ABSTRACT

THE IMPLICATIONS OF INTERACTION BETWEEN CONSUMER, INTERACTION SERVICE PROVIDER AND CONSUMER, AND THE QUALITY OF SERVICES TOWARDS' THE CONSUMERS' SATISFACTION.

By
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The purpose of this research are to analyze the influence of interaction between consumer, the interaction between service and consumer, and the quality of services towards the consumer satisfaction variable in beauty saloon service in Bandar Lampung. To take the sample, we used purposive sampling technique. This research used 100 correspondences as the sample and used Mutiple Linear Regression in analyzing the data. Based on the result of this research are as simultaneous, the interaction of variable between consumer, service interaction with consumer, and the quality of services there is a significant influence towards the consumers' beauty saloon satisfaction. As partial, the interaction variable between consumer, service interaction and quality of services there is a significant influence towards the consumers' satisfaction.

We suggest that the beauty saloons should give the attention of how to make the comfort situation and how to make the consumer interest when they do the hair treatment and when they wait for receive the treatment with prepare them a new bigger waiting room.

Keyword: interaction between consumer, interaction between service and consumer, the quality of service, the consumers' satisfaction.