The Effect of Customer Satisfaction on the Service at Lady Salon during the Covid-19 Pandemic

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Abstract

The impact of Coronavirus (Covid-19) pandemic is strongly affected in business and economic world. A fairly short time path to marketing patterns changes especially when treated with Large-Scale Social Restrictions. Marketing products or services to consumers as a brand strategy survive in the Covid-19 pandemic. This study aimed to analyze the influence of Lady Salon's customer satisfaction during the Covid-19 Pandemic. Quantitative analysis methods were based on causal analysis designs in which the data was processed by linear regression analysis. The results of the study stated that the service of the beauty salon business significantly affected the customer satisfaction at Lady Salon in Kamasi Village and the relationship between its service and its customer satisfaction. This was also supported by the achievement rate of descriptive test respondents on service variables included in the highest average value that answered the most agreed questions which means that the respondents were very satisfied with the products available at Lady Salon and trusted. As for the customer satisfaction variables included in the highest average scores that answered the most agreed questions which means that the respondents were satisfied with its appropriate service to its customers. Therefore, it can be concluded that Lady Salon needs to increase customer satisfaction in the terms of handling complaints, and the company services are supposed to continue improving.

I. Introduction

Creative economy is an economic concept in the new economic era intensifying information and creativity by prioritizing ideas and knowledge from human resources as the main factors of production (Reniati, 2013). Law number 24 of 2019 in article 12 states that development system of creative economy is prepared to create and improve the quality of creative economy actors who are able to compete on a global scale. In the creative beauty field involves creative people who work behind the scenes to support the implementation of events, advertisements, performances, news broadcasts and others. In addition to working in the entertainment industry, a creative beautician can also have double work as an entrepreneur of beauty house, bridal makeup studio and etc.

Economic development and growth are accelerating rapidly, this is characterized by small and medium-sized industrial businesses that have begun to be understood by the public both in the form of products and in the field of services (Kotler & Keller, 2016). In business activities where competition is getting higher in the domestic market/beauty house, improving services and satisfying customers are some of the goals for every company, both service companies and industrial companies. With the current pace of economic growth and development, world civilization has been shaken by the outbreak of

the COVID-19 in which almost all countries, including Indonesia, have been hit by this virus. The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020). Economic growth is still an important goal in a country's economy, especially for developing countries like Indonesia (Magdalena and Suhatman, 2020).

The government has imposed social restrictions or conditions for keeping a distance to prevent the transmission of the coronavirus. The public is advised to avoid crowds, leaving their homes or engaging in activities that involve large numbers of people. All activities are recommended to be done at home through Work From Home. By optimizing digital technology, industrial businesses survive and give birth to a number of innovations because everyone has a desire, even though customers can not shop or try products directly, they still can buy them online. Now, there is also home service for the customers by implementing health protocols. In this situation, there are many changes in business activity. Some businessmen hold their business activities until the situation is back to normal. This is due to reduce business activity or business in general.

The Efforts to create and retain customers during the COVID-19 pandemic should be a priority for businesses (Rohmah, 2020). Strategies that can attract customers should be carefully updated so that customers continue to buy products or services produced by the company. The Public Communications Team, Task Force for the Acceleration of Handling COVID-19, doctor Reisa Broto Asmoro said that to keep these facilities and services safe, you can use soap or hand sanitizer at entrances and other places that are easily accessible by customers or visitors and require everyone to be safe. Those who enter must wash their hands first. In the service business, the provision of goods and services is a service offered in accordance with the wishes of the customer (Tjiptono, 2016), to ensure that the customer is less interested in the products/services offered (stating a direct interaction with various customer problems). Appearance is important to some people. By doing good body care and makeup, people's appearance will look beautiful and attractive. In this case the treatment does not look at the age of both young or old. Appearance is an important thing so that everyone wants to look attractive in their social environment. Women's need for beauty facilities today continues to increase because women have realized the importance of body health and care to look beautiful and healthy, so that the public's need for services or beauty care services are increasing. Moreover, the development of the fashion world is very fast. Thus the business opportunity in the world of beauty is very promising.

