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QUALITY ANALYSIS OF THE FARINA BEAUTY CLINIC MOBILE APPLICATION USING THE SERVICE QUALITY (SERVQUAL) METHOD

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Abstract. *Farina Beauty Clinic is one of the beauty clinics which is a beauty clinic in Karawang that handles facial and body skin beauty problems. Farina Beauty Clinic really prioritizes customer satisfaction so that they always look beautiful, healthy and youthful in accordance with the expectations and desires of customers as well as current trends. which was adopted by Farina who already exists at Farina Beauty Clinic, namely Farina Beauty Clinic Mobile. This study aims to determine the level of quality and the factors that drive the Farina Beauty Clinic Mobile application using the Service Quality (Servqual) method. The sampling method used in this research is Non-Probability Sampling with purposive sampling technique, with the number of respondents as many as 158 respondents. The results of this study indicate that all indicators X1, X2, X3, X3, X4 and X5 on the t test and the successive test have a significant effect on the user's application quality because they have a sign value of 0.001 < 0.05 and a t value Count > t Table. Farina Beauty Clinic is expected to be able to maintain indicators that have satisfied its performance and improve low performance attributes so that users are satisfied with the performance provided by Farina Beauty Clinic to users.*

Keywords: *Analysis, Farina Beauty Clinic Mobile, Service Quality*

1. INTRODUCTION

The development of technology today is increasingly developing from time to time as we know, to overcome and increase the effectiveness and efficiency of the process in a particular job in accordance with the field. Technological improvements have an impact on people who can only use their energy in one of their talents. For this reason, technology can also facilitate and speed up work processes such as problem solving or decision making, so that in the process of plans that have been made, the implementation and improvement processes can be carried out very easily and precisely. Farina Beauty Clinic is one of the beauty clinics which is a beauty clinic in Karawang that handles facial and body skin beauty problems

Farina Beauty Clinic really prioritizes customer satisfaction so that they always look beautiful, healthy and youthful in accordance with the expectations and desires of customers as well as current trends, until now Farina Beauty Clinic has always been the number one beauty clinic that has become a trust, choice and pride for the people of Karawang. by making it easy and the technology adopted by Farina that already exists at Farina Beauty Clinic, namely Farina Beauty Clinic Mobile.

The purpose of this study was to determine the quality of Farina Beauty Clinic Mobile. Several previous studies conducted by (Widodo et al., 2016)(Santoso & Anwar, 2015) (Umam & Hariastuti, 2018) (Shanny et al., 2013) and (Ellyusman, 2017) revealed that to determine the quality of the system or application can use the Service Quality (Servqual) method. Service quality or often abbreviated as Servqual, is a method used to measure the service quality of the attributes of each dimension, so that a gap value

will be obtained which is the difference between consumer perceptions of services that have been received and expectations of those that will be received (Zuraidah, 2018). There are five dimensions of measuring the quality of servqual, namely tangible, reliability, responsiveness, assurance and empathy (Widyarto et al., 2018). Based on this description, researchers are interested in measuring the quality of Farina Beauty Clinic Mobile. The results of this research are expected to provide input to Farina Beauty Clinic to improve the quality of existing services.

2. LITERATURE REVIEW

1.1 Analysis

The system is a collection of elements that interact to achieve a certain goal. This system describes real events and entities, such as places, things and people that actually exist and occur (Jogiyanto, 2005). Meanwhile, according to Murdick, R. G (1991:27) The system is a set of elements that form a collection or procedures or processing charts that seek a common goal or goal by operating data and/or goods at a certain reference time to produce information and/or energy and/or goods (Putera & Ibrahim, 2018).

2.2 Application System Quality

According to (Widodo et al., 2016) defines an application system, namely a set of interrelated parts and together achieve a specific and objective application system, an application system must have a linkage, integration and objective center in the organization. System quality is a characteristic of the inherent information about the system itself where system quality refers to how well the capabilities of the hardware, software, and policy procedures of the information system can provide information on user needs (Septianita et al., 2014).

2.3 Application System Quality

According to the article (Radito, 2014) the service quality approach that is widely used as a reference in marketing research is the Service Quality (servqual) model developed by Parasuraman and Zeithaml (2004). There are five determinants of service quality, including Tangibles (appearance of physical facilities, equipment), Realiability (reliability, ability to carry out services), Responsiveness (responsiveness, willingness to help customers), Assurance (guarantee and certainty), Empathy (personal attention, terms and conditions). to care) (Kotler, 2004). The five dimensions of service quality are likely to provide customer satisfaction if the Farina Beauty Clinic Mobile application always serves the best possible for customers.

