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The Impact of Service Quality, Facilities, and Pricing on Customer Satisfaction: A Study of Barbershop Swales in Pontianak

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Abstract: This study examines the influence of service quality, facilities, and pricing on customer satisfaction in Barbershop Swales, Pontianak. This research addresses the growing demands of the barbershop industry, focusing on how these three factors shape customer perceptions. A quantitative approach was used, employing a structured questionnaire distributed to 100 customers. The data were analyzed using multiple linear regression to identify both individual and collective effects of the variables on customer satisfaction. The findings reveal that while service quality positively influences satisfaction, its impact is not statistically significant. In contrast, facilities and pricing play significant roles, with pricing emerging as the most dominant factor. This suggests that customers prioritize competitive pricing and high-quality facilities over service standards when choosing barbershops. The study highlights the importance of adjusting pricing strategies and improving facilities to enhance customer satisfaction in the barbershop industry in mid-sized urban areas.

Keyword: Customer Satisfaction, Service Quality, Facilities, Pricing

INTRODUCTION

The creative industry in Indonesia, particularly the service sector, continues to experience rapid growth driven by the emergence of various services designed to meet market demands (Agus Wahyudi et al., 2024; Mayana & Santika, 2024; Ratna et al., 2024). One sector that has witnessed a significant increase in demand is the barbershop business, which has become increasingly popular alongside modern lifestyle trends (Aryanto et al., 2024; Fadillah et al., 2023; Prabowo & Bidari, 2022; Zakaria et al., 2022). Barbershop Swales in Pontianak are one of the key players in this industry, facing the challenge of maintaining and enhancing customer satisfaction (Fabiany & Melina, 2022; Leko Pati et al., 2023; Sulistiawan et al., 2019). The primary issues revolve around the quality of service, adequacy of facilities, and competitiveness of pricing (Ma et al., 2023; Magembe & Njuguna, 2019; Sridhar, 2019). Several customers have reported dissatisfaction with service quality and the completeness of facilities, and pricing has often been perceived as less competitive. Given these challenges, this study aims to examine the influence of service quality, facilities,

and pricing on customer satisfaction in Barbershop Swales. Addressing these issues requires an evaluation of the three critical components that play a vital role in shaping customer perceptions. According to Tjiptono (2016), service quality can be assessed using five dimensions: tangibles (physical evidence), reliability, responsiveness, assurance, and empathy (Aryawan, 2024; Eposi, 2023; Sorathiya & Patel, 2024; Taylor, 2024; Thapa & Yogi, 2024). In addition, facilities encompassing spatial planning, equipment, lighting, and overall ambience are crucial in creating a comfortable environment for customers. Pricing, which strongly influences purchasing decisions, also plays a critical role in shaping customers' perceptions of value (Ali et al., 2022; Doly Nofiansyah et al., 2024; Hazrati Havidz, 2022). This study aims to conduct an in-depth analysis of the relationship between these variables and customer satisfaction, providing strategic solutions to help Barbershop Swales improve customer experiences. The specific objectives were to assess the effect of service quality on customer satisfaction, evaluate the impact of facilities on satisfaction, and analyze the influence of pricing on customer satisfaction. Additionally, this study seeks to identify the most dominant variable influencing customer satisfaction in Barbershop Swales in Pontianak (Monica & Yusrizal, 2023; Pillai et al., 2024; Saidatuningtyas & Rizal, 2024). Previous studies such as Prasetyo et al. (2021) have demonstrated that service quality, facilities, and pricing significantly affect customer satisfaction. Similarly, Abdalla (2017) found that facilities were the most influential variable in determining customer satisfaction within the barbershop sector. Furthermore, pricing plays a critical role, with affordability and alignment with service quality being key factors in customer purchasing decisions (Indrasari, 2019). The novelty of this study lies in its focus on Barbershop Swales in Pontianak, a medium-sized city that has not been extensively covered in the existing literature. Most research on the relationship between service quality, facilities, pricing, and customer satisfaction has been conducted in broader service sectors or major metropolitan areas. This study offers a new perspective by concentrating on the barbershop industry in a mid-sized city, where market dynamics and customer characteristics may differ from those in larger cities. Additionally, this study identifies the most dominant factors influencing customer satisfaction in the local market, contributing to the development of more targeted strategies to enhance the competitiveness of service businesses in the region. With this approach, the study not only provides practical insights for improving customer satisfaction in Barbershop Swales but also contributes to the academic literature on the impact of service quality, facilities, and pricing on customer satisfaction in the barbershop sector, particularly in mid-sized urban areas. The findings are expected to offer better strategic guidance for barbershop managers, not only in terms of enhancing service quality but also in improving facilities and optimizing pricing strategies to meet customer expectations and needs.

METHOD

This study employs a quantitative approach with a descriptive and causal research design aimed at analyzing the influence of service quality, facilities, and pricing on customer satisfaction in Barbershop Swales in Pontianak. This research design is appropriate for identifying cause-and-effect relationships between the independent variables (service quality, facilities, and price) and the dependent variable (customer satisfaction), while also describing the magnitude of these effects.

Data and Data Sources.

Two types of data were used in this study: primary and secondary. Primary data were collected directly from customers of Barbershop Swales through the distribution of a structured questionnaire designed to assess their perceptions of service quality, facilities, pricing, and overall satisfaction. Secondary data were obtained from internal company

documents and relevant academic literature related to the barbershop industry, particularly in the context of customer satisfaction.

Data Collection Techniques

Primary data were gathered using a survey method, with questionnaires distributed to 100 Barbershop Swales customers. The questionnaire employed a 5-point Likert scale, where respondents rated each statement from "strongly disagree" to "strongly agree." The questionnaire covered key aspects of service quality (tangibility, reliability, responsiveness, assurance, and empathy), facilities (comfort, completeness, and aesthetics), and pricing (affordability and alignment with service quality).

Data Analysis Techniques

The collected data were analyzed using multiple linear regression to determine the simultaneous and partial effects of the independent variables (service quality, facilities, and price) on the dependent variable (customer satisfaction). An analysis was conducted to test the significance of these relationships and the strength of their influence. Tests for validity and reliability were performed to ensure that the research instruments were accurate and reliable. Furthermore, classical assumption tests, including tests for normality, multicollinearity, and heteroscedasticity, were conducted to confirm that the regression model met the necessary statistical criteria for a reliable analysis.

Measurement of Variables

Each variable in this study was measured using a 5-point Likert scale. The service quality variable was measured based on five dimensions: tangibility (physical evidence), reliability, responsiveness, assurance, and empathy. The facility variable was measured in terms of comfort, completeness of equipment, and aesthetics of the physical space. The price variable was assessed in terms of affordability, price alignment with service quality, and competitiveness. The customer satisfaction variable was measured using three indicators: meeting customer expectations, intention to return, and willingness to recommend the service to others. By adopting this systematic approach, this study aims to provide valid and reliable insights into how service quality, facilities, and price affect customer satisfaction in Barbershop Swales Pontianak.

RESULTS AND DISCUSSION

This study analyzes the influence of service quality, facilities, and price on customer satisfaction in Barbershop Swales in Pontianak. Data collected from 100 respondents were processed using multiple linear regression analysis. This section presents the results of the analysis, followed by a discussion of the findings in the context of existing theories and prior research.

Respondent Description

Characteristics of Respondents The study involved 100 respondents, with the majority (79%) aged between 21 and 25 years. Most respondents (50%) were students, and 37% reported an income of less than Rp500,000 per month. This demographic profile suggests that Barbershop Swales' customer base consists predominantly of young individuals with relatively low to middle incomes.

Validity and Reliability Tests

Before further analysis, validity and reliability tests were conducted using research instruments. All items for service quality, facilities, price, and customer satisfaction had

correlation coefficients exceeding the critical r-value (0.195), indicating that all items were valid. Reliability testing using Cronbach's Alpha produced values above 0.7 for all variables, confirming that the instruments used in this study were reliable.

Classical Assumption Tests

The regression model was tested for classical assumptions to ensure that the results were statistically robust. The normality test confirmed that the data followed a normal distribution, with the Kolmogorov-Smirnov test showing a significant value greater than 0.05. Multicollinearity was not an issue, as all Variance Inflation Factor (VIF) values were below 10, and tolerance values were above 0.1. The heteroscedasticity test showed no signs of variance inconsistency in the residuals, thus supporting the appropriateness of the regression model.

Multiple Linear Regression Results

Multiple linear regression analysis was conducted to evaluate the simultaneous and individual effects of service quality, facilities, and price on customer satisfaction at Barbershop Swales. The results are summarized in the table below.