Beauty care service is one of the rapidly growing business opportunities. The excellent, good, and superior service will provide satisfaction to customers. Satisfaction is due to the emergence of one's feelings after comparing expectations with satisfactory results and vice versa. Satisfaction or dissatisfaction is the expectation and experience after using the services provided in the past. Satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (results) against their expectations. Customers are important part of a beauty business. In a business, customers basically come from consumers formed from a mutually beneficial cooperation pattern between service providers and service users. Beauty care is a basic need that is routinely carried out by the community on a scale and at certain times. Salon is one of the favorite places visited by many women, besides that there are many choices for women and men to do body treatments with several types of services such as make-up, body care, hair care and so on. Salons generally use service personnel to provide services to customers.

Lady salon is one of the beauty service businesses in Tomohon City. It provides services such as facial skin care, hair care, make-up and others. This beauty salon offers its services at affordable prices with the best quality so that it becomes one of the best beauty salons in Tomohon city. Lady Salon strives to meet customer needs in the form of ease and convenience while using Lady Salon"s services.

The objectives of this research were to know and to analyze the extent of customer satisfaction effect on the services at Lady Salon during the Covid-19 pandemic which was located in Tomohon City, North Sulawesi Province.

II. Research Method

The research method is a scientific way to obtain data with certain purposes and uses (Sugiyono, 2018). The analytical method used is a quantitative method, namely the method of analysis carried out using data calculation numbers. This method is suitable for testing hypotheses as a temporary answer to research by analyzing data using statistics. In this study, the researcher wanted to obtain data from a sample of a population through questionnaires as a process of gathering information about people to describe, compare, or explain knowledge, attitudes, and behavior (Sekaran and Bougie, 2017).

This type of quantitative research is based on descriptive and causal research in the presence of independent variables, either only one variable or even more (Sugiyono, 2016). A causal analysis will explain Variable X to Variable Y, so that the problem can be solved (Uma Sekaran and Roger Bougie, 2017). Causal research design is to prove the relationship between cause and effect of several variables.

This research was conducted at Lady Salon in Kamasi Village, Central Tomohon District, Tomohon City, North Sulawesi Province.

2.1 Population and Sample

The population is a number of members consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2018). The population of this research is all customers of Lady Salon in Kamasi Tomohon who have used the services of Lady Salon.

The sample is part of the number of characteristics possessed by the population (Sugiyono, 2018). The sampling technique used is accidental sampling with a sampling technique based on coincidence, namely anyone who coincidentally (accidentally) meets the researcher at the time of distributing the salon service user questionnaire, if it is seen that the person who happened to be met is suitable as a data source (Sugiyono, 2010). The sample in this study was 50 customers who used the services of Lady Salon.

2.2 Definition and Operational Research Variables

Operational definition of variables to explain the variables identified as an effort to understand in research. There are two main variables, namely:

1. Service (Independent Variable X)
   a) Tangible; includes physical facilities, equipment and means of communication.
   b) Reliability; the ability to provide the promised services immediately, accurately, satisfactorily, and appropriately .
   c) Responsiveness; the desire and willingness of employees to help customers and provide services with responsiveness and the best possible.

d) Assurance; includes the knowledge, competence, courtesy, and trustworthiness of employees, free from risk, physical harm, or doubt.

e) Empathy; facilitate relationships, effective communication, personal attention, and understanding of the individual needs of customers.

2. Customer Satisfaction (Dependent Variable Y)

a) The quality of products or services; it is about the quality of products or services that are more qualified judging from the physical.

b) Quality of Service; various types of services will always be criticized by customers, but if the service meets customer expectations, then indirectly the service is said to be quality.

c) Price; the most sensitive thing to meet the needs of customers. Customers will tend to choose products or services that provide lower price offers than others.

d) Service Time; it means that both distribution and delivery of products or services from the company can be on time in accordance with the agreement that has been agreed.

e) Security; customers will be satisfied if the product or service used has security guarantee that does not endanger the customer.