According to Zeithaml, Parasuraman & Berry (2004) in (Setyawan, 2004) There are five dimensions of service quality, namely:

1. Tangibles (direct evidence), is a form of physical reality including physical facilities, equipment, employees and means of communication.
2. Reliability, namely the ability to provide the promised service immediately and satisfactorily.
3. Responsiveness (responsiveness), namely the desire of the staff to help customers and provide responsive service.
4. Assurance, which includes the ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt.
5. Empathy, is the attitude of giving full attention including the ease of making good communication relationships and understanding the needs of customers.

3. RESEARCH METHODS/METHODOLOGY

This type of research is quantitative research. Quantitative research is conducted by collecting data to answer statements related to the variables that have been studied. Furthermore, the researchers used the approach used using Service Quality (servqual) which was developed by Parasuraman, et al (2004) from article citations (Fristiohady et al., 2020) which consists of five dimensions of quality, namely tangible, reliability, assurance, responsiveness and empathy. on the subject and object that already exists and is appropriate to get the results of the conclusion. The population in this study were all customers of Farina Beauty Clinic Mobile in Karawang Regency. The sample in this

study are customers and people who use or users of Farina Beauty Clinic Mobile. The type of sample in this study is Non-Probability Sampling. The sampling technique in this study was conducted with a non-random sampling technique. This sample determination method is purposive sampling method, with a total of 158 respondents for customers as users of Farina Beauty Clinic Mobile.

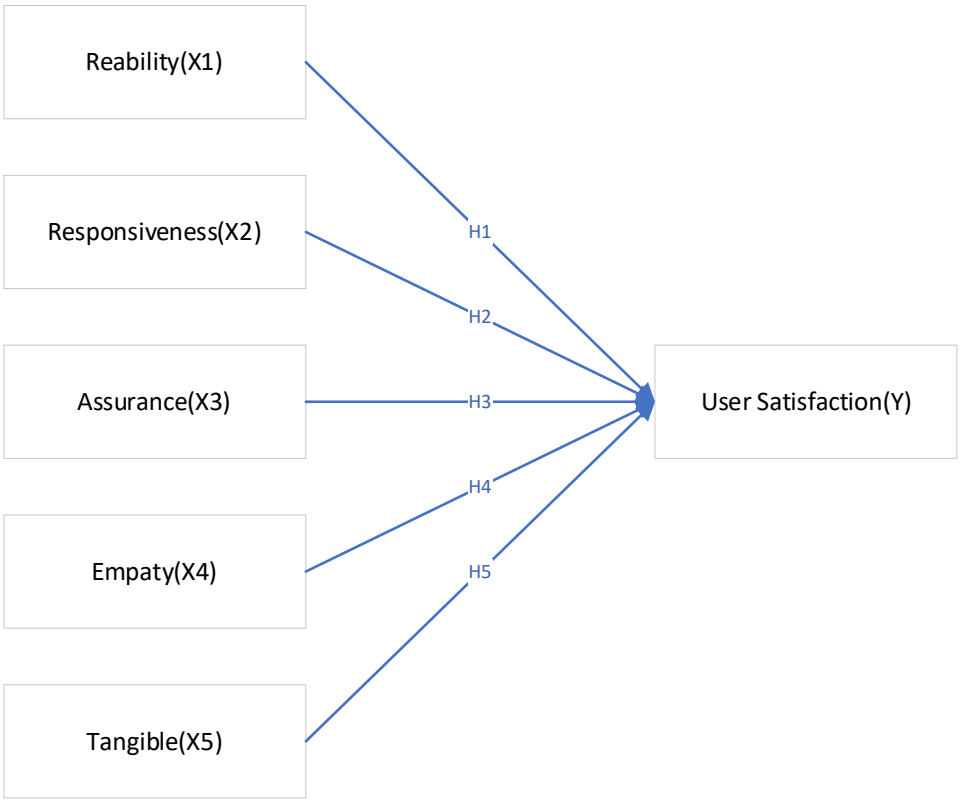

Figure 1 Research Model

Based on the research model above, the hypothesis in this study is as follows.
Alternative hypothesis (Ha)

Ha1: Reliability (X1) has a significant effect on user satisfaction (Y)
Ha2: Response (X2) has a significant effect on user satisfaction (Y)
Ha3: Confidence (X3) has a significant effect on user satisfaction (Y)
Ha4: Empathy (X4) has a significant effect on user satisfaction (Y)
Ha5: Tangible (X5) has a significant effect on user satisfaction (Y)

