

THE EFFECT OF QUALITY OF SERVICES AND FACILITIES ON CONSUMER SATISFACTION (STUDY ON SIMPLE BEAUTY YOUNG BEAUTY SALON IN LUMPUR GRESIK)

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ABSTRACT

This research focuses on consumer satisfaction based on service quality and facilities at a Beauty Salon Simple Beauty Young in Lumpur Gresik. This study also aims to analyze the most dominant factor influencing customer satisfaction at a Beauty Salon Simple Beauty Young Lumpur Gresik. The problem formula posed in this study is whether the quality of service and facilities has a partial and simultaneous effect on customer satisfaction at a Beauty Salon Simple Beauty Young Lumpur Gresik. The purpose of this study was to determine the effect of service quality and facilities at a Beauty Salon Simple Beauty Young Lumpur Gresik. The population used in this study are customer who have make transactions in Simple Beauty Young Salon Lumpur Gresik from of product purchases and who carry out treatments. The sample used in this study was 94 respondent. The sampling method is done by the non-probability sampling method with incidental sampling method is a technique of determining samples based on chance. Data collection methods used were questionnaire, documentation and interviews. The analytical method used in this study is the instrument test (validity and reliability test), percentage descriptive analysis, classic assumption test, multiple regression analysis, hypothesis testing, and the coefficient of determination using SPSS. The results of this study are the Variable Quality of Service and Facilities simultaneously effect Customer Satisfaction in Beauty Salon Simple Beauty Young Lumpur Gresik. This is proven by the value of $F_{count} (127,107) > F_{table} (3,09)$ and the significant level of 0,000 is smaller than alpha 0,05.

KEYWORDS: Service Quality, Facilities, Consumer Satisfaction

1 INTRODUCTION

Economic growth in the current era of globalization is increasingly rapid. Running a business is not difficult thing. It is proven by more and more companies being established, but that doesn't mean it is easy to maintain or improve the company without the right business strategy, especially for a newly established company. One of the rapidly growing businesses is the service business. Along with the times, many people

are starting to understand the importance of maintaining appearance. Not only clothes, but also beauty on the face has become a necessity that is considered important for some people, especially for women. Currently, the need for beauty care is growing as a daily necessity, starting from hair care, facial care and body care. One of the place that supports these activities is a salon. According to Arianto (2018:83) in Purba T. William 2020 service quality is defined as focusing on meeting the needs and requirements applicable to all types of services provided by the company while the client is in the company. In addition to service quality, factors that influence customer satisfaction are facilities. According to Sulastiyono (2011: 98) in Adriawan 2018 facilities are the provision of physical equipment to provide convenience to guests in carrying out their activities or activities. According to Kotler and Armstrong (2012: 546) in Adriawan 2018 consumer satisfaction is as a purchase depending on the actual product performance, so that it is in line with buyer expectations. Beauty Salon Simple Beauty Young Lumpur Gresik is a place of business engaged in beauty services related to facial and skin care for women and men. This beauty salon also offers various types of products that are provided as a continuation of the treatments that have been carried out at the salon, in order to get maximum results and according to expectations. The phenomenon that occurs is the decrease in the number of consumers for three months due to the poor quality of service and facilities. The purpose of this study was to determine the effect of service quality and facilities on customer satisfaction (study at the Simple Beauty Young beauty salon in Lumpur Gresik) partially or simultaneously.

2 MATERIALS AND METHODS

This type of research is descriptive research with a quantitative approach. In this study, the researchers chose the Simple Beauty Young Beauty Salon in Lumpur Gresik as the research location. Research variables in the form of service quality variables, facilities and customer satisfaction. 94 respondents were selected in this study to be used as research samples. The sampling method uses the Non Probability Sampling technique. The data collection method used a questionnaire and the types of data analysis used were descriptive statistical analysis and multiple linear regression analysis.

3 RESULTS AND DISCUSSION

The results of the descriptive analysis show that:

- a. Based on the results of the questionnaire, it can be explained that 77 respondents were female (82%) and male respondents were 17 (18%).
- b. Based on the results of the questionnaire respondents with age less than 20 years as many as 9 people (9%), respondents aged 20-30 years as many as 46 people (49%),

respondents aged 30-40 years as many as 25 people (27%), while more than 40 years as many as 14 people (15%).

- c. Based on the results of the questionnaire, it can be explained that respondents with jobs as students were 24 people (25%), entrepreneurs were 16 people (17%), private employees were 38 people (40%), housewives were 16 people (17 %) and 1 person (1%).
- d. Based on the results of the questionnaire, 50 people (53%), 32 people (34%), 3-5 times a month visited 9 people (10%), more than 5 times a month 3 people (3%).