2.3 Data Collection Techniques

This study used the following techniques:

1. Editing, which was selecting and retrieving the necessary data and discarding data that was considered unnecessary to facilitate calculations in the presentation of hypotheses. This process aimed so that the data collected can provide clarity, readability, consistency and completeness. Some things to consider in this stage are:

2. Tabulation, which was a grouping activity of answers that is carried out carefully and regularly, then the data was calculated and added up until it was realized in the form of a useful table, and based on this table will also be used to create table data that was useful for obtaining relationships on existing variables.

3. Processing tabulated data using the SPSS program (Singgih Santoso, 2007).

4. Scoring, namely activities in the form of research or expectations in the form of quantitative numbers needed in calculating hypotheses. In this study, the answers given by consumers were then given a score. The assessment criteria was based on Likert scale measurements. The scores given to the answers of the questions were as follows (Sugiyono, 2012:107) :

a) SS : Strongly Agree (score 5)

b) S   : Agree (score 4)

c) N   : Doubt or Neutral (score 3)

d) TS : Disagree (score 2)

e) STS : Strongly Disagree (score 1)

2.4 Data Analysis Methods

1. Validity Test

Validity Test is a test step performed on the content of an instrument. It aims to measure the determination of the instruments used in the research. Sugiono (2012) said that the Validity Test can be determined using *pearson's product moment* Cholera Formula with the following formula:

$$r_{xy} = \frac{n \sum xyi - (\sum xi)(\sum_i^{yi})}{\sqrt{\{n \sum x_i^2 - (\sum x_i)^2\}\{n \sum y_i^2 - (\sum y_i)^2\}}}$$

Information:

rxy = correlation coefficient between two variables
N = total respondents
XY = total score X
$(\sum X)^2$ = the square of the total score X
EY = total score Y
$(\sum Y)^2$ = the square of the total score Y
$\sum Y$ = total score Y

In this study, the validity test used was to correlate the score of the statement items with the total score of the construct or variable. The significance test was carried out by comparing the calculated r score with the table r score. Calculated r can be seen from the results of the Corrected Item Total Correlation. To find out whether the correlation coefficient is significant or not, the distribution (Table r) for Alpha 0.05 with degrees of independent (dk=n-2).

a. If calculated r > table r, the instrument or statement item will be declared valid, and
b. If calculated r < table r, then the instrument or statement item will be declared invalid.
c. This study used a sample number (n) = 50, then large dk = 50-2- = 48. With alpha (α)= 0.05, the table r of 0.2787 was obtained.

2. Reliability Test

Reliability was regard to the degree of consistency and stability of data or findings (Sugiyono, 2012). To test reliability according to Arikunto (2002), Alpha Combach formula could be used as follows:

$$r_{11} = \left(\frac{K}{k-1}\right)\left(1 - \frac{\sum \sigma b^2}{\sigma^2 t}\right)$$

Information:

r_{11} = instrument reliability
k = a lot of questions
$\sum \sigma b^2$ = variant question number
$\sigma^2 t$ = question variant

In this study, the reliability test used was a one-time measurement. Reliability was measured with the help of the SPSS program which provides facilities for measuring reliability with the Cronbach's Alpha (α) statistical test. The criteria for a reliable measuring instrument or not, as follows.

a) If cronbach's Alpha coefficient > 0.05 (significance level), the measuring instrument used will be reliable.
b) If cronbach's Alpha coefficient < 0.05 (significance level), the measuring instrument used will not be reliable.

