Original Article

The Effect of Service Quality and Customer Experience on Customer Satisfaction at Rits Eyelash Extension Salon

[1]Rita Febriyanti, [2]Yustiana Wardhani, [3]Muhamad Sukron
[1,2,3]*Management Study Program. Universitas Binaniaga Indonesia.*

Abstract. This research purposes to determine the effect of service quality and customer experience on customer satisfaction at the Rits eyelash extension salon. The method used in this research is a quantitative method. The sample used was 84 respondents using the sampling method with the Slovin formula. Data collection techniques use questionnaires and observation methods. This research uses validity test methods, reliability tests, classic assumption tests, descriptive statistical analysis, correlation tests, multiple linear regression analysis, hypothesis tests and coefficient of determination tests. The research results state that Service Quality and Work Experience affect 75.7% of the Customer Satisfaction Variable. Meanwhile, the remaining 24.3% is heavily effected by other variables which were not tested in this research.

Keywords: Service Quality, Customer Experience, and Customer Satisfaction.

I. INTRODUCTION

In the current globalization period, business and enterprise competition is becoming more intense. Business actors need to have an edge over the competition in order to stay afloat and contend with other business competitors in an increasingly cutthroat market. It is possible to make improvements to the caliber of the goods and services provided.

Improving service quality is a key component of becoming more competitive. Since customer expectations are constantly changing, the caliber of services offered must likewise adapt. Consumers evaluate a business's service by contrasting it with other businesses of a similar nature and between the service they receive and what they anticipate. The ability of the service provider to deliver a level of service that satisfies client expectations is a prerequisite for service quality.

Service-centered companies try to provide customer satisfaction. One way for companies to increase customer satisfaction is by lowering their prices or improving their service, but this can result in company profits decreasing. Since customer happiness is one of the keys to keeping consumers, businesses will take prudent action by routinely measuring it.

One company that pays attention to customer satisfaction is Rits Eyelash Extension Salon. Rits eyelash extension salon is located at Villa Bogor Indah 6, Kec. Sukaraja, Bogor District, West Java 16710. Rits Eyelash Extension Salon is a company that operates in the salon services sector.

Response time, which refers to how quickly and willingly staff members assist clients and fulfill their requests, as well as notify them when services will be rendered, is one measure of service quality.

Apart from good service quality, currently many customers need a positive experience or experience that is emotionally very touching and memorable. A product must be able to generate sensations and experiences that will increase consumers' interest in making repeat purchases after being satisfied with a company, so that experience needs to be a concern for business people in satisfying consumers and winning the competition. Creating a memorable experience for customers by offering distinctive goods and services that fit their interests and way of life will stick in their minds.

Think, or any imaginative concept that arises in a consumer's mind about a brand or company, or the invitation to think creatively, is one measure of the client's experience. There are three components to the principle of thinking: provocation, enticement, and surprise.

Customer satisfaction is a post-purchase evaluation, where the alternative purchased at least equals or exceeds customer expectations. Customer satisfaction is a very important goal. In highly competitive markets, customer satisfaction is only a weak predictor of customer retention. Businesses must keep an eye on and raise consumer satisfaction levels. Some businesses believe that tracking complaints is the best approach to monitor customer happiness. However, some consumers decide to stop shopping because they do not think it is worth the trouble to file a complaint or do not know how or to whom to direct it.

The only people who can determine if a service is of high quality or not are the customers. By contrasting their impression of the service with their anticipation of the service, customers evaluate the quality of the offering. If a customer is extremely happy with the service they receive from a business, they will come back and make additional purchases. Put differently, firms that can meet the needs of their customers will have devoted customers. Increasingly tight business competition causes customers to have more alternative products, varying prices and quality, so customers will always look for the highest value from several products. Service quality has a close relationship with customer satisfaction. Excellent customer service encourages clients to build trusting bonds with the business. Long-term relationships such as these enable businesses to comprehend the demands and expectations of their customers fully. Therefore, by optimizing positive client experiences and reducing negative ones, businesses can raise customer satisfaction. If the quality of service received by customers is better or the same as expected, then customers will be satisfied and tend to try again, and vice versa.

One indicator of customer satisfaction is a good experience with service, namely, a company that provides good service and, in accordance with consumer desires, will make consumers make purchases at a later time.

