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ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER TRUST OF GELARY SALON BEAUTY SALON IN TEMBILAHAN

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Abstract

This study aims to analyze the influence of service quality on customer trust in Gelary Salon in Tembilahan. The research uses a qualitative approach with a descriptive method through data collection techniques in the form of in-depth interviews, observations, and documentation. The research informants are customers who have used salon services at least twice and were selected using the purposive sampling technique. The results of the study show that the quality of service has a significant influence on customer trust. The dimensions of service quality such as salon cleanliness and comfort (tangible), responsiveness, professionalism (assurance), product quality, and customer safety and privacy have been proven to be able to increase positive customer perceptions. Customer trust is also influenced by the suitability of prices with service results, consistency of service, and trust in staff recommendations. Thus, the better the quality of service provided, the higher the level of customer trust. This study suggests that salons continue to improve the quality of service to build long-term relationships and customer loyalty.

1. INTRODUCTION

Background Problem

In an era of increasingly fierce business competition, the service sector, including the beauty salon industry, is required to be able to provide superior service and create customer trust. Beauty and self-care are no longer secondary needs, but have become part of people's lifestyles, especially for women in urban and semi-urban areas such as Tembilahan. This has led to an increase in the number of beauty salons that offer various attractive services and promos to attract customers' attention. In the service industry, a company's success is largely determined by its ability to build long-term relationships with customers through quality service [1]. This shows that service quality is the main factor in creating competitive advantages in the service sector.

One of the important factors that determine the success of a beauty salon is the quality of service provided to customers. Friendly, professional, responsive, and satisfying work results can create a positive experience that encourages customers to come back. The quality of service has a positive and significant effect on customer trust, where the better the quality of the service provided, the higher the level of customer trust in the service provider [2]. Good service quality will increase positive perception, customers towards the company and strengthen the relationship between customers and service providers [3].

In addition, a good customer experience will affect the level of customer satisfaction and trust in a service. Customers who have a positive experience tend to have a good perception of the quality of the services provided [4]. Customer trust is an important aspect in maintaining a long-term relationship between a company and customers. When customers feel confident in the quality and integrity of a service provider, they are more likely to make a repeat purchase and recommend the service to others. However, customer trust does not appear instantly, but is the result of repeated positive experiences, both in terms of service and promotional communication carried out by the company.

Gelary Salon in Tembilahan is one of the beauty salons that is quite well known by the local community. In the face of competition with other salons, Gelary Salon needs to ensure that the quality of its service and promotion strategy can have a real impact on the level of customer trust. Some customers may consider the service to be good, but there are also those who think that promotions are still less attractive or do not touch the target market optimally. This is interesting to research, to what extent these two factors of service quality and promotion affect customer trust at Gelary Salon.

Table 1. List of services at Gelary Salon

No	Services	Pricing
1	Rebonding	IDR 100,000- 250,000
2	Creambath	IDR 75,000- 150,000
3	Haircut	IDR 20,000- 50,000
4	Traditional bridal dress rental	IDR 100,000- 150,000

Source: Gelary Salon Data in 2026

Based on this description, the author is interested in conducting a research entitled "Analysis of the Influence of Service Quality and Promotion on Customer Trust of Gelary Salon Beauty Salon in Tembilahan." This research is expected to contribute to the management of Gelary Salon in improving service and promotion strategies to strengthen customer trust and increase their loyalty in the future.

Problem Formulation

Based on the above background description, the formulation of the problem in this study is as follows: Does the quality of service have a significant effect on customer trust in Gelary Salon in Tembilahan?

Research Objectives

Based on the formulation of the problem that has been presented, the purpose of this study is to find out and analyze the influence of service quality on customer trust in Gelary Salon in Tembilahan.

2. LITERATURE REVIEW

Marketing Services

Service marketing is a managerial process that involves planning, implementing, and controlling various activities such as pricing, promotion, and service distribution [5]. This process aims to create an exchange that is able to effectively meet the needs and desires of customers. In service marketing, companies not only sell intangible products, but also focus on customer experience, quality of interaction, and value felt by customers during the service process.

Service marketing is an economic activity that focuses on creating value and benefits for customers through services that are intangible and often involve direct interaction between service providers and customers. They emphasized that service characteristics such as intangibility, inseparability, variability, and perishability are the main challenges in managing service marketing effectively.

