

## Analysis Of The Effect Of Service Quality On Costumer Satisfaction At Mr. Beauty Store, Takalala Branch, Soppeng

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### Article Info

Article history:

Received: 25 may, 2025;

Accepted: 16 june 2025;

Published: 30 June 2025.

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### Keywords:

*Service Quality, Analysis,  
Customer Satisfaction.*

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### Abstract

This research was conducted at Mr. Beauty Store, Takalala Branch, located in Takalala, Tettikenrarae Sub-district, Marioriwawo District, Soppeng Regency. The sampling technique used was Quota Sampling, resulting in a sample of 100 customers from Mr. Beauty Store, Takalala Branch. To determine the effect of service quality on customer satisfaction, a simple linear regression analysis technique was used. Based on the results of the regression analysis and the discussion conducted, it can be concluded that service quality has a positive and significant effect on customer satisfaction at Mr. Beauty Store, Takalala Branch. The better the quality of service provided, the higher the level of customer satisfaction, which in turn can increase customer loyalty and repeat purchases. As an effort to continuously improve customer satisfaction, the management of Mr. Beauty Store, Takalala Branch is advised to continue enhancing service quality through employee training, improving service speed and responsiveness, and implementing consistent service standards to meet and exceed customer expectations.

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**How to Cite:** P Rahma & M A Ramli etc. (2025). Analysis Of The Effect Of Service Quality On Costumer Satisfaction At Mr. Beauty Store, Takalala Branch, Soppeng. *Gentara: Management and Accounting Research*.1(1). 88-94. *Doi: 10.57093/Gentara.v1i1.13*

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## INTRODUCTION

The rapid growth of technology in recent decades has brought significant changes to various aspects of life. Advances in information and communication technology (ICT) have transformed how people interact, work, and shop. With the rise of the internet, social media, and digital applications, people now have easier access to information, can make transactions more efficiently, and meet their daily needs with greater convenience. This technological progress has also driven significant growth in the consumer goods industry. As more products become available in the market, consumers enjoy a wider range of choices, leading to increasingly intense competition among businesses. To survive and thrive in such a competitive environment, companies must strengthen their competitive edge.

One sector that has experienced particularly rapid growth is the cosmetics industry. The rising awareness of self-care and personal appearance has made cosmetic products and beauty tools a part of many people's daily lives, not just a luxury for certain groups. With so many brands and product variations available, companies in this industry face tough competition. In such a climate, service quality plays a vital role in attracting and retaining customers. Customer

satisfaction has become a top priority, as it directly influences customer loyalty and the overall reputation of a company. Businesses that consistently meet or exceed customer expectations are more likely to retain loyal customers and achieve long-term success.

Marketing management is critical to helping companies remain relevant in today's competitive market. Effective marketing strategies must be designed to engage customers and foster brand loyalty. This involves a deep understanding of customer needs, building strong customer relationships, and implementing strategies aimed at enhancing customer satisfaction. Customer satisfaction is often seen as a key indicator of product or service quality. Satisfied customers tend to return for repeat purchases and are more likely to recommend the brand to others. On the other hand, dissatisfied customers may stop buying from the business and even harm its reputation. For this reason, companies must continuously improve both product quality and service delivery.

Among the factors influencing customer satisfaction, service quality is particularly important. Good service can lead to a positive customer experience, while poor service can result in frustration and customer loss. Companies need to pay attention to every aspect of service—such as responsiveness, friendliness, and staff knowledge—to ensure they meet customer expectations. This is especially true for Mr. Beauty Store, Takalala Branch, which specializes in selling cosmetic tools. Here, service quality is key to attracting and keeping customers. The store must provide not only standard service but also a satisfying and enjoyable shopping experience. Well-trained staff who offer clear product information and friendly service can greatly enhance customer satisfaction.

However, the Takalala branch of Mr. Beauty Store is currently facing several challenges. Many customers have expressed dissatisfaction with the services provided, citing long waiting times, lack of product information, and unfriendly staff behavior. These issues have raised concerns among store management, as customer satisfaction plays a crucial role in business continuity and reputation. Addressing these problems is essential for improving service quality and ensuring customer loyalty.

## METHOD

In the business world, service quality and customer satisfaction are two closely related factors that significantly influence a company's success. A company must be able to provide high-quality service to ensure customer satisfaction, which in turn contributes to greater customer loyalty and a positive corporate image. Mr. Beauty Store, Takalala Branch, as a cosmetics retailer, faces ongoing challenges in improving service quality and meeting customer expectations.

In this study, **service quality (X)** serves as the independent variable and is measured using several indicators: service timeliness, service accuracy, staff politeness and friendliness, staff responsibility, availability of facilities and infrastructure, ease of service procedures, quality of communication, and service security. These dimensions reflect the overall experience a customer has during their interaction with the store. A high level of service quality is expected to positively influence **customer satisfaction (Y)**, which is determined by the alignment between customer expectations and the actual experience received. Customer satisfaction plays a crucial role in fostering loyalty and strengthening the company's image in the market.

