

## ***ABSTRACT***

The need for clothes has become a lifestyle and identity for someone, thus increasing demand in the fashion world. This has led to an increase in the clothing business. One of the clothing businesses that is currently developing in West Java is HANGOVER. Nowadays, apart from product quality, service quality is also a consideration for consumers when choosing a clothing brand. This research contains an analysis of service quality at HANGOVER in Bekasi. HANGOVER is a local brand business that was founded in 2015. Service quality is certainly an important factor for the sustainability of this business.

The purpose of this research is to determine and analyze the level of service quality provided by HANGOVER to consumers. This study uses a quantitative approach. The sample for this research was 120 people who had visited the HANGOVER clothing store in Bekasi who had visited the HANGOVER clothing store, adult men and women aged over 18 years and under 55 years, and had an income. Primary data was collected by means of a survey using a research instrument in the form of a Liker scale questionnaire containing 24 items. Meanwhile, secondary data is collected by documenting references that support research. The data analysis technique used consists of testing research instruments which include validity and reliability tests. Then use descriptive statistical analysis to test the research hypothesis. Testing in this study used SPSS Version 25.

In this research, it was found that the quality of HANGOVER service in 2023 based on customer perceptions of the service quality of the HANGOVER clothing store is good. This can be seen from the total mean value of service quality which reached 4.35. This value shows that customers are satisfied with the quality of service provided by Hangover. However, if we look back at several customer complaints discussed in Chapter 1, HANGOVER needs to find out other factors that influence service quality that were not researched by the author.

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