Table 1. Results of Multiple Linear Regression Analysis for Customer Satisfaction

| Variabel | Regression Coefficient | t-Statistic | p-Value |
|-----------------|------------------------|-------------|---------|
| Service Quality | 0.097 | 1.554 | 0.124 |
| Facilities | 0.240 | 2.312 | 0.023 |
| Price | 0.556 | 6.604 | 0.000 |

Source: data processed by researchers (2024)

The results of the analysis show that the regression coefficient for service quality is 0.097, with a t-statistic of 1.554 and a significance value of 0.124. The positive regression coefficient indicates a positive relationship between service quality and customer satisfaction. This means that every one-unit increase in service quality is expected to increase customer satisfaction by 0.097 units, assuming all other variables remain constant. However, since the significance value (p-value) is greater than 0.05 (specifically, 0.124), it can be concluded that the effect of service quality on customer satisfaction is not statistically significant at the 5% significance level. This suggests that service quality does not play a major role in increasing customer satisfaction in the context of Barbershop Swales. For facilities, the regression coefficient is 0.240, with a t-statistic of 2.312 and a significance value of 0.023.

The positive regression coefficient of 0.240 indicates a positive relationship between facilities and customer satisfaction. Thus, each one-unit increase in facilities is expected to increase customer satisfaction by 0.240 units, assuming all other variables remain constant. The significance value of 0.023 indicates that this relationship is statistically significant at the 5% significance level. This means that facilities play an important role in enhancing customer satisfaction. Customers at Barbershop Swales tend to be more satisfied when the facilities provided, such as the comfort of the waiting area, interior design, and equipment quality, are of high quality. The regression coefficient for price is 0.556, with a t-statistic of 6.604 and a significance value of 0.000.

The positive regression coefficient of 0.556 shows that price has a strong positive relationship with customer satisfaction. Each one-unit increase in price is expected to increase customer satisfaction by 0.556 units, assuming other variables remain constant. The very low significance value (0.000) indicates that this relationship is highly statistically significant at the 1% level. This means that price is the most dominant variable influencing

customer satisfaction at Barbershop Swales. In other words, the more competitive and appropriate the price is in relation to the service quality, the higher the level of customer satisfaction.

From the results of the multiple linear regression analysis, the following conclusions can be drawn. Price has the most significant and dominant impact on customer satisfaction, with a strong positive effect. This shows that customers at Barbershop Swales pay close attention to price when selecting services, and prices that align with their expectations can significantly enhance their satisfaction. Facilities also have a significant effect on customer satisfaction, though the effect is smaller compared to price. Comfortable and well-equipped facilities improve the positive experiences of customers. Service quality, while having a positive effect, does not significantly increase customer satisfaction at Barbershop Swales. This could be due to varying customer expectations or the perception that the current service standards are adequate, leading customers to focus more on facilities and price. These findings suggest that Barbershop Swales should prioritize improvements and adjustments in pricing and facilities to significantly enhance customer satisfaction.

Correlation Coefficient (R) Analysis Results

Based on the analysis, the following are the correlation coefficient (R) values obtained from the multiple linear regression analysis.

Table 2. Results of Correlation Coefficient (R) Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.844 | 0.713 | 0.704 | 1.899 |

Source: data processed by researchers (2024)

Interpretation of the Correlation Coefficient (R) Value

The correlation coefficient $R = 0.844$ indicates the strength of the relationship between the independent variables (service quality, facilities, and price) and the dependent variable (customer satisfaction) as a whole. This value falls within the range of 0.80 to 1.00, suggesting a very strong relationship between the independent variables and customer satisfaction. An R value of 0.844 shows that the variables of service quality, facilities, and price collectively have a strong positive correlation with customer satisfaction. This means that when service quality, facilities, and price improve simultaneously, customer satisfaction is also likely to increase significantly. Such a high correlation indicates that the regression model used in this study is quite effective in depicting the relationships between variables, and the selected independent variables are relevant in explaining the variation in customer satisfaction.

Interpretation of the R Square (R^2) Value

The R Square (R^2) value of 0.713 indicates that 71.3% of the variation in customer satisfaction can be explained by the three independent variables: service quality, facilities, and price. This means that the model used in this study has a strong ability to explain the impact of these factors on customer satisfaction. An R^2 value of 0.713 demonstrates that the majority of the variation in customer satisfaction can be explained by service quality, facilities, and price. Only about 28.7% of the variation in customer satisfaction is explained by other factors not examined in this study.

This high R^2 value shows that the model used in this study is strong and relevant in explaining the relationships among these variables, making it reliable in providing valid conclusions about the influence of the independent variables on customer satisfaction.

Adjusted R Square (Adjusted R²)

The Adjusted R Square value of 0.704 is slightly lower than the R Square. It adjusts the R² value by taking into account the number of variables in the model and the sample size. The value of 0.704 indicates that, after accounting for the complexity of the model (number of independent variables), the model can still explain about 70.4% of the variation in customer satisfaction.