Service marketing is a process that focuses on creating, delivering, and managing value to customers through quality service interactions [6]. They emphasized that the success of service marketing is highly dependent on the company's ability to manage the customer experience as a whole, starting from before, during, to after the service process takes place. Customer experience is the overall customer perception of the company that is formed from all interactions during the customer journey [7].

Based on the opinions of these experts, it can be concluded that service marketing is a planned, integrated, and customer-oriented managerial process in creating and delivering value through intangible services. Service marketing not only includes basic activities such as pricing, promotion, and distribution, but also focuses on managing the overall customer experience. Service characteristics such as intangible, inseparable, varied, and non-durable are major challenges that companies must manage effectively. Therefore, the success of service marketing is highly determined by the quality of interaction, consistency of service, and the company's ability to meet and exceed customer expectations, so as to create satisfaction and long-term relationships with customers.

Quality of Service

Service quality is the level of excellence expected by customers and the company's ability to control and meet this level of excellence consistently. Service quality is not only seen from the final result of service, but also from the service delivery process, including employee attitudes, speed of service, and accuracy in meeting customer needs.

Service quality is the overall characteristics and features of a service that affect its ability to satisfy customer needs. They emphasized that service quality must be customer-oriented, where the company must be able to understand customer expectations and provide services that meet or even exceed those expectations to create satisfaction and loyalty.

The quality of service is also viewed from two main dimensions, namely *technical quality* (what the customer receives) and *functional quality* (how such services are provided). This shows that customers not only assess the results of the service, but also the process of interaction that occurs during the service. Service quality is greatly influenced by direct interaction between customers and service providers, so companies need to ensure that every service encounter is able to provide a positive experience for customers [8].

Based on these various opinions, it can be concluded that service quality is a multidimensional concept, which includes aspects of service results, delivery processes, and overall customer experience. Companies are not only required to provide services that meet standards, but must also be able to create positive and memorable interactions for customers. Thus, superior service quality will strengthen satisfaction, increase trust, and build a long-term and sustainable relationship between the company and customers.

Customer Trust

Customer trust is the belief that customers have in a company that the company is able to provide benefits, maintain commitment, and not harm customers in every transaction [9]. This trust is formed through a positive customer experience and the company's consistency in providing reliable service.

Customer trust is the willingness of customers to depend on service providers based on the belief that the company has integrity, competence, and goodwill in meeting customer needs [10]. Trust does not arise instantly, but is formed through repeated interactions and satisfying service experiences.

Customer trust is a customer's belief in the reliability and integrity of a company in carrying out long-term relationships [11]. This trust is reflected in the company's ability to keep promises, be honest, and maintain the interests of customers in every service activity provided. Customer trust is a customer's belief in the company's ability to provide consistent and in accordance with expectations, which is formed through repeated interaction experiences [12].

Based on the opinions of these experts, it can be concluded that customer trust is a form of customer confidence and willingness to depend on the company based on the company's integrity, competence, and commitment in providing reliable services that do not harm customers. Customer trust is not formed instantly, but through a continuous process, namely through positive experiences felt by customers, repeated interactions, and the company's consistency in providing quality services. In addition, transparency, good communication, and the company's ability to handle customer complaints are also important factors in building and maintaining trust. Thus, customer trust has a very important role in the sustainability of a business, because it can strengthen the relationship between the company and customers, increase satisfaction, and encourage the creation of customer loyalty in the long term.

Service satisfaction and customer trust

Customer satisfaction is the emotional response of customers that arise after comparing expectations before using services with perceived service performance [13]. If the service performance meets or exceeds expectations, then customers will feel satisfied, while if not, dissatisfaction will arise. Customer satisfaction is the level of customer feeling after evaluating the experience of using the service [14]. This satisfaction is influenced by various factors such as service quality, price, ease of access, and experience during the service process.

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the perceived performance of a product or service with his or her expectations [15] If the service performance is able to meet or even exceed customer expectations, then a feeling of satisfaction will arise, while if the service performance is below expectations, then the customer will feel disappointed or dissatisfied.

Customer satisfaction is a post-purchase evaluation that reflects whether a product or service is able to meet or exceed customer expectations [16]. This satisfaction is an important basis in shaping customer attitudes and behaviors in the future.

