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**FACTOR INFLUENCING CUSTOMER'S PATRONAGE INTENTION
TOWARDS TOKAIDO BARBERSHOP IN AYER KEROH, MELAKA**

FINAL YEAR PROJECT

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TABLE OF CONTENTS

TITLE PAGE	I
ACKNOWLEDGEMENTS	II
TABLE OF CONTENT	III
LIST OF TABLES	VI
LIST OF APPENDICES	VIII
ABSTRACT.....	IX
CHAPTER 1 INTRODUCTION	
1.1 Introduction	1
1.2 Background of The Study	3
1.3 Problem Statement	5
1.4 Research Objective.....	8
1.5 Research Question.....	8
1.6 Theoretical Framework and Hypothesis	9
1.7 Significance of The Study	10
1.7 Scope and Limitations of Study	10
1.9 Definition Terms of The Study	11
1.9.1 Staffing	11
1.9.2 Cleanliness.....	12
1.9.3 Space Layout	12
1.9.4 Service Provided.....	12
1.9.5 Pricing.....	13
2.0 Summary	13
CHAPTER 2 LITERATURE REVIEW	
2.0 Introduction	14
2.1 Staffing	14
2.2 Cleanliness	16
2.3 Space Layout	17
2.4 Service Provided	18
2.5 Pricing	19
2.6 Customer Patronage Intention.....	20

2.7 Summary	22
CHAPTER 3 METHODOLOGY	
3.1 Introduction	23
3.2 Research Design	23
3.3 Population, Sample Size and Sampling Technique.....	25
3.3.1 Population	25
3.3.2 Sample Size.....	25
3.3.3 Sampling Technique	25
3.4 Instrumentation.....	26
3.4.1 Questionnaire Design.....	26
3.4.2 Pilot Test	27
3.5 Data Collection Method	27
3.6 Data Analysis	28
3.6.1 Reliability Test.....	28
3.6.2 Frequency Analysis.....	29
3.6.3 Mean Analysis	29
3.6.4 Correlation Analysis	31
3.7 Summary	31
CHAPTER 4 DATA ANALYSIS	
4.1 Introduction	33
4.2 Demography Profile of Respondents	33
4.3 Good Measure	36
4.3.1 Reliability Analysis.....	36
4.3.2 Mean Analysis	38
4.3.3 Correlation Analysis	42
4.4 Research Finding.....	45
4.5 Conclusion.....	47
CHAPTER 5 DISCUSSION AND CONCLUSION	
5.1 Introduction	48
5.2 Discussion	48

5.3 Recommendation.....	51
5.4 Future Research.....	52
5.5 Conclusion.....	52
REFERENCES	54
APPENDICES	60

LIST OF TABLES

	Page
Table A : Respondent’s Demographic	33
Table B : Summary of Reliability Analysis	37
Table C : Mean Analysis for Staffing	38
Table D : Mean Analysis for Cleanliness	39
Table E : Mean Analysis for Space Layout	39
Table F : Mean Analysis for Service Provided	40
Table G : Mean Analysis for Pricing	40
Table H : Mean Analysis for Customer Patronage Intention	41
Table I : Overall Mean Statistic of Major Variables	41
Table J : Pearson’s Correlation Coefficient of The Variables	43
Table K : Summary of Hypothesis Testing.....	45

LIST OF FIGURES

	Page
Figure 1 : Theoretical Framework	9
Figure 2 : Hypothesis Theoretical Framework	44

LIST OF APPENDICES

	Page
Appendix A : Survey Questionnaire	60
Appendix B : Respondent’s Demographic (Google Form)	64
Appendix C : Respondent’s Demographic.....	68
Appendix D : SSPS Output of Mean Analysis for Staffing	71
Appendix E : SSPS Output of Mean Analysis for Cleanliness.....	71
Appendix F : SSPS Output of Mean Analysis for Space Layout.....	72
Appendix G : SSPS Output of Mean Analysis for Service Provided	72
Appendix H : SSPS Output of Mean Analysis for Pricing	73
Appendix I : SSPS Output of Mean Analysis for Customer Patronage Intention	73
Appendix J : SSPS Output of Pearson’s Correlation	74

ABSTRACT

What do barbershops provide for their customers? One answer which is services and creation of customer intention. This research explains customer patronage intention by analyzing the relationships among few variables. Customer intention could depend on some factors such as staffing, cleanliness, space layout, service provided and pricing at the barbershop. It is difficult to observe the customer intention directly for barbershop, because intention is subjective. However, if the customers like and satisfied with their services, customers would return at a higher frequency and become big spenders. This suggests that we can measure customer patronage intention by investigating what causes them to return. In this research, we apply count process and double hurdle analysis to specify a model of customer's return and purchase behavior. This research investigated the factor influencing customer patronage intention towards Tokaido Barbershop in Ayer Keroh, Melaka. Using the information, we introduced variables that will affect customer patronage intention which is: Staffing, Cleanliness, Space Layout, Service Provided and Pricing.

Primary data was collected by use questionnaires. Respondents were asked the demographic data and indicate on a five-point Likert Scale from Strongly Disagree to Strongly Agree to all variables. The data was analyzed using Frequency Analysis and Mean Analysis.

The study revealed that these customer patronage intention are important to contribute customer to come back to Tokaido Barbershop. For this reason the researcher recommends that future research to be carried out to investigate exclusively customer patronage intention attributed to other variables.

ABSTRAK

Apakah yang disediakan oleh kedai gunting rambut kepada pelanggan? Ia adalah perkhidmatan dan dan punca-punca yang mendorong kepada kedatangan pelanggan. Kajian ini menerangkan niat pelanggan dengan menganalisa setiap hubungan antara beberapa pemboleh ubah di kedai gunting rambut boleh bergantung kepada beberapa factor seperti pekerja, kebersihan, ruang, perkhidmatan yang disediakan dan harga. Ia adalah sukar untuk memerhati niat pelanggan di kedai gunting rambut secara terus kerana niat adalah subjektif. Walau bagaimanapun, jika pelanggan suka dan berpuas hati dengan perkhidmatan mereka, pelanggan akan datang semula dengan kerap dan menjadi pelanggan berbelanja besar. Perkara ini menyarankan bahawa niat pelindung pelanggan boleh diukur dengan meneliti faktor-faktor pelanggan datang semula ke kedai. Dalam kajian ini, kami mengaplikasikan proses pengiraan dan analisis rintangan berganda untuk menentukan model atau pemulangan pelanggan dan pembelian pelanggan. Kajian ini mengkaji faktor-faktor yang mempengaruhi niat pelanggan terhadap Kedai Gunting Rambut Tokaido di Ayer Keroh, Melaka. Dengan menggunakan maklumat tersebut, kami menyatakan pemboleh ubah yang akan mempengaruhi niat pelanggan.

Data primari telah dikumpulkan dengan menggunakan kaedah pengedaran soalan soal selidik. Respondan perlu menjawab soalan demografik dan menunjukkan pada skala likert lima mata, dari sangat tidak setuju hingga sangat setuju dengan semua pemboleh ubah. Data dianalisis menggunakan analisis frekuensi dan analisis min.

Kajian ini membuktikan niat dan punca kedatangan pelanggan penting untuk membawa pelanggan datang semula ke Kedai Gunting Rambut. Atas sebab ini, penyelidik mengesyorkan penyelidikan masa depan dijalankan untuk menyelidik niat pelanggan secara eksklusif yang dikaitkan dengan pemboleh ubah lain.

CHAPTER 1 - INTRODUCTION

1.1 Introduction

The barbershop industry is important to discuss considering the growing phenomenon in the world, especially in Malaysia. Barbershop service business is one of many businesses that play an important role in economic and social development. As know, all business entities are looking for a way to gain a competitive advantage and dominate the market or even survive them. Tokaido Barbershop is located in Ayer Keroh, Melaka. The company operates as a barbershop in Malaysia, where provides a up-to-date haircut services in Melaka. This research performed in Ayer Keroh, Melaka to get the information and collect data of factor influencing customer patronage intention towards barbershop.

The objective of this research is to highlight the factors that influencing customers perception towards Tokaido Barbershop. Service impact on consumers' intention is vitally important to service marketers. The quality of services given may impact on customers intention and always plays an important role to influence customer to come again. Customer intention in barbershop business is very high. Customers should be well-served to like the service of a barber. They will rarely go anywhere else once they are satisfied by the service. If good service is provided, once customer will always come as far as the location of the barbershop is convenient to them. Barbershops are kind of businesses that acquire their customer through the word of mouth. One can start this business for fun but ends up being very rewarding in terms of cash.

Patronage is the support given by customers in making use of anything established, opened or offered for the use of the public, as a line of conveyances or steamers, a hotel, store, shop or the like (Simpson and Weiner, 1989).

The study of patronage intention is to measure the relative appeal of a variables which would explain about customers satisfaction and loyalty. This can be a useful decision tool to barbershop owner. Many studies have been done on what influences or impacts on level of customer patronage intention. They include staffing, cleanliness, space layout, service provided and pricing. Experience indicates that defining and measuring patronage is extremely difficult. Attitude and others factor usage patronages have been used as measures of customer patronages. Experience indicates that defining and measuring patronage is extremely difficult. Many factors usage patronages have been used as measures of customer patronages. Dick and Basu (1994) precisely suggested that favorable attitude and repeat purchase were required to define patronage.

Therefore, intention to use is defined as a specific desire to continue relationship with a service provider (Czepiel and Culmore, 1987). Attitudinal measures have an advantage over behavioral measures (actual or repeat patronage) in that they can provide greater understanding of the factors associated with the development and modification of patronage (Oliva, Oliver & MacMilian, 1992). Fishbein and Ajzen (1975) argue that attitudes are functionally related to behavioural intentions, which predict behaviour. There has been a strong advocacy for the adoption of customer retention as one of the key performance indicators (e.g. Kaplan and Norton, 2001). For instance, a study by Reichheld and Sasser (1990) reported a high correlation between customer retention and profitability in a range of industries.

Given that there are many competitors who provide similar products or services in a particular industry, loyal customers are difficult to maintain as they are easy to find substitutes in a competitive market. Such trends combined with slow economic growth, increased living standards and intensifying competition have caused complex intention in customers. Customers have become more sophisticated and demanding while having greater expectation related to their consumption expenses. Previously, a lot of studies related to customer perception has been conducted. Based on the important role these variables plays in determining the customer's perception towards Tokaido Barbershop, hence the reason for the present study.

This research determine the features variables in the barbershop that affect customer patronage intention between the barbershop's staffing system, cleanliness, space layout, service provided and pricing. Furthermore, this research is make to know acknowledge which factor affects the most. Therefore, this studies research is expected to help barbershop to provide better and good services to their customers. The researcher hope that it can help owner and barber understand the issues related to the customers perception towards Tokaido Barbershop, thus help to improve their quality and makes customers satisfied with the services.

In this chapter, it contains a few sections to provide an overview of the research in which it includes the background of research, problem statement, research objectives, research questions, scope of research and followed by hypothesis of study, significance of research, limitations of study and the operational terms.

1.2 Background of The Study

A barbershop is a business unit that deals with groom of hair. Barbershop is very important in the life of society, especially for those who care about neatness and style. According to Chandler (2018) salon beauticians and barbershop are normal generalist, which means they know an extensive variety of hair styles. In the modern world today, barbershop are easy to be found wherever we go. The more barbershops open, the higher the competition with each other. However, it is easy for consumers to make the desired barbershop choice depending on the advantages of the barbershop.

Customer intention refers as the way that customers usually view or feel about certain services and products. It can also be related to customer intention which is the expectation of the customer towards the services. A marketing concept that encompasses a customer's impression, awareness or consciousness about a company or its offerings. Customer intention is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Customer intention also refers to how customers view a certain product or services

based on their own conclusions. These conclusions are derived from a number of factors, such as price and overall experience.

For barbershop industry, it is being categorized into the high contact customized groups where it contains services directed at people and individually customized service solutions and the interaction and services provided to customer will likely influence customer experience which leads to satisfaction and hence fostering customer loyalty (Bowen, 1990). With the growing demand and the importance of variance of hairstyles, many customer choosing the best barbershop based on their perception when received the services there. Customer patronage intention is very important to keep promoting and stabilizing the business in the market. This is because, many barbershop look down upon about the customers intention. Barbershop need to provide a better and good services to their customers to keep maintain in the industry.

The barbershop's owner should have their own speciality's store to make their store different then the others store. Stores that are unable to differentiate themselves from their competitors on any basis other than a particular set of weekly price-offs deals provide very little basis for patronage (Kelly and Stephenson, 1967). Services are mostly produced and consumed simultaneously; hence consumers often come into contact with the service provider, leading to the opportunity for an interpersonal relationship (Lovelock et al. 2001).

There are various types of services that we can get from barbershop such as cut and style, face shave, hair color, massage the head with herbal oil, hair washing, blow-dry, etc. To do all the services, the barber should have and learn the skills that are required in the barbershop. Skills : current hair styles, customer service, scalp treatment, hair care techniques, salon service, hair extention, and other skills. The staff should have skills and knowledge to cut and styling the customer's hair. Knowledge are important to make customer trust and confident to use our services. Thus, staff need to be more proactive and have moral value such as responsible on job that they have done, respect customers rights, good in interacting with people, and etc. That

attitude not only symbolizes one's personality, but it also shows a good image for the company in selecting staff.

Customer patronage intention are important while working on business services. Customer that not satisfy with services that are provided might give big impact and perception to other customers. Dayle (1994) argues that for a business to succeed it should engage or focus on satisfying customer needs and this can be through organizing itself to meet the needs of target customers more effectively than its competitors. Developing a high degree of -store- loyalty among customers is an important goal of marketing strategy. Store loyalty is therefore a major objective of retail channel strategy due to its important financial impact (Evans, 1997).

1.3 Problem Statement

Consumers are involved with the decision to determine where to purchase a selected product or service. This is a very important decision, which interacts thoroughly with that of what to buy. Not all sales outlets are alike, and consumers have options concerning location (downtown or sub-urban stores), services offered (high versus low), among others. Consumers must therefore decide not only on the general type of store to purchase from but also determine the particular outlet (Loudon, et al, 1979).

The outcomes of study indicates that customers are involved with the decision to determine where to purchase a selected product or service. Among these different kinds of business industries, service industries are known and can be recognized by offering high quality of services and attracting consumer's intention and loyalty. The barbershop business is highly fragmented and very competitive, so you will need to constantly keep your services relevant and hip. Stay up-to-date with the latest trends and strive to offer your customers new and exciting products and services while keeping customer satisfaction your number one priority.

Managing service quality is, in fact, a major part of service marketing. Providing services that consistently meet or exceed customer's expectations is key to overcoming most of the major problems unique to services. For example, service reliability has been found to be the most important dimension of quality to consumers, so improving quality generally means improving the reliability of service outcomes. And, because reliability directly addresses customer concerns about service variability and intangibility, a reputation for high quality directly reduces the purchase risk for new customers, whereas a poor reputation makes selling the service much more difficult. High-quality services are also more likely to stimulate positive word of mouth by current customers, reinforcing the firm's own advertisements by giving them more credibility and further improving the firm's reputation (Rust et al, 1996).

According to Ehigie (2006), excellent in service quality is a key to achieve customer loyalty. They are looking for an environment that consistently offers quality service, products and camaraderie. Customer retention is all about customer awareness. It is based upon a relationship, an experience, an encounter. It quite clearly is focused upon people rather than upon things (Christopher 1995). Notice your customer's body language and listen to what they are saying to pick up clues about their experience and level of happiness with your services. If you sense any problems, try to find solutions before the problems grow into a negative experience that may prevent the client from returning.

Based on the research, there are many factor that influence barbershop intention towards customer's. Among them are staff, staff attitude is the important thing that customer looks for. The staff always need to cheerful, smile and proper greeting followed by positive body language can go a long way. Next, cleanliness in barbershop that disregarding and usage of contaminated tools leads to viral infections, fungal, bacterial and skin diseases, eczema, warts, tetanus and so on. All barbershops need to maintaining high standards of hygiene is vital to prevent the risks of cross contamination. Beside that, price is the the thing that customer consider to use the services. Moreover, space layout also influence the customer perception. Every customer wants comfortable place before they use this hair salon and barbershop services. The layout of the

barbershop can have a huge impact on the look and feel of the space. Lastly, service provided is also the thing that customer concern. The best services can attract more customers to come. There are various types of services that we can get from barbershop such as cut and style, face shave, hair color, massage the head with herbal oil, hair washing, blow-dry, etc.

In the process of evaluating which stores to patronize, customers consider a variety of factors. An identification of these factors will help managers improve on their management and therefore win loyal customers. Because of the basic differences between goods and services, marketers of services face some very real and distinctive challenges. The challenges revolve around understanding customer needs and expectations for service, tangibilizing the service offering, dealing with a myriad of people and delivery of issues, and keeping promises made to customers (Zeithaml and Bitner, 2000). The central issue for customers of salons and barbershops is choice, choice of which salon or barbershop offers the best service and which one to patronize.

Today, there are many products and services to be purchased. However, there are equally more points-of -purchase from in terms of proximity, store-type, store quality, store-pricing policy, convenience, discounts and security. All these are attributes to be considered when deciding on the point of purchase. The study seeks to identify these attributes. More specifically, the study will answer the questions:

- What factors determines customers patronage intention for Tokaido Barbershops?
- Which of these factors are most important that will influencing customer patronage intention towards Tokaido Barbershop?

1.4 Research Objective

This research seeks to examine customer patronage intention in barbershops industry.

The research objectives consist of:

- (a) To determine the factor that affect customer patronage intention towards Tokaido barbershop.
- (b) To examine the relationship between the barbershop's staffing system, cleanliness, space layout, service provided, pricing and customer patronage intention towards Tokaido Barbershop.
- (c) To acknowledge which factor affects customer patronage intention the most towards Tokaido Barbershop.

1.5 Research Question

Based on the research objective above, some research questions are been presented to determine the objectives of the study that need to be achieve such as:

- (a) What are the factors that affect customer patronage intention towards Tokaido barbershop?
- (b) What is the relationship between staffing, cleanliness, space layout, service provided, price and customer patronage intention towards Tokaido Barbershop?
- (c) Which factor affects the most towards customer patronage intention towards Tokaido Barbershop?

1.6 Theoretical Framework and Hypothesis

Due to the research, the satisfaction on customer towards Tokaido Barbershop at Ayer Keroh, Melaka. The hypothesis in this research are:

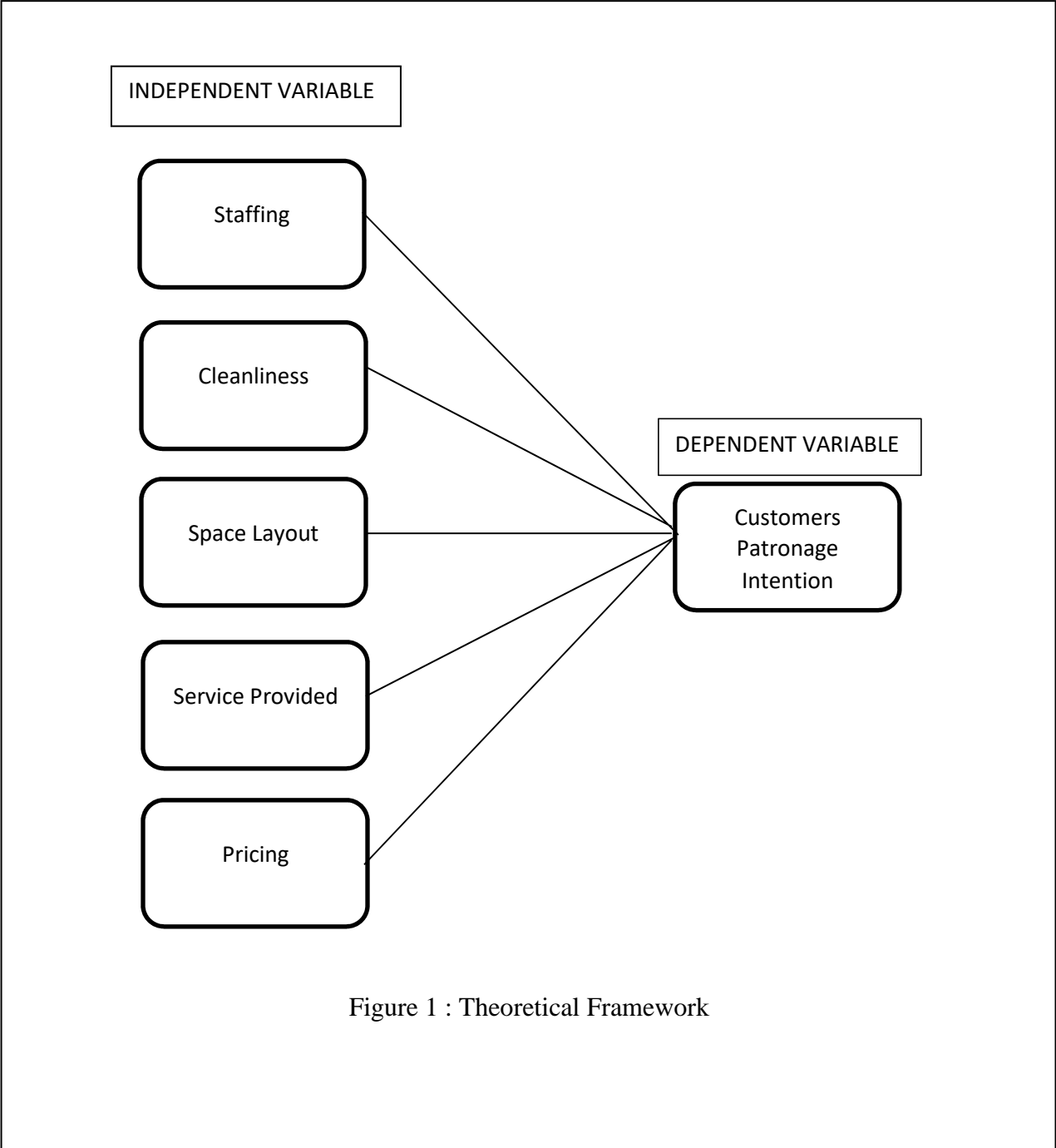


Figure 1 : Theoretical Framework

1.7 Significance of The Study

The research explored about a derive meaningful meaning from the relationship towards customer intention. So this research will do more research on some factors that are customer preferences. This research also need to re-evaluate the problem that happen to Tokaido Barbershop in Ayer Keroh, Melaka.

Next, this research will help Tokaido Barbershop to gain non-monetary incentives from the appraisal of the satisfied customer while improving service quality to gain more intention and satisfying by customers. Customer satisfaction also make the owner happy and enthusiastic to develop the business. On this research also can solve the companies' problems. Moreover,we will improve the service provided and cleanliness at barbershop.

Furthermore, the researchers hope this research can reach the objectives:

1. To determine the features that affect customer patronage intention towards barbershop towards Tokaido Barbershop.
2. To determine the relationship between staffing, cleanliness, space layout, service provided, price and customer patronage intention towards Tokaido Barbershop.
3. To determine which factor affects the most towards customer patronage intention towards Tokaido Barbershop.

1.8 Scope and Limitations of Study

This research was focused on Tokaido Barbershops in Ayer Keroh, Melaka only. This research was a small scale and just surveying towards customers who come to Tokaido Barbershop. Therefore, the point is to evaluate customers overview about barbershop.

Scope means extent or range of view, ability, outlook, application, operation and effectiveness an investigation or subject matter that something deals with or to which it is

relevant. While scope of study define the purpose of the study and up to which extent present study is able to answer. For the present research scope of study stated as:

- (a) This study was made for customers and the community near Ayer Keroh who get, enjoyed and experienced the haircut service at Tokaido Barbershop.
- (b) In this present study, several different methods and approaches are used to communicate and convey information to customers and among the methods are through social media and face-to-face communication.
- (c) This study also examines the things and approaches that are taken care of by the owner and the employees in maintaining a stable business conditions and good work environment.

1.9 Definition of Terms of The Study

This research to study the investigation on the factor that influencing customers perception toward Tokaido Barbershop. These include the staffing, cleanliness, space layout, services provided, and price in the barbershop.

1.9.1 Staffing

Selecting staff is not easy for barbershop. The selected staff must have skills and knowledge on how to styling the customers hair. To hire new staff, we should take some time so that we have the best chance of making the right choice. The first step will be to write a clear description of what you are looking for in a salon or barbershop staff. There are several ways to find external candidates such as word of mouth, advertising or agencies. When selecting between external candidates, the interview process is vital. It might need some cost to make the interview on the new staff. Then find out more about how to advertise a job vacancy for the salon or barbershop business.

1.9.2 Cleanliness

Use the ATP Hygiene Monitoring. ATP Hygiene Monitoring uses a device called an ATP meter to measure how clean a surface is. A sample is taken with a special swab, inserted into the ATP meter, and a numerical value is returned. Pre-defined ranges of values determine if the surface is clean or dirty. This provides a quick, easy, and scientific method to determine if a surface is clean and free of bacteria.

1.9.3 Space layout

The layout are the hard thing to think as the owner of the barbershop. We need some concept to start designing the barbershop. The layout of the barbershop can have a huge impact on the look and feel of the space.

As we optimize the barbershop space, we want to make sure that we are not jeopardizing the barbershop experience. The clients want some privacy and space and do not want to feel cramped in with the other clients. We should also ensure sufficient space for a good working environment for the staff. So, the right distance between the chairs should at least 40 inches between the chairs to avoid the clients uncomfortable.

1.9.4 Service Provided

Visiting a barber and getting a fancy new haircut can do wonders for the outlook and mood. On one hand, we are treating yourself to pampering and luxury, but also get a fantastic makeover that can turn many heads. To get the haircut we want, it pays to do the homework so that we can find the best barber in our area.

There are various types of services that we can get from barbershop such as cut and style, face shave, hair color, massage the head with herbal oil, hair washing, blow-dry, etc. To do all the services, the barber should have and learn the skills that are required in the barbershop.

Skills :current hair styles, customer service, scalp treatment, hair care techniques, salon service, hair extension, and other skills.

1.9.5 Pricing

The price of the services in the barbershop must be affordable and reasonable for customers depending on the area of operating. As the owner of the barbershop, we should put the price list at least at the waiting area to make sure the customers take note on what price that we will charge and what style they prefer more. To make the pricing, we need to go through on how to do the cut, what skills are needed, the ingredient needed, and more. Prices charged to customers vary based on existing differences in barbering.

2.0 Summary

The barbershop industry in Malaysia is maturing and kept on involving as a result of the current trends and development of the industry. Most of the time, the competition in barbershop industry is price related and services provided. The study is conducted because there is lack of study particularly in Malaysia that focus on staffing, cleanliness, space layout, services provided, price and which are the key importance towards customer perception at Tokaido Barbershops in Ayer Keroh, Melaka.

As a conclusion, the first chapter demonstrate about others factors that influenced customer patronage intention toward barbershop. This research was conducted to see the overview towards their customers when dealing with barbershop.

CHAPTER 2 - LITERATURE REVIEW

This chapter reviews literature on various issues and concepts that relate to management service quality, customer satisfaction and loyalty and also financial problem that faced by barbershops.

2.0 Introduction

This chapter sure important for the barbershops to improve and stabilize their staffing system, their cleanliness, space layout issue, service provided and the pricing which affect their customers patronage intention. The main purpose of the literature review work was to survey previous studies on knowledge sharing and intranets. This was in order to scope out the key data collection requirements for the primary research to be conducted, and it formed part of the emergent research design process (Denscombe, 1998, p. 217).

An appreciation of previous work in this area served four further purposes. The chapter first discuss about is the research history and development based on Tokaido Barbershop. Then followed by literature review that will explain more details on few important aspect as mentioned: staffing, cleanliness, space layout, service provided and the price. This is because all of this aspect are the main factors that help many businesses in their growth and company's improvement.

2.1 Staffing

The important thing that customer will looking for is staffing but one of the more challenging aspects of being a salon owner will be hiring and retaining good employees. So if the owner wants the best for the salon or barbershop, company need to provide training to workers on safety standard, up-to-date safety information and precautions including hygiene and other measure aimed at reducing disease transmission. The employees are greatest asset and a

commitment to their ongoing training and development will encourage staff loyalty, help retain key talent, and boost staff engagement in this business. Staff who have been on paid for courses can share their new knowledge and skills with the rest of other employees.

Another aspect that we can see such staff services or communication. The important thing for staff is communication, There is never a lack of chatter in a hair salon. Conversations are happening between customers and stylist. Through the research, the staff must be cheerful, kind towards customers. Staff need to give a warm welcome as always great to experience when arriving at any business. A genuine smile and proper greeting followed by positive body language can go for long way. In other, communication is key to resolving conflicts. If any employees have an issue with another staff member, a product line or how the salon operates, a good conversation can usually clear the air. Gerpott, et al (2001), states that the continuity of the business relations between the customer and organization depends on the relationship between the two parties. For organization to continue staying in business, there is the need create a link with the customers through the satisfaction of customer's needs. The service employees or staffing are a highly visible service element for customers and a core part of the service product (Hennig-Thurau, 2004). Service employees represent the service organization from a customer's point-of-view (Berry, 2009), significantly shape the customers' service experience (Hausknecht & Langevin, 2010; Verhoef et al., 2009).

Moreover, the quality is having the right person for the job. The right person should have a job and an organization match. The job match involves the employee's knowledge, skills, abilities, and other characteristics and how they work with the job's tasks. Only customer will appraise the tasks or the result for services depending upon the skill, attitude, cooperation, and so on the customers bring to the service encounter, the results can be good or bad, but in any event are hard to standardize. Capacity can be stretched farther by training assistants who can free the star performer for all but the most essential tasks, or it can be expanded indefinitely by standardizing the service and training other experts to provide it (Rust et al, 1996). To conclude,

company should care of the welfare of employees because staff is the important thing that customers will value.

2.2 Cleanliness

As know, cleanliness is the important factor that can affect customer's perception toward any companies. Cleanliness in barbershop that disregarding and usage of contaminated tools leads to viral infections, fungal, bacterial and skin diseases, eczema, warts, tetanus and so on. All barbershops need to maintaining high standards of hygiene is vital to prevent the risks of cross contamination. This is because it can easily spread. Thus assessment of knowledge, attitudes and performance of barbers in order to ensure the security and public health is really necessary. This research is aimed to determining the knowledge, attitude and performance of barber to job's environmental health.

The control of hazardous environmental factors is necessary for improving individual health. In fact, environmental pollutants have the ability to initiate a wide range of adverse health effects in all aspects of life, including physical, mental, and social dimensions (Hazrati, 2012). Beauty salons or barbershop are among establishments that need a special attention in terms of their hygiene. An acceptable level of hygiene in such establishments can promote the general health level of society and prevent many communicable diseases from spreading (Li, 2011, Pirsahab, 2016). Hairdressing has been regarded as a hazardous profession because a hairdresser is exposed to many hazardous agents, including electrical devices, cosmetics, and various chemical compounds (Nassaji, 2015).

After that, the chemicals with the ability of causing sensitization or allergic reactions in case of frequent use can develop various diseases in hairdressers, including respiratory diseases, asthma, dermatitis, rhinitis, and eye diseases (Lind, 2007). These chemicals contaminate the general environment of salons and even endanger reproductive health of hairdressers and other persons who are present in such environments (Reijula and Sundman-Digert, 2004). Europe

union has estimated the cost posed by work-related skin disease as high as five billion euros (Hassan and Bayomy, 2015). A lack of knowledge about self-care and use of improper and unhealthy work practices among hairdresser women can create a basis for developing and spreading various diseases in society (Khan, 2010; Rahimi, 2014). Many studies found that cleanliness is a significant factor in a customers' evaluation of barbershop quality, which can affect customers' level of satisfaction (Zeithaml, Parasuraman et al. 1990;). As conclusion, cleanliness in barbershops need to apply everytime to build the customer loyalty and perception towards staff and store.

2.3 Space Layout

The layout are the hard thing to think as the owner of the barbershop. We need some concept to start designing the barbershop. The layout of the barbershop can have a huge impact on the look and feel of the space. Barbershop should have styling area, shampoo area, waiting area and retail area. Beyond the retail area and treatment rooms we should also consider space for an office, laundry room, changing room for staff, storage, closets, restroom, and also a staff room. In layout planning it involves the deciding on the best physical arrangement of all resources that consume space within a facility. These resources might include a desk, the receptionist counter, a work center, a cabinet, a person, an entire office, or even a department.

Space is any area in which meaningful objects are kept in predictable, accessible, and easily detectable locations is to provide incentive for movement, exploration, and independent interaction with the environment. In space planning, it involves a fundamental element of the interior design process. It starts with an in-depth analysis of how the space is to be used. The plan is finished by adding details of all the furniture, equipment and other elements. Aim to create both a prospect and a refuge in each room so you can feel enclosed, but also have a view beyond to the outside or natural world. Based on many researchers examination, space layout planning is one of the most difficult and interesting formal architectural design problem. (Buffa et al, 1964; Eastman, 1975; Liggett, 1980, Akin ET AL., 1992; Yoon and Coyn, 199),

A Space Layout is or structures or rooms used for a particular purpose. It is also the process of landing the act or process of planning or laying out in detail. According to Kottler (1973), consumer's patronage decision may be influenced by a unique atmosphere, or environment that the store itself offers. It is what surrounds the pages of a space. By setting up different space layouts, you can customize what the users sees on the space and adapt it for different scenarios. Using Prospect and Refuge theory in a space can make it more comfortable for the human experience. We prefer a shelter (refuge) with a view (prospect), because humans have their field of vision to the front (prospect), therefore needing some sort of protection from behind (refuge). Said an Interior Style Hunter, Grant Pierrus. To conclude. Space layout is really important aspect to consider in any businesses especially for barbershop in order to give the best experience in spacing, hygiene and to comfort to customers.

2.4 Service Provided

Services that provide to customer is the most important things that barbershop need to being concern. Generally, the best services can attract more customers to come. The hairdressing and beauty treatment industry has a low level of capital intensity, since the services offered by the industry are highly labour intensive (Ibisworld, 2018). Hairdressing services include hair washing, trimming and cutting, setting, dyeing, tinting, blow drying, straightening, shaving and beard trimming etc. Cosmetologists is in two parts barbering and hairdressing. According to Parasuraman, Zeithaml and Berry (1988), perceived service quality is a form of attitude and a comparison of expectations with perceptions of performance. It is referred to the judgment of consumer on an entity's excellence or superiority. This research is aimed to determining the services provided by barber to their customer's to get the satisfying and loyalty. Furthermore, research also to aimed and determining the knowledge, attitude and performance of barber to job's environmental health.

According to Hill (1977), services can be defined as changes in the condition of a person or something in the possession of the customer. Edvardsson (1997) views a service as part of the wider concept of the product. A product may consist of goods, services, computer software or,

more commonly, in combination. The customer is most often involved as a co-producer in the production process, while a service is created in and during a process. Lovelock (1991) defines a service as a process or performance rather than a thing. Most definitions focus on the customer and on the fact that services are provided as solutions to customer problems (Gronroos, 2000). It is not certain that these definitions capture the essence of services or that they form a fruitful basis for managing services and creating value through their provision. According to Ehigie (2006), excellent in service quality is a key to achieve customer loyalty. Besides, as customer loyalty depends largely on customer satisfaction (McDougall & Levesque, 2000), hence there are many research that focus on identifying factors that enhance customer satisfaction level.

The extent of the effect of customer services on store choice is unclear (Loudon, 1979). Kibera (1999) suggests that an organization must first clearly define its customers before analyzing the quality of its services. The customers should be defined in terms of their needs, expectations, perceptions, economic status, social and psychological orientation. Demographic characteristics should also be analyzed so as to understand its customers. Many organizations have recognized that when competing services are similar, customers are won and lost based on quality of service. Only the customer can judge the quality of service that provided by barbershops. Thus, quality of service provided is the conformance of services to customer specification. Positive effects were observed even if employees just saw pictures of customers or read stories of 'wow' experiences customers had with their service (Grant, 2011). Service organizations must therefore first determine what benefits the customers expect to receive and then develop service products that meet those expectations. To conclude, services provided that barber give to their customers is the most important element in business to make sure customer's satisfied with services obtained.

2.5 Pricing

A price is the (usually not negative) quantity of payment or compensation given by one party to another in return for one unit of goods or services. A price is influenced by production costs, supply of the desired item, and demand for the product. A price may be determined by a

monopolist or may be imposed on the firm by market conditions. "Price" sometimes refers to the quantity of payment requested by a seller of goods or services, rather than the eventual payment amount. This requested amount is often called the asking price or selling price, while the actual payment may be called the transaction price or traded price.

Price Sensitivity is the willing of the customers to pay for the services regardless of the price. The customers are more than willing to pay at the higher price should that particular service satisfied their needs. (Zeithaml, Berry and Parasuraman; 1996). Glenn B. Voss, A. Parasuraman, Dhruv Grewal (October 1, 1998) propose that the level of price performance consistency in a service exchange moderates the relationship between performance expectations and subsequent performance and satisfaction judgments. When price and performance are consistent, expectations have an assimilation effect on performance and satisfaction judgments; when price and performance are inconsistent, expectations have no effect on performance and satisfaction judgments.

In the complex pricing environment of services, it is difficult to use objective price for determining its role. Perceived price can be defined as the customer's judgment about a services average price in comparison to its competitors. The notion of perceived price is based on the simplistic nature of competitive-oriented pricing approach. (Injazz J. Chen, Atul Gupta and Walter Rom, December 1993). Perceived price will include monetary as well as non monetary prices. In service industry, non monetary costs such as time and effort to the consumer must also be considered (Zeithaml, 1988).

2.6 Customer Patronage Intention

Customer patronage intention is Bitner (1992) stated that patronage intention is same with the total of consumer's assessments of individual service or product dimension. Dick and Basu (1994) have precisely suggestions that to define patronage intention, favorable attitude and repeat purchase were required. Zeithaml (1996) conclude that patronage intention is the signal

indicator from the customers whether they are able to remain with or defect from a firm. This perception directly impacts the attraction of new customers and capacity to maintain good relationships with current customer. Customer patronage intention is vital to customer retention and brand loyalty. If customer trust your company, they will return to make additional purchases, refer others and leave positive reviews online and all of which can affect your customers future decision. It summarizes how customers feel with the services. By monitoring customer patronage intention, this businesses can spot common user pain points and can improve the customer journey. Gerpott, et al (2001), states that the continuity of the business relations between the customer and organization depends on the relationship between the two parties. For organization to continue staying in business, there is the need create a link with the customers through the satisfaction of customer's needs.

Some factors that influence individual perception is service quality. This is extremely important because customer who have negative experience with a companys customer service center rarely. Only the customer can judge the quality of service. Others, influencer also the factors, the people that surround and individual have a massive impact on their decisions. Whether they be in person or via social media, human nature is such that individuals listen to the opinions and thoughts of those around them. People are all human actors who play a part in service delivery and thus influence the buyer's perception, namely, the firm's personnel, the customer and other customers in the service environment (Zeithamal and Bitner,2000).

The way that can improve customer patronage intention strike an emotional chord with your customer. The research was shows that the most effective way to maximize customer value is to move beyond mere customer satisfaction and connect with the customers at an emotional level: tapping into their fundamental motivations and fulfilling their deep,often unspoken emotional needs, "explains Alan Zorfas and Daniel Leemon,. Other than that, lean on positive language. People providing services in the capacity of their work with daily interactions with customers sometimes develop feeling for them. The expectation from these employees to

suppress natural emotions, positive and negatively alike, is a mistake, *Yagil explains*. To conclude, customer perception will affect customer in purchasing the hair services.

2.7 Summary

In review of literature, the research provides a better understanding to researcher about the independent variables and dependent variable of the study. Literature review can demonstrate more specifically about the research which is in : staffing, cleanliness, space layout, services provided, price, and customers patronage intention in the barbershop.

In addition, by reviewing the above literature, researcher will get new knowledge and information about the customer patronage intention in the barbershop. Thus, this chapter will make the researcher more open the mind to make a attractive research.

CHAPTER 3 - METHODOLOGY

3.1 Introduction

This chapter covers the research method that is being used in this study. The topics to be explained are research design, data collection method, sampling design, research instrument, construct measurement and will be finalized with data analysis. Each explanation will be elaborated based on the barbershop and the main reason of the study.

3.2 Research Design

Research design is a master plan specifying the methods and procedures for collecting and analyzing the needed information (Zikmund, 2003). There are three types of business research which are conclusive method, quantitative research and descriptive research.

For this study, the researcher focus on customer's patronage intention towards Tokaido Barbershops, Ayer Keroh Melaka. The type of research design used on this study is conclusive method. This is to test hypothesis and relationship between staffing, cleanliness, space layout, service provided, price and customer patronage intention. The outcome of conclusive is to findings used as input to decision making. Information must be clearly. The research process need to be formal and structured. And then, conclusive used large representative sample. Therefore, a sample of respondents must be selected from the population.

The research design is intended to provide an appropriate framework for a study. In this study, the method used is quantitative research. The researcher used quantitative research to collect the data from interviews. Quantitative research relies on the collection and analysis of

numerical data to describe, explain, predict or control variables and phenomena of interest (Gay, Mills, & Air asian, 2009).

A research design sets the procedure on the required data, the methods to be applied to collect and analyze this data, and how all of this is going to answer the research question (Grey, 2014). Quantitative data were obtained from primary and secondary data discussed above in this chapter. A gathering data is employed by using a questionnaires. Barbershop customers would be asked to answer questionnaires, from the questionnaires the quantitative data will be collected to be used in supporting the research.

The questionnaire is using 5-Point Likert Scale. This is a type of psychometric response scale in which respondents specify their level of agreement to a statement typically in five points: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. A rating scale (Likert Scale) was employed and used in the design of the questionnaire. Furthermore, the Likert scale aids is to calculate the means, as well as help to measure attitude. This allowed researcher easy to do observation with different types of customers in terms of age, profession, socio-economic, dependent variables and also independent variables according to the research objective.

Additionally, a second approach to conducting descriptive research is by survey research. The survey was conducted using the questionnaire method on Google form. The purpose of descriptive studies is to describe and interpret the current status of individuals, settings, conditions or events (Mertler, 2014). After that, the central purpose of survey research is to describe characteristics of a group or population (Fraenkel et al., 2012). It is primarily a quantitative research technique in which the researcher administers some sort of survey or questionnaire to a sample-or, in some cases, an entire population- of individuals to describe their attitudes, opinions, behaviors, experiences, or other characteristics of the population (Creswell, 2005).

As to conclude, 386 respondents needs to complete the Google Form to answer the questions given. By using this method, it will be used to test the hypothesis stating that mean scores on a variable will be significantly dependent variable and independent variable.

3.3 Population, Sample size and Sampling Technique

3.3.1 - Population

The target population that is chosen for this research who is visit to Tokaido Barbershop. It can be open to public too because customer who are purchasing services from hair salon consist of all age group people. The study helped capture the patronage behavior of a diverse people in terms of social class, age, and lifestyle including different income categories

3.3.2 - Sample size

The sample size is an important feature of any empirical study in which the goal is to make inference about a population from a sample. Most statisticians agree that the minimum sample size to get any kind of meaningful result is 100. For this research, we have collected a sample size of 386 respondents through the google form. We are determine a sample size using Krejcie and Morgan table.

3.3.3 - Sampling Technique

Sampling is a technique of selecting individual members or a subset of the population to make statistical inference from them and estimate characteristics of the whole population. There is two categories method can use which is probability sample, each population element has a known (non-zero) chance of being chosen for the sample. While non-probability sample we do not know the probability that each population element will be chosen, or we cannot be sure that each population element has a non-zero chance of being chosen.

3.4 Instrumentation

A research instrumentation refers to the tools attempt to measure variables and analyze data from subjects around the research topic. The instrument used is based on the type of conducted study: quantitative, qualitative, or mixed-method. For instance, for this study, quantitative method will be use.

The research instrument for this study is self-administrated questionnaire which questionnaires was developed based on literature reviewed and as a tool in collecting primary data. As an important tool to get response from the respondents in Ayer Keroh, Melaka, questionnaires and all the data collected were then evaluated. Before distributing questionnaires, pilot test should be prepared in order to test public's knowledge and how the questions influenced them regarding this matter.

A pilot test was conducted before the actual survey took place. 20-30 sets of questionnaire were distributed out during the pilot test stage. Besides testing the effectiveness of the questions, the purpose of pilot test was to avoid mistake and error occurred within the questionnaire. It was also allowed for collection of feedback in order to clarify the question. Only minor changes were suggested to modify from responses of the pilot test and no statements were removed. The sequence of the question of service provided was rearranged after pilot testing.

3.4.1 Questionnaire Design

For the current research, closed ended questions including scaled questions will be used in the questionnaire. Closed ended questions are used as it is simple to create and easier to answer.

There are a few sections in the questionnaire. For the current research, closed ended questions including scaled questions will be used in the questionnaire. Closed ended questions are used as it is simple to create and easier to answer. In part one, general questions were asked to gain the information of the respondents. In part two, all constructs such as service quality,

benefits, perceived value, customer satisfaction and customer loyalty are being tested. The questions are all about the experience toward the hair salon industry. In part three, questions are being asked to understand the demographic profile of the respondents such as age, gender, race, marital status, occupation and income level.

3.4.2 Pilot Test

A pilot test was conducted before the actual survey took place. 30 sets of questionnaire were distributed out during the pilot test stage. Pilot testing was to avoid mistake and error occurred within the questionnaire. It was also allowed for collection of feedback in order to clarify the question. Only minor changes were suggested to modify from responses of the pilot test and no statements were removed. The sequence of the question of service quality was rearranged after pilot testing.

3.5 Data Collection Method

Based on the research questions, method of data analysis for quantitative. The system of gathering data is employed by using a combination of field survey, and questionnaires. Quantitative research was applied in the collection of data. Quantitative research it is prime focus is numbers. Quantitative research is all about quantity. The data was collected to generates statistic. Beside that, descriptive research also conducted on the quantitative survey. Descriptive research will describe the current situation on this survey.

The researchers collected the data by doing questionnaires to the customer at Tokaido Barbershops and the residents in Ayer Keroh, Melaka. The researchers are randomly selected people who need to answer it. This method can take a long period of time because the researcher needs to be accepted into the group so that they survey data that is natural.

Based on the results of the survey that has been made, the researchers do the pilot test. Pilot test helps to determine if the research method is reliable. Furthermore, pilot test will give an

extra opportunity to make sure the researchers are asking the right questions, have the right audience, and that the data will be valid.

3.6 Data Analysis

After assembling all the data collected, computer software was used to analyze the data. The data gathered through questionnaire was coded and analyzed using the computerized SPSS (Statistical Software Package for Social Science) software version 24. SPSS is the widely used package of computer software for analysis and analyze quantitative data quickly. Hence, this study was conducted using this type of computer software to accomplish the analysis part.

Furthermore, once the data was collected it was edited for completeness and consistency. The data in the questionnaire was analyzed by the use of descriptive statistics. This included the use of tables and percentages to represent the response rate and information on the other variables that the study considered. This helped to summarize and compare data. Brief, unrecorded conversations were held after each respondent completed the survey. All participants were debriefed and given contact information to view the results of the study.

Data analysis is the most crucial part of any research. Data analysis summarizes collected data. It involves the interpretation of data gathered through the use of analytical and logical reasoning to determine patterns, relationships or trends.

3.6.1 Reliability Test

Reliability is the accuracy or precision of a measuring instrument that is the extent to which the respondent can answer the same or approximately the same questions the same way each time. Reliability test can be used to determine the stability and consistency with which the research instrument measures the construct. Moreover, the relationship between individual items in the scale can be determined significantly. Thus, we can determine whether the items in the

questionnaire are related to each other or not. Cronbach's alpha is calculated by averaging the coefficients that result from all possible combination of split halves. This coefficient varies from 0 to 1 and value of 0.6 or less generally indicated unsatisfactory internal consistency reliability (Zikmund, 2003).

In this research, Cronbach's alpha method is applied as it is deemed the most common measure of data consistency and suitable for use when multiple questions using Likert scale are used in a survey or questionnaire in determining its reliability (Laerd Statistics, 2013). In general, the rule of thumb for Cronbach's alpha score interpretation is applied.

Next, cronbach's coefficient aplha is the commonly used measure for internal consistency reliability. Cronbach's alpha value of .7 and above is considered to be reliable (Nunnally & Bernstein, 1998). An alpha value of .7 and above indicates items are homogenous and measuring the same construct. Umar Sekaran (2003) suggested that alpha value of .5 would be deemed the lower value of acceptability.

3.6.2 Frequency Analysis

Frequency analysis is a method that shows the number of occurrences of each response chosen by the respondents. After that, it was employed to understand the overall profiles of respondents. It used to analyze age, race, education and income level. For this data, the frequencies and percentage was used for computation.

3.6.3 Mean Analysis

Mean analysis or known as descriptive analysis is to described as the sum of the variables values or the total number of values. Mean analysis is measures on central tendency under the frequency analysis. After using frequency analysis, SPSS Statistics can also calculate the mean. It help researcher analyze the results and draw conclusions. Mean analysis used to

found the average or mean per variable for each respondent. When using mean analysis, the data need to be transform and compute each variable to get the sum per each respondents.

Descriptive analysis refers to a set of concept and method used in organizing, summarizing, tabulating, describing collections of data in an informative way. It provides a picture of what happened in the study. Descriptive statistic analysis in this study included frequencies analysis. Calculating frequency distribution and percentage distribution are the most common way of summarizing data. It provides statistics and graphical displays that are useful for describing many types of variables. It also provides a clear picture on the demographic and general section. The data can be read easily and properly when the researcher summarize the raw data into a frequency distribution table. Furthermore, it helps exploring and making conclusions about the data in order to make a rational decisions. As in a study there are numerous variables that are to be measured, and hence descriptive statistics is used to break this huge amount of data into the simplest form.

According to William (2006), descriptive statistics are used to present quantitative descriptions in a manageable form. Descriptive Statistics help us to simplify large amounts of data in a sensible way. Descriptive method also used because of its usefulness in describing the market phenomenon, which is closely relevant to this research (i.e. this research is about the understanding of the influences of staffing, cleanliness, space layout, service provided and prices on customer perception) in barbershop. The purpose of this research is to determine the significant impact of the independent variable that can lead customers perception towards Tokaido Barbershop. It is used because we have the prior knowledge about the problem situation as it has been discovered in past studies.

3.6.4 Correlation Analysis

Correlation means association, it more precisely it is a measure of the extent to which two variables are related. There are three possible results of a correlational study: a positive correlation, a negative correlation, and no correlation.

Correlation is another way of assessing the relationship between variables. To be more precise, it measures the extent of correspondence between the ordering of two random variables. There is a large amount of resemblance between regression and correlation but for their methods of interpretation of the relationship. A scatter diagram was included, it is of tremendous help when trying to describe the type of relationship existing between two variables.

Therefore, a pearson's correlation coefficient was obtained and concluded that the two sets of variables were significantly correlated. The result meant that which variable could be used to predict the best solution to a reasonable extent. Furthermore, after doing the correlation analysis, researcher need to do summary of the results and explain details about rejected and acceptance variables.

3.7 Summary

This chapter describes the research design, sampling design, data collection methods, research instrument and method of data analysis.

We can conclude that there are variety of methods can be used to gain data. Before that, we should also consider the suitable ways and which method is best depends on field of study and questions given. Not just depend on the quantity, thus, this study also rely on the quality of the questionnaire. Before submitting the questionnaire, we should consider the questions logically and suit the situation. Good questionnaire can lead to useful data, able to give better information which can influence others in making better decision.

The following chapter reports on the result of the statistical analysis as well as discussion and interpretation of result of hypothesis.

CHAPTER 4 – DATA ANALYSIS

4.1 Introduction

In this chapter, descriptive analysis will be analyzed. It will be followed by demography profile of respondents, goodness measure and the last is research findings will be stated.

This study had one main objective, which sought to determine the factors that influence patronage of salons/barbershops and their relative importance. Questionnaires that were incomplete and inconsistent were discarded. The main data for addressing the mentioned objective was collected on a 5-point likert scale ranging from not at all important-1 to very important-5. The results of the findings are presented below.

4.2 Demography Profile of Respondents

Table A : Respondent's Demographic

Respondent's Demographic		Frequency	Percentage (%)
Age	Below 18 years old	81	20.98
	Between 18-29 years old	220	56.99
	Between 30-55 years old	71	18.39
	Above 55 years old	14	3.63
Marital status	Single	275	71.24

	Married	111	28.76
Race	Malay	323	83.68
	Chinese	45	11.66
	Indian	8	2.07
	Others	10	2.59
Level of education	None	4	1.04
	Primary school	9	2.33
	Secondary school	120	31.09
	University/College	253	65.54
Sector of present occupation	Government sector/ Public sector	166	43.01
	Non-government sector/ Private sector	125	32.38
	Not applicable	95	24.61
Monthly income	Not applicable	95	24.61
	Below RM1000	18	4.66
	Between RM1000 to RM2000	174	45.08
	Between RM2001 to RM3000	66	17.10
	Between RM3001 to RM4000	23	5.96
	Above RM4000	10	2.59
How far do you reside from the Tokaido Barbershops?	< 1 km	43	11.14

	1-5 km	100	25.91
	6-10 km	75	19.43
	11-20 km	63	16.32
	> 20 km	105	27.20

A total of 386 respondents were obtained from survey questionnaire. As shown in Table A and Appendix B, majority of the respondents which are from the age of 18 to 29 years old (56.99%). This follow by 81 respondents (20.98%) fall into age group below 18 years old. There are 71 respondents (18.39%) fall into age between 30 to 55 years old and there is 14 respondents (3.63%) fall into age above 55 years old.

The respondents are majority consisted of single people, 275 respondents (71.24%) . There are 111 respondents (28.76) was married. Furthermore, majority of respondents which are 323 (83.68%) of the were Malay. The rest of the respondents consist of 45 Chinese (11.66%), 8 Indian (2.07%) and others are 10 respondents (2.59%).

Majority of the respondents are from the university or college students which consist of 253 respondents (65.54%), followed by secondary school, 120 respondents (31.09%) and primary school, 9 respondents (2.33%). As for the rest of the respondents are from the none level of education which are 4 (1.04%)

In term of employment, 166 respondents (43.01%) were from the government sector and public sector where as 125 respondents (32.38%) were from the non government sector, private sector and self-employment category. Lastly, not applicable respondents, 95 (24.61%).

Besides, the majority of respondents are from those earning between RM1000 to RM2000, 174 (45.08%). As for the rest 18 respondents (4.66%) are from those who gain below

RM1000, 66 respondents (17.10%) are between RM2001 to RM3000, 23 respondents (5.96) are between RM3001 to RM4000. There are 10 respondents (2.59%) fall between the range of RM4000 and above. Therefore, 95 respondents (24.61%) are does not earning income.

Further profiling of the respondents showed 43 respondents (11.14%) live within 1 kilometres from the barbershop, followed by 100 respondents (25.91%) 1 to 5 kilometres, 75 respondents (19.43%) 6 to 10 kilometres, 63 respondents (16.32%) 11 to 20 kilometres. The highest total of the respondents, 105 (27.20%) are living 20 kilometres and above from barbershop.

4.3 Goodness Measure

4.3.1 Reliability Analysis

The first test carried out on the data was the reliability test on the multi-item instruments used in this research. The Cronbach's Alpha value was used to test the reliability of the items measuring each variable: customer perception, staffing, cleanliness, space layout, service provided and pricing. It is a reliability measure coefficient that reflects how well items in a set are positively correlated to one another.

The results obtained as shown in Table B and Appendix C indicates that the Cronbach's Alpha value for the measuring items of independent variable and dependent variable. The Cronbach's Alpha for voluntariness was accepted base on the minimum Cronbach's Alpha value of .70 specified by (Sekaran, 2013).

Based on the conducted reliability analysis, all the variables have Cronbach's Alpha values greater than .70 and indicates inter-item consistency. None of the items were deleted in the test, as the reliability of inter-item was higher.

Table B : Summary of Reliability Analysis

Construct/ Variable	Number of items	Cronbach's Alpha
Customer perception	5	.809
Staffing	5	.749
Cleanliness	5	.838
Space layout	5	.720
Service provided	5	.802
Pricing	5	.757

In this survey, 30 items have been included to test for it. Based on the Table B, the value of Cronbach's Alpha of customer perception is .809, staffing is .749 and cleanliness is .838. Besides, the value of Cronbach's Alpha of space layout is .720, service provided is .802 and pricing is .757. As shown in Table B, the results of each variables were passed the (Sekaran, 2013) table which are all Cronbach's Alpha achieved value above .7.

Overall, the internal reliability coefficient for the entire construct are moderate strong to very strong as all alpha coefficient are more than .70. In conclusion, all the constructs show a Cronbach's Alpha value of more than .60 and this indicates that the measurement scales of the constructs were stable and consistent in measuring the constructs.

4.3.2 Mean Analysis

The summary of the descriptive statistic or known as mean analysis of the variables is given in Table below. All variables were measured in 5-point Likert Scale with 5 being strongly agree. This section will describe the characteristic of the respondents and how were their perception towards Tokaido Barbershop.

N = 386 respondents

Table C: Mean Analysis for Staffing

Construct	Mean	Std. Deviation
I am satisfied with the haircut service provided by the barber	4.50	.646
How well do you like your barber	4.45	.656
Do you think the barber need more skill and knowledge	4.44	.751
I need a special service when coming to the barber	4.42	.717
I am comfortable to share experiences or feedback with the barber	4.35	.826

Table D : Mean Analysis for Cleanliness

Construct	Mean	Std. Deviation
I am satisfied with cleanliness in the barbershop	4.59	.610
I am satisfied with waste management in the barbershop	4.48	.629
I believe the tools used sterilized regularly	4.35	.736
I think the cleanliness of the barbershop floor is excellent	4.47	.673
I am happy because the barber always wash hand after serve each customer's	4.46	.691

Table E : Mean Analysis for Space Layout

Construct	Mean	Std. Deviation
I feel comfortable to move within the barbershop	4.51	.685
I like it when the barbershop provides a waiting area for customers	4.56	.583
The waiting area provided is in good condition and enough to give me comfort	4.48	.617
I am comfortable with the arrangement of tools and equipment that does not take up space	4.08	.901
The arrangement of equipments and furniture in the barbershop is very neat	4.44	.674

Table F : Mean Analysis for Service Provided

Construct	Mean	Std. Deviation
I am happy because the barbershop provide entertainment when I receive their services. (eg: playing music)	4.50	.629
I am satisfied with prompt services by barber	4.49	.722
I am satisfied because the barber performs the service exactly as stated	4.48	.732
I am happy because the barber upholds an error free service	4.43	.750
I am satisfied with the effectiveness of customer service of barbershops	4.52	.604

Table G : Mean Analysis for Pricing

Construct	Mean	Std. Deviation
The price charged is reasonable and affordable according to the service rate provided	4.48	.684
The price increase in each service without improving employee skills will cause customers to be less interested in continuing to get service there	4.34	.716
I am satisfied with the amount of money that typically pay for this services category	4.39	.641
It is reasonable to maintain the service price according to the current situation	4.23	.769
The barbershop should improve their shop in pricing to handle competition	4.46	.691

Table H : Mean Analysis for Customer Patronage Intention

Construct	Mean	Std. Deviation
I will look at the important factors before choosing a barbershop (eg; price, customer service, quality)	4.68	.529
I am satisfied with the courtesy of the employees	4.51	.604
How to rate your overall satisfaction at the barbershop	4.52	.625
The service given as same as I expected	4.52	.612
I would recommend the barbershop's products or service to others	4.56	.663

Table I : Overall Mean Statistic of Major Variables

Construct	Mean	Std. Deviation
Staffing	4.43	.510
Cleanliness	4.47	.522
Space Layout	4.41	.481
Service Provided	4.48	.515
Pricing	4.38	.499
Customer Patronage Intention	4.56	.458

N = 386 respondents

Table I shows the total of mean analysis for overall for each variables. The finding of this analysis in Table I gives the mean, standard deviation and number of 386 respondents (N) who participated in this study. Looking at the table of the overall mean analysis above, the customer perception is the most important variable that influences customers to come to barbershops. Customer patronage intention shown the highest mean which is 4.56.

