

ABSTRACT

This research was motivated by the phenomenon of the emergence of consumer dissatisfaction shown by the presence of customer complaints is the effect of their dissatisfaction after doing beauty treatments at Larissa Aesthetic Center Branch Semarang. By looking at existing problems, this research is directed to analyze on how to improve customer loyalty Larissa Aesthetic Center Branch Semarang supported improvement of product quality, service quality, promotion, and customer satisfaction.

This study intends to analyze the relationship between product quality, service quality, and promotion of consumer satisfaction to improve customer loyalty, as the object of study is consumer Larissa Aesthetic Center Semarang. The purpose of this study was to determine whether the product quality, service quality, and the promotion effect on customer satisfaction and customer satisfaction on customer loyalty influential beauty clinic and simultaneous partial skin. Data was collected using questionnaires with purposive sampling technique to the 75 respondents who had never use the service of Larissa Aesthetic Center Semarang at least twice and at least 18 years old. Criteria have been choose because the respondents who have done at least as much as 2 times the treatment is considered to have been a loyal customer who has frequently perform maintenance Larissa Aesthetic Center Semarang. The data used are primary data and secondary data collection methods questionnaire. The analytical tool used is multiple regression were first tested with validity and reliability.

From the result of multiple regression analysis can be known that the variable product quality (X1), service quality (X2) and promotion (X3) are jointly significant effect on customer satisfaction (Y1) and customer satisfaction (Y1) has a significant influence on customer loyalty (Y2). Product Quality (X1) and Promotion (X3) has not significant influence on consumer loyalty (Y2) Larissa Aesthetic Center branch Semarang. And from the results of this study also found that the variable in mediating the effect of Customer Satisfaction between product quality (X1) with Customer Loyalty (Y2), service quality (X2) with Customer Loyalty (Y2), Promotion (X3) with Customer Loyalty (Y2).

Keywords: Quality Products, Quality Service, Promotion, Customer Satisfaction and Customer Loyalty