

ABSTRACT

The service industry produces intangible value-added products such as entertainment and relaxation. Tattoo art has evolved from cultural symbols into body art that is valued. Temporary tattoos, which can be applied and removed easily, offer flexibility without long-term commitment. This research aims to examine and analyze Customer Loyalty, Customer Satisfaction, Perceived Value, and Perceived Quality in relation to Customer Expectations at Inkrare Studio.

The research method used is quantitative with non-probability sampling, involving 157 respondents. Data analysis techniques employ Microsoft Excel and SmartPLS software. The results will be explained through descriptive analysis and Partial Least Squares (PLS) analysis using SmartPLS version 3 and 4.

The conclusion drawn from the research is that the variables of Customer Loyalty, Customer Satisfaction, and Perceived Value play a significant role in shaping customer expectations regarding the use of temporary tattoos at Inkrare Studio, while the variable Perceived Quality does not have a significant impact. Therefore, the management of Inkrare Studio should focus on efforts to enhance customer loyalty, customer satisfaction, and perceived product value to meet customer expectations and improve the customer experience.

Keywords: *Determinants, Service Industry, Temporary Tattoo, Customer Expectations*