Table 1. Reliability Level

Interval Cronbach's Alpha	Relationship Level
0. 00 – 0. 20	Unreliable
0. 21 - 0. 40	Less Reliable
0. 41 - 0. 60	Quite Reliable
0. 61 - 0. 80	Reliable
0. 81- 1. 00	Very Reliable

3. Correlation Test

This kind of partial correlation analysis is used to determine the strength of the relationship between two variables. The interpretation of the correlation coefficient is as follows:

Table 2. Correlation Coefficient Interpretation Level

Coefficient Interval	Relationship Level
0.00 – 0.199	Very low
0.20 – 0.399	Low
0.40 – 0.599	Medium
0.60 – 0.799	Strong
0.80 – 1.000	Very strong

4. Description of Research Variable Measurement Results

Data tabulation aims to create a level of perception of service variables (X) and customer satisfaction (Y). Where each statement item ranges from 1 to 5 with a total of 50 respondents who will be calculated using intervals. Therefore, it can be categorized that all variables in this study can be categorized as follows:

Table 3. Research Variables

Category	Score Range
Strongly Agree	1.00 – 1.79
Disagree	1.80 – 2.59
Neutral	2.60 – 3.39
Agree	3.40 – 4.19
Strongly Agree	4.20 – 5.00

5. Simple Linear Regression Analysis

Simple linear regression analysis was used to determine the effect of the independent variable (service X) on the dependent variable (customer satisfaction Y) in the study. According to Sugiyono (2010), Simple Correlation Coefficient (r) was intended to determine the effect between the two variables studied, namely the service variable (X) on the customer satisfaction variable (Y). Simple linear regression test in this study was conducted to determine how much influence the service variable has on customer satisfaction (Siregar, 2014). The regression equation in this study is formulated as follows

$$Y = a + bX + e$$

Information:
Y = Service
X = customer satisfaction.
a = Constant
b = Coefficient
e = error

6. Hypothesis Test

The hypothesis test used in this study included the statistical test t. Test (t) was used to test the significance of the influence between variable X to Y. The hypothesis used in this test was:

H0: Service has no significant effect on customer satisfaction.

Ha: Service has a significant effect on customer satisfaction.

The basis of Ghozali's decision-making (2016) was to use probability numbers of significance, namely:

a) If the probability number of significance > 0.05, then H0 is accepted and Ha is rejected.

b) If the probability number of significance < 0.05, then H0 is rejected and Ha is accepted.

III. Results and Discussion

3.1 Descriptive Analysis
a. Respondent Descriptive Analysis

This study used 50 samples of customer respondents at Lady Salon. There were several characteristics in this study, including: age, education, purchase/user.

Here is an explanation of the charateristic in this study, including:

(1)Based on Age

Table 4. Respondent Age Data

Age	Total Respondents	Percentage (%)
15-29 tahun	31	62
29-63 tahun	19	38
Total	**50**	**100**

Source: primer data

Based on the results of Table 4, from 50 respondents showed that the total of respondents based on the age of 15-29 years amounted to 31 people with a percentage of 62%, the age of 29-63 years amounted to 19 people with a percentage of 38%. Thus the most potential age level was 15-29 years.

(2) Based on education level

Table 5. Respondent Education Level Data

Education Level	Total Respondents	Percentage (%)
Junior High School	9	18
Senior High School/Equivalent	15	30

Bachelor/Master Degrees	26	52
Total	**50**	**100**

Based on the data of Table 5 taken from 50 respondents showed that the level of junior high school education 9 people with a percentage of 18%, senior high school/equivalent 15 people with a percentage of 30%, bachelor/master degrees 26 people with a percentage of 52%. It can be interpreted that Lady Salon customers were dominant by bachelor/master degrees.

(3) Based on Visitors

Table 6. Visitor Data

Visitor	Total Respondents	Percentage (%)
1 time	21	42
5-10 times	29	58
Total	**50**	**100**

Based on the results of table 6 taken from 50 respondents, the total respondents purchasing 1 time were 29 people with a percentage of 58%, 5-10 times were 21 people with a percentage of 42%. Thus, the most potential purchases using the services of Lady Salon were 5-10 times.

b. Descriptive Analysis Research Variables

This study used 50 respondents of lady Salon's customers. Descriptive analysis of research variables explained the respondent's answers to each indicator.

