ABSTRAK

Dengan adanya strategi pemasaran yang berorientasi pada pelanggan, membuat perusahaan harus memahami dan memenuhi baik perilaku maupun kebutuhan pelanggan untuk mencapai kepuasan pelanggan. Salah satu cara utama membedakan sebuah perusahaan jasa adalah memberikan jasa berkualitas lebih tinggi dari pesaing secara terus menerus. Salah satu jenis perusahaan yang bergerak di sektor jasa adalah *Barbershop*. *Barbershop* merupakan bisnis jasa pangkas rambut yang berbeda dengan pangkas rambut tradisional, *barbershop* menawarkan sensasi potong rambut yang berbeda, mulai dari tampilan fisik *barbershop* yang trendi, tata interior yang menarik hingga penawaran fasilitas tambahan seperti pijat, creambath hingga cat rambut. Berbagai layanan tambahan ini membuat minat cukur rambut masyarakat semakin meningkat dan membuat bisnis *barbershop* semakin meningkat. Berdasarkan fenomena diatas maka penulis tertarik untuk melakukan penelitian dengan judul *"Efek Mediasi Kepuasan Pelanggan dalam Hubungan antara Kualitas Pelayanan dan Loyalitas Pelanggan Sensen Barbershop"*. Metode Eksplanatori (*Survey Explanatory Method*) yaitu metode penelitian dengan tujuan menguji hipotesis yang telah dirumuskan sebelumnya (*testing research*). Di dalam metode ini masih terdapat penjelasan yang deskriptif, namun tetap fokus terletak pada penjelasan hubungan-hubungan antar variabel (asosiatif). Sebaran sampel 98 pelanggan, dengan menggunakan Hierarchical Regression, Uji Model (Uji F), Uji Hipotesis Parsial (Uji t). Hasil Penelitian: Kualitas pelayanan terhadap loyalitas pelanggan berpengaruh positif, Nilai koefisien bertanda positif. Kualitas pelayanan terhadap kepuasan pelanggan berpengaruh positif. Kepuasan pelanggan memediasi penuh pengaruh kualitas pelayanan terhadap loyalitas pelanggan. Untuk meningkatkan loyalitas pelanggan, *SenSen Barbershop* harus lebih meningkatkan kinerja kualitas pelayanan agar terciptanya kepuasan pelanggan.

Kata Kunci : Kualitas Pelayanan, Kepuasan, Loyalitas

ABSTRACT

With a customer-oriented marketing strategy, the company must understand and meet both customer behavior and needs to achieve customer satisfaction. One of the main ways to differentiate a service company is to provide higher quality services from competitors continuously. One type of company engaged in the service sector is Barbershop. Barbershop is a barber service business that is different from traditional haircuts, barbershop offers a different haircut sensation, ranging from the physical appearance of a trendy barbershop, attractive interior layout to offering additional facilities such as massage, creambath to hair dye. These additional services make the interest in community hair shaving even more and make the barbershop business even more. Based on the above phenomenon, the authors are interested in conducting research with the title "The Mediation Effect of Customer Satisfaction in the Relationship Between Service Quality and Sensitive Barbershop Customer Loyalty". Explanatory Method (Survey Explanatory Method) is a research method with the aim of testing hypotheses that have been previously formulated (testing research). In this method there is still a descriptive explanation, but the focus still lies in explaining the relationships between variables (associative). The sample distribution of 98 customers, using Hierarchical Regression, Model Test (F Test), Partial Hypothesis Test (t Test). Research Results: Service quality on customer loyalty has a positive effect, the coefficient value is positive. Quality of service to customer satisfaction has a positive effect. Customer satisfaction fully mediates the effect of service quality on customer loyalty. To increase customer loyalty, SenSen Barbershop must further improve service quality performance in order to create customer satisfaction.

Keywords: Service Quality, Satisfaction, Loyalty