

ABSTRACT

Salons for women only offer different services to the salon in general whereas the salon for women only serve the consumer for women only. There are several things that can affect customer satisfaction offered by service providers such as salon services ranging from process incoming salon to salon out, the services offered by these providers should be aware service salon / attribute anywhere that can make consumers satisfied / dissatisfied, because not all services can satisfy the needs of its customers.

In this research, there are 28 attributes are used to measure customer satisfaction salon for women. The attribute is used to determine which attributes are having a major influence on consumer satisfaction and dissatisfaction.

This research uses a model of Kano, whereby the 20 attributes that are considered to influence consumer satisfaction is divided into four categories: Must Be, One-Dimensional, Attractive, and Indifferent, in this study also calculated the CS-coefficient to determine how much the effect of each attribute to satisfaction and dissatisfaction. Population in this research is student of the Faculty of Communication and Business, University of Telkom Year 2014/2015 with samples taken with 279 respondents. Collecting data in this study using a questionnaire distributed to respondents Kano using probability sampling techniques.

According to analysis by the Kano model shows that 9 of the 20 attributes of attributes are classified into categories of Must Be, 8 attributes are classified into the category of One-Dimensional, 5 attributes are classified into categories Attractive, 6 attributes are classified into categories Indifferent. CS-coefficient calculation results showed that the highest value and the effect on customer satisfaction are two attributes, the better value of 0.64, which is available supporting facilities (mosque, toilets and waiting rooms), and the atmosphere cozy salon / not noisy. To attribute an effect on dissatisfaction or affect the decline in customer satisfaction with worse value of -0.82, ie hygiene tools used salon awake (eg hair dryer, comb, scissors, towels, etc.).

In quality improvement should follow the rules, namely Kano Model M> O> A> I, which means that in doing repairs, the category of must-be preferred, followed one-dimensional category, attractive, and indifferent.

Keywords : Customer Satisfaction, Kano Model