

ABSTRACT

The development of the shaving place for men is also changed as the time progresses. From its beginning to be under a tree that is often called a hair cut Madurese and now become more modern with the designation barbershop that has a much better quality and has a masculine nuance that is very thick. The purpose of this research is to know the effect of service quality on customer loyalty Culture Barbershop Ujung Berung Bandung.

This research uses quantitative research methods with a type of descriptive research. The research data is obtained by spreading the questionnaire to 100 respondents. The sampling technique in this study is non-probability sampling. The data used in this research is the primary data obtained from questionnaires, while secondary data is derived from previous research data, books, journals and the internet. The data analysis techniques used are descriptive and simple linear regression.

Based on the research results it can be concluded that the respondent's response to the service quality variable obtained a value of 67.00% which is in a fairly good category and the customer loyalty earns a value of 68.30% in which the percentage in good category.

Based on the results of the discussion that has been outlined in the previous chapter, researchers can conclude that the performance and expectations of consumers about the quality of service Culture Barbershop Ujung Berung Bandung after receiving the service was assessed enough good. Factors that must be corrected in the service provided by the Culture Barbershop Ujung Berung Bandung based on the assessment of respondents, among others, the convenience of places and facilities provided by the Culture Barbershop with an average value of 67.00%, employee competence in providing services of 67.20%, service standard provided by 67.80%, response to customers when wanting to get service at 65.60%, meet the needs of hair style/hair products needed by customers of 66.80%, not discriminate service provided to its customers by 66.6%. The most important is the employee's hospitality worth 58.20%.

Keyword : Service Quality, Costumer Loyalty