

The Relation of Service Quality to Customer's Satisfaction at Karadenta House of Beauty, Bandung

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ABSTRACT

This study aims to investigate the relation between the quality of beauty clinic services and customer's satisfaction at the Karadenta House of Beauty Bandung City. This study used an explanatory approach with a sample of 99 customers. Primary data of this study are gathered from questionnaires, while secondary data are obtained from publications and literature studies. The data analysis method used is regression using software where the calculation uses the SPSS software for Windows 14,0. The results of this study indicate that the variable of quality of beauty clinic services has a positive and significant effect on the customer's satisfaction.

Keywords

Relation, quality and services.

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Introduction

Along with the times, developments in any business are very important to society, this is due to the fact that there is a change in people's shopping patterns that are increasingly selective, as well as differences in the way consumers perceive beauty services. like now. Increasingly competitive competition between domestic and foreign entrepreneurs in improving services to customers based on customer needs, desires and satisfaction has become a driving force for Beauty Service entrepreneurs who provide services (care, make-up, hair and spa) to consumers, to improve service quality and its products in meeting the beauty needs of society, especially the needs of Beauty Services. The increasing market potential which require the services of a beauty and public is aware of the importance of beauty is indicated by the increasing number Beauty Salon, Beauty Clinics, Spas and Services Beauty clinics in the city of Bandung.

Source: Google site <http://telpon.info/salon-kecantik/bandung/page-1.html>

There has been an increase in the number of beauty salons, beauty clinics, spas, and beauty clinics from year to year. Although from 2015 to 2017 there was a decline, in general from 2016 to 2017 there was an increase in the number of beauty salons, beauty clinics, spas, and beauty clinics in the city of Bandung. This is because the people were aware of the importance of beauty and maintain appearance is not just women, but men also need to be the beauty treatments.

In facing this competition, Karadenta Salon offers a variety of services, especially beauty clinic services. Now Beauty Salon is not only a public service place for skin, hair and body health with manual, preparative and decorative cosmetic treatments, both modern and traditional. It is hoped that they will immediately create a new look (such as modern bridal make-up, dress designs, traditional ceremonies and various wedding photos according to customer wishes). There are many ways that Karadenta has done to achieve its sales targets, for example improving services with comfort, convenience and availability of various products.

The presence of many competitors in the field of beauty distribution, including beauty clinics and spas, has caused beauty salon entrepreneurs to

Table 1. Number of beauty salons, beauty clinics, spas and beauty clinics in Bandung

No.	Information	Year		
		2015	2016	2017
1	Beauty salon	279	296	313
2	Beauty clinic	89	102	124
3	Spa	59	76	98
4	Beauty clinic	246	273	289

work together to improve the quality of services and products to meet the needs of society, especially the quality of service for customer satisfaction.

Beauty and beauty are the most important things for every human being, especially women, especially beauty is the most important thing at the most important moment in his life, namely marriage. Beauty Salons are now designed as a beauty clinic service and have become a new *trend setter*, a breakthrough that is made to provide a different experience when entering a beauty salon. One of Karadenta's efforts to win the competition is by providing beauty clinic services, which include:

In facing this competition, Karadenta Salon offers a variety of services, especially beauty clinic services. Now Beauty Salon is not only a public service place for skin, hair and body health with manual, preparative and decorative cosmetic treatments, both modern and traditional. It is hoped that they will immediately create a new look (such as modern bridal make-up, dress designs, traditional ceremonies and various wedding photos according to customer wishes). There are many ways that Karadenta has done to achieve its sales targets, for example improving services with comfort, convenience and availability of various products.

The presence of many competitors in the field of beauty, including beauty clinics and spas, causes beauty salon entrepreneurs to work together to improve the quality of services and products to meet community needs, especially service quality for customer satisfaction.

The results of the research show that there are many basic improvements that must be made by the beauty salon managers in restoring customer trust, including assurance and quality and service. Beauty salon entrepreneurs need to take this seriously, because in addition to intense competition among domestic beauty salon entrepreneurs, it is also competition with competitors.

