

ABSTRAK

ENJEL ZETTA RIKARDO NABABAN, NIM: 7203260008, "Pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan di classic barbershop menteng raya medan" Jurusan Manajemen, Prodi Kewirausahaan Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengidentifikasi pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan di Classic Barbershop Menteng Raya Medan. Dengan sampel sebanyak 100 orang pelanggan, penelitian ini mengadopsi metode deskriptif untuk mengumpulkan data mengenai persepsi pelanggan terhadap aspek kualitas pelayanan yang meliputi keterampilan barber, keramahan, serta kecepatan layanan, serta fasilitas yang mencakup kebersihan, kenyamanan, dan kelengkapan peralatan. Hasil penelitian menunjukkan bahwa baik kualitas pelayanan maupun fasilitas memiliki pengaruh signifikan terhadap kepuasan pelanggan, dengan nilai $\text{sig } 0,001 < 0,05$ dan $F_{\text{hitung}} > F_{\text{tabel}}$ yaitu $75,339 > 3,09$ maka H_0 ditolak dan H_a diterima, H_3 diterima. Oleh karena itu, dapat disimpulkan bahwa kualitas pelayanan dan fasilitas berpengaruh secara simultan terhadap kepuasan pelanggan. Temuan ini memberikan wawasan berharga bagi pemilik Classic Barbershop untuk fokus pada peningkatan kualitas pelayanan dan pemeliharaan fasilitas guna meningkatkan dan memperkuat kepuasan pelanggan.

Kata kunci: kualitas pelayanan, fasilitas, kepuasan pelanggan.

THE
Character Building
UNIVERSITY

ABSTRACT

ENJEL ZETTA RIKARDO NABABAN, NIM: 7203260008, "The effect of service quality and facilities on customer satisfaction at classic barbershop menteng raya medan" Department of Management, Entrepreneurship Study Program, Faculty of Economics, State University of Medan 2024.

This study aims to identify the effect of service quality and facilities on customer satisfaction at Classic Barbershop Menteng Raya Medan. With a sample of 100 customers, this study adopted a descriptive method to collect data on customer perceptions of service quality aspects including barber skills, friendliness, and speed of service, as well as facilities including cleanliness, comfort, and completeness of equipment. The results showed that both service quality and facilities have a significant effect on customer satisfaction, with a $\text{sig value of } 0.001 < 0.05$ and $F_{\text{count}} > F_{\text{table}}$, namely $75.339 > 3.09$, then H_0 is rejected and H_a is accepted, H_3 is accepted. Therefore, it can be concluded that service quality and facilities have a simultaneous effect on customer satisfaction. This finding provides valuable insight for Classic Barbershop owners to focus on improving service quality and facility maintenance in order to improve and strengthen customer satisfaction.

Keywords: service quality, facilities, customer satisfaction.

THE
Character Building
UNIVERSITY