Table 7. Distribution of Respondents' Answers to Service (X)

No.	Statement	Percentage (%)					
		SS	S	N	TS	STS	Mean
1	Lady Salon has interesting facilities	46	44	8	2	0	4.34
2	There are amenities at Lady Salon	38	28	34	0	0	4.04
3	Lady Salon has modern equipment	16	76	8	0	0	4.08
4	Lady Salon provides service as promised	34	56	6	2	2	4.18
5	Lady Salon provides good service at the first impression to consumers	34	42	24	0	0	4.10
6	Lady Salon has a clear standard of service	14	72	10	2	2	3.94
7	Lady Salon is ready and responsive to handle request response from customers	38	56	6	0	0	4.32
8	Lady salon provides fast service	42	48	10	0	0	4.32
9	Lady Salon is willingness to help	22	74	4	0	0	4.18
10	Lady Salon provides a guarantee in the form of confidence to consumers	40	56	4	0	0	4.36
11	Lady Salon makes customers feel safe when using services	40	30	26	4	0	4.06
12	Lady Salon has polite service	40	46	12	2	0	4.24
13	Lady Salon gives individual attention to customers	46	46	8	0	0	4.38
14	Lady Salon has a service that understands the wishes of its customers	40	30	30	0	0	4.10
15	Lady Salon serves customers without distinguishing social status	18	76	6	0	0	4.12

Based on the results of the descriptive analysis, it showed that on service variables there were indicators that had the highest average score, namely items with numbers 10 and 13 of 4.36 and 4.38 which means that many customers have given responses agreeing even strongly agreeing about the statement at number 10, namely "Lady Salon provides a guarantee in the form of confidence to consumers" and the statement at number 13, namely "Lady Salon gives individual attention to customers."

However, there was a smallest average score of 3.94 in statement number 6, which means that there were still many respondents who gave a disapproving answer regarding the statement with the lowest mean score, namely in the statement of "Lady Salon has a clear standard of service." The highest average score was 4.38 at number 13 which means that the respondents believed that Lady Salon gave individual attention to customers."

Table 8. Distribution of Respondents' Answers to Customer Satisfaction (Y)

No.	Statement	Percentage					
		SS	S	N	TS	STS	Mean
1	You are satisfied with the quality of the products or services at Lady Salon	46	46	8	0	0	4.38
2	You are satisfied with the quality of service at Lady Salon	40	30	30	0	0	4.10
3	You are satisfied with the price at Lady Salon	12	80	8	0	0	4.04
4	You are satisfied with the service time at Lady Salon	16	70	12	2	0	4.00
5	You are satisfied with the security at Lady Salon	28	50	18	2	2	4.00

Based on the results of the descriptive analysis, it showed that in the Customer Satisfaction variable (Y) there was an indicator that had the highest average score of 4.38 which means that many respondents have given responses agreeing even strongly about the statement at number 1, namely "You are satisfied with the quality of products or services at Lady Salon," which means that the customers were satisfied with the company's ability to serve consumers appropriately."

However, there was a smallest average score of 4.00 in the statements number 4 and 5 where the scores was still below, it means that there were still many respondents who gave disapproval answers about the statements with the lowest mean score, namely in statements number 4 and 5, namely the statements "You are satisfied with service time at Lady Salon" and "You are satisfied with security at Lady Salon", this means that the respondents were less satisfied with the responses and the answers on the service time and security in filing complaints and less providing solutions.

3.2 Research Instrument Test
a. Validity Test
A reliability test is an index that shows the extent to which a measuring device is reliable. The validity test is used to determine the validity of the questionnaire in collecting data. The basis of customer satisfaction in the validity test is:
(1) If the score of calculated r > the r table at the signification score of 5%, the questionnaire item will be declared valid.
(2) If the score of calculated r < the r table at the signification score of 5%, the questionnaire item will be declared invalid.

