

ABSTRACT

DR.BARBER is the first haircut place to carry or make innovation of modern haircut (barbershop) in the area of Telkom University. Researchers make DR.BARBER as the object of research because now DR.BARBER become one of barbershop which experienced increase and decrease drastically also every month.

This study aims to determine the effect of service quality on customer satisfaction in DR.BARBER. Quality of service is something that must be considered by the company in selling its products, grow and develop. While customer satisfaction is the level of one's feelings after comparing (performance or results) are perceived with expectations. The hypothesis of this research is "Quality of Service has a significant effect on Customer Satisfaction".

The object of this research is DR.BARBER. Data collection was obtained by distributing questionnaires to 100 respondents. The sampling technique uses incidental sampling with population that is DR.BARBER Customer. This data analysis uses simple descriptive and linear regression analysis. The results of this study indicate that the variable Quality of Service has a significant positive effect on Customer Satisfaction.

The test results were done by partial test (t test) and resulted in the conclusion that the null hypothesis was rejected. With so known that the satisfaction of tourist customers is influenced by the quality of service.

Based on the results of the study, should DR.BARBER Manager expected to maintain or even improve the quality of service and always maintain the condition of the area and comfort around DR.BARBER

Keywords: Service Quality, Customer Satisfaction, Barbershop