

ANALYSIS OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT WIWIS TEMBILAHAN BEAUTY SALON

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Abstract

This study aims to determine the effect of service quality tangible (physical evidence), empathy (empathy), responsiveness (power reliability (reliability) and assurance (guarantee) on the satisfaction of the Tembilahan Beauty Salon Wiwis. The type of data used in this study is primary data. The population in this study are consumers who have used the services of Wiwis Salon Tembilahan. Sampling is done by using Bailey, 50 respondents were used as the sample of this study. Data collection was carried out using a questionnaire with scale likert. The method used in this study is the method of regression analysis with the application of SPSS 26. The results of the research based on the det coefficient test obtained an R Square of 0.985 or 98.5%. This means that the customer variable is influenced by 5 independent variables namely tangible, responsiveness, reliability, and assurance. And the remaining 1.5% in other variables that are not included in the research variables. Research based on (t test) shows that quality has a significant effect on customer satisfaction with a sig value of 0.000 <0.05.

1. INTRODUCTION

Background problem

Along with the development of the times and the passage of time, the world of beauty is currently developing rapidly, so that the level of competition is becoming increasingly stringent, the development of technological competition and the increasing standard of living of the people make human needs more diverse. One of the main factors that every business entity must pay attention to in order to survive in an increasingly competitive business world is to provide the best service to customers, the value provided by customers is related to the benefits they will receive.

Customer satisfaction does not only refer to the physical form of a product or service, but also refers to the satisfaction obtained by buying the product or service offered, because now every consumer no longer only buys a product, but also evaluates the aspects of the services or services provided. attached to the product, from the pre-purchase phase to the post-purchase phase. So many service companies of various types have sprung up. With this, consumers are faced with many choices to choose salon service providers. With the changes in the beauty and health environment, people, especially women, are increasingly motivated to fulfill their needs for the use of beauty treatments and services. This is what makes entrepreneurs in the field of care, especially beauty salons, more enthusiastic. Beauty salon is a form of business related to cosmetics, facial care, body and hair care, for both men and women. Here Wiwis Beauty Salon competes to offer its excellence. Prioritizing service quality and the quality of services offered so that consumers are satisfied with the services offered.

The five dimensions of service quality include tangibles, empathy, responsiveness, reliability and assurance. Of the five dimensions, service quality is closely related to customer satisfaction. If a beauty salon can provide quality services that match the needs and desires of customers, then customers will be satisfied with the products or services offered by the salon.

Wiwis Tembilihan Beauty Salon itself has elements in this research, namely service quality and customer satisfaction. The quality of service from Wiwis Tembilihan Beauty Salon itself has elements of friendly service, from the first point of view, when customers arrive there are employees who welcome customers and ask questions with a gentle smile and a big smile. Luxurious salon design, everything is neatly arranged and equipped with air conditioning, a comfortable salon waiting room, and the soft sound of songs being played in the salon, good lighting, not too bright and not too dark, Wiwis salon also provides WiFi for visitors. Customer satisfaction at Wiwis Beauty Salon Tembilihan is reflected in the fact that consumers always thank the waiter with a satisfied smile after paying at the cashier. This convinced the researcher to choose the Wiwis Beauty Salon Tembilihan object to be examined in more detail and deeper into the elements of the research method.

Problem Formulation

The formulation of the problem in this study is how is the quality of service to customer satisfaction at Wiwis Tembilihan Beauty Salon.

Research purposes

The purpose of this study was to analyze how service quality affects the level of customer satisfaction at Wiwis Tembilihan Beauty Salon. Besides that, the purpose of this analysis is to find out what factors influence customer satisfaction with the services provided by Wiwis Tembilihan Beauty Salon.

2. LITERATURE REVIEW

Definition of Service Quality

According to Parasuraman (in Rambat 2013) "service quality can be defined as how far the difference between reality and customer expectations for the service they receive".

