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ABSTRACT

In service industry, service of quality is one matter of important. Consumer will be feel satisfaction if they are get a good service or service of quality or which accordance expected. If consumer fell which get quality acquisition of disagree or dissatisfaction, maybe consumer did not use service form company again, and maybe that consumer will buy from competitor which offer best quality.

Service is performance or action which offer to one people to another people, which it is intangible and inconsequently ownership to anything. And service quality is perfect level which expected and control of that perfect level for full fill consumer desire.

The purpose of this research is to analyze what five variable service quality is tangible, reliability, responsiveness, assurance, and empathy influence to consumer satisfaction. The research was held in Bandung with using 200 respondent whose consumer from Stefanny Salon and fulfilling condition to be analyzed. The individual characteristic which are in this research are easily characteristic observed for example gender, age, job, salary, visit frequency. The analysis method which is handicap linear regression and data collection method which is use is the survey method.

In the research, the writer has done regression test use SPSS version 13,0, with the result regression test for the service of quality to satisfaction consumers, the result is $Y = a + bx$, with result $Y = 22,880 + 0,720 X_1 + 0,717 X_2 + 0,812 X_3 + 0,828 X_4 + 0,509 X_5$, with $\alpha \leq 0,05$ that means variable tangible and empathy are not influencing consumer satisfaction, but the other variable like reliability, responsiveness, and assurance influencing consumer satisfaction. While the adjusted R square service quality is 0,806 or 80,6%, which influencing consumer satisfaction and the residue influence from other factors is 0,194 or 19,4% . from this all research, the writer can prove there is an influence between service quality and consumer satisfaction.

From research result can said that service of quality in Salon Stefanny is already good. That can look from service quality about tangible, reliability, responsiveness, assurance, and empathy who any at Stefanny Salon.