1. In fact, Karadenta is still not optimal in improving the quality of its service, so that there are still customers who are not satisfied with the

quality of service and product quality provided by Karadenta, especially in beauty clinic services, such as physical evidence (for example: make-up room facilities that do not use doors, parking space provided that is not wide enough), Process (for example: certainty of long customer reservations, thus hindering customer time), People (for example: not all employees understand their job desk responsively, employees are less friendly to customers), Place (for example: location that is not strategic so that the office location is difficult for customers to reach), Promotion (for example: Promotions that are carried out by Karadenta House of Beauty are less, for example following a wedding exhibition or promoting through posters / Baligo stored on the street), Price (for example: not in accordance with the facilities obtained by the customers), Products (for example: The availability of traditional clothing products is still incomplete both in types and classifications, less diverse make-up products, the number of grooms who are not a priority). Consumers can expect the quality and quantity of Salon Abe 1 le assured, friendly service, and complete facilities, the quality and quantity of Beauty clinics are guaranteed since has made continued improvements in order to achieve the desire and customer satisfaction. Then we get the formulation of the problem 1. How do respondents respond to the quality of beauty clinic services at Karadenta? 2. How respondents regarding the satisfaction of the services of a beauty clinic p No Karadenta .3. How is the effect of the quality of cosmetic services on customer satisfaction on Karadenta?

Literature Review

Definition of Marketing

According to Kotler and Armstrong (in Priansa, 2017) explains that marketing is a social and managerial process where individuals and groups meet their needs and desires by creating, offering, and exchanging something of value with other parties.

Service Characteristics

According to Nasution (2015), Services have four main characteristics, namely intangibility, inseparability, variability and perishability. The

following is a definition of each of these characteristics:

Service Classification

In essence, the classification of services has various levels of combination between physical goods and tangible services. Service offerings are divided into five categories according to Fandy Tjiptono (2015), namely as follows:

1. Segment can be distinguished: services shown on the final consumer (e.g.: taxis, insurance, catering, savings and education services) and services for consumer organizational (such as advertising agencies, accounting and taxation services, and management consulting services). The main difference between the two segments concerned lies in the reasons and specific criteria for selecting services and service providers, the quantity of services required, and the complexity of the service required.
2. (tangibility) There are 3 types of services based on these criteria, namely:
 - a. Rented Goods Services, where consumers rent and use certain products based on certain rates for a certain period of time. Consumers can only use the product, because the ownership remains with the company that rents it out, for example car rental, video tapes, villas and apartments.
 - b. Owned Goods Services, products that are owned by consumers are repaired, developed or improved for their work, or maintained by service companies.
 - c. Non Goods Services, the special characteristic of this type is that personal services are intangible (not in the form of physical products) offered to customers.
3. Skills base on this classification services providers are divided into principal types of services are: professional services (such as management consultants, legal counsel and tax consultants) and professional services (such as taxi drivers).
4. Purpose of service organizations Based on this classification, services are divided into two categories, namely commercial services or profit services (such as banks and airlines) and non-professional services (such as schools, foundations, orphanages and museums).
5. Regulation in this classification, services are divided into regulated services (such as

brokerage, public transport and banking) and non-regulated services (such as catering and house painting).

6. The intensity level based on this level, the classification of services is divided into two kinds: equipment based services (such as an automatic car wash, services of long-distance and international telephone connections, internet banking and ATM) as well as people-based services (such as security, management consultants and pediatricians).
7. Contact Rate Service Provider and services providers of this classification can be divided into: high contact services (such as banks, doctors) and low contact services (e.g. PLN services, telecommunications, and postal services).

Service Quality

The definition of service quality is centered on efforts to meet customer needs and losses as well as delivery provisions to balance customer expectations. The definition of service quality according to Wykof quoted by Tjiptono (2016) is that service quality is the expected superiority and control over the expected level of excellence and control over that level of excellence to meet customer desires. In other words, there are two main factors that influence service quality, namely perceived *service* and *perceived service*. If the service received or perceived (perceived *service*) is as expected, then the service quality is perceived to be good and satisfying. If the service received exceeds customer expectations, then service quality is perceived as ideal quality. Conversely, if the service received is lower than expected, the service quality is perceived to be bad. Thus, whether the quality of service is good or not depends on the ability of service providers to consistently meet customer expectations.

Methodology

In this study, the authors used an explanatory method. This study aims to explain or prove the relationship between variables. So that, the influence between these variables can be known properly and correctly. Both the level of influence and the magnitude of the effect (Zulganef, 2008). Meanwhile, the data collection technique used was to conduct a survey by distributing questionnaires.

