ABSTRACT

Beauty care at this time has become a necessity for everyone who wants to have a healthy skin. Lifestyle requires people to pay more attention to appearance. For that reason, skin care is very important for everyone. The demand for beauty products and treatments has increased and resulted in the emergence of new companies engaged in the same field. This issue requires business managers to continue to improve, especially in terms of maintaining product quality, service quality and brand image on customer satisfaction and loyalty beauty clinic services in Bandung by looking at the challenges of competition that exist in the beauty clinic business today.

From all beauty clinics in Bandung, there is a common problem that may always exist in every company engaged in the beauty industry, namely the decline in the number of patients each year. one of the reasons for the decline in patients is customer dissatisfaction with products or services offered loyally.

The purpose of this study was to determine the effect of product quality, service quality and brand image in influencing customer satisfaction, and its effect on customer loyalty Beauty Clinics in Bandung City. This research method is quantitatively based on causal objectives. This research was conducted by taking samples using non-probability sampling techniques, which had visited and used products/treatments at Beauty Clinics in Bandung.

Data collection was obtained from 400 respondents in the Beauty Clinic in Bandung by filling out a questionnaire. Using Structural Equation Modeling (SEM) analysis using the LISREL 8.80 software program. Based on the research of SEM processing data for the full model has met the criteria of goodness of fit as follows, the value of chi-square = 344,539; probability => 0,000; CMIN / DF = 1,566; GFI = 0.930; RMSEA = 0.038; AGFI = 0.912; CFI = 0.992; PGFI = 0.741 and PNFI = 0.850. The result, it can be said that this model is feasible to use.

The results of the analysis of this study are to show that product quality, service quality, and brand image have a positive and significant influence on customer satisfaction. As well as product quality, service quality, and brand image give positive results to customer loyalty. Then customer satisfaction also has a positive and significant influence on customer loyalty.

Keywords: Product Quality, Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty