
The Influence of Service Quality on Customer Satisfaction at Salon Sister Studio

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Abstract. This research was conducted with the aim of determining the influence of service quality on customer satisfaction at Sister Studio and the influence of service quality on interest in returning visits to Sister Studio. This research was conducted from April 2024 to June 2024. The research method used by the author is a quantitative method using a sample of 60 people from a total population of 148 customers who have had treatment at Sister Studio in January - April 2024. The results obtained from this research are the statement "Employees can make customers comfortable because they are treated in a friendly and polite manner" and the statement "The facilities and equipment used look modern, attractive and well maintained so that they are clean, neat and customers feel comfortable." The highest mean value is 4.83, so it can be seen that services and facilities create customer satisfaction and an impression of the company's image. The statement "The work results received by customers make them want to come back again" has a value of 4.82 with the description Very Good so that there is an influence on the quality of service in the form of work results which can influence customers to revisit Sister Studio. There is a significant influence between the service quality variable and customer satisfaction at the Sister Studio salon as much as 79.2%, while the remaining 20.8% is influenced by other variables that were not studied and has a positive correlation coefficient of 0.890 so it can be concluded that the level of relationship between the service quality variable and Very Strong customer satisfaction.

Keywords: service quality, customer satisfaction

Introduction

Tourism has become an important need for humans, like other basic needs. In the midst of busy daily routines, traveling has become a necessity that needs to be done to relieve stress and maintain working life balance. This has given rise to the emergence of various types of business sectors to try to meet these tourism needs. One of the factors why someone goes on a tour is because they have leisure time. According to Myra (2007) Leisure time is the time remaining after someone has completed their responsibilities to fulfill their basic needs and obligations to work. Free time can be filled with various activities that are fun and make them feel relaxed. To realize this, recreation can be carried out. Recreation is an activity carried out to fill free time with the aim of pleasure and satisfaction, which can help restore physical, mental and emotional strength (Krippendorff in Merry et al., 2022: 993). A person's desire to have fun in their free time is also motivated by various things. For example, when someone has the motivation to rest or relax, the activities that can be chosen could be meditation in spiritual tourism, spas, visiting beauty salons, and others. This is done to get pleasure and satisfaction after taking care of yourself.

A salon is a business that is included in the tourism business sector. Tourism businesses are businesses that provide products in the form of goods and/or services for tourist needs and tourism management. In this case, salons are included in tourism businesses because judging from their performance, salons provide services such as caring for women's beauty from hair, face, nails and spa services to their consumers (Saputri, 2021). As previously explained, to meet tourism needs, many business sectors exist to complement tourism activities. Types of activities that can be done to fill your free time are relaxing and taking care of yourself.

Businesses that can meet these needs are types of businesses in the beauty sector. The beauty industry, especially salons, is increasingly popular with various businesses competing to provide the best quality service for their customers' needs. This has resulted in growing competition in the beauty industry. This intense competition encourages business actors to continue to innovate and improve the quality of their services in order to survive and develop. Strategic steps are needed to be able to compete in the world of beauty so that we can attract customers to visit our beauty salon.

There is a problem with other beauty salons that customers do not get the service and results that customers want. As a result, customers feel disappointed and do not want to visit again and do not recommend the salon. Based on this experience, there is an impact of customer dissatisfaction with the quality provided by other salons. In fact, according to Assauri (Mabrur et al., 2022: 146) customers are the key to the success of a business, which is the basis for sales performance, profitability level and market share. The success of performance is highly dependent on customers who come or repurchase. This influence makes many companies make customers an important factor in running a business by prioritizing customer satisfaction. According to Sangadji and Sopiah (Waruwu et al., 2022: 1544), customer satisfaction states that consumer satisfaction can create a good basis for repeat purchases and create consumer loyalty; form word of mouth recommendations that can benefit the company.

In this research the author uses sister studio as a research object. Sister Studio, provides business services in the form of nail and eyelash care. Just like other beauty salons, Sister Studio also tries to provide several types of treatments to choose from and also provides the best quality service for customers. The facilities provided are also available to increase customer satisfaction. Starting from quality tools and materials, a private studio, a comfortable, clean, cool waiting room, and free wifi and snacks are also provided for customers who are waiting their turn or customers who are undergoing treatment. Trust is also given to provide a sense of security for customers. One way is to take part in training to get a certificate and upload your work on social media as a portfolio that can be seen by customers as a reference. Even though Sister Studio has been around for a long time, based on the number of visitors each month, Sister Studio has an unstable number of visitors or does not experience a continuous increase.

It is also known that every month the customers who come are not repeat customers who routinely undergo treatment at Sister Studio. This may be influenced by unfulfilled customer satisfaction.

This concern is one of the factors behind the author's interest in conducting research with the title "The Influence of Service Quality on Customer Satisfaction at Sister Studio Salon" to be able to anticipate customer dissatisfaction during treatment at Sister Studio.

Research Purposes

Based on the background above, the aim to be achieved in this research is to analyze the influence of service quality on customer satisfaction and interest in returning visits to Sister Studio.

Literature Review

Beauty Salon

Beauty Salon according to Nadia Hulaimi (2021), in general a beauty salon is a business in the field of beauty services related to beauty care and cosmetics for women and men. Beauty salons are used as a place to beautify and beautify the body by providing treatments related to skin health, hair beauty, facial aesthetics, hand and toe nail care, waxing or hair removal, and so on which are still related to body beauty services. Salons have several types which can make

them different from the services provided in a salon, here are the Types of Salon (Nadia, 2021): (1) Beauty Salon, (2) Hair Salon, (3) Salon & Day Spa, (4) Barber Shop, (5) Nail Salon, (6) Bridal Salon, (7) Tanning Salon.

Service Quality

Service quality is the highest excellence and controlling the level of excellence in order to meet customer expectations (Tjiptono & Chandra in Khairina & Julianda, 2020: 3). As explained by Wyckof (Waruwu et al., 2022: 1544), service quality is a standard of excellence that is expected and managed based on this standard of excellence to meet customer needs. This is obtained through comparisons between the same type of service, so that consumers can assess the quality of service between companies. Service quality is considered good if it meets consumer expectations, while if it exceeds expectations, then the service is considered very satisfactory.

Service quality has indicators to determine and measure the service quality of a product or service. According to Tjiptono and Chandra (Khairina & Julianda, 2020: 3), there are five main dimensions which are arranged in order of relative importance as follows: (1) Reliability, related to the company's ability to provide services in accordance with what was promised, can handle problems quickly, accurately and satisfying customers, (2) Responsiveness, related to services that are ready to respond to help and handle customer requests and provide certainty of time, (3) Guarantee is employee behavior that can create a sense of security and trust for customers in the company. Guarantee also means that employees will always be polite and have the knowledge and skills to be able to handle any questions or problems experienced by customers, (4) Empathy, individually the company understands customer needs, provides comfort, and focuses on customers wholeheartedly, (5) Physical Evidence, relating to what equipment, materials and physical facilities (modern and attractive equipment) are used as well as the neat and professional appearance of employees.

Customer satisfaction is a feeling of happiness or disappointment that arises after comparing their views or impressions with the product's performance and their expectations after using it. After customers use the product, they will feel satisfaction or disappointment, where satisfaction can encourage repeat purchases. On the other hand, if customers are disappointed, it can reduce the possibility of purchasing the same product in the future. Customer satisfaction is an assessment after making a purchase, where the selected option at least meets or exceeds consumer expectations.

Disappointment occurs when current performance does not meet customer expectations (Kotler in Hidayati 2020). From the theory explained above, it can be concluded that customer satisfaction is the customer's expectations after receiving a product or service which gives rise to an assessment of the impression or view (image) with a choice between feeling happy and will come back or disappointed and will not come back in the future.

According to Rangkuti (Kurniawan, 2019), factors that can influence customer satisfaction explain that there are several factors that can influence customer satisfaction, including: (1) Value; (2) Competitiveness; (3) Customer Perception; (4) Price; (5) Image; (6) Service Stage; (7) Moment of Service; (8) Customer Interest Level.