According to the background description above, the author is interested in conducting research with the title "The effect of service quality and customer experience on customer satisfaction at the Rits eyelash extension salon".

A) Formulation of the Problem
The formulation of the problem in this research is as follows:
1. Does service quality effect customer satisfaction at the Rits eyelash extension salon?
2. Does customer experience effect customer satisfaction at the Rits eyelash extension salon?
3. Do the service quality and customer experience effect customer satisfaction at the Rits eyelash extension salon?

II. LITERATURE REVIEW

A) Service Quality
According to Hendro and Syamswana (2017:351) any act or procedure which may be provided by one person to another, which is largely intangible and does not involve any ownership, is defined as a service.

According to Kotler and Armstrong (2016:681), service quality is the totality of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly.

According to Tjiptono (2015:52), service quality is the expected level of perfection and control over this perfection to fulfill customer desires.

When customers and staff connect in a way that directly impacts them immediately, the interaction is considered high-quality service.

B) Service Quality Indicators
According to Tjiptono (2015:52), put forward service quality indicators:
a. **Reliability**
   Relating to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services according to the agreed time.
b. **Responsiveness**
   When it comes to the readiness and capacity of staff members to assist clients, answer their inquiries, let them know when services will be available, and then deliver those services promptly.
c. **Assurance**
   Specifically, staff conduct has the power to increase client trust in the business and give clients a sense of security. Guarantee also refers to staff members' constant politeness and their possession of the expertise and abilities required to address any queries or issues from clients.
d. **Empathy**
   This indicates that the business is aware of the issues that its clients face, acts in their best interests, gives them individual attention, and maintains convenient business hours.
e. **Tangibles**
   About the aesthetics of the company's physical spaces, tools, and supplies, as well as the way its personnel look.

C) Customer Experience
Pranoto and Subagio (2015:22) define the client experience as the inner and subjective reaction of the customer to a direct or indirect engagement with the business. The buying and service divisions typically experience this direct contact as a

result of the initiative of the customer. On the other hand, unanticipated interactions like product and brand appearances, advertisements, and other promotional events are frequently a part of indirect partnerships.

Chen & Lin (2018:64) define customer experience as a cognitive or perceptual recognition that may be used to increase each consumer's or customer's motivation. The worth of a company's products or services might rise due to consumer recognition or impression.

Likewise, the definition of customer experience, according to Bagasworo and Hardiani (2016: 111), is the accumulation of all events that customers are aware of regarding the product, brand and service they receive. Customers can obtain a complete experience through five main components that combine the distance dimension. From the definition above, customer experience refers to customers' real experiences with brands, products or services to increase sales and brand awareness.

According to the understanding above, we can draw the conclusion that the method, strategy, and implementation of a firm aimed at managing customers' experiences with the goods or services that the business provides is known as the customer experience.

D) Customer Experience Indicators
According to Bagasworo and Hardiani (2016: 112), there are 5 indicators of customer experience or customer experience, including:

a. Sense

Relating to styles, verbal and visual, which are able to create a complete impression. A marketing strategy that aims to elicit sensations by evoking sensations through sight, touch, smell, and other senses—the style, theme, and color—that is, through engaging the five senses.

b. Feel

Here, sentiments are distinct from sensory perceptions in that they are associated with an individual's soul's emotions and mood. This is about more than simply aesthetics; it is also about the soul's disposition and feelings, which might arouse joy or even sorrow. It is a wonderful emotional experience that comes from the heart, and eating it makes you feel happy. Mood and pleasant sensations or emotions are included in the sense element.

c. Think

These are original ideas that customers have regarding a product or service, or they are requests for customers to think outside the box. The three components of the thought principle are provocation, intrigue, and surprise.

E) Customer Satisfaction
According to Yuniarti (2020:233) defines customer satisfaction as the overall attitude shown by customers towards goods and services after they obtain them and use them. This is an evaluation made after the fact based on a particular purchasing choice and the user's or consumer's experience with those products and services.

Handoko (2018:181), customer satisfaction is the accumulated result of consumers or customers using products and services. Customers are satisfied after purchasing a product and using the product.

