ABSTRAK

Theo Raydinata Pangestu. 2026. Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pelanggan melalui Keputusan Pembelian sebagai Variabel *Intervening* pada Maijo *Barbershop*. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Pembimbing (II) Rollis Ayu Ditasari, S.E., M. Ak.

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan melalui keputusan pembelian sebagai variabel *intervening* pada Maijo *Barbershop*. Penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 204 pelanggan yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan SmartPLS.

Hasil penelitian menunjukkan bahwa kualitas pelayanan dan fasilitas berpengaruh positif dan signifikan terhadap keputusan pembelian serta kepuasan pelanggan. Keputusan pembelian juga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, keputusan pembelian terbukti mampu memediasi pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan. Temuan ini menunjukkan bahwa peningkatan kualitas pelayanan dan fasilitas dapat mendorong keputusan pembelian serta meningkatkan kepuasan pelanggan pada Maijo *Barbershop*.

Kata Kunci: Kualitas Pelayanan, Fasilitas, Keputusan Pembelian, Kepuasan Pelanggan, *Barbershop*.

ABSTRACT

Theo Raydinata Pangestu. 2026. The Effect of Service Quality and Facilities on Customer Satisfaction through Purchase Decision as an Intervening Variable at Maijo Barbershop. Management Departement, Economics and Business Faculty, Universitas PGRI Madiun. Advisor Dian Citaningtyas Ari Kadi, S.E., M.M. Co. Advisor Rollis Ayu Ditasari, S.E., M.Ak.

This study aims to analyze the effect of service quality and facilities on customer satisfaction through purchase decision as an intervening variable at Maijo Barbershop. This research employed a quantitative approach with a sample of 204 customers selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software.

The results indicate that service quality and facilities have a positive and significant effect on both purchase decision and customer satisfaction. Purchase decision also has a positive and significant effect on customer satisfaction. Furthermore, purchase decision was proven to mediate the effect of service quality and facilities on customer satisfaction. These findings indicate that improving service quality and facilities can encourage customers' purchase decisions and enhance customer satisfaction at Maijo Barbershop.

Keywords: *Service Quality, Facilities, Purchase Decision, Customer Satisfaction, Barbershop.*