Service Quality Dimensions

Service quality by Parasuraman et al. (in Rambat 2013) there are five dimensions of service quality as follows:

- a. Physical Evidence(Tangible), namely the ability of a company to show its existence to external parties. The appearance and capability of the company's physical facilities and infrastructure that can be relied upon by the condition of the surrounding environment is clear evidence of the services provided by service providers.
- b. Empathy(empathy), namely giving sincere and individual or personal attention given to customers by trying to understand their wishes.
- c. Responsiveness(responsiveness), namely a policy to assist and provide fast (responsive) and appropriate services to customers, by conveying clear information. Letting customers wait creates a negative perception of service quality.
- d. reliability(Reliability), namely the company's ability to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations which means timeliness, the same service for all customers without errors, a sympathetic attitude, and with high accuracy.
- e. Assurance and certainty(assurance), namely knowledge, politeness, and the ability of company employees to foster customer trust in the company.

Service Quality Indicators

Parasuraman in Etta Mamang Sangadji (2013) states that the five indicators of service or service quality are:

- a. Physical evidence(tangible), availability of physical facilities, equipment and communication suggestions, and others that can and must exist in the service process.
- b. Empathy(empathy), which includes the attitude of personal contact or company to understand the needs and difficulties of consumers in the form of personal attention and ease of communication.
- c. responsiveness(responsiveness), namely the willingness or desire of employees to help provide services needed by consumers.
- d. Kendalan(reliability), namely the ability to provide the promised service accurately(accurately) and the ability to be trusted(dependably), especially providing services in a timely manner(on time), in the same way according to the promised schedule, and without making mistakes.
- e. Jaminan(assurances), includes knowledge, ability, friendliness, courtesy, and trustworthiness of personal contact to dispel consumer doubts and make them feel free from danger and risk.

Definition of Customer Satisfaction

According to Fandy Tjiptono (2014), the word "satisfaction or satisfaction : comes from the Latinstatist" (meaning quite a lot, proportional or adequate) and "party"(meaning to do, make or create) simply satisfaction can be interpreted as an effort to fulfill something or make something adequate.

Measurement of Customer Satisfaction

Measurement of customer satisfaction on service quality can pay attention to the dimensions or attributes used as the basis for measurement. Tjiptono (2002), suggests measurement indicators to measure the level of customer satisfaction with the services offered are as follows:

- a. Service timeliness. The things that are needed are related to waiting time and processing time.
- b. Service accuracy, related to service reliability and error-free. c. Politeness and friendliness in providing services, especially for those who interact directly with external customers.
- c. Responsibility, related to receiving orders and handling customer complaints.
- d. Completeness, concerning the scope of services and the availability of supporting facilities and

other complementary services.

- e. Ease of getting services, related to the number of outlets, serving officers, supporting facilities and so on.
- f. Convenience in obtaining services, related to location, service space, ease of reaching vehicle parking lots, availability of information instructions and other forms.
- g. Other service supporting attributes, such as environment, cleanliness, music facilities, air conditioning, WiFi and so on.

3. RESEARCH METHOD

The research method used in this study is in the form of a quantitative method, which uses questionnaire data to find out about "Analysis of Service Quality on Customer Satisfaction at Wiwis Tembilahan Beauty Salon". The technique of collecting available information sources appropriately is intended to optimize information according to the criteria desired by the researcher. In this study, the respondents used were all Wiwis Tembilahan Beauty Salon customers.

The data source uses primary data, namely data obtained directly from the object of research by means of interviews and questionnaires which are very necessary to find out the responses of respondents. This research was conducted in Tembilahan, Indragiri Hilir Regency. While the object of research is the public/consumers who use the services of Wiwis Tembilahan Beauty Salon. The time of research starts from October 2022 to February 2023.

According to Sugiyono (2019) population is a generalization area which consists of: objects/subjects that have certain quantities and characteristics determined by researchers to study and then draw conclusions. The population in this study are all consumers who have purchased/used the services of Wiwis Tembilahan Beauty Salon. Because the population size is relatively uncertain, the sample is determined by using Bailey's opinion. Bailey in Mahmud (2011) states that for research that will use statistical data analysis, the minimum sample size is 30. With this the authors took a sample of 50 people, consisting of 40 female consumers and 10 male consumers who had bought/used beauty services at Wiwis Tembilahan Beauty Salon.