This followed by services provided with the mean of 4.48. Next is cleanliness with the mean of 4.47, staffing 4.43, space layout 4.41 and the lowest is pricing with the mean of 4.38.

4.3.3 Correlation Analysis

Pearson Correlation was used to investigate the inter-correlations among all the study variables. Table J and Appendix J provides the summary of the results.

Pearson's Correlation Coefficients of Study Variable are the easy way to researcher analyze the finding of the research. There is the overview of the data that the researchers need to identify whether they achieve the objectives and goals in conducting research.

Based on the table D below, we could conclude that the most related factor to customers patronage intention are staffing which record the highest figure in correlation that is .422**. It is means that most of the customers are in view of staff perception. It can be a positive view or negative view of staffing. In positive ways, the staff might be friendly, harmony, and know how to handle their customers very well. But, in negative ways, it might be the staff are so rude, clumsy or did not have much skills to fulfill their customers needs. But, since Tokaido Barbershop is a barbershop that usually visited by customers and they already have their regular customers that oftenly used their services, then the view in terms of negative are not valid to customers patronage intention.

Table J : Pearson's Correlation Coefficients of the Study Variables

Variable	Staffing	Cleanliness	Space layout	Service provided	Pricing	Customer patronage intention
Staffing	1 386					
Cleanliness	.422**	1 386				
Space layout	.399**	.630**	1 386			
Service provided	.283**	.587**	.501**	1 386		
Pricing	.370**	.644**	.610**	.543**	1 386	
Customer patronage intention	.375**	.702**	.580**	.622**	.658**	1 386

** Correlation is significant at the 0.01 level (2-tailed)

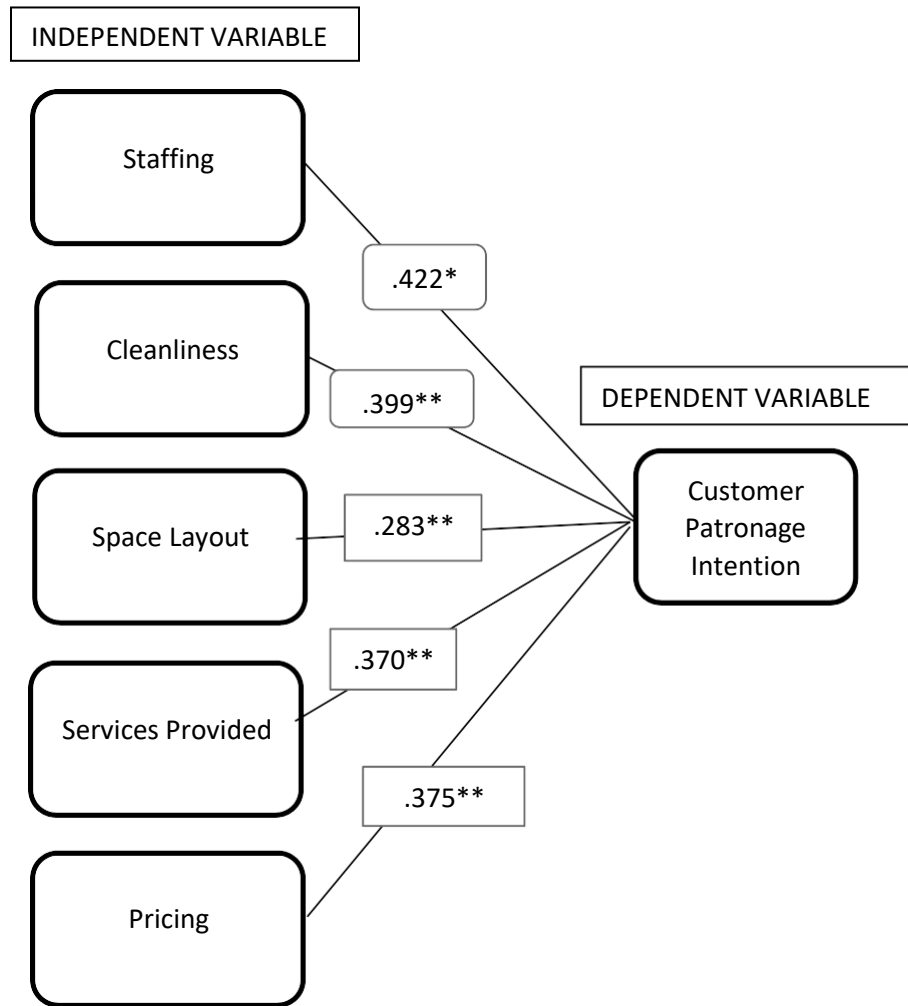


Figure 2 : Hypothesis Theoretical Framework

4.4 Research Findings

In this section, Pearson's correlation is employed to examine the relationship between the independent variables (IVs) and the dependent variable (DV). To test the relationship, in this section, the mediator in this study is treated as a dependent variable. Correlation coefficients are able to provide a numerical overview of the direction and strength of the linear relationship between the IVs and DVs. According to Karl Pearson (1896) Pearson's correlation coefficients (r) range from -1 to +1 for the indication of positive or negative correlation. According to Pallant (2007), the size of the absolute value formulates information on the strength of the relationship.

Table K : Summary of Hypothesis Testing

Hypothesis	Descriptions	Result (Accept or Reject)
H1	Staffing will be positively related to customer's perception	Accepted
H2	Cleanliness will be positively related to customers patronage intention	Accepted
H3	Space layout will be positively related to customers patronage intention	Accepted
H4	Services provided will be positively related to customer patronage intention	Accepted
H5	Price will be positively related to customer's perception	Accepted

Staffing (IV1)

There is significant, moderate and positive correlation between Staffing and customer patronage intention ($r = 0.70$, $r = 0.00$, respectively, $p < .01$). In testing the relationship between variables, 0.70 is strong, within the range of 0.30 to 0.60 is considered moderate and less than 0.30 would be weak. The relationship between the variables is stated $.375^{**}$, respectively, which further reinforces the relatively moderate relationship between the IV and the DVs. This correlation indicates that the higher is the staffing.

Cleanliness (IV2)

There is a significant, strong and positive correlation between cleanliness and customer patronage ($r = 0.70$, $r = 0.00$ respectively, $p < .01$). The relationship between the variables is stated as $.702^{**}$, respectively, what further reinforces the relatively strong relationship between the IV and DVs is customer patronage intention. This correlation indicates that positive relationship towards cleanliness.

Space Layout (IV3)

There is a significant, moderate and positive correlation between space layout and customer patronage ($r = 0.58$, $r = 0.00$, respectively, $p < .01$). The relationship between the variables is stated as $.580^{**}$, respectively, what further reinforces the very strong relationship between the IV and DVs is cleanliness. This correlation suggests that the higher the space layout towards customer perception, the higher the customer value, which leads to greater customer loyalty.

Service provided (IV4)

There is a significant, moderate and positive correlation between service provided and customer patronage ($r = 0.62$, $r = 0.00$ respectively, $p < .01$). The relationship between the variables is stated as $.622^{**}$, respectively, what further reinforces the relatively strong relationship between the IV

and DVs is customer patronage intention. This correlation indicates that positive relationship towards service provided.

Pricing (IV5)

There is a significant, moderate and positive correlation between pricing and customer patronage ($r=0.00$, $r =0.00$ respectively, $p < .01$). The relationship between the variables is stated as $.658^{**}$, respectively, what further reinforces the relatively strong relationship between the IV and DVs is customer patronage intention. This correlation indicates that positive relationship towards service provided.

4.5 Conclusion

In this chapter, questionnaire have been analyzed using descriptive analysis. Moreover, reliability test was used to examine the reliability of the items of the six constructs. Furthermore, pearson correlation analysis were used to analyze the relationship between independent variables and a dependent variable. Lastly, research findings are stated based on the data collected.

CHAPTER 5 – DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter discusses the statistical results in Chapter 4. It recapitulates the study and discusses the major findings in the later section. This chapter provides the clear discussion and conclusion from the previous chapter which including the summaries of statistical analysis, discussion of the relationship (independent variables and dependent variable), managerial implications, limitations, recommendations for future research and finally conclusion are being discussed and highlighted for the future use.

5.2 Discussion

The study had one objective which is to determine factor of customer's patronage intention towards Tokaido Barbershop. Most of the factors discussed in the literature review emerged among other factors as important variables considered by customers in their patronage in services provided.

The research indicated that a majority of the respondents were satisfied in certain factors. This was apparent when the respondents were asked whether or not they have a services by Tokaido Barbershop. The findings revealed that the percentages of personal data of respondents in age, status, race, level of education, present occupation, monthly income, and distance.

There are 58% for average age of 18 to 29 years old. This average of age are the most percentages among the others. Teenagers are very fond of styling their hair regardless of gender. This is evident when the age of 18 to 29 years old are the majority of the respondents. This is probably because everybody utilizes services offered by barbershops.

The study established that most of the respondents had at least college or university level of education. The information collected can hence be said to be credible. There were more single respondents who participated in the study compared to the married. A good number of the respondents were in the age bracket of 18-29. This may be attributed to the fact that most of the respondents were young.

The incomes of the respondents were distributed across all the income brackets with the majority of the respondent are not applicable since the most respondents are not working or we can stated as they are students, unemployed, or housewife. We can conclude that the not applicable respondent mostly are the student since this barbershop are near to the residence and school.

The race of the respondents mostly are malay people. The race for each place greatly affects a store operation and customers. The distance of respondents from the location are mostly in 20 km and above. It is apparent that convenience of location is among the important factors in determining a customer's decision to got a services in that barbershop or not. This was further evident by the significant shift to other salons/barbershops in case a favourite service point would relocate to another location more than one kilometer away.

From factor analysis, the importance factor in customer's patronage intention toward the barbershop were services provided. Services provided by barbershop are sure important things toward customer's patronage. Of these factors popularity services provided as the most important with percentage of 57.3%. This may be explained by the fact that the majority of respondents were unemployed which are from student and housewife. As a student, hairdressing is very important to set an example as an excellent student. As for a housewife, tidying up the children's hair is their priority.

Second of the factor on popularity was the cleanliness. This consisted of hours of operation, available credit with favourable terms and internal appearance of the salon/barbershop. Since hairdressing is part and parcel of body care and hygiene, customers would very much appreciate if they can be offered the clean space. In line with this the second level of needs in the hierarchy of needs by Abraham Maslow is that of security. One of these needs is that of being in clean and tidy environments. For this reason the internal appearance of the service outlet will matter a lot. In addition to this many people appreciate flexibility of service in terms of hours of operation. People who are on tight work schedules will really like beauty and barbershops that open early enough and close late.

The next factor in importance was staffing. Customers will very much prefer to have all their needs met in one particular outlet than hope from one outlet to another seeking these services. For example a customer may want to have their hair dressed, have pedicure and manicure at the same outlet. It is more convenient that way and it does save some time and energy. It is also important for the service workers to be welcoming and to be interested in serving the customer. The staff should be friendly and knowledgeable about the skills, professional, and services provided.

The fourth importance factor was the space layout provided by the barbershop. Patronage of space is based on body size. Different size spaces suit different size people: one person's claustrophobic box is another's cosy nest. Crowded space layout will cause customer dissatisfaction with the barbershop. Customers will not come back to get services in uncomfortable places. The appropriate layout is one that can make it easier for customers and employees to run services such as employees who want to wash and dry the customer's hair needs to place the customer in an easy place to get a plug to dry the hair.

The last and the least importance factor was price of the services provided by barbershop. Price will be the last thing for customers when the service provided is worthwhile and

satisfactory. This is closely related to the services provided, staffing, and cleanliness of the barbershop.

There are many similarities and differences between the findings of this research and the findings other related research. Availability of a wide range of services in this study can be equated to availability of customer loyalty in the findings by Choi Hong Wai, Tan Hui Lu, Tiam Bee Ngoh, and Wong Poi Jin (2012), which services provided as the most important factor.

