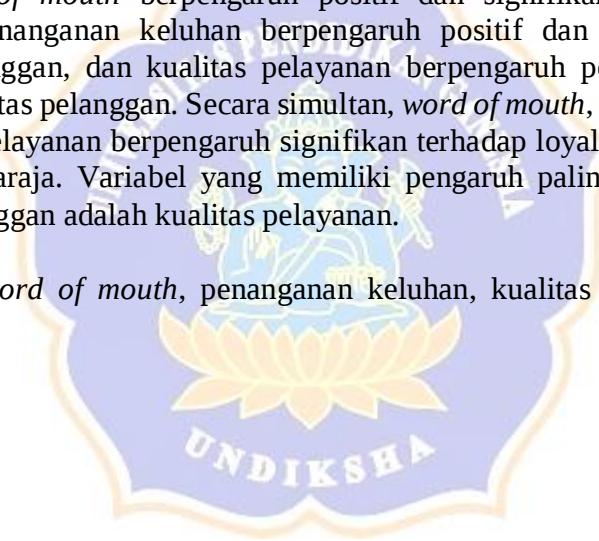


ABSTRAK

Aryanti, Dewi (2026). Pengaruh *Word of Mouth*, Penanganan Keluhan, dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Salon Surya di Singaraja. Tesis, Studi S2 Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha. Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I: Prof. Putu Indah Rahmawati, SST.Par.,M.Bus., Ph.D. dan Pembimbing II: Dr. Made Ary Meitriana, S.Pd., M.Pd.

Penelitian ini bertujuan untuk menguji dan membuktikan secara empiris pengaruh *word of mouth*, penanganan keluhan, dan kualitas pelayanan terhadap loyalitas pelanggan Salon Surya di Singaraja. Populasi dalam penelitian ini adalah seluruh pelanggan Salon Surya di Singaraja. Penentuan jumlah sampel menggunakan rumus Ferdinand, sehingga diperoleh sebanyak 160 responden. Teknik pengambilan sampel yang digunakan adalah *proportional random sampling*. Metode analisis data yang digunakan adalah analisis regresi linear berganda dengan bantuan program IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa secara parsial *word of mouth* berpengaruh positif dan signifikan terhadap loyalitas pelanggan, penanganan keluhan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Secara simultan, *word of mouth*, penanganan keluhan, dan kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan Salon Surya di Singaraja. Variabel yang memiliki pengaruh paling dominan terhadap loyalitas pelanggan adalah kualitas pelayanan.

Kata kunci: *word of mouth*, penanganan keluhan, kualitas pelayanan, loyalitas pelanggan.



ABSTRACT

Aryanti, Dewi (2026). *The Influence of Word of Mouth, Complaint Handling, and Service Quality on Customer Loyalty at Salon Surya in Singaraja*. Thesis, Master of Management Science Study Program, Postgraduate Program, Universitas Pendidikan Ganesha. This thesis has been reviewed and approved by Supervisor I, Prof. Putu Indah Rahmawati, SST.Par., M.Bus., Ph.D., and Supervisor II, Dr. Made Ary Meitriana, S.Pd., M.Pd.

This study aims to examine and empirically prove the influence of word of mouth, complaint handling, and service quality on customer loyalty at Salon Surya in Singaraja. The population of this study consisted of all customers of Salon Surya in Singaraja. The sample size was determined using the Ferdinand formula, resulting in 160 respondents. The sampling technique applied was proportional random sampling. The data analysis method used was multiple linear regression analysis with the assistance of IBM SPSS version 25. The results of the study indicate that, partially, word of mouth has a positive and significant effect on customer loyalty, complaint handling has a positive and significant effect on customer loyalty, and service quality has a positive and significant effect on customer loyalty. Simultaneously, word of mouth, complaint handling, and service quality have a significant effect on customer loyalty at Salon Surya in Singaraja. Among the variables, service quality was found to have the most dominant influence on customer loyalty.

Keywords: word of mouth, complaint handling, service quality, customer loyalty.