Results and Discussion

Respondents' statements regarding *Tangible Beauty Clinic Karadenta House of Beauty* will be presented in the following table form:

Table 2. Recapitulation analysis of respondents' responses regarding statements regarding physical evidence of the Karadenta House of Beauty clinic

No.	Statement	Alternative Answers					Total	Average	Information
		SS	S	RR	TS	STS			
1	The condition of the facilities of Karadenta House of Beauty is good	28	34	19	15	4	367	3.67	Agree
2	Means Karadenta House of Beauty Full	15	25	23	28	9	309	3.09	Disagree less
3	There is a complete and clear price information service for beauty clinic packages at Karadenta House of Beauty	17	26	29	28	0	332	3.32	Disagree less
Average								3.36	Disagree less

Source: Processed questionnaire results

Based on Table 2, it can be seen that the overall response of the respondents regarding the condition of physical evidence of the Karadenta House of Beauty clinic:

1. Respondents' responses regarding the statement regarding the condition of the Karadenta House of Beauty clinic facilities are good, 28 respondents who stated strongly agree, 34 respondents stated that they disagreed, 19 respondents stated that they disagreed with 145 respondents and 4 respondents who stated that totally disagree. Thus, it can be concluded that the respondents AGREE regarding the statement regarding the condition of the Karadenta House of Beauty clinic facility because the average value is 3.67 which is in the interval 3.40-4.19.
2. Respondents' responses regarding the statement about the facilities in the complete Karadenta House of Beauty clinic, which stated strongly agree as many as 15 respondents, who agreed as many as 25 respondents, who expressed disagreement as many as 23 respondents who disagreed as many as 28 respondents and 9 respondents who stated totally disagree. Thus, it can be concluded that

the respondents DO NOT AGREE regarding the statement regarding the facilities in the complete Karadenta House of Beauty clinic because the average value is 3.09 which is in the interval 2.60-3.39.

3. Based on the description above, it can be seen that the responses of respondents regarding the availability of price information services for the Karadenta House of Beauty clinic package, which stated strongly agree as many as 17 respondents, who agreed as many as 26 respondents, who expressed disagreement as many as 29 respondents who disagreed as many as 28 respondents and there were no respondents who strongly disagreed. Thus, it can be concluded that the respondents DO NOT AGREE regarding the availability of information service package price of the Karadenta House of Beauty Clinic because the average value is 3.32 which is in the interval 2.60-3.39.

The responses from the customers of Empathy Beauty clinics Karadenta House of Beauty are as mentioned in the Table 3:

Table 3. Recapitulation analysis of respondents' responses regarding statements regarding employee empathy at Karadenta House of Beauty clinic

No.	Statement	Alternative Answers				Total	Average	Information
		SS	S	TS	STS			

1	Karadenta House of Beauty employees are able to provide clear information to customers	16	31	21	23	9	322	3.22	Disagree less
2	Karadenta House of Beauty employees are responsive in serving customers	23	28	28	18	3	350	3.50	Agree
3	Karadenta House of Beauty employees are friendly in providing services	17	35	20	26	2	339	3.39	Disagree less
Average								3.37	Disagree less

Source: Processed questionnaire results

Based on the description above, it can be seen that the responses of respondents regarding *Empathy* Beauty clinics Karadenta House of Beauty:

1. The statement about the Karadenta House of Beauty clinic employees is able to provide clear information to consumers, who strongly agree as many as 16 respondents, who agree with 31 respondents, who disagree as many as 21 respondents who disagree as many as 23 respondents and 9 respondents who strongly disagree. Thus it can be concluded that the respondents LESS AGREE regarding the statement about the friendliness and nature of wanting to help from the Karadenta House of Beauty clinic service staff because the average value is 3.22 which is in the interval 2.60-3.39.
2. Based on the description above, it can be seen that the responses of respondents regarding the employees of the Karadenta House of Beauty clinic are responsive in serving consumers who strongly agree as many as 23 respondents, who agree as many as 28 respondents, who disagree as many as 28 respondents who disagree as many as 18 respondents and 3 respondents who strongly disagree. Thus, it can be concluded that respondents AGREE regarding the employees of the Karadenta House of Beauty clinic that are responsive in serving consumers because the average value is 3.50 which is in the interval from 3.40 to 4.19.