Friendliness of personnel also ranked highly the research on customer's patronage intention. Recommendation by friends and relatives was also a factor in the customer's patronage intention research though it did not rank highly. Convenient location or location being near home or office, was found to be unimportant in the customer's patronage intention study.

From the foregoing discussion it is clear that customers place a high value on both social and functional benefits that are received in a salon/barbershop. Customers are looking for a service point with an image that they can identify with; they are concerned about flexibility of service and hygiene. Professionalism and convenience of location is also regarded highly. Having almost a friendship with a service provider, and the sense of enhanced self respect and ego enhancement that emanate from being treated in a warm caring and friendly manner is something that cannot go unnoticed.

5.3 Recommendation

Firstly, the future researchers should not only focus on their respondents in Ayer Keroh, Melaka. It is recommended that they should widen their data collections and have broader sampling size in their future study in order to get a more precise outcome. The researcher can be conducted with a larger sample size, so that one may be able to use the diverse demographic information of sponsors when comparing the results.

Secondly, the future research should look at different variables from other researchers and can includes some of the new variables. They can includes a variables such as a location strategy as main variables and followed by loyalty and others.

Thirdly, the survey questionnaires are all in quantitative format, so future researchers conduct to do survey questionnaires in qualitative format instead of using only quantitative format. Trough the qualitative format, the researcher can understand detailed information about a topic or issue. This way researcher can ask several open-ended question and receive the high-quality information needed to better research.

Lastly, future researcher can be done comparing patronage intention of variables from this research and new variables. Referring to the results later, the researcher can know which variables is more important in developing the barbershop business. So, the researcher should find out the reason that lead the significance relationship and change to the relational benefits until can be significant to influence customer patronage intention.

5.4 Future research

- (1) Future research is likely to conduct more statewide surveys which provides a better representation of the population and a larger sample size.
- (2) Future research should look at different variables from other researchers.
- (3) Future research is recommended to conduct in method qualitative research.

5.5 Conclusion

In a nutshell, our research has achieved the primary objective of this research which is to examine the factor influencing customer's patronage intention towards Tokaido Barbershop in

Ayer Keroh, Melaka. It has identified the staffing, cleanliness of the barbershop, space layout, services provided, and the pricing stated in the Tokaido Barbershop.

The relationships among variables have been examined and all of the hypothesis are supported. In addition, the research has clarified that the patronage of the customers in staffing, cleanliness, space layout, services provided, and the price in hair salon industry in Malaysia. Lastly, this research could serve as a guideline for future researchers as well as hair salon owners for a better understanding of customer's patronage.

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APPENDICES

Appendix A - Survey Questionnaire

Section A – Respondent Characteristic

1. **Age**

Below 18 years old

Between 18-29 years old

Between 30-55 years old

Above 55 years old

2. **Marital status**

Single

Married

3. **Race**

Malay

Chinese

Indian

Others

4. **Level of education**

None

Primary school

Secondary school

University/College

5. **Sector of present occupation**

Government sector/ Public sector

Non-government sector/ Private sector

Not applicable

6. **Monthly income**

Not applicable

Below RM1000

Between RM1000 to RM2000

Between RM2001 to RM3000

Between RM3001 to RM4000

Above RM4000

7. **How far do you reside from the Tokaido Barbershops?**

< 1 km

1-5 km

6-10 km

11-20 km

> 20 km

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

SECTION B

(i) STAFFING

1. I am satisfied with the haircut service provided by the barber
2. How well do you like your barber
3. Do you think the barber need more skill and knowledge
4. I need a special service when coming to the barber
5. I am comfortable to share experiences or feedback with the barber

(ii) CLEANLINESS

1. I am satisfied with cleanliness in the barbershop
2. I am satisfied with waste management in the barbershop
3. I believe the tools used sterilized regularly
4. I think the cleanliness of the barbershop floor is excellent
5. I am happy because the barber always wash hand after serve each customer's

(iii) SPACE LAYOUT

1. I feel comfortable to move within the barbershop
2. I like it when the barbershop provides a waiting area for customers
3. The waiting area provided is in good condition and enough to give me comfort
4. I am comfortable with the arrangement of tools and equipment that does not take up space
5. The arrangement of equipments and furniture in the barbershop is very neat

(iv) SERVICE PROVIDED

1. I am happy because the barbershop provide entertainment when I receive their services.
(eg: playing music)
2. I am satisfied with prompt services by barber
3. I am satisfied because the barber performs the service exactly as stated
4. I am happy because the barber upholds an error free service
5. I am satisfied with the effectiveness of customer service of barbershops

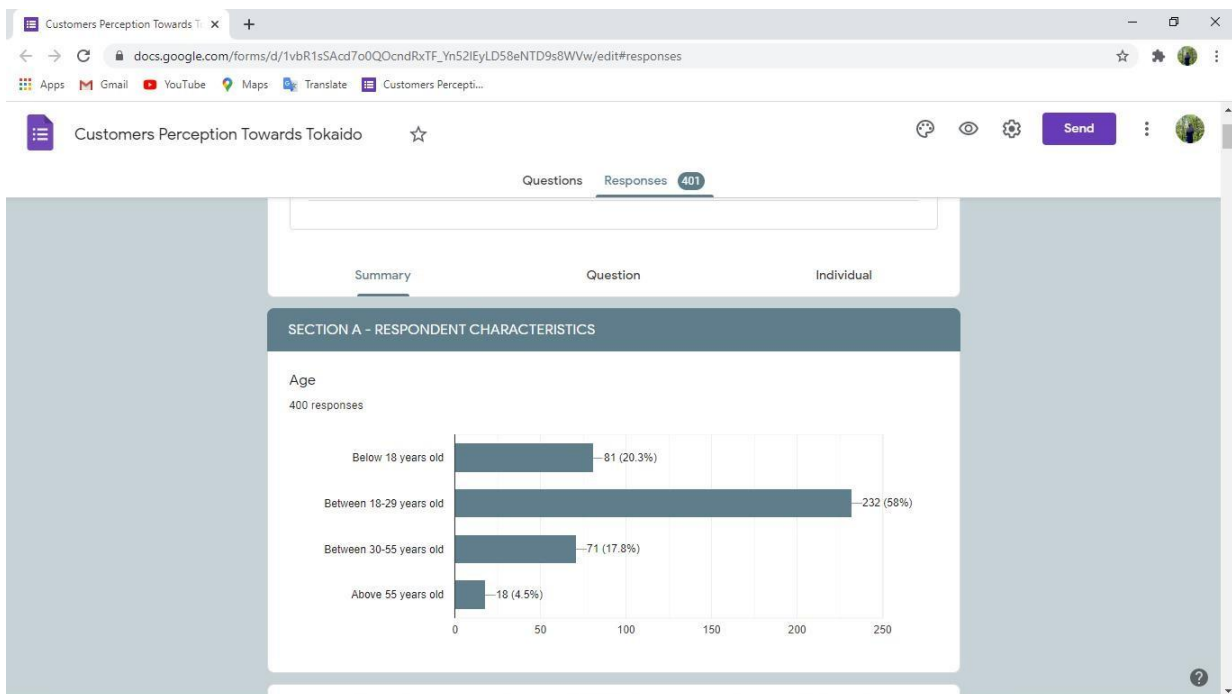
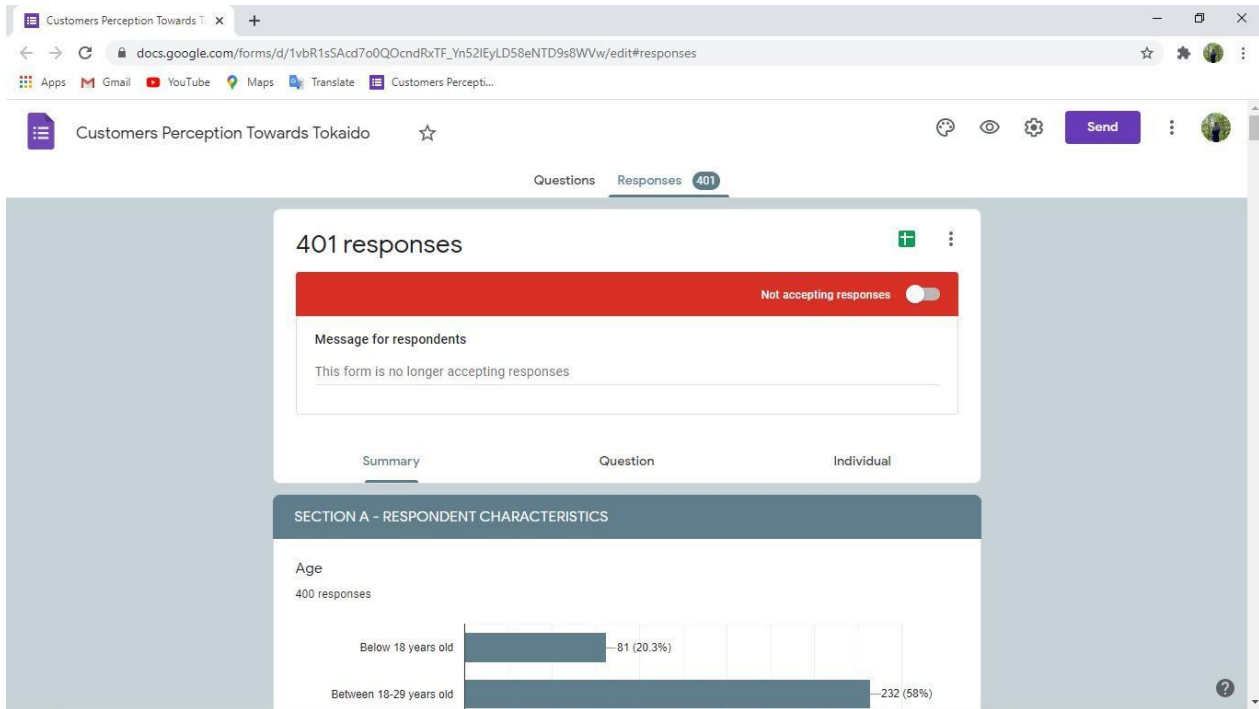
(v) PRICING