The validity test in this study was carried out using the SPSS program tool, the Package for the Social Science approach was used to perform advanced statistical analysis to help perform calculations related to data analysis. The summary of the results of the validity test is as in the following table :

Table 9. Service Validity Test Results (X)

Item	Calculated-R	R Table	Criteria
X1.1	726	0.2787	Valid
X1.2	801	0.2787	Valid
X1.3	577	0.2787	Valid
X2.1	705	0.2787	Valid
X2.2	721	0.2787	Valid
X2.3	620	0.2787	Valid
X3.1	508	0.2787	Valid
X3.2	747	0.2787	Valid
X3.3	631	0.2787	Valid
X4.1	639	0.2787	Valid
X4.2	773	0.2787	Valid
X4.3	698	0.2787	Valid
X5.1	838	0.2787	Valid
X5.2	879	0.2787	Valid
X5.3	651	0.2787	Valid

To find out the significance of the correlation score in Table 9 above, it is necessary to check the score on the Calculated-R with the R Table. With a total of 50 research samples, it was obtained that each service statement item (X) had score of calculated-r > r table (0.2787), in this case, the statement item was said to be valid if the score on calculated-r > r table. It showed that all statements on the service variable (X) are valid.

Table 10. Customer Satisfaction Validity Test (Y)

Item	Calculated-R	R Table	Criteria
Y1	702	0.2787	Valid
Y2	802	0.2787	Valid
Y3	551	0.2787	Valid
Y4	750	0.2787	Valid
Y5	633	0.2787	Valid

To find out the significance of the correlation score in Table 10 above, an examination was carried out on the score of Calculated-R with R Table. With a total of 50 research samples, it was found that each item of Customer Satisfaction (Y) statement was the Calculated-R > R Table (0.2787), the statement item was said to be valid if the score of Calculated-R > R Table. It showed that all statements on the Customer Satisfaction variable (Y) are valid.

b. Realibility Test
The realibility test was used to see the consistency of respondents' answers to research questionnaires.

Table 11. Realibility Test Results

Variable	Cronbach's Alpha	N of Items	Criteria
Service	597	15	Reliable
Customer Satisfaction	720	5	Reliable

From Table 11, it can be concluded that all statements relating to independent variables of Services and dependent variables of Customer Satisfaction in questionnaires were said to be reliable. This can be seen from Cronbach's alpha score for the service dependent variable of 0.597 and for the Independent variable of customer satisfaction of 0.720 where the scores were higher or more than the minimum limit of 0.5. Thus, all statements in this study had a good level of reliability and could be used in research analysis.

3.3 Correlation Test

The correlation test in the study was conducted to find out how strong the relationship between the Service variable and the customer satisfaction which was obtained from the results of SPSS calculation version 25.

Table 12. Correlation Test Results

Correlations

		Service	Customer Satisfaction
Service	Pearson Correlation	1	.605[**]
	Sig. (2-tailed)		.000
	N	50	50
Customer Satisfaction	Pearson Correlation	.605[**]	1
	Sig. (2-tailed)	.000	
	N	50	50

Based on the results of the correlation test, a correlation coefficient score of 0.605 was obtained. According to Sugiyono (2016), the coefficient value between 0.60 - 0.79 was categorized as Strong. Thus, it can be said that the service had a strong relationship with customer satisfaction.

3.4 Hypothesis Test Results
a. Determination Coefficient Test (R2)

Determination analysis was used to determine the percentage of the contribution of the independent service variable (X) simultaneously on the dependent variable Customer Satisfaction (Y). This coefficient shows how large the percentage of variation in the service independent variable (X) used in the model is able to explain the variation in the dependent variable of Customer Satisfaction (Y).

Table 13. Determination Coefficient Test Result (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605[a]	.366	.353	1.918

a. Predictors: (Constant), service

b. Simple Linear Regression Test

It was conducted to find out how many effects the variable services had on customer satisfaction.

