



The Influence of Service Quality on Consumer Satisfaction at Muslimah Salon and SPA

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Abstract

The purpose of this research is to find out The effect of physical evidence, reliability, responsiveness, assurance and empathy (variable X) on consumer satisfaction (variable Y) at Muslimah Salon and SPA. Models used in this study is a model of causality or influence relationship. Method This research was conducted with a quantitative method approach. Subject used in this study are consumers who use the services of Muslimah Salon and SPA in Tuah Karya Village, Tampan District, Pekanbaru City, while the object is the quality of service. The population in the study was 1,656 people, while the sample is 92 people. The sampling technique used with random sampling method, while the data collection technique used is a questionnaire. In analyzing the data used multiple linear regression analysis where the process calculation using SPSS for window 23.0. Partial test results are significant influence between service quality (variable X) on customer satisfaction (variable Y) in this Muslimah Salon and SPA can be seen from the tcount of physical evidence (X1) of 4.663 > ttable of 1.662 reliability (X2) of 2.048 > ttable of 1.662 responsiveness (X3) is 2,178 and the ttable value is 1,662 guarantees (X4) is 2,060 > ttable of 1,662 empathy (X5) of 2,097 > ttable of 1,662. Coefficient value correlation of 0.860 so that it is included in the category of having a strong relationship very strong influence of service quality on customer satisfaction at the Salon and Muslimah SPA in Tuah Karya Village, Tampan District, Pekanbaru City

Keywords: Service Quality, Customer Satisfaction, Muslimah Salon And SPA

Introduction

Today's companies are facing the toughest competition they have faced. Only companies that focus on customers who successfully attract customers and successfully introduce product. Too many companies think that getting customers is the job of the marketing or sales department. If the marketing department doesn't able to get customers, the company will conclude that their marketing is not good. However, the reality is that marketing is only one factor in attracting and retaining customer. The marketing department can only be effective in companies where all the departments and employees have designed and running a customer value delivery system that is

superior to its competitors. But apart from marketing, service is also a factor that can achieve company success. The customer service factor is indeed one of the spearheads of the company in selling its products. Lots of action the number of customers and the volume of customer purchases are very large how to serve these customers, even though the company has promoted massively or have made improvements to the quality of the products offered, but without being supported by good service, don't expect to get desired and targeted results. Employees are said to be successful if they are able to satisfy consumers. According to Griffin (2009) In Priansa (2017:199-200) explains that success or failure of a company in creating loyal customers highly dependent on the company's ability to create value, and continuously trying to improve it. On the other hand, the bigger the gap between the level of expectations and those felt by consumers, the more high level of dissatisfaction experienced by consumers. Along with the development of the economy in Indonesia, progress the economy has resulted in a higher level of competition so that companies that are able to provide satisfaction to customers are the ones who will gain sympathy. Likewise with consumers, they have good at sorting and choosing which products are profitable more, as well as the most satisfactory service. Each service company has its own efforts in providing services the best quality to its customers. This requires identification the main determinant of service quality from the customer's point of view. One of organizations that provide services are Muslimah Salons and SPAs and Me Salon For Women Only. Muslimah Salon and SPA and Me Salon for Women not only focuses on beauty treatments only, but Muslimah and Me . Salons and SPAs The Women's Special Salon must also be based on appropriate standards with Islamic principles. For example, visitors who are definitely all Muslim, quality and safe products have been registered with BPOM, the employees who also Muslim and friendly in order to provide satisfaction to customers. At this time, it is very necessary to have a Muslimah Salon and SPA and Me Salon Especially for women, because most of the existing salons are salons in Indonesia generally, available for both men and women. Salons in general are still use a lot of things that are prohibited by Islamic sharia, such as growing feathers eyes, doing hair, mixing men and women in the salon and so on. Therefore, Muslimah Salon and SPA and Special Me Salon Women are needed by Muslim women today. With a Salon and SPA Muslimah, Muslim women can do the treatment safely and comfortable so you can feel satisfaction. Until now, the quality of service is still one of the factors success of a company. Therefore, on this occasion the researcher conducted research in two places, namely the Salon and SPA Muslimah on Jl. Haqiqi, Tuah Karya Village, Handsome District, Pekanbaru City and Me Salon Women only on Jl. Taman Karya, Tuah Karya Village, Handsome District Pekanbaru City. Pre-research results in the form of interviews at Muslimah Salon and SPA on November 24, 2019 to the owner of the Muslimah Salon and SPA business on Jl. Haqiqi, Tuah Karya Village, Handsome District, Pekanbaru City said that sales always increase every year, this can be seen from increased income, especially with the increase in products that offered. This increase shows that customer satisfaction is very big on the services offered by Muslimah Salon and SPA. Muslimah Salon and SPA on Jl. Haqiqi, Tuah Karya Village, District This handsome Pekanbaru City uses natural products, which are made with their own concoction without containing prohibited ingredients. All The products used are also guaranteed