The null hypothesis (Ho)

Ho1: Reliability (X1) has no significant effect on user satisfaction (Y)
Ho2: Response (X2) has no significant effect on user satisfaction (Y)
Ho3: Confidence (X3) has no significant effect on user satisfaction (Y)
Ho4: Empathy (X4) has no significant effect on user satisfaction (Y)
Ho5: Tangible (X5) on the physical has no significant effect on user satisfaction (Y)

4. RESULTS AND DISCUSSION

4.1. Characteristics of Respondents

Respondents in this study were customers who used the Farina Beauty Clinic Mobile application, from the number of questionnaires that had been collected 158 respondents that would be used for data analysis in this study, the characteristics of the respondents in this study were name, gender, age, last education, occupation. and types of members.

Table 1 Characteristics of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Age				

	Frequency	Percent	Valid Percent	Cumulative Percent
16-23 Years	57	36.1	36.1	36.1
24-30 Years	62	39.2	39.2	75.3
31-37 Years	20	12.7	12.7	88
38-44 Years	16	10.1	10.1	98.1
45-51 Years	2	1.3	1.3	99.4
> 51 Years	1	0.6	0.6	100
Total	158	100	100	
Gender				
Man	37	23.4	23.4	23.4
Woman	121	76.6	76.6	100
Total	158	100	100	
Education				
Middle School	1	0.6	0.6	0.6
High School	6	3.8	3.8	4.4
Diploma	120	75.9	75.9	80.4
S1/S2/S3	31	19.6	19.6	100
Total	158	100	100	
Profession				
Doctor	1	0.6	0.6	0.6
Teacher	1	0.6	0.6	1.3
Housewife	35	22.2	22.2	23.4
Private Employees	73	46.2	46.2	69.6
College Student	21	13.3	13.3	82.9
Civil Servant	7	4.4	4.4	87.3
Entrepreneur	20	12.7	12.7	100
Total	158	100	100	
Member				
Reguler	148	93.7	93.7	93.7
VIP	10	6.3	6.3	100
Total	158	100	100	

4*.2. Validity Test*

The validity test in a study was carried out to measure the validity or invalidity of a questionnaire that we distributed to respondents, the questionnaire was said to be valid if the questions on the questionnaire were able to reveal what things would be measured by the questionnaire.

And from the calculation results obtained the correlation value between the statement scores that have been made by the researcher with the total score. This value is then compared with the value of the r table at the significance of 0.05 and the number of data is 158 questionnaires, then the r table is 0.159. If r count > r table then the question item is declared valid, whereas if r count < r table then the question item is declared invalid.

The following are the results of the calculation of the validity of the data dimension using SPSS, as follows:

Table 2 Validity Test Results for Perception Servqual Items

Correlations					
X1 Perception Reliability		X1K.1	X1K.2	X1K.3	X1.TOTAL
X1K.1	Pearson Correlation	1	.843**	.800**	.936**
X1K.2	Pearson Correlation	.843**	1	.911**	.963**
X1K.3	Pearson Correlation	.800**	.911**	1	.947**
X1.TOTAL	Pearson Correlation	.936**	.963**	.947**	1
X2 Perception Responsiveness		X2K.1	X2K.2	X2K.3	X2.TOTAL
X2K.1	Pearson Correlation	1	.790**	.811**	.923**
X2K.2	Pearson Correlation	.790**	1	.903**	.951**
X2K.3	Pearson Correlation	.811**	.903**	1	.956**

X2.TOTAL	Pearson Correlation	.923**	.951**	.956**	1
X3 Perception Assurance		X3K.1	X3K.2	X3K.3	X3.TOTAL
X3K.1	Pearson Correlation	1	.823**	.782**	.930**
X3K.2	Pearson Correlation	.823**	1	.805**	.940**
X3K.3	Pearson Correlation	.782**	.805**	1	.926**
X3.TOTAL	Pearson Correlation	.930**	.940**	.926**	1
X4 Perception Empaty		X4K.1	X4K.2	X4K.3	X4.TOTAL
X4K.1	Pearson Correlation	1	.420**	.744**	.789**
X4K.2	Pearson Correlation	.420**	1	.607**	.863**
X4K.3	Pearson Correlation	.744**	.607**	1	.885**
X4.TOTAL	Pearson Correlation	.789**	.863**	.885**	1
X5 Perception Tangible		X5K.1	X5K.2	X5K.3	X5.TOTAL
X5K.1	Pearson Correlation	1	.819**	.843**	.938**
X5K.2	Pearson Correlation	.819**	1	.834**	.941**
X5K.3	Pearson Correlation	.843**	.834**	1	.947**
X5.TOTAL	Pearson Correlation	.938**	.941**	.947**	1
Y Perception User Satisfaction		YK.1	YK.2	YK.3	YK.TOTAL
YK.1	Pearson Correlation	1	.942**	.900**	.971**
YK.2	Pearson Correlation	.942**	1	.933**	.983**
YK.3	Pearson Correlation	.900**	.933**	1	.969**
YK.TOTAL	Pearson Correlation	.971**	.983**	.969**	1

