ABSTRACT

Bandung is a creative city with the creative potential of human resources

the greatest. Bandung is one of many cities that is conducive to developing creative

industries. Creative industries are seeded in the city one of which was in fashion.

The field of fashion itself consists of several branches, including apparel,

accessories, up hairstyle. With the existence of this phenomenon in the city began

to appear for a shop to meet the needs of male consumers who pay attention to the

appearance of one of them the appearance of hair.

The purpose of this study was to determine how much influence the quality

of service simultaneously and partially on consumer satisfaction in the Rock n 'Roll

Haircutting Bandung.

This study uses a quantitative method by respondents are people who have

used the services of Rock n 'Roll Haircutting Bandung as many as 385 respondents.

Results from the study showed that the quality of service consisting of reliability,

responsiveness, assurance, empathy, and a manifestation simultaneously significant

effect terhdapa amounted to 70.5% of consumer satisfaction. Partially, variable

responsiveness and form no effect on customer satisfaction, while variable

guarantees have enormous influence in partial terhdap consumer satisfaction.

The conclusion of this study is the quality of the waitress Rock n 'Roll

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rated excellent by the respondent. Rock n 'Roll Haircutting Bandung asked to

improve services in the field of hospitality because it has a great influence to further

enhance customer satisfaction Rock n' Roll Haircutting Bandung.

Keywords: customer satisfaction, quality of service, multiple linear regression