in terms of quality and safety because it has been registered with the Food and Drug Supervisory Agency (BPOM). Various treatment services available at Muslimah Salons and SPAs in Tuah VillageT . District Works safe in Pekanbaru City, namely facials, creambaths, hairSPA, body massage, body scrub, and haircut.

The following is the consumer data of Muslimah Salon in Tuah Karya Village District Handsome Pekanbaru City.

Table 1: Consumer Data on Muslimah Salon and SPA on Jl. Haqiqi Tuah Karya Village, Handsome District, Pekanbaru City

No.	Year	Number of visitors
1	2017	758
2	2018	883
3	2019	1.007
Amount		2.648

Source: Muslimah Salon and SPA on Jl. Haqiqi, Tuah Karya Village Pekanbaru City Handsome District

Based on the data on the development of the number of consumers above for 3 (three) the previous year at Muslimah Salon and SPA which experienced an increase. In 2017 the number of consumers was 758 people, in 2018 experienced an increase in the number of consumers to 883 people, and in 2019 has increased with the number of consumers 1,007 people.

Table 2: Consumer Data at Me Salon for Women on Jl. Park The work of Tuah Karya Village, Handsome City District Pekanbaru.

No.	Year	Number of visitors
1	2017	516
2	2018	573
3	2019	649
Amount		1.738

Source: Me Salon for Women on Jl. Taman Karya, Tuah Karya Village Pekanbaru City Handsome District

Based on the data on the development of the number of consumers above for 3 (three) the previous year at the Me Salon for Women, it continued to increase. On In 2017 the number of consumers was 516 people, in 2018 experienced increase in the number of consumers to 573 people, and in 2019 has increased with the number of consumers 649 people. Results of an interview with Damerani's mother, the owner of Me Salon for Women on August 10, 2020 said that there are always consumers who came to do treatment, one day someone came 1 (one) person 2 (two) people even up to 3 (three) people in one day, there are also in one day no customers come. However, if you look at of the number of consumers per year there is always an increase. This is because the satisfaction felt by consumers with the services provided Me Salon For Women Only. Me Salon Only for Women does not provide treatments or services that are prohibited by Islamic sharia, this salon only provides such as Creambath SPA, Biokos Facial, Mud Mask, Massage Traditional, Body Steam, Balinese Lulur, and Egg Mask. The number of consumers who use the services of Muslimah Salon and SPA and Me Salon for Women is influenced by various supporting factors,

Therefore, researchers are interested in raising this problem in Salons and SPAs Muslimah and Me Salon for Women in Tuah Karya Sub-district Handsome Pekanbaru City with the title "The Effect of Service Quality" Against Consumer Satisfaction at Muslimah Salons and SPAs in Indonesia Tuah Karya Village, Handsome District, Pekanbaru City.

