Valid
	Y ₂	0,950	0,000	Valid
	Y ₃	0,933	0,000	Valid

Source: Processed data results, 2022

Based on Table 2, the results of each independent variable indicator (Tangible, Reliability, Responsiveness, Assurance, and Empathy) as well as the dependent variable (satisfaction) have a calculated r value greater than 0.30 and a significance value smaller than 0.05. These results mean that the indicators used in this study variable are valid.

Reliability Test Results

This test is carried out to show the extent to which a measurement result is relatively consistent. The results of reliability testing are as follows:

Table 3. Reliability Test Results

Variable	α	Description
Tangible (X1)	0,884	Reliable $\alpha > 0,50$
Reliability (X2)	0,817	
Responsiveness (X3)	0,898	
Assurance (X4)	0,855	
Empathy (X5)	0,937	
Satisfaction (Y)	0,925	

Source: Processed data results, 2022

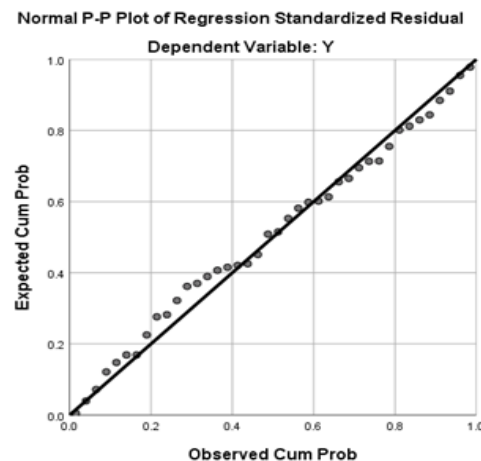
Based on Table 3, it can be concluded that all variables used in this study are reliable, because they have a Cronbach Alpha (α) value greater than 0.50. As required by Ghazali (2006) that a construct is said to be reliable if the value of Cronbach Alpha is more than 0.50.

Classical Assumption

These tests include normality, multicholnearity, and heteroskedasticity tests.

1. Normality Test

The normality test is used to test whether in regression models, dependent and independent variables both have a normal distribution or not. The results of the normality test can be seen in Figure 2 below.



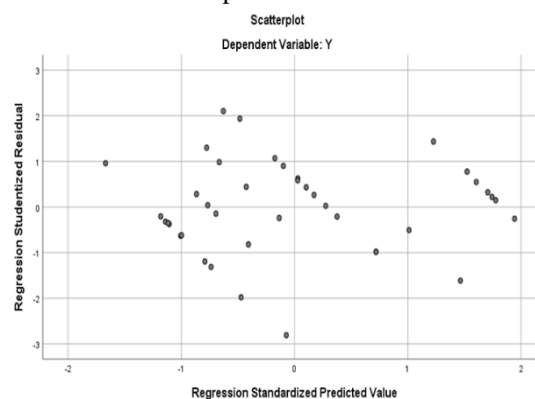
Source: Processed data results, 2022

Figure 2. Normality Test Results

The graph of the results of the normality test can be seen in figure 2, in the figure it can be seen that the dots spread around the diagonal line, as well as the spread follows the direction of the diagonal line. So that the regression model meets the assumption of normality.

2. Heteroskedasticity

Test This test is carried out to find out whether in a regression model there is a dissimilarity of variants from one observation to another. The procedure is to detect by looking at the presence or absence of a certain pattern on the scatter plot. The results of the heteroskedasticity test can be seen in Figure 3.



Source: Processed data results, 2022

Figure 3. HeteroskedasticityTest Results

The results of the analysis of the scatterplots chart in Figure 3 show that the dots spread randomly, do not form a certain clear pattern, and are scattered both above and below the number 0 on the Y axis.

1. Multicholnearity Test

Multicholnearity Test Multicholnearity occurs when there is an intercorrelation between free variables that indicates the presence of more than one significant linear relationship. If the correlation coefficient of the value variable lies outside the boundaries of acceptance (critical value) then multicholnearity occurs. If the correlation coefficient is located within the boundaries of acceptance then multicholnearity does not occur.

