

ABSTRACT

Skin care is an important need for everyone, the quality of beauty care service becomes a necessity to prioritize customer satisfaction. Especially women who are mostly craving for beauty and healthy skin, but not only women men also want to look attractive and perfect by paying attention to their skin conditions. In addition to the quality of service desired by customers, one factor that also plays an important role in affecting customer satisfaction is location.

Population used was unlimited Natasha Skin care customers. Samples taken were 100 respondents. The type of data used was primary data. The method of collecting data used was a questionnaire. The technique of data analyzing used was multiple linear regression analysis, which previously tested by instrument testing and classic assumption testing.

The results showed that: Service quality has a positive and significant effect on Natasha Skin Care customer satisfaction, Candi Baru Semarang branch. The location has a positive and significant effect towards customer satisfaction at Natasha Skin Care Candi Baru Semarang branch.

Keywords: Service Quality, Location, Customer Satisfaction