According to Tjiptono (2015:121), customer satisfaction is a customer evaluation that compares pre-purchase expectations and perceptions of post-purchase performance. Customer satisfaction is the level of a person's feelings after comparing perceived product performance with what is expected (expectations). If performance impacts expectations, customers will be satisfied. Satisfied customers tend to give good references to other people about products or services.

Satisfaction is often defined as the degree to which the performance of the product and services obtained matches the expectations of the customers. Customer happiness is the most important factor in this age of fierce company competition. In order to meet client needs, businesses must operate financially or in a win-win scenario, which is one in which everyone is happy and nobody is negatively impacted.

F) Customer Satisfaction Indicators
According to Yuniarti (2020:234), the indicators of customer satisfaction are:
a. Matching expectation

Conformity to expectations is closely related to the success of the marketing performance conducted by the company because consumers can be said to be satisfied with the product or service if the marketing performance conducted is in accordance with consumer desires.

b. Good experience with service

Companies that provide good service in accordance with consumer desires will make consumers make purchases at a later time.

c. Desire to recommend

The desire to recommend is a form of consumer feelings after receiving a product (goods or services) that meets the consumer's wishes. Consumer recommendations can be made to friends, family and other people.

III. RESEARCH METHODS

A) Research Methods

This research method uses a causal type or explanatory research type, namely research that attempts to explain and highlight the relationship between the variables contained in the research and explain the effect of the dependent variable, as well as the conclusion. (Sugiyono, 2015: 7). The population of this research is customers using Salon Rits Eyelash Extension services who have used Eyelash Extension services at least twice.

B) Population and Sample

The research sample population is a broad category made up of items or persons with specific attributes and traits chosen by the researcher to be investigated in order to make conclusions. (Sugiyono, 2015:50). The population in this study are customers using Salon Rits Eyelash Extension services who have used Eyelash Extension services at least twice.

The sample is part of a subgroup of the population determined to be used in research (Sugiyono, 2015:51). If there is a large enough population in the study. The researcher does not take all, only a few that can represent the population. The sample in this study was shown to customers of Eyelash Extension services at the Rits Eyelash Extension Salon for 1 year. So, the researcher used a purposive sampling technique. The number of samples taken in this study used the Slovin formula. The following is Slovin's formula:

$$n = \frac{N}{1 + Ne}$$

With:

n : Number of samples

N : Number of consumer population at Rits Eyelash Extension Salon for 1 year

e : Sampling Error set at 10%

Using the formula above, the number of samples to be taken is: $n = \frac{539}{1 + 539(0.1)^2} = 84.35055$, rounded up to 84 respondents.

From the results above, 84.35 is a fraction, and according to Sugiyono (2015: 143), calculations that produce fractions (there are commas) should be rounded up. So the number of samples in this study was 84 respondents.

C) Data Collection Technique

This research uses a Likert Scale. The Likert Scale is used to measure opinions, points of view, and attitudes of individuals and groups regarding social phenomena Sugiyono (2015:93). The Likert Scale is a variable that will be measured and described into variable indicators. Then, these indicators are used as a starting point for compiling an instrument item, which can be in the form of a question or statement. The data measurement method in this research uses a Likert Scale. The assessment categories used by the Likert Scale are 1 – 5, and the score assessment for each number can be seen in Table 1.

Table 1. Likert Scale

Statement	Score
Very Agree (SS)	5
Agree (S)	4
Agree nor Disagree (RR)	3
Disagree (TS)	2
Strong Disagree (STS)	1

D) Operational Variables

The operational variables in this research are according to several references accompanied by reasons for using the definition. Therefore, researchers will describe it in Table 2.

Table 2. Operational Variables

No.	Variable	Definition	Indicator	Scale
1	Service Quality (X1)	According to Tjiptono (2015:52), service quality is the expected level of	1. Reliability 2. Responsiveness 3. Assurance	Likert Scale

No.	Variable	Definition	Indicator	Scale
		perfection and control over this perfection to fulfill customer desires.		
2	Customer Experience (X2)	According to Bagasworo and Hardiani (2016: 111), it is an accumulation of all events that customers are aware of regarding the product, brand and service they receive.	1. Sense 2. Feel 3. Think	Likert Scale
3	Customer Satisfaction (Y)	According to Yuniarti (2020:233) defines customer satisfaction as the overall attitude shown by customers towards goods and services after they obtain them and use them.	1. Matching expectations 2. Good experience with service 3. Desire to recommend	Likert Scale

E) Data Analysis Method

The data analysis methods used in this research are validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, correlation analysis, hypothesis testing (simultaneous test (F test), partial test (t)) test and coefficient of determination test.