Table 3 Servqual Item Expected Validity Test Results

Correlations					
X1 Expectations Reliability		X1H.1	X1H.2	X1H.3	X1.TOTAL
X1H.1	Pearson Correlation	1	.920**	.896**	.669**
X1H.2	Pearson Correlation	.920**	1	.938**	.675**
X1H.3	Pearson Correlation	.896**	.938**	1	.679**
X1.TOTAL	Pearson Correlation	.669**	.675**	.679**	1
X2 Expectations Responsiveness		X2H.1	X2H.2	X2H.3	X2.TOTAL
X2H.1	Pearson Correlation	1	.881**	.588**	.586**
X2H.2	Pearson Correlation	.881**	1	.661**	.648**
X2H.3	Pearson Correlation	.588**	.661**	1	.885**
X2.TOTAL	Pearson Correlation	.586**	.648**	.885**	1
X3 Expectations Assurance		X3H.1	X3H.2	X3H.3	X3.TOTAL
X3H.1	Pearson Correlation	1	.635**	.640**	.668**
X3H.2	Pearson Correlation	.635**	1	.863**	.774**
X3H.3	Pearson Correlation	.640**	.863**	1	.917**
X3.TOTAL	Pearson Correlation	.668**	.774**	.917**	1
X4 Expectations Empaty		X4H.1	X4H.2	X4H.3	X4.TOTAL
X4H.1	Pearson Correlation	1	.908**	.874**	.696**
X4H.2	Pearson Correlation	.908**	1	.936**	.671**
X4H.3	Pearson Correlation	.874**	.936**	1	.697**
X4.TOTAL	Pearson Correlation	.696**	.671**	.697**	1
X5 Expectations Tangible		X5H.1	X5H.2	X5H.3	X5.TOTAL
X5H.1	Pearson Correlation	1	.661**	.648**	.649**
X5H.2	Pearson Correlation	.661**	1	.885**	.858**
X5H.3	Pearson Correlation	.648**	.885**	1	.933**
X5.TOTAL	Pearson Correlation	.649**	.858**	.933**	1
Y Expectations User Satisfaction		YH.1	YH.2	YH.3	YH.TOTAL
YH.1	Pearson Correlation	1	.863**	.774**	.585**
YH.2	Pearson Correlation	.863**	1	.917**	.618**
YH.3	Pearson Correlation	.774**	.917**	1	.553**
YH.TOTAL	Pearson Correlation	.585**	.618**	.553**	1

Based on the test results in the r table of the sample (N) = 158, the results of the validity test resulted that of all instruments namely Expectation and Perception Variables (Realibility, Responsiveness, Assurance, Empathy, Tangible and User satisfaction) all yielded values (r Count) < than (r table) and so that all instruments in this study were declared all VALID instruments.

4.3. Reliability Test

The reliability test in this study was used to measure the level of consistency of respondents' responses to statement items based on the understanding and perceived respondents to statements using Cronbach's Alpha technique with the following conditions:

1. If the alpha value > crisis value (0.60) with df = N-2 with a significance level of 5%, the research instrument is reliable.
2. If the alpha value < crisis value (0.00) with df = N-2 with a significance level of 5%, the research instrument is not reliable.

Table 4 Reliability Test Results

Reliability Statistics		
	Cronbach's Alpha	N of Items
Perception	0.943	18
Expectations	0.69	18

According to the results of the questionnaire reliability test on Expectations and Perceptions resulted in Cronbach's Alpha value, namely performance/perception with a value of 0.943 and a value of expectation/expectation with a value of 0.690 and based on the results obtained, the reliability test was declared reliable because Cronbach's Alpha value was greater with a value > crisis value. (0.60) with df = N-2 with a significance level of 5%.