Literature review

A. Salon

1. Definition of Salon

According to Nelly Hakim (2001) In Soedjarwo (2019, Vol 3, No 3) salon is a public service facility used for skin health, hair and body with manual, preparative, apparative and modern or traditional decorative, without surgery (surgical). In Arabic, the word "beautiful" refers to the word al-jamal. In Al-Mu"jam al-Wasith mentioned that al-jamal is a change from the word Jamila which means hasuna, which is good. Philosophers define that beauty or al-jamal is a trait that is attached to something that is can cause feelings of pleasure or pleasure. From here then, in philosophy is known as the discipline of beauty (,ilm al-jamal). That is, knowledge which specifically discusses beauty and its criteria and theories. Maswan (2019:14)

2. Understanding Muslimah Salon

Muslim salon is a salon that provides maintenance services the beauty of Muslim women by prioritizing the demands of sharia,including cosmetic products that are used halal, forms of care, and services that do not violate shari'a demands. (Razali, 2019,Vol 2, No 2) Muslim salons in general are the same as other salons, namely, a place of business engaged in the field of beauty-related services with beauty treatments and cosmetics. Where is the beauty salon as a place to beautify and beautify the body by providing treatment in various forms of treatment, it's just that the difference between the salon sharia with salons in general are rules that have been established in Islam. The establishment of a Muslim salon business is Limited space for hijabi women who want to just take care of their hair or pamper herself in the salon. Most salons are mixed between men and women. Muslim salons provide special quality services woman. In addition, the service procedures to the atmosphere are Islamic.

Because it is a sharia-based Muslim salon, it is in accordance with Islamic law that is, in the letter An Nur
verse 31:

QS. An-Nur Ayat 31

وَقُلْ لِّلْمُؤْمِنَاتِ يَغْضُطْنَ مِنْ أَبْصَارِهِنَّ وَيَحْفَظْنَ
فُرُوجَهُنَّ وَلَا يُبْدِينَ زِينَتَهُنَّ إِلَّا مَا ظَهَرَ مِنْهَا
وَلْيَطْرِبْنَ يَخْمَرِهِنَّ عَلَىٰ جُيُوبِهِنَّ وَلَا يُبْدِينَ زِينَتَهُنَّ
إِلَّا لِبُعُولَتِهِنَّ أَوْ آبَائِهِنَّ أَوْ أَبْنَاءِهِنَّ أَوْ إِخْوَانِهِنَّ أَوْ
أَبْنَاءِ بُعُولَتِهِنَّ أَوْ إِخْوَانِهِنَّ أَوْ بَنِي إِخْوَانِهِنَّ أَوْ
بَنِي أَخَوَاتِهِنَّ أَوْ نِسَائِهِنَّ أَوْ مَا مَلَكَتْ أَيْمَانُهُنَّ أَوْ
التَّابِعِينَ غَيْرِ أُولَى الْأَرْبَابَةِ مِنَ الرِّجَالِ أَوِ الطِّفْلِ
الَّذِينَ لَمْ يَظْهَرُوا عَلَىٰ عَوْرَتِ النِّسَاءِ وَلَا يَطْرِبْنَ
بِأَرْجُلِهِنَّ لِيُعْلَمَ مَا يُخْفِينَ مِنْ زِينَتِهِنَّ وَتُوبُوا إِلَى
اللَّهِ جَمِيعًا أَيُّهُ الْمُؤْمِنُونَ لَعَلَّكُمْ تُفْلِحُونَ

Things that are prohibited in Muslim women's salons (Zahrina Razali and et.al, Vol 2, No 2) namely:

- a. Hair Color (Black)
- b. Wearing wigs or connecting hair/wigs/hair extensions (al) wash)
- c. Make up with makeup that goes against Islamic restrictions
- d. Making false moles, trimming teeth (at-taflj)
- e. Women's clothes resemble men's and vice versa.
- f. Mixed men and women at the beauty treatment place
- g. Using illegal beauty products
- h. Plant eyelashes
- i. Shave eyebrows, straighten eyebrows (an-namsh)
- j. eyebrow tattoo
- k. Embroidered lips
- l. Tattooing the body (al-wasim)
- m. Wearing fragrance is not for her husband / when out of the house
- n. Beauty Surgery, in general people do cosmetic surgery so that the person concerned is free from defects that cause feelings of illness or a problem, it is permissible. But need to be reminded that what is meant by cosmetic surgery nowadays is generally done for the purpose of exaggeration in beautifying oneself, not foreliminate a disturbing defect or disgrace.

