

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh lokasi dan *people* terhadap kepuasan pelanggan (survei pada pelanggan *rockyman barbershop* Bandung) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 81 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara lokasi dan *people* terhadap kepuasan pelanggan. Besarnya pengaruh lokasi dan *people* terhadap kepuasan pelanggan secara simultan sebesar 55.2% dan sisanya 45.8% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh lokasi terhadap kepuasan pelanggan sebesar 23.8% dan pengaruh *people* terhadap kepuasan pelanggan sebesar 31.4%, sehingga dapat disimpulkan bahwa *people* memberikan pengaruh paling besar terhadap kepuasan pelanggan.

**Kata kunci : Lokasi, *People* dan Kepuasan Pelanggan**

### **ABSTRACT**

*This study aims to determine the effect of location and people on customer satisfaction (survey on customers of Rockyman Barbershop Bandung) simultaneously or partially. The research method used is descriptive and verification method with a total sample of 81 respondents. Testing the research instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.*

*The results showed that there was a positive and significant influence between location and people on customer satisfaction. The magnitude of the influence of location and people on customer satisfaction simultaneously is 55.2% and the remaining 45.8% is influenced by other variables not examined. Partially, the influence of location on customer satisfaction is 23.8% and the influence of people on customer satisfaction is 31.4%, so it can be concluded that people have the greatest influence on customer satisfaction.*

**Keywords: Location, People and Customer Satisfaction**