IV. RESULTS AND DISCUSSION

A) Validity and Reliability Test

The validity test is used to measure whether the questionnaire is valid or not. In this validity test, researchers used the SPSS 25 program. This research questionnaire consists of 30 statements that need to be answered by 30 respondents. This validity test uses the product moment formula. The questionnaire is said to be valid if r-count > r-Table. The following are the validation test results for Variable Event Marketing (X1), Price (X2), and Customer Satisfaction (Y):

Table 3. Validity Test

Variable	Indicator Code	*r-product moment* count	*r-product moment table* (n = 30; α = 5%)	Conclusion
Service Quality	KP 1	0,518	0.361	VALID
	KP 2	0,733	0.361	VALID
	KP 3	0,417	0.361	VALID
	KP 4	0,513	0.361	VALID
	KP 5	0,555	0.361	VALID
	KP 6	0,425	0.361	VALID
	KP 7	0,447	0.361	VALID
	KP 8	0,555	0.361	VALID
	KP 9	0,408	0.361	VALID
	KP 10	0,630	0.361	VALID
	KP 11	0,733	0.361	VALID
	KP 12	0,534	0.361	VALID
	KP 13	0,425	0.361	VALID
	KP 14	0,513	0.361	VALID
	KP 15	0,733	0.361	VALID
Customer Experience	PP 1	0,691	0.361	VALID
	PP 2	0,778	0.361	VALID
	PP 3	0,667	0.361	VALID
	PP 4	0,408	0.361	VALID
	PP 5	0,374	0.361	VALID
	PP 6	0,517	0.361	VALID
	PP 7	0,514	0.361	VALID
	PP 8	0,778	0.361	VALID
	PP 9	0,475	0.361	VALID
Customer Satisfaction	KPL 1	0,694	0.361	VALID
	KPL 2	0,634	0.361	VALID
	KPL 3	0,554	0.361	VALID
	KPL 4	0,545	0.361	VALID

KPL 5	0,419	0.361	VALID	
KPL 6	0,717	0.361	VALID	
KPL 7	0,669	0.361	VALID	
KPL 8	0,372	0.361	VALID	
KPL 9	0,552	0.361	VALID	

Meanwhile, the results in Table 4 obtained Cronbach Alpha values for each variable of 0.829, 0758, and 0.739. All these values are > 0.60, so it is stated that this research questionnaire is reliable and can be used as a data collection instrument can be seen in Table 4:

Table 4. Reliability Test

No	Variable	*Cronbach's Alpha*	*Cut Off Cronbach's Alpha*	*Conclusion*
1	Service Quality	0.829	0.60	*Reliable*
2	Customer Experience	0.758	0.60	*Reliable*
3	Customer Satisfaction	0.739	0.60	*Reliable*

B) Classic Assumption Test

a. Normality Test

The normality test is used to determine whether data is normally distributed or not so that it can be considered representative of the population. This research uses the One-Sample Kolmogrov-Smirnov Test method. If the significance value (Sig.) is greater than 0.05 then the research data is normally distributed. Normality test results can be seen in Table 5:

Table 5. Normality Test

One-Sample Kolmogorov-Simirnov Test		
		Unstandardized Residual
N		**84**
Normal Parameters [a,b]	**Mean**	**0E-7**
	Std. Deviation	**1.68560552**
Most Extreme Differences	**Absolute**	**.099**
	Positive	**.045**
	Negative	**-.099**
Kolmogorov-Simirnov Z		**.910**
Asymp. Sig. (2-tailed)		**.379**

a. **Test distribution is Normal.**
b. **Calculates from data.**

b. Multicollinearity Test

The multicollinearity test was conducted to find a correlation between independent variables by looking at the tolerance and VIF (Variance Inflation Factor) values. If the VIF value is less than 10 and the tolerance value is more than 0.01, then it can be said that there is no multicollinearity. The results of the multicollinearity test can be seen in Table 6:

Table 6. Multicollinearity Test

MODEL		Collinearity Statistics	
		Tolerance	**VIF**
1	KP	.350	2.858
	PP	.350	2.858

c. **Dependent Variable: KPL**

c. Heteroscedasticity Test

The heteroscedasticity test is used to determine the inequality of variance from the residuals of one observation to another. The heteroscedasticity test method used in this research uses a scatterplot or graphic pattern.