3. Based on the description above, it can be seen that the responses of respondents regarding the Karadenta House of Beauty clinic employees are friendly in providing services, which stated that 17 respondents strongly agreed, 35 respondents stated that they disagreed with as many as 20 respondents, who stated that they did not agree. 26 respondents and those who strongly disagreed were 2 respondents. Thus, it can be concluded that respondents do not agree about the employees of the Karadenta House of Beauty clinic in providing friendly services because the average value is 3.39 which is in the interval 2.60-3.39.

Respondents' Responses Regarding Reliability, Karadenta House of Beauty Clinic

Through the questions that the author gave in the questionnaire distributed for the purposes of this study, the authors can find out the responses of customer respondents at the Karadenta House of Beauty clinic regarding Service Quality - *Reliability*. Karadenta House of Beauty clinic.

Respondents' statements regarding the *reliability* of Karadenta House of Beauty clinic will be presented in the following table form:

Table 4. Recapitulation analysis of respondents' responses regarding statements regarding the *reliability* of employees of the Karadenta House of Beauty clinic

No.	Statement	Alternative Answers					Total	Average	Information
		SS	S	RR	TS	STS			
1	Karadenta House of Beauty employees are able to clearly inform about the facilities	36	22	16	23	3	365	3.65	Agree
2	Karadenta House of Beauty employees are neatly dressed	20	22	30	22	6	328	3.28	Disagree less

3	Wedding employees are friendly in providing service	21	33	22	18	6	345	3.45	Agree
4	The employees of Karadenta House of Beauty are well aware of the products being offered	17	24	22	28	9	312	3.12	Disagree less
Average								3.38	Disagree less

Source: Processed questionnaire results

Based on the description above, it can be seen that the responses of respondents regarding *Reliability* Beauty clinics Karadenta House of Beauty:

1. Based on the description above, it can be seen that the responses of respondents regarding the employees of the Karadenta House of Beauty clinic are able to clearly inform about the facilities, which state strongly agree as many as 36 respondents, who agree as many as 22 respondents, who disagree as many as 16 respondents who disagree 23 respondents and 3 respondents who strongly disagree. Thus it can be concluded that the respondents AGREE regarding the employees of the Karadenta House of Beauty clinic is able to clearly inform about the facilities because the average value is 3.65 which is in the interval 3.40-4.19.
2. Based on the description above, it can be seen that the responses of the employees of the Karadenta House of Beauty clinic employees are neat, who strongly agree as many as 20 respondents, who agree as many as 22 respondents, who disagree as many as 30 respondents who disagree as many as 22 respondents and 6 respondents who strongly disagree. Thus, it can be concluded that the respondents LESS AGREE regarding the ability of the Karadenta House of Beauty clinic employees to look neat because the average value is 3.28 which is in the interval 2.60-3.39.
3. Based on the description above, it can be seen that the responses of respondents regarding the Karadenta House of Beauty clinic employees are friendly in providing services, 21 respondents who strongly agree, who agree as many as 33 respondents, who disagree as

many as 22 respondents who disagree as many as 18 respondents and 6 respondents who strongly disagreed. Thus it can be concluded that the respondents AGREE regarding the employees of the Karadenta House of Beauty clinic in providing friendly services, because the average value is 3.45 which is in the interval 3.40-4.19.

4. Based on the description above, it can be seen that the responses of respondents regarding the employees of the Karadenta House of Beauty clinic clearly know the products offered, 17 respondents who strongly agree, 24 respondents who agree, 22 respondents who disagree. as many as 28 respondents and 9 respondents who strongly disagreed. Thus it can be concluded that the respondents LESS AGREE regarding the employees of the Karadenta House of Beauty clinic know clearly the product offered, because the average value is 3.12 which is in the interval 2.60-3.39.

Respondents' Responses Regarding the Responsiveness of Karadenta House of Beauty Clinic

Through the questions that the authors gave in the questionnaire distributed for the purposes of this study, the authors can find out the responses of customer respondents at the Karadenta House of Beauty clinic regarding Service Quality – *Responsiveness* of the Karadenta House of Beauty clinic.