B. Service

According to Gronroos (1990) in Ratminto, Winarsih, (2013:2) explains that service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other things that provided by a service provider company that is intended to solve consumer/customer problems.

Customers define quality in various ways. Quality is defined as meeting or exceeding customer expectations. According to Heizer and Render (2001) in Hery (2019:58) mentions quality is the ability of a product or service to meet customer needs. Meanwhile, according to Russell and Taylor (2000) in Hery (2019:58) quality is the totality of appearance and characteristics of products and services that strive with all their abilities to satisfy certain needs. Quality is at stake for the company's reputation. Quality is the appearance of a product or performance which is a major part of the company's strategy to achieve sustainable excellence, both as a market leader and market innovator. Priansa (2017: 51) According to Parasuraman, et. Al., (1985) In Tjiptono (2014:271) in the SERVQUAL model, service quality is "a global assessment or attitude regarding the priority of a service". This definition is based on three main conceptual foundations: (1) the quality of services is more difficult for consumers to evaluate than the quality of goods; (2) perception of service quality is the result of a comparison between customer expectations and actual service performance, and (3) quality evaluation is not only carried out on service results, but also includes evaluation of the service delivery process.

C. Dimensions of Service Quality

. The main criteria for service quality are divided into several parts as following: (Al Arif, 2012:221)

a. Physical Evidence (Tangibles).

Physical evidence is a form of physical appearance, personal equipment, communication media and other things that are physical. One of important note for the company, that in carrying out operations the company must pay attention to the physical appearance of the managers and employees in terms of dressing that is polite, ethical, and syar'i.

b. Reliability (reliability)

Reliability is an ability to provide services that promised accurately and reliably. That is, a given servant reliable and responsible.

c. Responsiveness (responsiveness)

Responsiveness is where employees have the will and provide fast and accurate service to customers. Give service quickly and precisely shows business people who are professional. Islam encourages every business person to behave professional, namely being able to work quickly and precisely so that it does not squandering the mandate for which he is responsible, as contained in the hadith of the Prophet Muhammad narrated by Bukhari which means: "If the mandate is wasted, then wait for destruction, saying" someone: how to waste the message, O Messenger of Allah? The prophet said: when a job is handed over to those who have not experts, then wait for destruction" (Narrated by Bukhari).

d. Guarantee (assurance)

Assurance is the employee's ability to have knowledge of product exactly, quality, hospitality, word or courtesy in providing services. In providing services to consumers should always pay attention to communication etiquette, so as not to manipulating when offering products or talking with lies

e. Empathy

Empathy is shown through the ease of doing relationships, good communication, personal attention. In Islam, empathy is a manifestation of the willingness of employees to provide convenience to customers with pleasure in conducting transactions

D. Consumer Satisfaction

According to Umar (2011) in Huda, et.al, (2017:139-140), explains that consumer satisfaction is the level of consumer feeling after compare with expectations. A customer if he is satisfied with the value provided by the product or service, it is very likely to be a customer for a long time. There are two kinds of satisfaction, namely functional satisfaction and psychological satisfaction. Functional satisfaction is the satisfaction obtained from the function of a product that is used while psychological satisfaction is the satisfaction obtained from the attributes intangible nature of the product. According to Kotler (2005) in Sangadji, Sopiah (2013: 181) satisfaction consumers can be measured by how much consumers expect about the product and services in accordance with the actual performance of products and services. Satisfaction consumer is a feeling of pleasure or disappointment that arises after comparing perceptions or impressions with

the performance of a product and its expectations. After consuming the product, consumers will feel satisfaction or disappointment. Satisfaction will encourage consumers to repurchase product. Conversely, if disappointed, consumers will not buy products that the same in the future. Consumer satisfaction is a post-purchase evaluation where the chosen alternative is at least equal to or exceeds expectations consumer. Disappointment arises when actual performance does not meet consumer expectations.