An independent variable is a variable that affects something that causes a change or emergence of the dependent variable or dependent variable (Sugiyono, 2014). Then the independent variable in this study is physical evidence (Tangible), empathy (Empathy), responsiveness (Responsiveness), reliability (Reliability), and guarantees (Assurances). The dependent variable or dependent variable is the variable that is affected or becomes the result because of the independent/dependent variable (Sugiyono, 2014). In accordance with the problem to be studied which will be the dependent variable in this study is Customer Satisfaction. Data collection techniques used in this study were questionnaires, interviews and literature studies. Data analysis was carried out qualitatively and quantitatively. The data analysis technique used in this study was descriptive analysis including instrument testing, multiple linear regression, hypothesis testing, coefficient of determination, t-test and f-test.

4. RESULTS AND DISCUSSION

Statistical Testing

a. Multiple linear regression

Table 1. Multiple Linear Regression Results

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error Beta				Tolerance VIF	
1	(Constant)	4.154	1.072		3.873	.000		
	TANGIBLE	.157	.090	.057	1.741	.003	.282	3.542
	EMPATHY	.998	.061	.545	16.294	.000	.271	3.695
	RESPONSIVENESS	1.188	.094	.501	12.635	.000	.192	5.198
	RELIABILITY	.114	.041	.053	2.803	.002	.835	1.198
	ASSURANCE	.212	.059	.076	3.562	.001	.660	1.516
a. Dependent Variable: CUSTOMER SATISFACTION								

Source: Spss 26 processed data

The relationship between the independent variables and the dependent variable can be formulated into the following equation:

$Y = 4.154 + 0.157 (X1) + 0.998 (X2) + 1.188 (X3) + 0.114 (X4) + 0.212 (X5)$ From these equations it can be interpreted that:

- It is known that the constant value (α) is 4,154 which means the independent variable of physical evidence (tangible) (X1), empathy (empathy) (X2), responsiveness (responsiveness) (X3), reliability (reliability) (X4), guarantee (assurance) (X5) 5 = 0 then the value of the dependent variable will be worth 4,154.
- It is known that the variable physical evidence (tangible) (X1) has a regression coefficient value of 0.157 which means that if physical evidence (tangible) increased by 0.05%. Then the physical evidence variable (tangible) will remain at 0.157.
- Known empathy variable (empathy) (X2) has a regression coefficient value of 0.998. which means if the trust increases by 0.05%. Then the empathy variable (empathy) will remain at 0.998.
- Known responsiveness variable (responsiveness) (X3) has a regression coefficient value of 1,188 which means that confidence increases by 0.05%. Then the responsiveness variable (responsiveness) will remain at 1.188.
- It is known that the reliability variable (reliability) (X4) has a regression coefficient value of 0.114 which means that confidence increases by 0.05%. Then the reliability variable (reliability) will remain at 0.114.

- f) It is known that the guarantee variable (assurance) (X5) has a regression coefficient value of 0.212 which means that confidence increases by 0.05%. Then the guarantee variable (assurance) will remain at 0.212.

b. Determination Coefficient Test (R^2)

Table 2. Test Results for the Coefficient of Determination (R^2)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.993 ^a	.987	.985	.477	1.439
a. Predictors: (Constant), ASSURANCE, RELIABILITY, TANGIBLE, EMPATHY, RESPONSIVENESS					
b. Dependent Variable: CUSTOMER SATISFACTION					

Source: Spss 26 processed data

Based on the table above shows the value of R Square (R^2) of 0.985 or 98.5%. This means that the variable of buyer satisfaction is influenced by 5 independent variables, namely physical evidence (tangible), empathy (empathy), responsiveness (responsiveness), reliability (reliability), and guarantees (assurance). And the remaining 1.5% is influenced by other variables that are not included in this research variable.

c. Partial Test (t test)

Table 3. Partial Test Results (T Test)

