

## INTISARI

Penelitian ini bertujuan untuk menguji *Emotional Employee Competence*, *Rapport*, *Customer Satisfaction*, dan *Loyalty* di Salon Fank. Variabel-variabel yang diuji ini adalah variabel-variabel yang dapat mempengaruhi *Customer Satisfaction* dan *Loyalty*. Penelitian ini menggunakan pendekatan kuantitatif dengan model SEM (*Structural Equation Modeling*).

Penelitian ini menggunakan sampel berupa responden yang rutin atau minimal 5 kali dalam setahun yang melakukan perawatan di Salon Fank, responden yang berdomisili di Surabaya, berpendidikan pelajar / mahasiswa, memiliki pendapatan > Rp 5.000.000. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 150 responden.

Temuan penelitian menunjukkan bahwa *Employee Emotional Competence (EEC)* berpengaruh positif signifikan *Customer Satisfaction*, *Employee Emotional Competence (EEC)* berpengaruh positif signifikan terhadap *Loyalty*, *Rapport* positif signifikan dalam memediasi hubungan antara *Employee Emotional Competence (EEC)* dengan *Customer Satisfaction*, *Rapport* positif signifikan dalam memediasi hubungan antara *Employee Emotional Competence (EEC)* dengan *Loyalty* di Salon Fank.

## ABSTRACT

*This study aimed to test the Employee Emotional Competence, Rapport, Customer Satisfaction and Loyalty in Salon Fank. The variables tested are the variables that can affect Customer Satisfaction and Loyalty. This study uses a quantitative approach with a model of SEM (Structural Equation Modeling).*

*This study used a sample of respondents who regularly or at least 5 times a year that treatment at Salon Fank, respondents who live in Surabaya, educated student / student, have incomes > USD 5,000,000. The samples used in this study were 150 respondents.*

*The research findings indicate that the Employee Emotional Competence (EEC) significant positive effect Customer Satisfaction, Employee Emotional Competence (EEC) significant positive effect on loyalty, Rapport significantly positive in mediating the relationship between Employee Emotional Competence (EEC) with Customer Satisfaction, Rapport significantly positive in mediating the relationship between Employee Emotional Competence (EEC) with Loyalty in Fank Salon.*