Some of the dimensions of quality for staff support areas and their definitions are presented According to Kennedy and Young in J. Supranto, (2011) In (Rati Puspita, *The Effect of Service Quality on Customer Satisfaction at PT. Family Takaful Insurance RO Riau Agency, UIR Pekanbaru, 2017*) is as follows:

- a. The availability of support is the level for which customers can contact the service provider.
- b. Responsiveness of support is the level for which service providers react quickly to customer requests.
- c. Timeliness of support (time liness of support) is the level for which work is carried out within a time frame, in accordance with agreement.
- d. Completion of support (completeness of support) is the level for where all the work is done.
- e. Pleasantness of support is the level for which service providers use appropriate professional behavior and style while working with customers.

There are several marketing strategies that companies need to provide satisfaction to consumers. According to Fandy Tjiptono and Gregory Candra (2011) In Priansa (2017: 209-210) Variables that affect customer satisfaction are as follows:

1. Product

Good product service and meet the tastes and expectations consumer. Products can create customer satisfaction. Basis of assessment towards the service of this product includes the type of product, quality or quality products and product inventory.

2. Price

Price is an inherent part of the product that reflects the quality of the product. Basis of assessment of The price includes the price level and conformity with the selling value of the product. Variation or price choices for products.

3. Promotion

The basis of promotional research regarding product and service information companies in an effort to communicate the benefits of products and services it to target consumers. Research in this case includes advertising products and services, discounts on goods and gifts.

4. Location

Place is part of the company's attributes in the form of location companies and consumers. Assessment of location attributes includes location company, speed and accuracy in transportation.

5. Employee service

Employee services are services provided by employees in an effort to meet the needs and desires of consumers in business satisfy consumers. The basis of the assessment in this case is employee service include courtesy, friendliness, speed, and accuracy.

6. Facilities

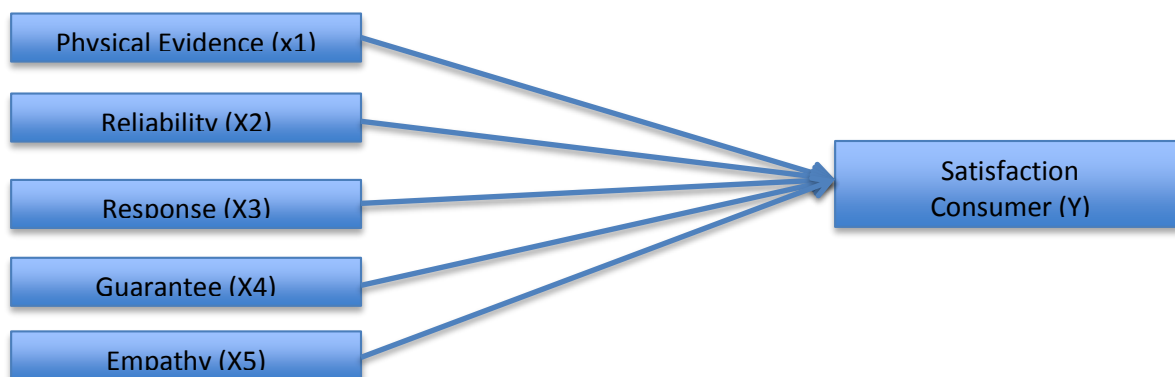
Facilities are part of the company's attributes in the form of: intermediaries to support the smooth operation of the company relate to consumers. The basis of the assessment includes the arrangement of goods, storage areas, restrooms and places of worship.

7. Atmosphere

The atmosphere is a supporting factor because if the company impressive then consumers get their own satisfaction. Base The assessment includes air circulation, comfort and safety.

E. Framework of thinking

Figure 1. Research Framework



Source: Processed Data

Research method

This type of research is a field research, namely: make direct observations to the object under study to obtain data relevant, this type of research uses a causal design that is This research is structured to examine the possibility of a causal relationship between variables. This type of research is generally a cause-and-effect relationship (the) can be predicted by the researcher, so that the researcher can states the classification of causal variables, intermediate variables, and dependent variables (depends). Sanusi (2011:14).