Multiple linear regression analysis results

The results of the analysis using spss are shown in table 1

Table 1 Multiple Linear Regression Analysis Test

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2.472	1.873		1.320	.190
1 kualitas pelayanan	.293	.066	.356	4.411	.000
Fasilitas	.377	.055	.559	6.916	.000

a. Dependent Variable: kepuasan konsumen
Sumber : data yang diolah oleh peneliti

Based on Table 1, the following regression equation is obtained :

$$Y = 2,472 + 0,293 X_1 + 0,377 X_2$$

The regression equation can be concluded as follows:

a. Constant

If the variables of service quality and facilities are considered equal to zero, then the variable of customer satisfaction is 2.472.

b. Service Quality Coefficient (X_1)

If the service quality variable has increased by 1 unit, while the service quality is considered constant, it will cause increase in consumer satisfaction by 0.293.

c. Facility Coefficient (X_2)

If the service quality variable has increased by 1 unit, while the service quality is considered constant, it will cause an increase in customer satisfaction of 0.377.

T-Test Results

Table 2 T-Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.472	1.873		1.320	.190
1 kualitas pelayanan	.293	.066	.356	4.411	.000
Fasilitas	.377	.055	.559	6.916	.000

a. Dependent Variable: kepuasan konsumen

Sumber : data yang diolah oleh peneliti

From the table above, it can be seen that :

- In this study, it is known that the number of $n = 94$ respondents and k is 2, and the magnitude ($df = n - k - 1$) is $94 - 2 - 1 = 91$ with significance of 0.05 ($\alpha = 5\%$), then $t_{table} = 1.986$.
- Based on the calculation, it is obtained that t count 4.411 is greater significance = 0.000 is smaller than $\alpha = 0.05$. Because $t_{count} (4.411) > t_{table} (1.986)$ so that the service quality variable (X_1) has a significant effect on customer satisfaction (Y).
- Based on the calculations obtained t_{count} 6.916 is greater than t_{table} i.e. 1.986, and the value of t significance = 0.000 is smaller than $\alpha = 0.05$. Because $t_{count} (6.916) > t_{table} (1.986)$ so that the facility variable (X_2) has a significant effect on customer satisfaction (Y).

F-Test Results

Table 3 F-Test

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1263.968	2	631.984	127.107	.000 ^b
Residual	452.458	91	4.972		
Total	1716.426	93			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Fasilitas, Kualitas Pelayanan

Sumber : data yang diolah oleh peneliti

Based on the results of the table above, the value of Fcount is 127,107 with a significance value = 0.000 which is smaller than $\alpha = 0.05$. We compare the Fcount value with the calculated Ftable, which is 3.09, it can be seen that Fcount is greater than Ftable, which means that the hypothesis used is accepted. From the test results obtained a significance value of 0.00 less than 0.05, then this means that the variables of service quality and facilities together simultaneously have a significant and significant effect on customer satisfaction.

Determination Analysis Test Results

Table 4 Determination Analysis Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 ^a	.736	.731	2.230

Sumber : data yang diolah oleh peneliti

The R Square value obtained is 0.736 or 73.6%. This figure means that customer satisfaction is influenced by the quality of services and facilities by 73.6%. While the remaining 26.4% is influenced by other variables that are not included in this regression model.

4 CONCLUSION

The conclusion of this research show that:

- a. Service Quality Variable (X1) partially has a positive effect on customer satisfaction (Y). This is evidenced by the value of tcount is greater than the value of ttable, namely tcount (6.916) > ttable (1.986). So it can be concluded that the quality of service partially affects customer satisfaction.
- b. The facility variable (X2) partially has a positive effect on customer satisfaction (Y). This is evidenced by the value of tcount is greater than the value of ttable, namely t count (6.916) > ttable (1.986). So it can be concluded that the facility has an effect on satisfaction.
- c. Simultaneously (together) the variables of service quality (X1) and facilities (X2) have a significant effect on customer satisfaction (Y). This is evidenced by the value of Fcount greater than the value of Ftable, namely Fcount (127,107) > Ftable (3.09). So it can be concluded that the quality of service and facilities simultaneously affect customer satisfaction.
- d. The result of determination (R²) is 0.736 or 73.6%, while the remaining 26.4% is explained by other factors or variables not included in the regression model of

this study. Therefore, further researchers are expected to be able to continue and develop this research in the future by adding other independent variables such as price, location and product quality.

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