Table 14. Simple Linear Regression Test

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.354	4.164		-.325	.747
	service	.349	.066	.605	5.264	.000

a. Dependent Variable: customer satisfaction

The regression equations in this study were formulated as follows. Ye= a + bX Service = -1,354+ -325 The equation explained that when the service variable increased by one point it will increase customer satisfaction by 349 points.

c. T Test

Partial or individual tests were used to find out whether an independent variable has a real effect or not on the non-independent variable. Customer Satisfaction on the partial significant test (T Test) could be done by paying attention on the probability/ significant, namely: (1) If the probability/significance > 0.05, Ho is accepted and Ha is rejected. (2) If the probability/significance < 0.05, Ho is rejected and Ha is accepted.

Table 15. T Test

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.354	4.164		-.325	.747
	Service	.349	.066	.605	5.264	.000

a. Dependent Variable: customer satisfaction

Based on the Service Hypothesis Test on Customer Satisfaction, it showed that the significant score of service variable of 0.000 was smaller than 0.05 so that Ho was rejected and Ha was accepted, it can be stated that the service variable partially affected customer satisfaction.

3.5 Discussion

Based on the results of the analysis with simple linear regression, the calculated t scores were 5.264 > the table t scores (0.2787) and the significance probability scores (sig) were 0.000, which was 0.05 smaller. The provisions in making this research decision were based on the sig score and the t score. From the test results, if the score of sig < 0.05 then the hypothesis (Ha1) was declared accepted, but if the value of sig. > 0.05 then the hypothesis (Ha1) was declared rejected. The results of the analysis proved that the score of Sig. 0.000 < 0.05 which means that Ha1 was accepted. This finding explained that the services had a significant effect on customer satisfaction of Lady Salon in Kamasi.

Based on the results of the correlation test, a correlation coefficient score of 0.605 was obtained. According to Sugiyono (2017), the coefficient scores between 0.75 - 0.99 was categorized as "strong". Thus it can be said that the service had very strong relationship with customer satisfaction. The results of the analysis proved that the score of Sig 0.000 < 0.05 which means that Ha2 was received. These findings explained that the service had a strong relationship to Lady Salon's customer satisfaction. If the concept of performance fails to meet expectations, then dissatisfaction will arise when determining customer satisfaction (Kotler & Armstrong, 2014). Likewise, customer loyalty is very influential on customer satisfaction. From the results of the final research that it is concluded that a significant influence was on the relationship of Lady Salon's service to customer satisfaction. This research was not only on the quality of services obtained but had a positive effect on customer satisfaction and loyalty (Indra and Siagian, 2021).

The company must prove five factors, including:

1. Product quality; If the consumer's results prove to consumers that the products they have purchased or have used are of high quality, then they will feel satisfied.
2. Quality of service or service; Consumers will feel satisfied when receiving services that meet their expectations.
3. Emotions; Consumers will feel proud and confident when using certain product brands because these products contain certain social aspects or reflections that are understood by consumers or people from similar circles, so that the use of these products can lead to higher satisfaction.
4. Price; Its products are of the same quality with a relatively lower price will give customers a higher value.
5. Additional charges; Customers who do not need to pay a fee other than the price of the product listed or waste time to get the product or service tend to feel satisfied with the product.

Lady Salon has important role in beauty services and it is related to customer satisfaction with the services provided even during the Covid-19 pandemic. In accordance with previous research conducted, it showed that the results of the services affected customer satisfaction.

IV. Conclusion

The results of this study were obtained from the research on Lady Salon's customers. From the results of the calculations in this study, it can be concluded as follows: the purpose of the results of this study was to determine the service effect on Lady Salon's customer satisfaction. The results of this study had a significant effect on customer satisfaction of Lady Salon in Kamasi and the results of this study showed that there was a relationship between service and customer satisfaction of Lady Salon.

This was also supported by the level of achievement of respondents in the descriptive test on the service variable which was included in the highest mean scores which answered the most strongly agree questions. It means that the respondents were very satisfied with the products available at Lady Salon and trusted it. Meanwhile, for the customer satisfaction variable which was included in the highest mean average scores answered the question strongly agree which means that the respondents were satisfied with the services on the customers in the appropriate way. Therefore, it can be concluded that Lady Salon needs to increase the customer satisfaction in the terms of handling complaints, and the company's services are supposed to be improved continuously.

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