Based on the opinion of these experts, it can be concluded that customer satisfaction is an emotional response or level of customer feelings that arises as a result of the process of evaluating the experience of using the service, by comparing the expectations before receiving the service with the perceived performance after the service is provided. Customer satisfaction is not only influenced by the end result of the service, but also by the overall service process experienced by the customer, such as the quality of interaction with employees, the speed and accuracy of service, the ease of accessing services, and the suitability of prices with the benefits received. In addition, a consistent positive experience will strengthen the customer's perception of the company's quality. Thus, customer satisfaction is one of the important indicators in assessing the success of a company in providing services. Satisfied customers are more likely to make repeat purchases, recommend services to others, and build long-term loyalty. Therefore, companies need to continue to improve the quality of service and understand customer needs in order to create an optimal and sustainable level of satisfaction.

3. RESEARCH METHODS

Types of Research

This study uses a qualitative approach with a descriptive method. The qualitative approach was chosen because this study aims to deeply understand the quality of service provided by Gelary Salon and how it affects customer trust based on the direct experience felt by customers.

The descriptive method is used to describe phenomena that occur in the field systematically

based on the results of interviews with respondents.

Location and Time of the Research

This research was conducted at Gelary Salon Tembilahan, Indragiri Hilir Regency, Riau Province. The research period was carried out from January to March 2026, which included observation, interviews, and data processing activities.

Research Informant

In qualitative research, the term sample is changed to informant. Informants in qualitative research are people who are used to provide information about the situation and conditions of the research background [17]. Informants are chosen because they are considered to know and understand the problems being researched. The informants in this study are Gelary Salon customers who are considered able to provide relevant information related to service quality and customer trust. The informant selection technique uses purposive sampling, which is the selection of informants based on certain criteria, namely:

1. Customers who have used salon services at least twice
2. Be at least 17 years old
3. Willing to provide information honestly

The number of informants in this study is 15 customers. The determination of the number of informants refers to [18] that qualitative research generally involves a small number of informants, ranging from 5 to 25 people, depending on the needs of the research. In addition, [19] The number of informants in qualitative research is determined until the data obtained reaches saturation, which is a condition in which the information obtained has been repeated and no significant new data is found.

Data types and sources

1. Data Primer

Primary data is a source of data obtained directly from the first source through interviews, observations, or questionnaires conducted by researchers to respondents [19]. Data obtained directly from informants through in-depth interviews related to their experience of service at Gelary Salon.

2. Data Seconds

Secondary data is a source of data obtained indirectly from the first source, but through intermediaries such as documents, reports, archives, or literature relevant to the research. This data can be in the form of documentation, business profiles, and other sources such as books and journals that support research.

Data Collection Techniques

1. Wawancara (In-depth Interview)

Interviews are a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, as well as to find out things from the respondents in more depth. In this study, in-depth interviews were conducted face-to-face with Gelary Salon customers to obtain more detailed information about their experiences of service quality, satisfaction levels, and trust formed after using salon services. This technique allows researchers to dig up broader and deeper answers so that the data obtained is rich and in accordance with field conditions.

In-depth interviews allow researchers to obtain detailed and flexible data because they can tailor questions to the informant's responses [20]. Qualitative interviews aim to understand the individual's experiences and perspectives in depth through direct interaction between researchers and respondents [21].

2. Observations

Observation is a data collection technique that is carried out by observing research objects directly to obtain a real picture of an event or activity. In this study, observation was carried out by directly observing how the service process takes place at Gelary Salon, starting from the way employees serve customers, employee attitudes and friendliness, to the condition of the salon environment. By observation, the researcher can see objectively how the quality of service is applied in daily practice without relying solely on respondents' statements.

Observations in qualitative research are used to understand behavior and social interactions

directly in natural contexts [22]. Furthermore, Observation helps researchers gain a deeper understanding of the social situation through systematic observation of research activities and environments [23].

3. Documentation

Documentation is a data collection technique by obtaining information from various written and visual sources such as books, archives, reports, and photos that are relevant to the research. In this study, documentation was used to collect supporting data such as Gelary Salon's business profile, photos of service activities, and records related to salon operations. This technique aims to strengthen the data from the results of interviews and observations so that the research results become more valid and scientifically accountable.