Respondents' statements regarding the *responsiveness* of the Karadenta House of Beauty clinic will be presented in the following table form:

Table 5. Recapitulation analysis of respondents' responses regarding statements regarding the *responsiveness* of employees of the Karadenta House of Beauty clinic

No.	Statement	Alternative Answers					Total	Average	Information
		SS	S	RR	TS	STS			

1	Karadenta House of Beauty employees hear and deal with customer complaints	17	27	28	28	0	333	3.33	Disagree less
2	Karadenta House of Beauty employees help and provide responsive service	16	28	28	28	0	332	3.32	Disagree less
3	The employees of Karadenta House of Beauty provide fast and correct service	17	31	20	23	9	324	3.24	Disagree less
4	Karadenta House of Beauty employees are ready to be friendly to every customer	23	28	28	18	3	350	3.50	Agree
5	The readiness of Karadenta House of Beauty's careerists to work with customers	16	32	20	23	9	323	3.23	Disagree less
Average								3.33	Disagree less

Source: Processed questionnaire results

Based on the description above, it can be seen that the responses of respondents regarding *Reliability* Beauty clinics Karadenta House of Beauty:

1. Based on the description above, it can be seen that the responses of respondents regarding the Karadenta House of Beauty clinic employees hear and deal with consumer complaints, who strongly agree as many as 17 respondents, who agree with 27 respondents, who disagree as many as 28 respondents and there were no respondents who strongly disagreed. Thus it can be concluded that the respondents LESS AGREE regarding the statement about the employees of the Karadenta House of Beauty clinic to hear and resolve consumer complaints, because the average value is 3.33 which is in the interval 2.60-3.39.
2. Based on the description above, it can be seen that the responses of respondents regarding the statement about the Karadenta House of Beauty clinic employees help and provide responsive services, which stated that 16 respondents strongly agreed, 28 respondents stated that they disagreed, as many as 28 respondents stated 28 respondents disagree and there are no respondents who strongly disagree. Thus it can be concluded that the respondents LESS AGREE regarding the employees of the Karadenta House of Beauty clinic to help and provide responsive services, because the average value is 3.32 which is in the interval 2.60-3.39.
3. Based on the description above, it can be seen that the responses of respondents regarding the employees of the Karadenta House of Beauty clinic provide fast and correct services, 17

respondents who strongly agree, 31 respondents who agree, 20 respondents who disagree 23 respondents and 9 respondents who strongly disagree. Thus, it can be concluded that the respondents LESS AGREE regarding the employees of the Karadenta House of Beauty clinic provide fast and correct services, because the average value is 3.27 which is in the interval 2.60-3.39.

4. Based on the description above, it can be seen that the responses of respondents regarding the readiness of the Karadenta House of Beauty clinic employees to be friendly to every consumer, which stated strongly agree as many as 23 respondents, who agreed as many as 28 respondents, who expressed disagreement as many as 28 respondents who stated that they did not Agree as many as 18 respondents and 3 respondents who strongly disagree. Thus it can be concluded that respondents AGREE regarding the readiness of the Karadenta House of Beauty clinic employees to be friendly to every consumer, because the average value is 3.50 which is in the interval 3.40-4.19.
5. Based on the description above, it can be seen that the responses of the respondents regarding the Karadenta House of Beauty clinic employees' readiness to work with consumers, who strongly agree with 16 respondents, who agree with 32 respondents, who disagree as many as 20 respondents who disagree. 23 respondents and 9 respondents who strongly disagree. Thus, it can be concluded that respondents LESS AGREE regarding the readiness of the Karadenta House of Beauty Clinic employees to work with consumers, because the average value is 3.23 which is in the interval 2.60-3.39.

Respondents' Responses Regarding Assurance of Karadenta House of Beauty Clinic

Through the questions that the authors gave in the questionnaire distributed for the purposes of this study, the authors can find out the responses of the

respondents of the Karadenta House of Beauty clinic regarding the quality of service - Assurance of the Karadenta House of Beauty clinic.

Respondents' statements regarding the Karadenta House of Beauty Clinic Assurance will be presented in the following table form:

Table 6. Recapitulation analysis of respondents' responses regarding statements regarding employee assurance of Karadenta House of Beauty clinic employees

No.	Statement	Alternative Answers					Total	Average	Information
		SS	S	RR	TS	STS			
1	Karadenta House of Beauty service facilities are safe for customer use	24	27	28	18	3	351	3.51	Agree
2	Guaranteed wedding reservation on time	20	32	20	26	2	342	3.42	Agree
3	There is a guarantee at Karadenta House of Beauty	12	27	25	34	2	313	3.13	Disagree less
Average								3.35	Disagree less

Source: Processed questionnaire results

Based on the description above, it can be seen that the responses of the respondents regarding the Assurance of the Karadenta House of Beauty clinic:

