

ABSTRAK

WENDI FITRIYANOOR, 202332.” Pengaruh Strategi Branding Terhadap Keputusan Pelanggan pada Barbershop Studi Kasus Terra Hair Clinic Tabalong.”

Dibawah bimbingan ibu Eka Santi Agustina, S.Sos., MM.

Penelitian ini bertujuan untuk mengetahui pengaruh strategi branding terhadap keputusan pelanggan pada Terra Hair Clinic Tabalong. Terra Hair Clinic merupakan usaha jasa perawatan dan penataan rambut yang berlokasi di Kabupaten Tabalong, Kalimantan Selatan, dan aktif memanfaatkan media sosial Instagram sebagai sarana promosi dan branding kepada pelanggan.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode *purposive sampling*. Sampel dalam penelitian ini berjumlah 80 responden yang merupakan pelanggan Terra Hair Clinic Tabalong. Data dikumpulkan melalui kuesioner dengan skala Likert dan dianalisis menggunakan metode *Structural Equation Modeling–Partial Least Square* (SEM-PLS) dengan bantuan aplikasi SmartPLS 4.

Hasil evaluasi model pengukuran menunjukkan bahwa seluruh indikator pada variabel Strategi Branding (X) dan Keputusan Pelanggan (Y) memenuhi kriteria validitas dan reliabilitas, dengan nilai *outer loading* di atas 0,70, nilai AVE di atas 0,50, serta nilai *Composite Reliability* dan *Cronbach's Alpha* di atas 0,70. Hasil pengujian hipotesis menunjukkan bahwa Strategi Branding berpengaruh positif dan signifikan terhadap Keputusan Pelanggan, dengan nilai koefisien jalur sebesar 0,887, T Statistics sebesar 22,784 ($> 1,96$), dan P Value sebesar 0,000 ($< 0,05$). Nilai R-Square sebesar 0,787 menunjukkan bahwa Strategi Branding mampu menjelaskan variabel Keputusan Pelanggan sebesar 78,7%, sedangkan sisanya 21,3% dipengaruhi faktor lain di luar model penelitian.

Kata Kunci: Strategi Branding, Keputusan Pelanggan, Barbershop, Terra Hair Clinic Tabalong .

ABSTRACT

WENDI FITRIYANOOR, 202332. “*The Influence of Branding Strategy on Customer Decisions at a Barbershop: A Case Study of Terra Hair Clinic Tabalong*” under the guidance of Mrs. Eka Santi Agustina, S.Sos., MM.

This study aims to determine the influence of branding strategy on customer decisions at Terra Hair Clinic Tabalong. Terra Hair Clinic is a hair care and styling service business located in Tabalong Regency, South Kalimantan, which actively utilizes Instagram as a promotional and branding platform for its customers.

This study employed a quantitative approach using a purposive sampling method. The sample consisted of 80 respondents who were customers of Terra Hair Clinic Tabalong. Data were collected through a Likert-scale questionnaire and analyzed using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method with the SmartPLS 4 application.

The measurement model evaluation results indicate that all indicators for both the Branding Strategy (X) and Customer Decision (Y) variables met the validity and reliability criteria, with outer loading values above 0.70, AVE values above 0.50, and Composite Reliability and Cronbach's Alpha values above 0.70. Hypothesis testing results show that Branding Strategy has a positive and significant influence on Customer Decisions, with a path coefficient of 0.887, T Statistics of 22.784 (> 1.96), and a P Value of 0.000 (< 0.05). The R-Square value of 0.787 indicates that Branding Strategy explains 78.7% of the variance in Customer Decisions, while the remaining 21.3% is attributed to other factors outside the research model.

Keywords: Branding Strategy, Customer Decision, Barbershop, Terra Hair Clinic Tabalong