Table 4. Collinearity Statistic

Variable	VIF	Description
Tangible (X1)	2,758	VIF < 10 No multicholnearity
Reliability (X2)	2,086	
Responsiveness (X3)	2,311	
Assurance (X4)	2,780	
Empathy (X5)	2,856	

Source: Data results processed, 2022

Based on the results of the Collinearity Statistics analysis, it is known that in the model there is no multicholnearity because the VIF value of each variable is less than 10.

Results of Multiple Linear Regression

Multiple linear regression testing can be seen in the following table:

Table 5. Multiple Linear Regression Calculation Results

Variable	Regression coefficient	T _{count}	Sig.	Description
Constanta	-0,200	-0,196	0,846	-
Tangible (X1)	0,213	2,198	0,035	Significant
Reliability (X2)	0,393	3,669	0,001	Significant
Responsiveness (X3)	0,231	2,357	0,024	Significant
Assurance (X4)	0,230	2,063	0,047	Significant
Empathy (X5)	0,019	0,267	0,791	Not Significant

Source: Data results processed, 2022

Based on these results can be obtained the following multiple linear regression equations:

$$Y = -0,200 + 0,213 X_1 + 0,393 X_2 + 0,231 X_3 + 0,230 X_4 + 0,019 X_5$$

T Test Results

The calculation of the t test in table 5 can be known the magnitude of the influence of each variable X and Y as follows:

- The effect of the Tangible variable (X1) on satisfaction (Y) Based on Table 4.6, it can be seen that the calculation of the $t_{count} > t_{table}$ is $2.198 > 2.025$ and the significance of the $\alpha < 0.035 < 0.05$. Because the calculation is greater than the t_{table} and the probability level is less than 5%, then H_0 is rejected, meaning that partially the Tangible variable (X1) has a significant influence on satisfaction (Y). Thus, the hypothesis that there is a tangible effect on Humaira Beauty customer satisfaction is proven to be true or H_1 is accepted.
- The effect of the Reliability variable (X2) on satisfaction (Y) Based on Table 4.6, it can be seen that the calculation of the $t_{count} > t_{table}$ is $3.669 > 2.045$ and the significance of the $\alpha < 0.001 < 0.05$. Because the calculation is greater than the t_{table} and the probability level is less than 5%, then H_0 is rejected, meaning that partially the Reliability variable (X2) has a significant influence on satisfaction (Y). Thus, the hypothesis that there is an effect of reliability on Humaira Beauty customer satisfaction is proven to be true or H_2 is accepted.
- The effect of the Responsiveness variable (X3) on satisfaction (Y) Based on Table 4.6, it can be seen that the calculation of the $t_{count} > t_{table}$ is $2.357 > 2.045$ and the significance of the $\alpha < 0.024 < 0.05$. Because the calculation is greater than the t_{table} and the probability level is less than 5%, then H_0 is rejected, meaning that partially the variable Responsiveness (X3) has a

- significant effect on satisfaction (Y). Thus, the hypothesis that there is an effect of responsiveness on Humaira Beauty customer satisfaction is proven to be true or H3 is accepted.
- d. The effect of the Assurance variable (X4) on satisfaction (Y) Based on Table 4.6, it can be seen that the calculation of the t is $2.063 > 2.045$ and the significance of the α is $0.047 < 0.05$. Because the calculation is greater than the t and the probability level is less than 5%, then H_0 is rejected, meaning that partially the Assurance variable (X4) has a significant influence on satisfaction (Y). Thus, the hypothesis that there is an effect of assurance on Humaira Beauty customer satisfaction is proven to be true or H4 is accepted.
 - e. The effect of the Empathy variable (X5) on satisfaction (Y) Based on Table 4.6, it can be seen that the calculation of the t is $0.267 < 2.045$ and the significance of the α is $0.024 > 0.05$. Because the calculation is smaller than the t and the probability level is greater than 5%, then H_0 is accepted, meaning that partially the Empathy variable (X5) has no significant effect on satisfaction (Y). Thus, the hypothesis that there is an effect of empathy on Humaira Beauty customer satisfaction is not proven to be true or H5 is rejected.