1. Based on the description above, it can be seen that the responses of the respondents regarding the Karadenta House of Beauty clinic service facilities are safe for consumer use, 24 respondents who strongly agree, 27 respondents who agree, 28 respondents who disagree as much as 18 respondents and 3 respondents who strongly disagree. Thus it can be concluded that respondents AGREE regarding the service facilities of the Karadenta House of Beauty clinic that are safe for consumer use because the average value is 3.51 which is in the interval 3.40-4.1.
2. Based on the description above, it can be seen that the responses of the respondents regarding the guarantee for the reservation of a wedding on time for the consumers of the Karadenta House of Beauty Clinic, which stated strongly agree as many as 20 respondents, who agreed as many as 32 respondents, who expressed disagreement as many as 20 respondents who stated that they did not agree as many as 26 respondents and 2 respondents who strongly disagree. Thus it can be concluded that the respondents AGREE regarding the guarantee of on-time wedding reservation reservations for consumers of the Karadenta House of

Beauty clinic because the average value is 3.42 which is in the interval 3.40-4.19.

3. Based on the description above, it can be seen that the responses of respondents regarding the guarantee that the Karadenta House of Beauty clinic will arrive on time, which state strongly agree as many as 12 respondents, who agree with 27 respondents, who disagree as many as 25 respondents who disagree as many as 34 respondents and 2 respondents who strongly disagree. Thus, it can be concluded that the respondents LESS AGREE regarding the guarantee that the Karadenta House of Beauty clinic will arrive on time, because the average value is 3.13 which is in the interval 2.60-3.39.

Respondents' Responses Regarding Their Satisfaction with the Karadenta House of Beauty Clinic

Through the questions that the authors gave in the questionnaire distributed for the purposes of this study, the authors can find out the responses of the respondents of the Karadenta House of Beauty clinic regarding customer satisfaction of the Karadenta House of Beauty clinic.

Respondents' statements regarding customer satisfaction at the Karadenta House of Beauty clinic will be presented in the following table:

Table 7. Recapitulation analysis of respondents' responses regarding statements regarding employee satisfaction of Karadenta House of Beauty clinic employees

No.	Statement	Alternative Answers					Total	Average	Information
		SS	S	RR	TS	STS			
1	Customers are satisfied with the physical evidence of Karadenta House of Beauty	16	19	33	23	9	310	3.10	Disagree less
2	Customers are satisfied with the empathy of Karadenta House of Beauty employees	16	29	23	19	13	316	3.16	Disagree less
3	Customers are satisfied with the reliability of Karadenta House of Beauty employees	5	24	21	36	14	270	2.70	Disagree less
4	Customers are satisfied with the responsiveness of Karadenta House of Beauty employees	7	26	38	18	11	300	3.00	Disagree less
5	Customers are satisfied with the guaranteed service products provided by Karadenta House of Beauty	24	27	23	20	6	343	3.43	Agree
Average								3.08	Disagree less

Source: Processed questionnaire results

Based on the description above, it can be seen that the responses of respondents regarding the satisfaction of the Karadenta House of Beauty clinic:

1. Based on the description above, it can be seen that the responses of respondents regarding the statement that consumers are satisfied with the physical evidence of the Karadenta House of Beauty clinic, who strongly agree with 16 respondents, who agree with 19 respondents, who disagree as many as 33 respondents who disagree. 23 respondents and 9 respondents who strongly disagree. Thus, it can be concluded that respondents LESS AGREE regarding the statement that consumers are satisfied with the physical evidence of the Karadenta House of Beauty clinic, because the average value is 3.10 which is in the interval 2.60-3.39.
2. Based on the description above, it can be seen that the responses of respondents regarding the statement that consumers are satisfied with the empathy of the employees of the Karadenta House of Beauty clinic, who strongly agree with 16 respondents, who agree as many as 29 respondents, who disagree as many as 23 respondents who disagree as many as 19 respondents and 13 respondents who strongly disagreed. Thus it can be concluded that the

respondents LESS AGREE regarding the statement that consumers are satisfied with the empathy of the employees of the Karadenta House of Beauty clinic, because the average value is 3.16 which is in the interval 2.60-3.39.