Documentation is an important secondary source of data because it can provide concrete evidence and strengthen research findings [24]. The use of documents in qualitative research helps researchers understand the context and triangulates data obtained from other techniques [25].

Research Instruments

The main instrument in this study is the researcher himself (human instrument), because in qualitative research the researcher plays a direct role in collecting data, analyzing data, and interpreting research results in the field. In its implementation, researchers are assisted by several supporting instruments, namely:

1. Interview Guidelines

Interview guidelines are used as a reference in asking questions to informants so that the data obtained remains directed in accordance with the research objectives.edoman interviews help researchers maintain the consistency of questions and ensure that the data collected is relevant to the research focus [18]. In addition, interview guidelines allow researchers to dig into information in depth but still be systematic.

2. Recording tools

Recording devices are used to record the interview process so that the data obtained is more accurate and can be played back during the analysis process. The use of recording devices in qualitative research is essential to maintain data accuracy and minimize information loss during the interview process [26]. Recordings also make it easier for researchers to transcribe and analyze data more thoroughly.

3. Field notes

Field notes are used to record important things during the interview and observation process, such as the informant's expressions, the field situation, and additional information that is not recorded. Field notes are an important part of qualitative research because they can capture contexts, behaviors, and meanings that are not always recorded audio, thus enriching the data analysis process.

Data Analysis Techniques

The data analysis in this study uses an interactive analysis model [27], namely:

1. Data Reduction
2. Data Presentation
3. Conclusion

4. RESULTS AND DISCUSSION

Results

Based on the results of the research obtained through interviews with 15 informants, data on service quality and customer trust were analyzed and presented in the form of percentages as follows:

Table 2. Recapitulation of Interview Results Based on Research Indicators

No	Variabel	Indicator	Number of Informants (Agreed)	Percentage	Category
1	Quality of Service	Hygiene & Physical Appearance	12 of 15	80%	Excellent
2	Quality of Service	Staff Responsiveness	11 of 15	73%	Good

3	Quality of Service	Staff Professionalism	13 of 15	87%	Excellent
4	Quality of Service	Product Quality	12 of 15	80%	Excellent
5	Quality of Service	Security & Privacy	11 of 15	73%	Good
6	Customer Trust	Price Suitability	12 of 15	80%	Excellent
7	Customer Trust	Service Consistency	11 of 15	73%	Good
8	Customer Trust	Trust in Staff	12 of 15	80%	Excellent
9	Customer Trust	Top Picks	10 of 15	67%	Good
10	Customer Trust	Recommendations to Others	13 of 15	87%	Excellent

Source: Interview results data processed, 2026

Based on the table above, it can be seen that most of the indicators of service quality and customer trust are in the good to very good category. This shows that the services provided by Gelary Salon are able to provide a positive experience for customers. The data obtained was analyzed based on indicators on the variables of service quality (X) and customer trust (Y).

Discussion

The results of this study show that customer experience while receiving services is the main factor in shaping perception and trust in salons. The following is a description of the results of the research based on each indicator:

Quality of Service (Variable X)

1. Cleanliness, Neatness, and Physical Appearance of the Salon

Based on the results of the interview, most of the informants stated that the physical condition of Gelary Salon which is clean, neat, and has a comfortable atmosphere gives a positive impression from the beginning of arrival. Customers feel more confident to use salon services when they see well-organized equipment, clean rooms, and an environment that supports comfort during treatments. Several informants revealed that the cleanliness of the tools and place was one of the main factors in determining their decision to return to using the salon's services. This shows that the tangible aspect (physical evidence) has an important role in building customers' initial perception of service quality. Thus, it can be concluded that the better the physical condition of the salon, the higher the level of customer confidence in the quality of the services provided, which will ultimately increase customer trust.

2. Staff Responsiveness and Responsiveness

The interview results showed that customers assessed that the staff of Gelary Salon was quite responsive in serving their needs. Staff are considered to be able to respond well to customer inquiries, provide clear information, and are agile in handling service requests and making appointments.

This responsiveness provides a positive experience for customers, as they feel cared for and well served. Customers who get a quick response tend to feel more satisfied and comfortable, thus increasing trust in the services provided. In this context, the responsiveness dimension is an important factor that affects customer perception. The faster and more accurate the staff is in responding to customer needs, the more likely customers are to trust the salon.

