

ABSTRACT

This research aims to determine the effect of service quality on customer satisfaction at Ourlux Beauty. Service quality is one of the main factors in the service industry that can influence customer satisfaction levels. This study uses a quantitative method with a survey approach. Data was obtained through the distribution of questionnaires to 50 respondents who are customers of Ourlux Beauty. The independent variable in this study is service quality, measured through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Meanwhile, the dependent variable is customer satisfaction, measured based on indicators: alignment with expectations, comfort of the service process, service results, intention to reuse the service, and recommendations to others.

The data analysis technique used is simple linear regression analysis with the help of SPSS application. The results of the study indicate that service quality has a positive and significant effect on customer satisfaction. This is demonstrated by a coefficient of determination (R^2) value of 0.544, which means 54.4% of the variation in customer satisfaction can be explained by service quality, while the remainder is influenced by other factors. The significance value ($0.000 < 0.05$) proves that the effect is statistically significant. Thus, it can be concluded that the better the quality of service provided, the higher the level of customer satisfaction will be. This research is expected to provide input for Ourlux Beauty management in improving service strategies to create a more optimal customer experience.

Keywords: *service quality, customer satisfaction, Ourlux Beauty, quantitative methods*