4.4. Normality Test

In this study the Kolmogorov Smirnov normality test is part of the classical assumption test, the normality test aims to determine whether the residual value is normally distributed or not. The following is the Kolmogorov Smirnov normality test, namely:

Table 5 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		158
Normal Parameters[a,b]	Mean	0
	Std. Deviation	1
Most Extreme Differences	Absolute	0.139
	Positive	0.118
	Negative	-0.139
Kolmogorov-Smirnov Z		1.743
Asymp. Sig. (2-tailed)		0.05
a. Test distribution is Normal.		
b. User-Specified		

Based on the results of the normality test, it is known that the significance value is 0.50 > 0.05, so the normality test can be concluded that the residual value is normally distributed.

4.5. Hypothesis Testing

The steps for testing the hypothesis begin with establishing the null hypothesis (Ho) and alternative hypothesis (Ha), selecting statistical tests and calculating statistical values, determining the level of significance and determining test criteria. The hypothesis in this study was tested using multiple linear regression analysis using the T test and F test.

Table 6 Hypothesis Testing Results (T Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.676	0.82		9.364	0.001
	Reliability	0.383	0.069	0.406	5.547	0.001
2	(Constant)	7.676	0.82		9.364	0.001
	Responsiveness	0.383	0.069	0.406	5.547	0.001
3	(Constant)	5.845	0.908		6.437	0.001
	Assurance	0.548	0.078	0.49	7.028	0.001
4	(Constant)	7.046	0.777		9.063	0.001
	Empaty	0.454	0.068	0.472	6.678	0.001
5	(Constant)	4.491	0.825		5.442	0
	Tangible	0.644	0.069	0.601	9.397	0
a. Dependent Variable: User Satisfaction						

The results of the T test show that the significance value of the influence of reliability (X1) on user satisfaction (Y) is 0.001 < 0.005 and the value of t Count is 5.547 > the value of t Table is 1.975 then Ho1 is rejected and Ha1 is accepted meaning that there is a significant influence of reliability on user satisfaction.

The results of the t test show that the significance value of the effect of the response (X2) on user satisfaction (Y) is 0.001 < 0.005 and the value of t Count is 5.547 > the t-table value is 1.975, then Ho1 is rejected and Ha1 is accepted, meaning that there is a significant effect of responses on user satisfaction.

The results of the T test show that the significance value of the guarantee effect (X3) on user satisfaction (Y) is 0.001 < 0.005 and the value of t Count 7.028 > t table value of 1.975 then Ho1 is rejected and Ha1 is accepted, meaning that there is a significant effect of guarantee on user satisfaction.

The results of the T test show that the significance value of the influence of Empathy (X4) on user satisfaction (Y) is 0.001 < 0.005 and the value of t Count is 6.678 > the t-table value is 1.975, then Ho1 is rejected and Ha1 is accepted, meaning that there is a significant effect of Empathy on user satisfaction.

The results of the T test show that the significance value of the influence of Physical Evidence (X5) on user satisfaction (Y) is 0.001 < 0.005 and the value of t Count is 9.397 > the t-table value is 1.975 then Ho1 is rejected and Ha1 is accepted meaning that there is an effect of Physical Evidence on user satisfaction significantly. significant.

Table 6 Hypothesis Testing Results (F Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	266.83	5	53.366	20.037	.001[b]
	Residual	404.822	152	2.663		
	Total	671.652	157			

a. Dependent Variable: Kepuasan pengguna
b. Predictors: (Constant), Bukti Fisik, Keandalan, Empati, Tanggapan, Jaminan

From the table results, it can be seen that the significance value for the effect of Reliability (X1) Response (X2) Assurance (X3) Empathy (X4), and Physical Evidence (X5) on user satisfaction (Y) is 0.001 < 0.05 can f count 20.037 > 3.05 This results in that Ho is rejected and Ha is accepted. Which means that there is a significant effect of X1, X2, X3, X3, X4 and X5 on user satisfaction (Y).

CONCLUSION

Farina Beauty Clinic is one of the beauty clinics which is a beauty clinic in Karawang that handles facial and body skin beauty problems. Farina Beauty Clinic

prioritizes customer satisfaction by providing the best service. Farina Beauty Clinic services do not only come at the clinic but also provide services to customers through Farina Beauty Clinic. Therefore, this study aims to determine the quality of the Farina Beauty Clinic Mobile Application at Farina Beauty Clinic. Based on the results of the T test and F test, it shows that the indicators of Reliability(X1), Responsiveness (X2), Assurance (X3), Empathy (X4 and Tangible (X5) respectively have a sign value of 0.001 < 0.05 and a t value Count > t Table so that it is stated that all variables in this study have a significant effect on user satisfaction (Y), so it can be concluded that the quality of the Farina Beauty Clinic Mobile Application is good.

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