3. Staff Abilities and Professionalism

From the results of the interviews, most of the informants stated that the staff of Gelary Salon have good abilities and skills in providing beauty services. Customers feel that the results of the treatment provided are in accordance with their expectations, both in terms of neatness, precision, and quality of the final result.

In addition, the professional attitude of the staff in work also gives a positive impression to customers. Customers feel more confident when they are served by a competent and experienced workforce. This shows that the assurance dimension plays an important role in building customer trust. Good technical skills as well as a professional attitude will increase customers' confidence that they are getting quality service.

4. Quality of Products Used

The results of the interviews also show that customers pay attention to the quality of the products used during the treatment process. Most of the informants stated that the products used by

Gelary Salon are safe and of high quality, so they do not cause negative effects on the skin or hair.

Trust in the product used is one of the important factors in determining the overall level of customer trust. Customers tend to feel safer and more comfortable when they know that the products used are of good quality. Thus, the use of high-quality products can increase customers' positive perception of the salon and strengthen their trust.

5. Customer Security and Privacy

Based on the results of the interviews, customers feel that during the treatment process, their privacy is quite maintained. This can be seen from the way the staff maintains customer comfort and does not disturb the personal space during the service.

Security and privacy are important aspects of beauty salon services, because the services provided are personal. Customers will feel more confident if they feel safe and valued during the service process. Therefore, it can be concluded that the better the salon is at maintaining customer privacy and security, the higher the level of trust formed.

Customer Trust (Variable Y)

1. Price Compatibility with Service Results

Most of the informants stated that the price offered by Gelary Salon was in accordance with the results obtained. Customers feel that the costs incurred are proportional to the quality of service received. This shows that there is a match between price and service quality can increase customer trust in salons.

2. Consistency of Service Results

The results of the interviews show that customers assess the results of the services provided relatively consistent. This consistency is an important factor in building trust, as customers expect the same results every time they perform treatments. The more consistent the results of the services provided, the higher the level of customer trust in the salon.

3. Trust in Staff Recommendations

Customers stated that they had sufficient confidence in the advice and recommendations provided by the staff, both regarding the product and the appropriate type of treatment. This shows that the staff is considered to have reliable competence. Trust in staff recommendations reflects a good relationship between customers and service providers.

4. Salon as the Ultimate Choice

Some informants stated that Gelary Salon was their main choice in carrying out treatments. This shows that customers already have a high level of trust in the quality of the salon's services. High trust will encourage customers to keep using the same services over and over again.

5. Willingness to Recommend to Others

The results of the study also show that customers are willing to recommend Gelary Salon to friends and family. This is a strong indicator that customers feel satisfied and trust in the services provided. Customer recommendations are a tangible form of trust that has been formed.

Based on the results of the research, the quality of service has been proven to have a significant effect on customer trust in Gelary Salon in Tembilahan. This shows that the better the service provided, the higher the level of customer trust. From a tangible aspect, a clean and comfortable salon condition is able to give a positive impression to customers. In addition, the responsiveness of staff who are quick to respond to customer needs also increases comfort and satisfaction. In terms of assurance, the ability and professionalism of staff are important factors in building customer confidence in service quality.

The use of quality products and maintaining customer security and privacy also strengthens customer trust. On the other hand, the suitability of prices with service results and service consistency are the main factors that make customers remain confident and willing to return to using salon services. These results are in line with the theory that good service quality will increase customer satisfaction and trust, as well as encourage loyalty and recommendations to others.

5. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the quality of service has a significant influence on customer trust in Gelary Salon in Tembilahan. The good quality of service, which is demonstrated through the clean and comfortable physical condition

of the salon, the responsiveness of the staff in serving customers, and the ability and professionalism of the workforce, are able to provide a positive experience for customers. In addition, the use of quality products and maintaining customer security and privacy are also important factors in increasing customer trust in the services provided. Customers tend to feel more confident and comfortable when the service received is in line with their expectations.

Customer trust is also strengthened by the compatibility between price and service results, consistency in service quality, and trust in staff recommendations. This encourages customers to make Gelary Salon the first choice and be willing to recommend it to others. Thus, it can be concluded that the better the quality of service provided, the higher the level of customer trust. Therefore, Gelary Salon needs to maintain and continue to improve the quality of its services in order to build long-term relationships with customers and increase loyalty in the future.

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