According to Sugiyono (2002) in Ridwan (2015:10) explains that the population is a generalization area consisting of objects or subjects that become certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population used is the number of visitors who use the services of Salon and SPA Muslimah and Me Salon for Women in Tuah Karya Village, Tampan District, Pekanbaru City in 2019 as many as 1,656 populations.

From the total population above, the authors take sample. The sampling technique is determined based on the slovin formula Prasetyo, Jannah, (2012:137-138). So, slovin produced as many as **92** consumers as respondents.

Analysis of the data used in this study is the analysis of quantitative, namely data analysis used for statistical analysis or can be expressed in numbers in order to conduct research tests on the data obtained by using multiple linear regression analysis where the process of calculating it through the IBM statistics SPSS 23 program

There are two instrument tests in this study, namely:

- a. Validity test
- b. Reliability test
- c. Classic assumption test

There are five hypothesis tests used in this study, namely:

- a. Multiple Linear Regression
- b. Partial test (t-test)
- c. Simultaneous test (F test)
- d. Correlation coefficient
- e. Coefficient of determination

Result/Findings

In this study using 5 variables, namely, Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy. To find out the factors that affect consumer satisfaction in using Salon services and Muslim SPA. These variables include:

1. The Effect of Tangibles on Consumer Satisfaction in use the services of Muslimah Salon and SPA

There is a significant effect between the variables of Physical Evidence (X1) to consumer satisfaction. This can be known based on the results of the t test, the physical evidence variable shows the value of tcount 4.663 is greater than ttable 1.662 and significant value of 0.000 is smaller than 0.05. Physical evidence is one of the supporting factors that are physical in nature a company that really helps create a sense of comfort, safety, love and create a familiar atmosphere, for the company the factors of completeness, arrangement, diversity of infrastructure and cleanliness of the room must always be maintained and maintained, because it is an impressive factor of efficiency, stability and is an attraction in itself. Judging from the existing theory and the results The research above shows that the physical evidence variable in Muslimah Salon and SPA provide a significant influence on consumer satisfaction. The results of this study are in line with Nurlaila (2020) who said: that physical evidence (tangibles) has a significant effect on guest's decision to stay at the Acacia Syariah Hotel Pekanbaru.

2. The Effect of Reliability on Consumer Satisfaction in use the services of Muslimah Salon and SPA

There is a significant effect between the Reliability variable (X2) to consumer satisfaction. This can be known based on the results of the t test, the reliability variable shows the tcount

value of 2,048 which is greater than ttable of 1,662 and a significant value of 0.044 which is smaller than 0.05. Reliability is an application of design to components so that components can carry out their functions properly, without failure, according to design or process. The attitude of reliability is an attitude that is born from the act of firmness in holding the trust for the responsibilities assigned to a person, if someone is perceived as reliable, then he It is easy to gain the trust of others. This reliable attitude built by someone in the form of working quickly, precisely and effectively with satisfactory results. Judging from the existing theory and the results of research in above that the reliability variable at Muslimah Salon and SPA provides significant influence on consumer satisfaction. The results of his study are in line with Rahmi Kholilah (2020) who stated that said that reliability (reliability) has a positive influence that significant to consumer purchasing decisions

3. The Effect of Responsiveness on Consumer Satisfaction in using the services of Muslimah Salon and SPA

There is a significant effect between the Responsiveness variable (X3) to consumer satisfaction. This can be seen based on the results of the t test, responsiveness variable shows the value of tcount 2.178 is greater than ttable 1.662 and a significant value of 0.032 which is smaller than 0.05. Responsiveness is a policy to help and provide fast (responsive) and appropriate service to customers by conveying clear information. Response is about how the company provides services that are responsive to all customer wants and needs. Judging from the existing theory and the results the research above that the responsiveness variable at Muslimah Salon and SPA provide a significant influence on consumer satisfaction. The results of this study are in line with Rahmi Kholilah (2020) who stated that said that responsiveness had a positive effect and significant effect on purchasing decisions at Syaqlia Pesta Perawang Regency Siak.

