

ABSTRACT

Bandung is a creative city with the creative potential of human resources the greatest. Bandung is one of many cities that is conducive to developing creative industries. Creative industries are seeded in the city one of which was in fashion. The field of fashion itself consists of several branches, including apparel, accessories, up hairstyle. With the existence of this phenomenon in the city began to appear for a shop to meet the needs of male consumers who pay attention to the appearance of one of them the appearance of hair.

The purpose of this study was to determine how much influence the quality of service simultaneously and partially on consumer satisfaction in the Rock n 'Roll Haircutting Bandung.

This study uses a quantitative method by respondents are people who have used the services of Rock n 'Roll Haircutting Bandung as many as 385 respondents. Results from the study showed that the quality of service consisting of reliability, responsiveness, assurance, empathy, and a manifestation simultaneously significant effect terhadap amounted to 70.5% of consumer satisfaction. Partially, variable responsiveness and form no effect on customer satisfaction, while variable guarantees have enormous influence in partial terhadap consumer satisfaction.

The conclusion of this study is the quality of the waitress Rock n 'Roll Haircutting Bandung and consumer satisfaction Rock n' Roll Haircutting Bandung rated excellent by the respondent. Rock n 'Roll Haircutting Bandung asked to improve services in the field of hospitality because it has a great influence to further enhance customer satisfaction Rock n' Roll Haircutting Bandung.

Keywords : customer satisfaction , quality of service , multiple linear regression