

## **ABSTRACT**

*The increasing competition in the business world in Indonesia is caused by the rapid development of technology and the improvement of people's living standards, so there is also diversity in people's needs. Nowadays, skin and facial care are among the needs of women. Double Eight Beauty Clinic is a company engaged in the field of beauty. Double Eight Beauty Clinic is currently faced with the problem of the number of consumers who are fluctuating due to the proliferation of companies engaged in the beauty industry. In addition, product sales have also decreased from the previous period. This makes Double Eight Beauty beauty clinic must compete competitively to get a large market share. However, with so many competitors that have sprung up, it causes a decrease in the number of customers who come to the Double Eight Beauty beauty clinic. Based on these problems, this study aims to analyze the effect of service quality provided by Double Eight Beauty Beauty Clinic on company turnover, customer satisfaction, and customer loyalty. This project uses quantitative methods. The data needed are primary and secondary data with data collection techniques carried out through interviews, filling out questionnaires and direct observation at the research location. Data collection techniques using questionnaires and data analysis techniques using the importance performance analysis (IPA) method to obtain data on service quality performance and customer satisfaction levels. The population used in this study were all customers who used the services and products of the Double Eight Beauty Clinic in Bandung, and the sample used in this study was a total of ... respondents. The dimensions of service quality or variables used in this study include: tangibles (direct evidence), reliability, responsiveness, assurance, and empathy.*

**Keywords:** *Service Quality, Importance Performance Analysis*