F Test Results

Table 6. F Test Calculation Results

Dependent Variable	Independent Variable	R Square	F _{count}	F _{table}	Sig.
Y	X ₁ , X ₂ , X ₃ , X ₄ , X ₅	0,848	37,926	2,49	0,000

Source: Data results processed, 2022

The results of the F test in table 6 show that $F_{hitung} > F_{tabel}$ at $(k - 1) (n - k)$ ($37.926 > 2.49$) and the significance probability value is less than 0.05 ($0.000 < 0.05$), then the Tangible, Reliability, Responsiveness, Assurance, and Empathy variables simultaneously have a significant effect on satisfaction, in which case H_0 is rejected and H_6 is accepted.

Coefficient of Multiple Determination (R²)

The result of the coefficient of multiple determination (R²) in table 6 is 0.848, this means that 84.8% of changes in customer satisfaction are influenced by service quality variables while the remaining 15.2% is caused by other factors that are not included in the regression equation made such as price, promotion, customer relationship marketing (CRM), and others.

Discussion

The Effect of Tangible On Customer Satisfaction

Tangible variables have a positive and significant effect on customer satisfaction. A positive influence means that the better tangible provided by Humaira Beauty will increase Humaira Beauty customer satisfaction. Philip Kotler (2000:440) states that tangible is the appearance of physical facilities, equipment and various good communication materials that are attractive, terawatt and smooth. Such physical evidence can affect consumer satisfaction because consumers need a comfortable atmosphere. The tangible aspect includes the Humaira Beauty treatment room is quiet and comfortable, it is in accordance with the situation in the treatment room which is cool and full of music. Another aspect is that Humaira Beauty's treatment room is kept clean, and sophisticated and modern treatment equipment is a factor that determines Humaira Beauty customer satisfaction. Kotler (2005) states that satisfaction is a feeling of pleasure or disappointment that arises after consumers compare perceptions with the performance of a product and its expectations. Quality products and services play an important role in shaping consumer satisfaction, in addition to creating profits for the company. The higher the quality of products and services provided by the company, the higher the satisfaction felt by consumers. Customers at Humaira Beauty are already satisfied with the physical evidence provided such as a comfortable treatment room, cleanliness is maintained, sophisticated and modern equipment, so these factors are what cause Humaira Beauty customers to be satisfied. The results of this study are in line with research conducted by (Prasojo & Wahyuni, 2016) which states that tangible (physical evidence) affects customer satisfaction.

The Effect of Reliability on Customer Satisfaction

Reliability variables have a positive and significant effect on customer satisfaction. A positive influence means that the better reliability provided by Humaira Beauty will increase customer satisfaction. Reliability aspects include Humaira Beauty serving quickly, Humaira Beauty providing discounts for its customers, and Humaira Beauty having a commitment to serve customers well is a factor that determines Humaira Beauty customer satisfaction. According to Sunyoto and Susanti (2015: 285) the dimension of reliability is related to the possibility of a product experiencing a malfunction. The reliability of a product that indicates the level of quality is very meaningful for consumers in choosing a product or service

In addition, reliability is the ability to provide services as promised, reliable and accurate, and consistent. Humaira beauty has provided an aspect of reliability in accordance with consumer expectations, namely serving quickly. Humaira Beauty provides discounts / discounts for its customers who are already members, namely every treatment gets a 10% discount, besides that Humaira Beauty has a commitment to serve customers well, this is evidenced by the increasing number of consumers who carry out maintenance. The results of this study support research conducted by (Iqbal Kurniadhy & Bisri, 2018) which states that reliability has a significant effect on consumer satisfaction.

The Effect of Responsiveness on Customer Satisfaction

The responsiveness variable has a positive and significant effect on customer satisfaction. A positive influence means that the better responsiveness provided by Humaira Beauty will increase customer satisfaction. Responsiveness aspects include Humaira Beauty serving quickly and precisely, Humaira Beauty being responsive if a customer asks about beauty care, and Humaira Beauty focusing on responding to her customer consultations is a factor that determines Humaira Beauty customer satisfaction. Kotler (2000:440) states that responsiveness is a seller's willingness to help customers and provide service quickly and hear and resolve complaints from consumers. A quick response in handling consumer complaints is the key to satisfaction. Humaira Beauty responds if there are customers asking about beauty care, for example serving free consultations via whatsapp or phone and Humaira Beauty focuses on responding to consultations so that the services provided can be maximized. Quality products and services play an important role in shaping consumer satisfaction, in addition to creating profits for the company. The higher the quality of products and services provided by the company, the higher the satisfaction felt by consumers. The results of this study support research conducted by (Nuraeni, We, Fatimah, & Al, 2022) which states that responsiveness has a significant effect on customer satisfaction.