The conceptual framework of this study is illustrated as follows:

**Relationship Marketing (X)****Indicators:**

1. Service Timeliness
2. Service Accuracy
3. Staff Courtesy and Friendliness
4. Sense of Responsibility
5. Availability of Facilities and Infrastructure
6. Ease of Service Procedures
7. Quality of Communication
8. Service Security

*Minarti et al (2024)***Customer Loyalty (Y)  
Indicators (*Parasuraman et al., 2010*):**

1. Expectation Alignment
2. Repurchase Intention
3. Willingness to Recommend
4. Avoidance of Competing Products

**HYPOTHESIS**

Based on the core research problem and the objectives of the study, the following hypothesis is proposed:

**H<sub>0</sub>:** Service quality is hypothesized to have a positive and significant effect on customer satisfaction at Mr. Beauty Store, Takalala Branch, Soppeng Regency

**RESULTS AND DISCUSSION**

Based on the regression coefficient results, the constant value (**b<sub>0</sub>**) of **2.525** suggests that even if service quality is rated at zero, customer satisfaction remains at a baseline level of 2.525. This indicates the existence of an inherent level of satisfaction among customers, even in the absence of noticeable improvements in service quality. Furthermore, the regression coefficient of **0.752** implies that every one-unit increase in service quality leads to an increase of 0.752 units in customer satisfaction. This highlights that service quality plays a significant role in determining customer satisfaction levels. The positive regression coefficient demonstrates a direct relationship between service quality and customer satisfaction. In other words, the better the service quality provided by Mr. Beauty Store, the higher the customer satisfaction achieved. The significance value (**p-value**) of **0.000**, which is below the 0.05 threshold, confirms that the effect of service quality on customer satisfaction is statistically significant. This means that the findings are unlikely to have occurred by chance and can be generalized to the broader customer population of Mr. Beauty Store.

From a practical perspective, these results suggest that store management should prioritize service quality improvement as a core strategy for enhancing customer satisfaction. Quality service includes promptness, friendliness, product knowledge, and responsiveness to customer needs. In the context of a beauty retail store like Mr. Beauty, friendly and informative service is especially

important, as customers often seek guidance in choosing products that suit their specific needs. Therefore, improving service quality can increase customer trust and comfort. Improved customer satisfaction driven by better service quality also contributes to stronger customer loyalty. Satisfied customers are more likely to make repeat purchases and recommend the store to others, which indirectly boosts market share and profitability. These findings align with marketing theory, which identifies service quality as one of the main determinants of customer satisfaction. Customer satisfaction itself is a result of the customer's evaluation of their experience with the products or services received. Moreover, high service quality not only enhances satisfaction but also strengthens the store's image and reputation. A positive brand image is a valuable asset in today's competitive business environment, especially in the beauty and cosmetics market. Field data further supports these findings, as the majority of customers stated that the service at Mr. Beauty Store met their expectations, reinforcing the results of the regression analysis. This reflects a strong alignment between customer perceptions and statistical analysis. In addition, the high level of repeat purchase intention among customers also indicates satisfaction driven by service quality. Satisfied customers are more likely to return to the same store rather than switch to competitors. Nevertheless, the study also found that a portion of customers remained neutral or uncertain about certain aspects of the service. This suggests that there is still room for improvement that should be addressed by management. Efforts to enhance service quality can include staff training, streamlining service procedures, and implementing consistent and comprehensive service standards across all store branches. In addition, regular monitoring and evaluation of customer satisfaction should be carried out to enable management to respond quickly to complaints or signs of customer dissatisfaction. This study has important implications for the development of marketing strategies and human resource management at Mr. Beauty Store. Service quality must be treated as a top priority to maintain and continuously improve customer satisfaction.

With strong empirical evidence demonstrating the impact of service quality on customer satisfaction, management can use these findings as a foundation for making more accurate and effective business decisions. In conclusion, **service quality is a key factor influencing customer satisfaction** at Mr. Beauty Store, Takalala Branch. Therefore, focused efforts and appropriate investments in improving service quality are essential to achieving competitive advantage and long-term business growth

## CONCLUSIONS AND SUGGESTION

Based on the results of the regression analysis and the preceding discussion, it can be concluded that service quality has a positive and significant effect on customer satisfaction at Mr. Beauty Store, Takalala Branch, Soppeng Regency. The better the service quality provided, the higher the level of customer satisfaction—ultimately leading to increased customer loyalty and repeat purchases. To sustainably improve customer satisfaction, it is recommended that the management of Mr. Beauty Store, Takalala Branch, Soppeng Regency, continuously enhance service quality through employee training, improving service speed and responsiveness, and implementing consistent service standards to meet and exceed customer expectations.

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