Image

Image according to Kotler (Widjianto, 2019) is a series of beliefs, ideas and impressions that a person has about an object, when a person's attitude and behavior towards that object is greatly influenced by the image of that object. Image in the context of public relations according to Frank Jefkins (Maulyan et al., 2022) image is an impression or accurate depiction of the existence of various company policies, personnel or services. Image is the public's impression of their own experiences, beliefs, feelings and knowledge of the company, so that

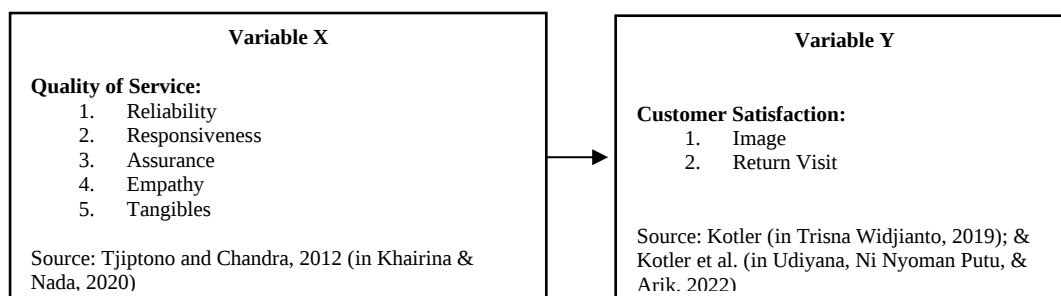
the facilities owned by the company and the services it provides can influence customers' views of the company's image. According to Herbig and Milewicz (Widjianto, 2019), image is a form of appreciation received from a company because of its advantages, to continue to develop and release new innovations to meet customer needs. The company's strategy to compete includes providing maximum service and building a positive image in the eyes of customers and the public. This is because service and image influence the product or service purchasing process.

Interest in Return Visits

According to Kotler et al. (Rahayu Udiyana et al., 2023: 2) intention to revisit is a psychological process of customers who show a willingness to reuse products or services they have used in the past, based on an assessment of the positive or negative experience of the experience. the. According to Candra et al. (2020), interest in returning to visit is interest that comes from experience or value felt by customers, resulting in satisfaction while visiting a place. These interests reflect future customer behavior based on their assessment of the places they have visited previously.

Revisit intention is also consumer behavior which is shown by repurchase, word of mouth recommendations, loyalty, complaints and sensitivity towards consumers which is influenced by the quality of service provided by the service provider. The better or better their experience with the company, the more likely they will return to use the company's services.

The interest in returning is basically an impulse from within a person which reflects a desire to continuously visit objects or places that attract their attention, both individually and in groups (Candra et al., 2020).



Source: Research Processed (2024)

Research Methodology

This research uses a quantitative approach with a survey method. This method is based on the philosophy of positivism, which is applied to research populations or random samples. From the sample results the author was able to draw conclusions from the research. The units analyzed are customers who have had treatment at the sister studio before. The data collection location is at Salon Sister Studio.

Primary data collection was carried out by filling out questionnaires to customers who had received previous treatment at Sister Studio, the technique used was a Likert scale. Secondary data was obtained from library studies and online websites.

The sample used in this research was non-probability with a purposive sampling technique. The sample was taken based on Roscoe in Sugiyono (2011: 90) that a suitable sample in a study is a sample that has a minimum number of 30 to 500 respondents. So in this study the number of samples that can represent is 60 samples obtained from January - April In 2023 there will be a population of 148.

Questionnaires were distributed in order to obtain data that was able to answer the research problem formulation and fulfill the research objectives, namely the influence of

service quality on customer satisfaction and interest in returning visits to Sister Studio. The following is the questionnaire statement along with the measurement scale:

