

ABSTRACT

Nowadays, not only women but also man crave for good appearance and cleanly.one of them is about hairstyle.one of place that provide for haircut is barberpop.barberpop is barbershop for men and have a tagline "barbershop with premium service ".the purpose of this research is to know and to test the effect of service quality against customer satisfaction in Barberpop Bandung.

The variable of this research consist of independet variable and dependent variable.the independent variable are reliability, responsiveness, assurance, empathy and tangible. the dependent variable is costumer satisfaction.

Population that used is the customer of barberpop bandung, but due to the amount of the customer is unknown the writer use accidental sampling method and result is 100 respondent.meanwhile, the technique of analysis data is analysis multiple linear regression.

The result of this research indicates that the descriptive analysis are equal to 81,2% for reliability variable, 76,05% for responsiveness variable, 81,8% for assuranve variable , 55% for empathy variable and 80,2% for tangible variable.and for customer satisfaction variable is 77,4%.by partial variable such as reliability,responsiveness and tangible are have an effect significantly with costumer satisfaction while the assurance variable and the empathy variable arent have and effect significantly with customer satisfaction. and for simultan the result is the service quality variable have an effect equal to 44,5% agains customer satisfaction.

Keyword : Service Quality, Customer Satisfaction, Service