

ABSTRACT

This research is motivated by the increasing awareness of men in looking attractive and neat on every occasion, especially in haircuts, giving a positive impact on the development of barbershop. More and more barbershop in the city of Bandung resulted in increased competition between one barbershop with another. The competition requires barbershops to race against each other in improving service quality, service variations and prices, and are required to master the skills of providing expertise and providing equipment that is highly representative. Eiji cuts barbershop Bandung is one barbershop that utilizes the development of barbershop businesses today. This study aims to see the effect of Service Quality and Price on Customer Satisfaction on Eiji cuts barbershop Bandung.

The method used is a quantitative method with the type of descriptive research. Using teknok non probability sampling with the type of purposive sampling. Samples taken in this study were 100 people who used the services of Eiji cuts barbershop Bandung, for data analysis using multiple linear regression analysis techniques.

From the results of this study it can be concluded that the Service Quality at Eiji Barbershop Bandung cuts is in the very good category with a percentage of 84.3%. While the price factor is in the good category with a percentage of 81.1%. The results of the descriptive analysis of this study are that Service Quality and Price have a significant effect on Customer Satisfaction on Eiji barbershop Bandung cuts both partially and simultaneously.

Keywords: Price, Customer Satisfaction, Sevice Quality.