The results of the heteroscedasticity test in this study can be seen in the table below:

Table 7. Heteroscedasticity Test

Scatterplot

Dependent Variable: KPL
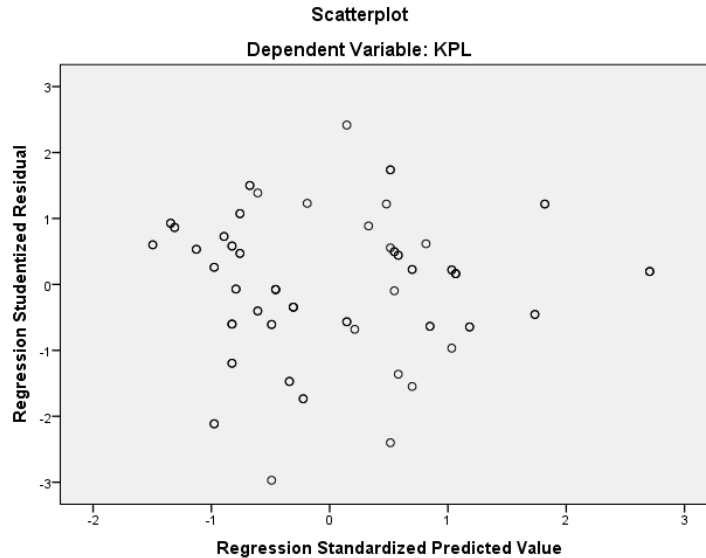
d. Linearity Test

The linearity test functions to determine whether two variables have a significant linear relationship or not. A good correlation should have a linear relationship between the independent variable (X) and the dependent variable (Y). In several references, it is stated that the linearity test is a requirement or assumption before conducting linear analysis. The linearity test results are as follows:

a. Linearity Test of Service Quality Variables (X1) on Customer Satisfaction (Y)

Table 8. Linearity Test

ANNOVA Table						
		Sum of squares	**df**	**Mean Square**	**F**	**Sig**
KPL*KP	(combined)	721.418	18	40.079	9.593	.000
	Linearity	632.777	1	632.777	151.455	.000
Between Groups	Derivation from Linearity	88.641	17	5.214	1.248	.255
Within Groups		271.570	65	4.178		
Total		992.988	83			

From the results of the linearity test of service quality variables on customer satisfaction, it can be seen that the linearity sig value is 0.000 < 0.05, and the deviation from the linearity value is 0.255 > 0.05. This shows that there is a linear and positive relationship between the service quality variable (X1) and customer satisfaction (Y). This positive relationship can be interpreted as meaning that if customer satisfaction can run well, customer satisfaction will increase.

b. The Linearity Test of Customer Experience Variables (X2) on Customer Satisfaction (Y)

Table 9. Linearity Test

ANNOVA Table						
		Sum of squares	**df**	**Mean Square**	**F**	**Sig**
KPL*PP	(combined)	723.639	10	72.364	19.612	.000
	Linearity	666.972	1	666.972	180.765	.000
Between Groups	Derivation from Linearity	56.667	9	6.296	1.706	.103
Within Groups		269.349	73	3.690		
Total		992.988	83			

From the results of the linearity test of customer experience variables on customer satisfaction, it can be seen that the linearity sig value is 0.000 < 0.05, and the deviation from the linearity value is 0.103 > 0.05. This shows that there is a linear and positive relationship between the customer experience variable (X2) and customer satisfaction (Y). This positive relationship can be interpreted as meaning that if the customer experience goes well, then customer satisfaction increases.

C) Multiple Linear Regression Analysis

Regression analysis is used to test hypotheses about the effect of the independent variable (X) on the dependent variable (Y). According to multiple linear regression estimates, the results obtained are shown in Table 10.