Coefficients								
Model	Unstandardized Coefficients			T	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	4.154	1.072	3.873	.000			
	TANGIBLE	.157	.090	.057	1.741	.003	.282	3.542
	EMPATHY	.998	.061	.545	16.294	.000	.271	3.695
	RESPONSIVENESS	1.188	.094	.501	12.635	.000	.192	5.198
	RELIABILITY	.114	.041	.053	2.803	.002	.835	1.198
	ASSURANCE	.212	.059	.076	3.562	.001	.660	1.516
a. Dependent Variable: CUSTOMER SATISFACTION								

Source: Spss 26 processed data

Based on the table above, it can be concluded that the results of the partial research are as follows:

- Physical evidence variable (tangible) (X1) has a t count of 1,741 > table, namely 1,675 with a sig value of 0.003 less than 0.05, then H1 accepted. Thus the physical evidence (tangible) effect on customer satisfaction.
- Empathy variable (empathy) (X2) has tcount16.294 > ttableof 1.675 and a sig value of 0.000 is smaller than 0.05 then H2 accepted. Thus the empathy variable (empathy) effect on customer satisfaction.
- Responsiveness variable (responsiveness) (X3) has 12.635 > ttableof 1.675 and a sig value of 0.000 is smaller than 0.05 then H3 accepted. Thus the responsiveness variable (responsiveness) effect on customer satisfaction.
- Reliability variable (reliability) (X4) has tcount2.803 > ttableof 1.675 and a sig value of 0.002 is smaller than 0.05, then H4 accepted. Thus the reliability variable (reliability) effect on customer satisfaction.
- Guarantee variable (assurance) (X5) has tcount3.562 > ttableof 1.675 and a sig value of 0.001 is smaller than 0.05 then H5 accepted. Thus the guarantee variable (assurance) effect on customer satisfaction.

d. Simultaneous Test (f test)

Table 3. Simultaneous Test Results (f test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	742.395	5	148.479	651.682	.000 ^b
	Residual	10.025	44	.228		
	Total	752.420	49			
a. Dependent Variable: CUSTOMER SATISFACTION						
b. Predictors: (Constant), ASSURANCE, RELIABILITY, TANGIBLE, EMPATHY, RESPONSIVENESS						

Source: Spss 26 processed data

Based on the output data above, it is known that the significance value for influence tangible (X₁), empathy (X₂), responsiveness (X₃), reliability (X₄), assurance (X₅) to customer satisfaction (Y) simultaneously the sig value is 0.000 > 0.05 and the F value_{count}651.682 > F_{table}3.20 so it can be concluded that H₅ accepted, which means there is the influence of evidence physique (*tangible*) (X₁), empathy (*empathy*) (X₂), responsiveness (*responsiveness*) (X₃), reliability (*reliability*) (X₄), and guarantees (*assurance*) (X₅) effect on customer satisfaction (Y).

5. CONCLUSION

Based on the results of research and discussion that refers to hypothesis testing, it is concluded:

- The results of the test for the coefficient of determination obtained an R Square (R²) number of 0.985 or 98.5%. This means that the variable customer satisfaction is influenced by 5 independent

variables, namely tangible, empathy, responsiveness, reliability, and assurance. And the remaining 1.5% is influenced by other variables that are not included in this research variable.

2. Physical Evidence(tangible) (X1) has a partial effect on service quality (Y) Wiwis Tembilahan Beauty Salon. Empathy(empathy) (X2) has a partial effect on service quality (Y) Wiwis Tembilahan Beauty Salon. Responsiveness(responsiveness) (X3) has a partial effect on service quality (Y) Wiwis Tembilahan Beauty Salon. Reliability(reliability) (X4) has a partial effect on service quality (Y) Wiwis Tembilahan Beauty Salon. Guarantee(assurance) (X5) has a partial effect on service quality (Y) Wiwis Tembilahan Beauty Salon.
3. Simultaneous test is known that the variable physical evidence(tangible) (X1), empathys(empathy) (X2), responsiveness(responsiveness) (X3), reliability(reliability) (X4), and warranty(assurance) (X5) together have an effect on customer satisfaction (Y) at the Wiwis tembilahan beauty salon.

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