The correlation coefficient $R = 0.844$ indicates a very strong relationship between service quality, facilities, and price with customer satisfaction. $R^2 = 0.713$ suggests that 71.3% of the variation in customer satisfaction can be explained by this model, showing that service quality, facilities, and price are highly relevant for understanding customer satisfaction at Barbershop Swales. The high Adjusted R Square value (0.704) further reinforces the reliability of this regression model, even after a slight adjustment for the number of variables.

These results confirm that the selected variables (service quality, facilities, and price) have a significant impact on determining customer satisfaction at Barbershop Swales, making a highly meaningful contribution to the variability in customer satisfaction studied. The coefficient of determination (R²) is a measure that shows how much the independent variables in the model can explain the variation in the dependent variable. In the context of this study, the coefficient of determination illustrates the extent to which service quality, facilities, and price can explain variations in customer satisfaction at Barbershop Swales.

Results of the Coefficient of Determination (R²) Analysis.

The Coefficient of Determination (R²) is a measure that indicates how much the independent variables in the model can explain the variation in the dependent variable. In the context of this study, the coefficient of determination reflects the extent to which service quality, facilities, and price can explain the variation in customer satisfaction at Barbershop Swales.

Table 3. Results of the Coefficient of Determination (R²) Analysis

| Model | R ² | Adjusted R ² |
|-------|----------------|-------------------------|
| 1 | 0.713 | 0.704 |

Source: data processed by researchers (2024)

Interpretation of R² Value

The R² value obtained is 0.713, or 71.3%. This means that 71.3% of the variation in customer satisfaction can be explained by the three independent variables, namely service quality, facilities, and price. This indicates that these factors are quite strong in explaining customer satisfaction at Barbershop Swales.

An R² of 0.713 shows that the regression model used has good predictive power. Most of the changes or variations in customer satisfaction are attributed to the service quality, facilities, and price offered by the barbershop.

The remaining 28.7% of the variation in customer satisfaction cannot be explained by these variables and may be due to other factors not studied in this model, such as customer loyalty, brand perception, or other demographic variables.

Adjusted R²

In addition to R², Adjusted R² is also an important metric. The Adjusted R² value obtained is 0.704, which is slightly lower than R², as is typically the case when additional variables are included in the model. Adjusted R² accounts for the number of independent variables in the model and adjusts the R² value to avoid estimation bias. This Adjusted R² value indicates that 70.4% of the variation in customer satisfaction can still be explained by

service quality, facilities, and price after accounting for the correction due to the number of variables in the model. This demonstrates that the model remains strong, even with some adjustments for bias.

Conclusion of R² Analysis

R² = 0.713 shows that service quality, facilities, and price together explain most of the variation in customer satisfaction. This regression model is able to predict customer satisfaction well and provides strong evidence that these three variables are relevant in the context of Barbershop Swales. The slightly lower Adjusted R² compared to R² indicates that the model remains stable and does not suffer from overfitting, adding credibility to the regression results. Overall, the R² and Adjusted R² values suggest that the regression model used is quite reliable in explaining the influence of independent variables on customer satisfaction. However, there is room for further research to explore other factors that may influence customer satisfaction, which were not included in this model.

Results of Simultaneous Effect Test (F-Test)

The F-test in multiple linear regression is used to examine whether the independent variables, when considered simultaneously, have a significant influence on the dependent variable. In the context of this study, the F-test is used to determine whether service quality, facilities, and price together have a significant impact on customer satisfaction at Barbershop Swales Pontianak.

Table 4. Results of Simultaneous Effect Test (F-Test)

| Model | F-statistic | p-Value |
|-------|-------------|---------|
| 1 | 79.389 | 0.000 |

Source: data processed by researchers (2024)

Interpretation of F-Test Results

F-Statistic Value

The F-statistic value = 79.389 indicates a strong simultaneous relationship between the independent variables (service quality, facilities, and price) and the dependent variable (customer satisfaction). The F-statistic is compared with the critical value from the F-table to determine significance. In this case, the F-statistic is much larger than the F-table value, which means the overall regression model is significant.

Significance Value (p-value). The p-value = 0.000 indicates that this simultaneous relationship is statistically significant at the 5% significance level (0.05). Since the p-value < 0.05, it can be concluded that the variables of service quality, facilities, and price collectively have a significant effect on customer satisfaction. The F-test results show that service quality, facilities, and price simultaneously have a significant impact on customer satisfaction at Barbershop Swales.

The high F-statistic value and very low significance value (p = 0.000) provide strong evidence that these three independent variables collectively explain the variation in customer satisfaction. This indicates that the regression model used in this study is effective in explaining the collective influence of the selected independent variables. With the significant F-test results, researchers and managers of Barbershop Swales can be more confident that service quality, facilities, and price collectively influence customer satisfaction. Therefore, improving all these aspects simultaneously will have a significant impact on overall customer satisfaction.