Table 10. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	0.812	2,329		.349	.728
KP	.311	.069	.407	4.498	.000
PP	.560	.101	.503	5.554	.000
a. Dependent Variable: KPL					

From the table above, it can be seen that the multiple linear regression analysis equation from this research table is:

$$Y = 0,812 + 0,311 X_1 + 0,560 X_2 + e$$

According to the linear regression equation above, it can be explained as follows:

1. The constant value (α) is positive at 0.812, meaning that it can be stated that the contribution of variables outside the regression model under study has a positive impact.
2. The value 0.311 is the regression coefficient value for the Educational Background Variable, so b1 = 0.311, meaning that for every 1-point increase in the Service Quality Variable, Customer Satisfaction will increase by 0.311. This means that the coefficient is positive, meaning that there is a positive relationship between Service Quality and Customer Satisfaction.
3. The value 0.560 is the regression coefficient value for the Work Experience Variable, so b2 = 0.560, meaning that for every 1-point increase in Customer Experience, Customer Satisfaction will increase by 0.560. This means the coefficient is positive, meaning that there is a positive relationship between Customer Experience and Customer satisfaction

D) Correlation Analysis

Correlation analysis shows the direction of the strength of the relationship between two independent variables and one dependent variable. If $r_{count} > r_{Table}$, then there is a correlation between variables; conversely, if the r_{count} value $< r_{Table}$, then there is no correlation between variables. The following is data from the results of the multiple correlation analysis test in this study, which can be seen in Table 11 below:

Table 11. Correlation Analysis

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859[a]	.737	.731	1.795
a. Predictors: (Constant), PP, KP				
b. Dependent Variable: KPL				

E) Hypothesis Test

a. Partial Hypothesis Test (t-Test)

The partial test or t-test is used to determine the effect of partial or individual independent variables (marketing events and price) on the dependent variable (customer satisfaction). The t-test can be conducted by comparing t_{count} with t_{Table}; if the significance value is > 0.05, then H0 is accepted, and H1 is rejected. The following explains the test results for each independent variable on the dependent

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	0.812	2,329		.349	.728
KP	.311	.069	.407	4.498	.000
PP	.560	.101	.503	5.554	.000
a. Dependent Variable: KPL					

variable partially in Table 12.

Table 12. Partial Test

b. Service Quality Variables on Customer Satisfaction

The results of the t-test for the Service Quality Variable obtained a t_{count} of 4.498 with a significance value of 0.000 < 0.05 and a t_{Table} of 1.663. This shows that $t_{count} > t_{Table}$ or 4.498 > 1.663; thus, H1 is accepted, and H0 is rejected, meaning that there is a partial effect of Service Quality on Customer Satisfaction at Salon Rits.

c. Customer Experience Variables on Customer Satisfaction

The results of the t-test for the Customer Work Experience Variable obtained a tcount of 5.554 with a significance value of 0.000 < 0.05 and a tTable of 1.663. This shows that tcount < tTable or 5.554 > 1.663; thus, H0 is rejected, and H1 is accepted, meaning that there is a partial effect of Customer Experience on Customer Satisfaction at Salon Rits.

d. Simultaneous Hypothesis Test (F Test)

The F test is used to determine whether the independent variables (Service Quality and Work Experience) simultaneously or together affect the dependent variable (Customer Satisfaction). According to the results from Table 13, a significance value of 0.000 is obtained, which means the significance value is less than 0.05, the $F_{count\ value}$ is 113.666, and the F_{Table} ¬(df = n – k – 1 = 84 – 2 – 1 = 81) is 3.96. Thus, it can be concluded that $F_{count} > F_{Table}$ or 113.666 > 3.96, so H1 is accepted and H0 is rejected, meaning that Service Quality and Customer Experience simultaneously have a significant effect on Customer Satisfaction at Rits Salon.

Table 13. **F Test Results**

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANNOVA[a]				
1	Regression	732.127	2	366.063	113.666	.000[b]
	Residual	260.861	81	3.221		
	Total	992.988	83			

a.Dependent variable: KPL
b. Predictors: (Constant), PP, KP

e. Coefficient of Determination Test (R2)

From the data in Table 14, it can be seen that the R square adjuster value is 0.757, which means that 0.757 x 100% = 75.7%. This states that 75.7% of the Customer Satisfaction Variable is affected by Service Quality and Work Experience. Meanwhile, the remaining 24.3% is heavily effectd by other variables which were not tested in this research.