4. The Influence of Assurance on Consumer Satisfaction in use the services of Muslimah Salon and SPA

There is a significant effect between the Assurance variable (X4) on consumer satisfaction. This can be known based on the results of the t test, the variable The guarantee shows the tcount value of 2,060 which is greater than ttable of 1,662 and the value of significant at 0.042 which is smaller than 0.05. Assurance is an employee's ability to have knowledge of products appropriately, hospitality, attention and courtesy in provide services, skills in providing information and the nature of trustworthiness owned by employees. The higher the trust given by the company to consumers, the higher the level of consumers to choose to use a product or service in a company. Seen from the existing theory and the results of the research above that the guarantee variable at Salon dan Muslimah SPA has a significant effect on satisfaction consumer. The results of this study are in line with Rahmi Kholilah (2020) who stated that said that assurance has a positive and significant effect on purchasing decisions at Syaqlia Perawang Kabupaten Siak.

5. Effect of Empathy on consumer satisfaction in use the services of Muslimah Salon and SPA

There is a significant effect between the Empathy variable (X5) on consumer satisfaction. This can be known based on the results of the t test, the variable empathy shows the tcount value of 2.097 is greater than ttable 1.662 and the value of significant at 0.040 smaller than 0.05. Empathy includes the ability to provide convenience in maintain relationships, good communication, personal attention, and understand consumer needs even though consumers do not express it directly. Empathy includes the ability to feel the situation other people's emotions, feeling sympathy and trying to solve problems, and take someone else's perspective. Judging from the existing theory and research results above that the empathy variable at Muslimah Salon and SPA provides significant influence on consumer satisfaction. The results of this study are in line with Rahmi Kholilah (2020) who stated that said that empathy had a positive and significant effect on purchasing decisions at Syaqlia Pesta Perawang, Siak Regency. Then partially it can be seen that the independent variable has the most dominant influence on consumer satisfaction in using the services of Muslimah Salon and SPA is the Physical Evidence variable (X1) with a tcount of 4.663 > ttable of 1.662 and a significant value of 0.000 < 0.05. The relationship between the variables of physical evidence, reliability, responsiveness, assurance, and empathy with customer satisfaction is very strong, this can be seen from the value of the correlation coefficient (R) is 86.0% and the remaining 14% is influenced by other variables that were not included in this study. And there is the contribution of all independent variables to the dependent variable, this can known from the determinant coefficient of 72.4%. From the results of the thesis research, it can be seen that this research has in accordance with Muslimah Salons and SPAs which are in accordance with Islamic law. Muslimah Salon and SPA provide quality service to consumers so that consumers can feel satisfied with the services provided. This matter can be seen from the results of the calculation of the simultaneous test (F-Test) that the effect of of the independent variables (Physical Evidence, Reliability, Responsiveness, Guarantee, Empathy in Islamic perspective) together. Providing good service to mankind is work which is very noble and is the door of goodness for anyone who wants do it. Islam has taught its people to do good to fellow human beings, if you want to give good results, it's goods or services, should provide quality.

Conclusion

Based on the results of research on the effect of excellent service quality on consumer satisfaction at Muslimah Salon and SPA are as follows: following :

1. From the test results of multiple linear regression analysis shows that if the value of the service quality variable increases then customer satisfaction will increased
2. Based on the partial test, the independent variables (physical evidence, reliability, responsiveness, assurance, empathy) there is a significant effect on the dependent variable (consumer satisfaction) in using Muslimah Salon and SPA services.
3. From the simultaneous test it can be concluded that there is a significant effect of the independent variables (physical evidence, reliability, responsiveness, assurance, and empathy in an Islamic perspective) together.

4. From the correlation analysis between independent variables (physical evidence, reliability, responsiveness, assurance, empathy) with the dependent variable (consumer satisfaction) have a very strong relationship.

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