

ANALISIS PENGARUH PELAYANAN PRIMA TERHADAP KEPUASAN PELANGGAN PADA RETRO BARBERSHOP

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis tanggapan responden mengenai pengaruh pelayanan prima, untuk menganalisis tanggapan responden mengenai kepuasan pelanggan, untuk menganalisis pengaruh pelayanan prima terhadap kepuasan pelanggan pada Retro Barbershop di Kabupaten Bengkalis. Penelitian menggunakan metode kuantitatif dengan pendekatan asosiatif. Populasi penelitian adalah masyarakat Kabupaten Bengkalis yang menggunakan jasa Retro Barbershop, dengan teknik pengambilan sampel non-probability sampling melalui metode *Purposive sampling*. Sampel penelitian berjumlah 100 responden. Data dikumpulkan melalui kuesioner, wawancara, observasi, dan studi pustaka, kemudian dianalisis menggunakan uji validitas, uji reliabilitas, analisis korelasi, regresi linear sederhana, uji t, dan koefisien determinasi dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa pelayanan prima dan kepuasan pelanggan berada pada kategori sangat tinggi, masing-masing dengan nilai rata-rata 4,54 dan 4,55. Hasil uji regresi linear sederhana menunjukkan bahwa pelayanan prima berpengaruh positif dan signifikan terhadap kepuasan pelanggan, ditunjukkan oleh nilai signifikansi $0,000 < 0,05$ dan nilai t hitung $8,682 > t \text{ tabel } 1,984$. Nilai koefisien determinasi (R^2) sebesar 0,435 menunjukkan bahwa pelayanan prima memberikan pengaruh sebesar 43,5% terhadap kepuasan pelanggan, sedangkan 56,5% dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, semakin baik pelayanan prima yang diberikan, semakin tinggi tingkat kepuasan pelanggan di Retro Barbershop.

Kata Kunci: Barbershop, Kepuasan Pelanggan, Pelayanan Prima, Retro Barbershop.

ANALYSIS OF THE IMPACT OF EXCELLENT SERVICE ON CUSTOMER SATISFACTION AT RETRO BARBERSHOP

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ABSTRACT

This study aims to analyze respondents' perceptions of excellent service, analyze respondents' perceptions of customer satisfaction, and analyze the effect of excellent service on customer satisfaction at Retro Barbershop in Bengkalis Regency. This study used a quantitative method with an associative approach. The population consisted of people in Bengkalis Regency who had used the services of Retro Barbershop. The sampling technique used was non-probability sampling with a purposive sampling method. The sample consisted of 100 respondents. Data were collected through questionnaires, interviews, observations, and literature reviews, and were analyzed using validity tests, reliability tests, correlation analysis, simple linear regression analysis, t-test, and coefficient of determination with the assistance of SPSS. The results showed that excellent service and customer satisfaction were in the very high category, with average scores of 4.54 and 4.55, respectively. The results of the simple linear regression analysis indicated that excellent service had a positive and significant effect on customer satisfaction, as shown by a significance value of $0.000 < 0.05$ and a t-count value of $8.682 > t\text{-table value of } 1.984$. The coefficient of determination (R^2) was 0.435, indicating that excellent service contributed 43.5% to customer satisfaction, while the remaining 56.5% was influenced by other factors outside the scope of this study. Therefore, the better the excellent service provided, the higher the level of customer satisfaction at Retro Barbershop.

Keywords: Barbershop, Customer Satisfaction, Excellent Service, Retro Barbershop