Then the standard error of the estimate is 1.706, which means that there are many errors in predicting Service Quality and Customer Experience in predicting Customer Satisfaction at Salon Rits.

Table 14: Coefficient of Determination Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
		Model Summary[b]		
1	.873[a]	.763	.757	1.706

c. Predictors: (Constant), PP, KP
d. Dependent Variable: KPL

V. CONCLUSION AND RECOMMENDATIONS

A) Conclusion

The conclusions that can be given in this research are:
1. Service Quality partially affects Customer Satisfaction at Rits Salon; thus, H1 is accepted, and H0 is rejected, meaning that there is a partial effect of Service Quality on Customer Satisfaction at Rits Salon.
2. Customer Experience partially has a significant effect on Customer Satisfaction at Salon Rits; thus, H0 is rejected, and H1 is accepted, meaning that there is a partial effect of Customer Experience on Customer Satisfaction at Salon Rits.
3. Service Quality and Customer Satisfaction simultaneously have a significant effect on Customer Satisfaction at Rits Salon; thus, H1 is accepted, and H0 is rejected, meaning that Service Quality and Customer Experience simultaneously have a significant effect on Customer Satisfaction at Rits Salon.

B) Suggestions

According to the research results, discussion and conclusions obtained, the following suggestions are given:

1. For Institution

It is hoped that this research can be used as input or consideration for Salon Rits. Therefore, researchers provide the following suggestions:
   a. Companies must pay more attention to the work that employees have done whether the work they do is in accordance with the skills each employee has.
   b. Companies must pay more attention to how Rits Salon employees provide service to customers so that customers have a good experience when visiting Rits Salon.
   c. Companies must pay more attention to customers so that they can feel satisfaction when visiting the Rits salon.

2. For Future Researchers

      For future researchers, the results of this research can be used as a reference in conducting research and can develop this research with different objects and statements. Therefore, it is hoped that we can also use more aspects that effect Customer Satisfaction apart from Service Quality and Customer Experience, for example, brand image, customer loyalty, purchase interest, and others.

VI. REFERENCES

[1]   Bagasworo, W., & Hardiani, V. (2016). Pengaruh Customer Relationship Management dan Customer Experience Quality Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan (Studi Pada Konsumen di Sisha Cafe Kemang) Jurnal Ekonomi, Manajemen dan Perbankan. ISSN : 2302-4119. Jurnal Ekonomi, Manajemen Dan Perbankan., 2(3), 110–118.

[2]   Chen, S. & Lin, C. (2014). *The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. Technological Forecasting & Social Change* xxx, pp. 1-11.

[3]   Handoko, T. H. (2014). Manajemen Personalia dan Sumber Daya Manusia. BPFE, Yogyakarta.

[4]   Hendro, Y., & Syamswana, Y. (2017). "Pengaruh Kualitas Pelayanan Dan Keragaman Produk Terhadap Kepuasan Konsumen Pada Toko King Di Malang". Jurnal Ekonomi Manajemen. Vol.2, No.2, Hal.351-366.

[5]   Kotler & Amstrong. (2016). *Principles of Marketing Sixteenth Edition Global Edition. England. Pearson Education Limited*.

[6]   Pranoto, R. & Subagio, H. (2015). Analisa Pengaruh Customer Experience Terhadap *Customer Satisfaction* Pada Konsumen Di Rosetta's Cafe & Resto Surabaya. Jurnal Manajemen Pemasaran Petra , pp. 2.

[7]   Sugiyono. (2015). *Metode penelitian pendidikan (pendekatan kuantitatif , kualitatif dan r & d*.

[8]   Tjiptono, Fandy. (2015) Strategi Pemasaran (Edisi 4). Yogyakarta : ANDI.

[9]   Yuniarti, Sri. (2015). Asuhan Tumbuh Kembang Neonatus Bayi: Balita dan Anak Prasekolah. Bandung : PT Refika Aditama.