

**PENGARUH KEPUASAN ATAS KUALITAS PELAYANAN  
TERHADAP LOYALITAS PELANGGAN  
PADA RAINBOW FAMILY SALON AND SPA YOGYAKARTA**

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis : (1) pengaruh kepuasan atas dimensi *tangibility* terhadap loyalitas pelanggan pada Rainbow Family Salon and Spa Yogyakarta, (2) pengaruh kepuasan atas dimensi *reliability* terhadap loyalitas pelanggan pada Rainbow Family Salon and Spa Yogyakarta, (3) pengaruh kepuasan atas dimensi *responsiveness* terhadap loyalitas pelanggan pada Rainbow Family Salon and Spa Yogyakarta, (4) pengaruh kepuasan atas dimensi *assurance* terhadap loyalitas pelanggan pada Rainbow Family Salon and Spa Yogyakarta, (5) pengaruh kepuasan atas dimensi *empathy* terhadap loyalitas pelanggan pada Rainbow Family Salon and Spa Yogyakarta, (6) pengaruh kepuasan atas dimensi *tangibility, reliability, responsiveness, assurance* dan *empathy* terhadap loyalitas pelanggan pada Rainbow Family Salon and Spa Yogyakarta.

Sampel penelitian ini adalah 100 responden berumur mulai dari 18 tahun yang pernah menggunakan jasa Rainbow Family Salon and Spa Yogyakarta minimal 2 kali dalam 1 tahun. Pengumpulan data dilakukan menggunakan kuisioner yang telah diuji validitas dan reliabilitasnya. Pada uji asumsi klasik menghasilkan model regresi yang tidak terjadi multikolinieritas, tidak terjadi heteroskedastisitas, dan tidak terjadi autokorelasi serta data penelitian terdistribusi normal. Hasil penelitian menunjukkan bahwa : (1) Kepuasan atas dimensi *tangibility* berpengaruh positif dan signifikan terhadap loyalitas pelanggan Rainbow Salon and Spa Yogyakarta, (2) Kepuasan atas dimensi *reliability* berpengaruh positif dan signifikan terhadap Minat Beli loyalitas pelanggan Rainbow Salon and Spa Yogyakarta, (3) Kepuasan atas dimensi *responsiveness* berpengaruh positif dan signifikan loyalitas pelanggan Rainbow Salon and Spa Yogyakarta, (4) Kepuasan atas dimensi *assurance* berpengaruh positif dan signifikan terhadap loyalitas pelanggan Rainbow Salon and Spa Yogyakarta, (5) Kepuasan atas dimensi *empathy* berpengaruh positif dan signifikan loyalitas pelanggan Rainbow Salon and Spa Yogyakarta, (6) Kepuasan atas dimensi *tangibility, reliability, responsiveness, assurance* dan *emphaty* secara simultan berpengaruh terhadap loyalitas pelanggan Rainbow Salon and Spa Yogyakarta.

Kata Kunci : Kepuasan, Kualitas Pelayanan, Loyalitas

**THE INFLUENCE OF SATISFACTION ON THE SERVICE OF QUALITY  
TO CUSTOMER LOYALTY  
AT RAINBOW FAMILY SALON AND SPA YOGYAKARTA**

**ABSTRACT**

This study aims to analyze: (1) the influence of satisfaction on dimension tangibility to customer loyalty at Rainbow Family Salon and Spa Yogyakarta, (2) influence satisfaction on the dimension of reliability to customer loyalty at Rainbow Family Salon and Spa Yogyakarta, (3) dimensional responsiveness to customer loyalty at Rainbow Family Salon and Spa Yogyakarta, (4) satisfaction impact on assurance dimension to customer loyalty at Rainbow Family Salon and Spa Yogyakarta, (5) satisfaction influence on empathy dimension to customer loyalty at Rainbow Family Salon and Spa Yogyakarta, (6) the effect of satisfaction on dimension of tangibility, reliability, responsiveness, assurance and empathy to customer loyalty at Rainbow Family Salon and Spa Yogyakarta.

The sample of this study is 100 respondents aged ranging from 18 years who had used the services Rainbow Family Salon and Spa Yogyakarta at least 2 times in 1 year. The data were collected using questionnaires that have been tested for their validity and reliability. In the classical assumption test yielded regression model that did not occur multicollinearity, no heteroscedasticity occurred, and no autocorrelation and normal distributed research data. The result of the research shows that: (1) Satisfaction of tangibility dimension has positive and significant influence to customer loyalty of Rainbow Salon and Spa Yogyakarta, (2) Satisfaction on the dimension of reliability have positive and significant effect to Buy Consumer Loyalty of Rainbow Salon and Spa Yogyakarta, (3) Satisfaction of dimension of responsiveness have positive and significant influence on customer loyalty of Rainbow Salon and Spa Yogyakarta, (4) Satisfaction of assurance dimension have positive and significant influence to customer loyalty of Rainbow Salon and Spa Yogyakarta, (5) Satisfaction of empathy dimension have positive and significant impact on customer loyalty Rainbow Salon and Spa Yogyakarta, (6) Satisfaction of dimension of tangibility, reliability, responsiveness, assurance and empathy simultaneously influence to customer loyalty Rainbow Salon and Spa Yogyakarta.

*Key Words : Costumer Satisfaction, Sevice Quality, Loyality*