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ANALYSIS OF CUSTOMER PREFERENCES FOR FACIAL SERVICES IN SALONS IN JABODETABEK

SALSABILA SITI KHADIJAH



**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
IPB UNIVERSITY
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ABSTRAK

SALSABILA SITI KHADIJAH. Analisis Preferensi Konsumen terhadap Layanan *Facial* di Salon Jabodetabek. Dibimbing oleh LINDA KARLINA SARI dan ALFA CHASANAH

Industri salon kecantikan terus berkembang seiring dengan meningkatnya kebutuhan masyarakat, sehingga menciptakan persaingan yang tinggi di pasar. Salon *facial* di Jabodetabek mengalami kesulitan menghadapi tantangan dalam membedakan diri mereka dan memenuhi beragam preferensi pelanggan untuk layanan perawatan wajah di tengah persaingan yang ketat. Penelitian ini bertujuan untuk mengidentifikasi pengaruh *marketing mix* (7P) dan *customer preference* (Z) terhadap *purchase decision* pada salon facial di Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif untuk menganalisis preferensi pelanggan. Pendekatan ini dipilih untuk mendapatkan data kuantitatif yang menggunakan metode *Structural Equation Model* (SEM). Populasi penelitian ini adalah seluruh pelanggan salon di Jabodetabek yang berusia diatas 18 tahun dengan jumlah sampel 125 pelanggan salon di Jabodetabek yang disebar kuesioner. Hasil dari penelitian menunjukkan bahwa *marketing mix* berpengaruh positif dan signifikan terhadap *customer preference* serta *customer preference* berpengaruh positif dan signifikan terhadap *purchase decision*. Penelitian ini memberikan implikasi praktis bagi salon facial di Jabodetabek untuk fokus pada peningkatan strategi pemasaran guna memenuhi kebutuhan dan keinginan pelanggan, sehingga meningkatkan penjualan mereka.

Kata kunci: *customer preference, facial, marketing mix, purchase decision*

ABSTRACT

SALSABILA SITI KHADIJAH. Analysis of Customer Preferences for Facial Services in Salons in Jabodetabek. Supervised by LINDA KARLINA SARI and ALFA CHASANAH

The beauty salon industry continues to grow alongside the increasing demands of society, creating a highly competitive market. Facial salons in Jabodetabek have difficulty facing challenges in differentiating themselves and meeting diverse customer preferences for facial services amid intense competition. This study has the objective to identify the influence of the marketing mix (7P) and customer preferences (Z) on purchase decisions in facial salons in Jabodetabek. The study utilizes a quantitative approach to analyze customer preferences. This approach was chosen to obtain quantitative data using the Structural Equation Model (SEM) method. The research population comprises all salon customers in Jabodetabek aged over 18 years, with a sample size of 125 salon customers to whom questionnaires were distributed. The results of the study indicate that the marketing mix has a positive and significant influence on customer preferences, and customer preferences has a positive and significant influence on purchase decisions. This research provides practical implications for facial salons in Jabodetabek to focus on improving their marketing strategies in order to meet customer needs and wants, thereby increasing their sales.

Keywords: *customer preference, facial, marketing mix, purchase decision*



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ANALYSIS OF COSTUMER PREFERENCES FOR FACIAL SERVICES IN SALONS IN JABODETABEK

SALSABILA SITI KHADIJAH

Thesis
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FOREWORD

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May this scientific work be beneficial to those in need and contribute to the advancement of knowledge.

Bogor, 1st November 2024

Salsabila Siti Khadijah

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