ABSTRACT

ANALYSIS OF CUSTOMER SATISFACTION LEVEL ON BEAUTY
SERVICES CLINIC LA'DIOR SKIN CARE BANDAR LAMPUNG

By

Muhammad Riswan Makki

aries.makki@gmail.com

The purpose of this study were to knowing customer satisfaction level of service quaity beauty clinic la'dior skin care and knowing is there significant comparative between belive and evaluation of customers quality dimensions. This study is survey study with deskriptive characteristic. Respondens in this study were customers beauty clinic La'Dior Skin Care Bandar Lampung. Data collected in this study used questionnaire. Data analyze in this study used *Importance Performance Analysis* (IPA) and *Customer Satisfaction Index* (CSI) method. The study result showed the customers feel so satisfy on service but unmaximal. That showed form customer satisfaction level calculation using *Customer Satisfaction Index* (CSI) whith the score 72.59. On the calculation using Importance Performance Analysis (IPA) there is 2 attribute included to quadrant A those means attributes prior priority and customers hopes but performance of service provider unmaximal and making the customers disapointed. There is 11 service attribute on quadrant B, means those attribute need to be maintained of service quality. There is 5 attribute included quadrant C, means those attribute has level of perception or lowest actual performance of customers and company no need to make it priorty or more focus of those attribute. On quadrant D, there is 2 attribute, means those attributes, to more customers feeling not really importance and not really customers hopes and the company more source allocated to others focus had more level of priority and less it to efficiency.

Keywords: Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI), Services Quality