The Effect of Assurance on Customer Satisfaction

Assurance variables have a positive and significant effect on customer satisfaction. A positive influence means that the better assurance provided by Humaira Beauty will increase customer satisfaction. Assurance aspects include Humaira Beauty providing services that are guaranteed safety and comfort, Humaira Beauty providing care results that can be trusted according to customer needs, and Humaira Beauty providing professional services is a factor that determines Humaira Beauty customer satisfaction.

Assurance is in the form of employee abilities that can create trust in the promises given to consumers (Kotler, 2000: 440). Humaira Beauty provides treatment results that can be trusted according to customer needs, this is evidenced by the results of customer reviews shown from whatsapp status, Humaira Beauty customers give positive comments by showing an increasingly beautiful face. In addition, Humaira Beauty provides professional services, and the work is done by the salon owner who is officially certified. These things are what cause consumers to be satisfied with Humaira Beauty's service. The results of this study support research conducted by Nirmalasari (2013) which states that assurance has a significant effect on customer satisfaction.

The Effect of Emphaty on Customer Satisfaction

The empathy variable has a positive but not significant effect on customer satisfaction. The insignificant influence means that the existence of empathy provided by Humaira Beauty does not provide or does not determine customer satisfaction. This can be because consumers feel that the form of empathy provided by Humaira Beauty is as common as it is found in other beauty places, in this case consumers consider the existing empathy to be considered a normal thing. Empathy aspects include Humaira Beauty always paying attention to customers, Humaira Beauty always understanding customer needs, and Humaira Beauty always replying to customer Whatsapp / phone politely is not a factor that determines Humaira Beauty customer satisfaction, because such a form of empathy is also given by other beauty salons.

Emphaty is the seller's attitude to be more concerned about giving personal attention to customers. To measure consumer satisfaction by comparing consumer expectations about products and services in accordance with the actual performance of products and services. The results of this study do not support the research conducted by (Nuraeni et al., 2022) which states that emphaty affects customer satisfaction.

The effect of tangible, reliability, responsiveness, assurance, and emphaty on customer satisfaction

Service quality variables have a simultaneous effect on customer satisfaction. This can be interpreted to mean that the better the dimension of service quality, the better the customer satisfaction. The result of the coefficient of multiple determination (R^2) is 0.848, this means that 84.8% of changes in customer satisfaction are influenced by tangible variables, reliability, responsiveness, assurance, and emphaty while the remaining 15.2% is caused by other factors that are not included in the regression equation made such as price, promotion, customer relationship marketing (CRM), and others.

Quality products and services can create consumer satisfaction, in addition to creating profits for the company. The higher the quality of products and services provided by the company, the higher the satisfaction felt by consumers. The results of this study support research conducted by (Nuraeni et al., 2022), (Iqbal Kurniadhy & Bisri, 2018), (Prasojo & Wahyuati, 2016), which states that service quality variables have a simultaneous effect on customer satisfaction.

CONCLUSION

Based on the results of the analysis, it can be concluded that the variables tangible, reliability, responsiveness, assurance affect Humaira Beauty customer satisfaction, while the empathy variables do not affect Humaira Beauty customer satisfaction. Simultaneously, there is an influence of the service quality dimension on Humaira Beauty customer satisfaction.

The results of the study prove that tangible, reliability, responsiveness, and assurance affect consumer satisfaction, therefore Humaira Beauty should always pay attention to things, especially those related to tangible, reliability, responsiveness, and assurance. Emphaty has no effect on Humaira Beauty customer satisfaction, the salon should always pay attention to its customers so that a good relationship is established. It is recommended for further research to add other variables such as price, promotion, customer relationship management, and others, so that they can obtain better findings and are useful for the development of science, especially marketing management.

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