3. Based on the description above, it can be seen that the responses of the respondents regarding the statement that consumers are satisfied with the reliability of the employees of the Karadenta House of Beauty clinic, who strongly agree with 5 respondents, who agree as many as 24 respondents, who disagree as many as 21 respondents who disagree as many as 36 respondents and 14 respondents who strongly disagreed. Thus, it can be concluded that the respondents LESS AGREE regarding the statement that consumers are satisfied with the reliability of the Karadenta House of Beauty clinic employees, because the average value is 2.70 which is in the interval 2.60-3.39.
4. Based on the description above, it can be seen that the responses of respondents regarding the statement that consumers are satisfied with the responsiveness of employees of the Karadenta House of Beauty clinic, who strongly agree as many as 7 respondents, who agree as many as 26 respondents, who disagree as many as 38 respondents who stated that they do not Agree as many as 18 respondents and 11

respondents who strongly disagree. Thus, it can be concluded that the respondents LESS AGREE regarding the statement that consumers are satisfied with the responsiveness of the Karadenta House of Beauty Clinic employees, because the average value is 3.00 which is in the interval 2.60-3.39.

5. Based on the description above, it can be seen that the respondents' responses regarding the statement that consumers are satisfied with the guarantee provided by the Karadenta House of Beauty clinic, which state that 24 respondents strongly agree, 27 respondents who agree, 23 respondents who disagree. agree as many as 20 respondents and 6 respondents who strongly disagree. Thus, it can be concluded that the respondents AGREE regarding the statement that consumers are satisfied with the guarantee provided by the Karadenta House of Beauty clinic, because the average value is 3.43 which is in the interval 3.40-4.19.

Conclusion

1. Respondents' responses regarding physical evidence at Karadenta House of Beauty can be concluded as unfavorable because respondents LESS AGREE to the statements submitted as evidenced by the average value of 3.36 which is in the interval 2.60-3.39.
2. Respondents' responses regarding employee empathy at Karadenta House of Beauty can be concluded as unfavorable because respondents LESS AGREE to the statements submitted as evidenced by the average value of 3.37 which is in the interval 2.60-3.39.
3. Respondents' responses regarding employee reliability at Karadenta House of Beauty can be concluded as unfavorable because respondents LESS AGREE to the statements submitted as evidenced by the average value of 3.38 which is in the interval 2.60-3.39.
4. Respondents' responses regarding employee responsiveness at Karadenta House of Beauty can be concluded as unfavorable because respondents LESS AGREE to the statements submitted as evidenced by the average score of 3.33 which is in the interval 2.60-3.39.
5. Respondents' responses regarding the guarantees given to Karadenta House of Beauty can be concluded as unfavorable because the respondents LESS AGREE to the statements

submitted as evidenced by the average value of 3.35 which is in the interval 2.60-3.39.

6. Respondents' responses regarding the statement that consumers are satisfied with Karadenta House of Beauty can be concluded as unfavorable because the respondents LESS AGREE to the statements submitted as evidenced by the average value of 3.08 which is in the interval 2.60-3.39.
7. From the calculation of the Rank-Spearman correlation coefficient, service quality (X) to customer satisfaction (Y) at the Karadenta House of Beauty clinic is 0.842. The statistical conclusion is that there is a positive and unidirectional relationship between service quality (X) and customer satisfaction (Y) at the Karadenta House of Beauty clinic. From the results of the SPSS output, it is obtained $T_{table} = 1.985$. From the calculation results show that T_{count} is greater than T_{table} , namely $T_{count} = 15,464 > 1.98$. So that the author's hypothesis can be accepted, meaning that the author's hypothesis is supported by facts in the field. Hypothesis statement " Service quality (X) has a significant relationship to customer satisfaction (Y) at the Karadenta House of Beauty clinic ". Acceptable.

Suggestions

- a. Increasing the facilities and facilities of the Karadenta House of Beauty, for example adding a vehicle parking area for Karadenta House of Beauty customers.
- b. Increase the sense of empathy of each employee for potential wedding customers, for example, being able to provide clearer information to customers and being responsive in serving customers.
- c. Increase the reliability of each employee in serving prospective Karadenta House of Beauty customers, for example, employees are able to inform well and clearly about the Karadenta House of Beauty facilities and know clearly the products offered.
- d. Increase the responsiveness of each employee in serving prospective customers of Karadenta House of Beauty, for example, employees are able to hear and resolve customer complaints quickly and responsively.
- e. Providing guarantees for the **Pengantin** make-up services provided by Karadenta House of

Beauty to potential customers so that prospective customers feel safer and more comfortable, for example, safe service facilities for customer use and a guarantee that Karadenta House of Beauty.

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