Variable	Sub Variable	Indicator	Measurement Scale
Quality of Service	<i>Reliability</i>	1. I am satisfied with the way the company handles complaints and problems quickly. 2. I believe in the company's ability to provide the promised services by providing work results that match the references.	Likert
	<i>Responsiveness</i>	1. Employees always help provide solutions and answer my questions clearly and responsively. 2. I get certainty of service times according to the time promised before placing an order and certainty of completion time.	Likert
	<i>Assurance</i>	1. Employees have knowledge and skills that can make me trust and feel safe. 2. Company employees always show a professional attitude in providing services.	Likert
	<i>Empathy</i>	1. Employees can make me comfortable because they are treated friendly and polite. 2. The company prioritizes customer interests so that it can understand the wants and needs of each customer.	Likert
	<i>Tangibles</i>	1. The facilities and equipment used look modern, attractive and well maintained so that they are clean, tidy and I feel comfortable. 2. Employee appearance is neat and professional.	Likert
Customer satisfaction	<i>Image</i>	1. The company offers high quality services. 2. I believe Sister Studio uses safe and quality products. 3. I have a positive impression of the professionalism of this company's employees. 4. Sister Studio always follows the latest beauty trends. 5. My first impression of the employees, facilities and equipment at Sister Studio is positive.	Likert
	<i>Return visit</i>	1. Sister Studio's image influenced my decision to use its services again. 2. The results of the work I received made me want to come back again. 3. I am satisfied with Sister Studio's service and will visit again. 4. Comfortable facilities and clean equipment influenced my decision to return to Sister Studio 5. I will recommend Sister Studio to my friends, family and relatives.	Likert

The questionnaire results were analyzed using several tests, namely (1) validity test; (2) reliability test; (3) descriptive analysis; (4) mean test; (5) correlation coefficient test; (6) simple linear regression test; (7) coefficient of determination test; (8) hypothesis testing.

Result and Discussion

There are characteristics of the respondents produced, namely that customers are dominated by 58 female customers, the majority of whom are around 21-30 years old, 47 people.

The results also showed that there were 12 people who had visited Sister studio more than 5 times and the remaining 19 people visited 1 time and 2 to 3 times.

The questions on the questionnaire distributed to respondents showed that they were easy to understand, based on the results of validity and reliability tests. The validity test of the service quality variable (X) and customer satisfaction variable (Y) can be declared completely valid and the reliability test is proven to be very reliable.

Through simple descriptive statistical analysis of the final assessment, it can be seen that the quality of Sister Studio's service is considered very good, and the satisfaction with the service received by customers is very satisfied.

It is proven that there is a positive and very strong relationship between service quality and customer satisfaction, based on correlation tests. This relationship is clarified by the results of a simple liner regression which shows that every increase in respondents' assessment of service quality will have an impact on increasing customer satisfaction by 0.859.

The coefficient of determination test shows that the service quality variable influences customer satisfaction by 79.2% and the remaining 20.8% is influenced by other factors not examined in this research.

The results of the final analysis, namely testing the hypothesis with the T test, concluded that H_0 was rejected and H_a was accepted. This statement means that "There is an influence of service quality on customer satisfaction at the Sister Studio salon as evidenced by the results of the t count which is greater than the t table, namely $14,874 > 2,002$.

Conclusion

Based on the results of research on 60 customer respondents who have had treatment at Sister Studio regarding the Influence of Service Quality on Customer Satisfaction and Interest in Returning to Sister Studio Salon, the following conclusions can be drawn:

Based on the research results obtained, it shows that the quality of service at Sister Studio has a positive and significant influence on customer satisfaction. Proven based on the results of the correlation coefficient analysis, there is a value of 0.890 or 89%. So it can be interpreted that the relationship between variables is very strong. Based on analysis of the coefficient of determination, 79.2% of the Customer Satisfaction variable was obtained. Meanwhile, the remaining 20.8% is influenced by other variables outside of service quality. Then a simple linear regression equation is obtained which can be explained if there is an increase in units in service quality, then customer satisfaction also increases by 0.859. Then using T test hypothesis analysis, it is known that the calculated T value is greater than the T table value with a significance of $0.00 < 0.05$. It can be concluded that Service Quality has a significant effect on Customer satisfaction because the calculated T value $>$ T table and the significant value is smaller than 0.05 so that H_0 is rejected and H_i is accepted.

Based on the mean test results that have been processed to determine interest in return visits, the results obtained in the form of treatment that customers receive have a very high value, namely 4.82 or can be interpreted as "Very Good".

The image impression, service and facilities that customers get also have very good value results so that customers want to use Sister Studio's services again. The results obtained from each indicator in the Return Visit variable have very good results, and it can be concluded that the Service Quality variable influences customer satisfaction by generating the desire of Sister Studio customers to return to visit Sister Studio.

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