Partial Effect Test (T-Test)

The T-test in multiple linear regression is used to assess the partial effect of each independent variable on the dependent variable. In this study, the T-test is used to evaluate the individual influence of service quality, facilities, and price on customer satisfaction at Barbershop Swales Pontianak. This test allows us to determine whether each independent variable has a significant effect on customer satisfaction.

Table 5. Results of Partial Effect Test (T-Test)

| Variable | Regression Coefficient | t-Statistic | p-Value |
|--------------------|------------------------|-------------|---------|
| Kualitas Pelayanan | 0.097 | 1.554 | 0.124 |
| Fasilitas | 0.240 | 2.312 | 0.023 |
| Harga | 0.556 | 6.604 | 0.000 |

Source: data processed by researchers (2024)

Interpretation of T-Test Results

Service Quality

The regression coefficient for service quality is 0.097, with a t-statistic = 1.554 and a significance value (p-value) = 0.124. The positive coefficient (0.097) indicates that service quality has a positive effect on customer satisfaction. However, this effect is not statistically significant since the p-value > 0.05. In other words, service quality does not have a significant partial influence on customer satisfaction. Customers at Barbershop Swales may feel that the current service standards are already adequate, so it does not directly affect their satisfaction.

Facilities

The regression coefficient for facilities is 0.240, with a t-statistic = 2.312 and a significance value (p-value) = 0.023. The positive coefficient (0.240) indicates that facilities have a positive effect on customer satisfaction. The p-value, which is less than 0.05, shows that this effect is statistically significant. In other words, improving the quality of facilities (e.g., room comfort, equipment availability) can enhance customer satisfaction. This shows that facilities are an important factor influencing the customer experience.

Price

The regression coefficient for price is 0.556, with a t-statistic = 6.604 and a significance value (p-value) = 0.000. The positive coefficient (0.556) shows that price has a strong positive effect on customer satisfaction. The very low p-value (0.000) indicates that this effect is highly statistically significant. In other words, price is the most dominant variable affecting customer satisfaction. A price that is perceived as appropriate for the quality of service received by customers will significantly increase their satisfaction levels.

T-Test Conclusion

Service quality has a positive but statistically insignificant effect on customer satisfaction (p = 0.124). This means that service quality is not a determining factor in customer satisfaction at Barbershop Swales. Facilities have a positive and significant effect on customer satisfaction (p = 0.023). This means that better facilities will partially increase customer satisfaction. Price is the most dominant variable, with a very strong and significant impact on customer satisfaction (p = 0.000). Competitive or appropriate pricing greatly influences customer satisfaction.

These T-test results suggest that, in the context of Barbershop Swales. Price deserves greater attention, as it is the most influential factor on customer satisfaction. Setting prices that align with customer expectations and perceptions will have a significant impact on loyalty and satisfaction. Facilities also play an important role, and improvements in this area can increase customer satisfaction. Although service quality is important, it does not have a significant impact in this study. Management may want to focus more on improving facilities and adjusting pricing rather than solely enhancing service standards. With these results, Barbershop Swales can develop more effective strategies to increase customer satisfaction by paying particular attention to pricing and facilities.

CONCLUSION

This study aimed to analyze the influence of service quality, facilities, and price on customer satisfaction at Barbershop Swales in Pontianak. Based on the data analysis results, it can be concluded that the variables of facilities and price have a significant impact on customer satisfaction, while service quality does not show a significant effect. Specifically, price has been proven to be the most dominant factor affecting customer satisfaction, followed by facilities. These results suggest that customers at Barbershop Swales prioritize competitive pricing and comfortable facilities over service quality.

Clarity of New Findings

The new finding of this study is that, in the context of barbershops in a mid-sized city like Pontianak, price and facilities play a more significant role in influencing customer satisfaction compared to service quality. This contrasts with previous studies that identified service quality as the primary factor in determining customer satisfaction, particularly in the service sector in larger cities. This study highlights the importance of understanding customer preferences in specific regions, where price and facilities play a greater role in creating satisfaction.

Future Research Development

This study provides a foundation for the development of further research in the context of service businesses in mid-sized and small towns. Future research could broaden the scope of variables studied, for example, by including other factors such as customer loyalty, business reputation, and customers' psychographic factors. Moreover, more in-depth research could be conducted to understand how customer preferences differ between barbershops located in large cities and mid-sized towns, enabling the creation of more contextual strategies to improve customer satisfaction. Qualitative research could also help deepen the understanding of customer motivations in choosing barbershop services, especially concerning their perceptions of price and facilities.

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