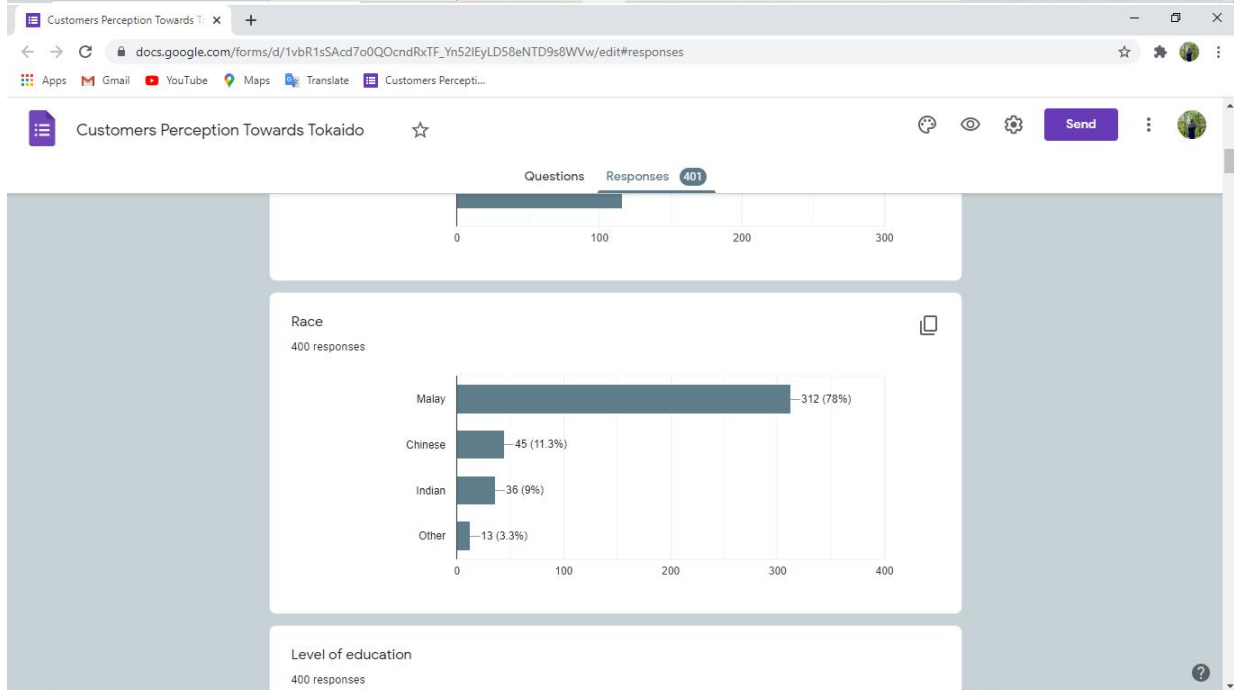
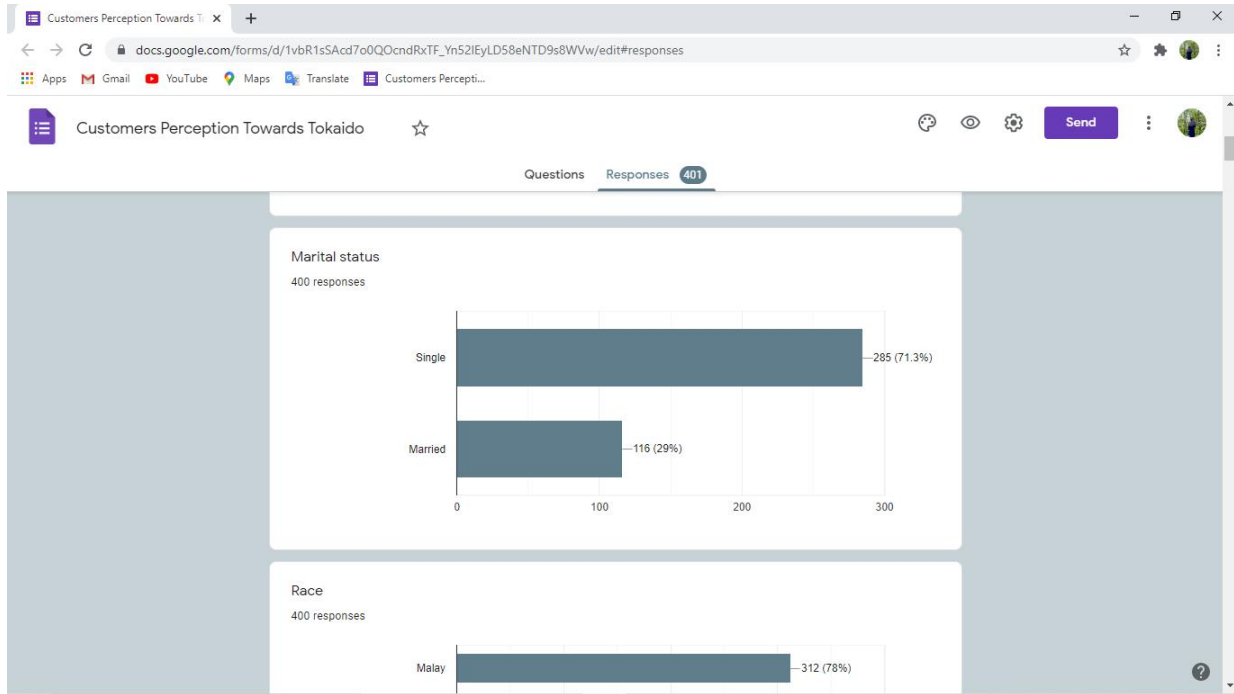
1. The price charged is reasonable and affordable according to the service rate provided
2. The price increase in each service without improving employee skills will cause customers to be less interested in continuing to get service there
3. I am satisfied with the amount of money that typically pay for this services category
4. It is reasonable to maintain the service price according to the current situation
5. The barbershop should improve their shop in pricing to handle competition

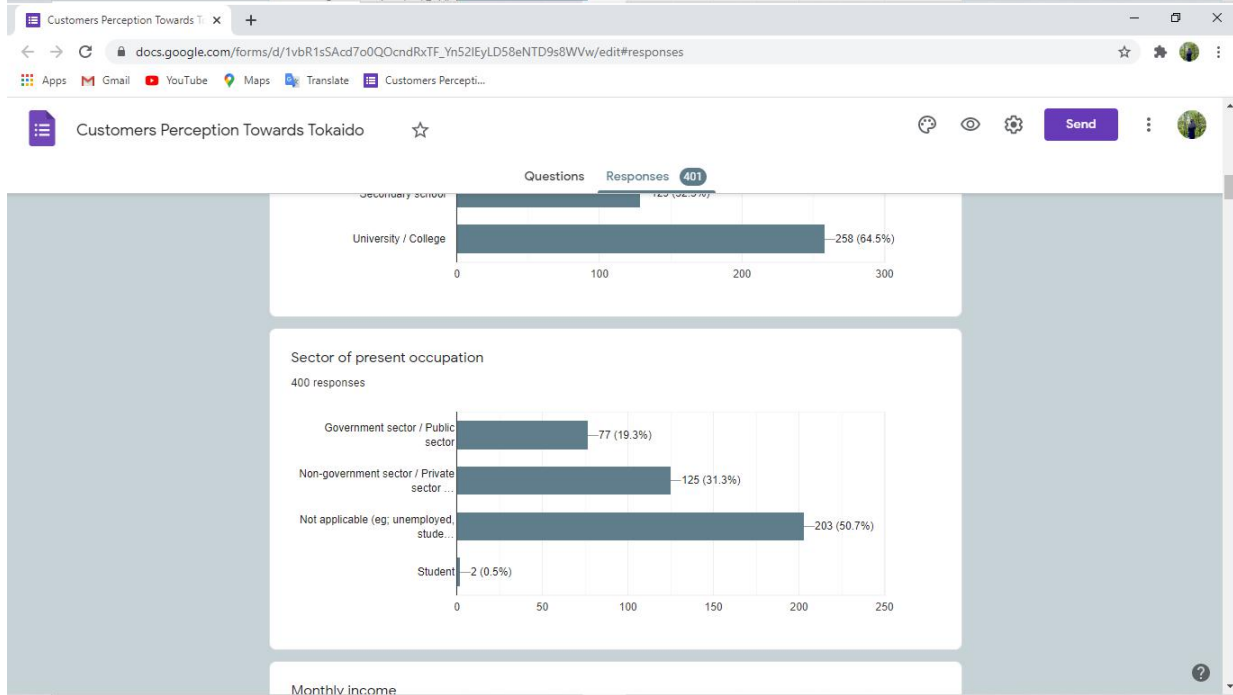
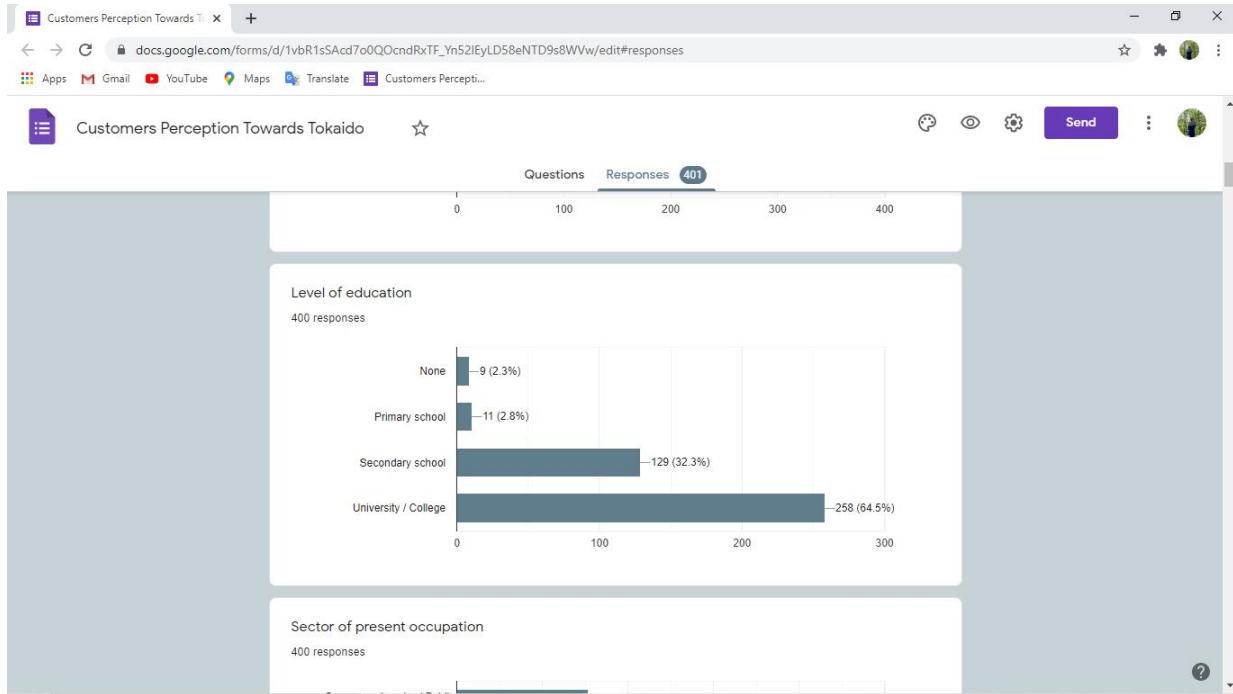
SECTION C - CUSTOMER PATRONAGE INTENTION

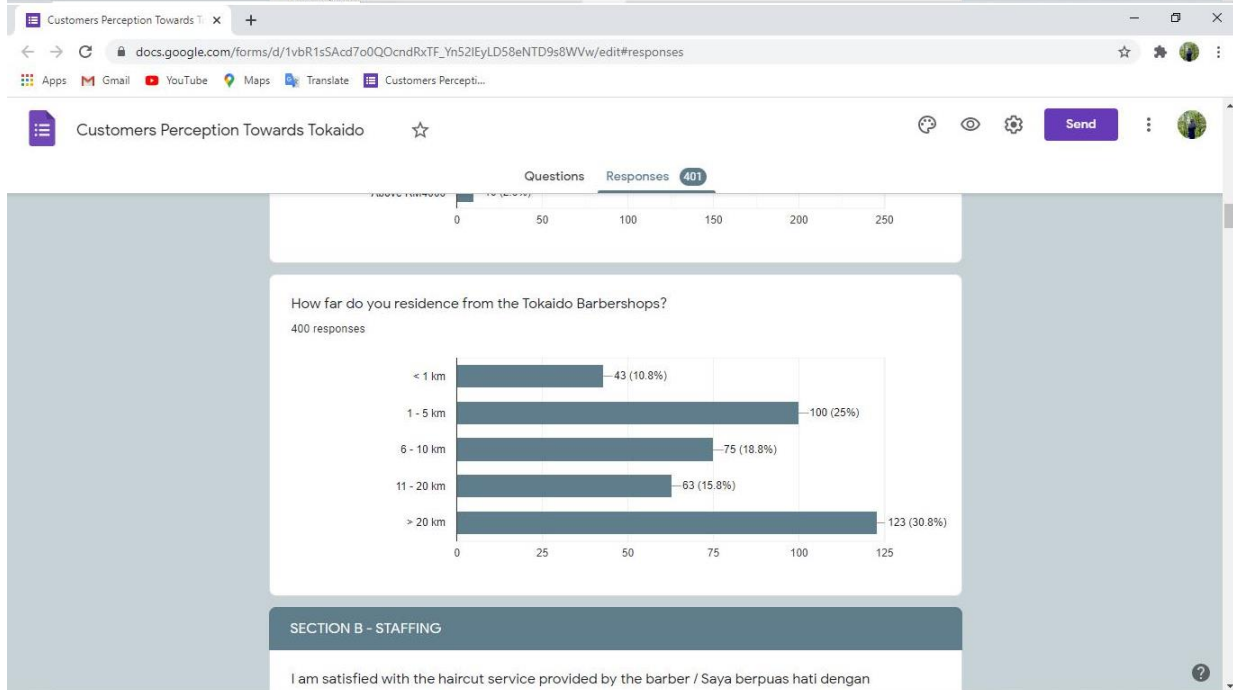
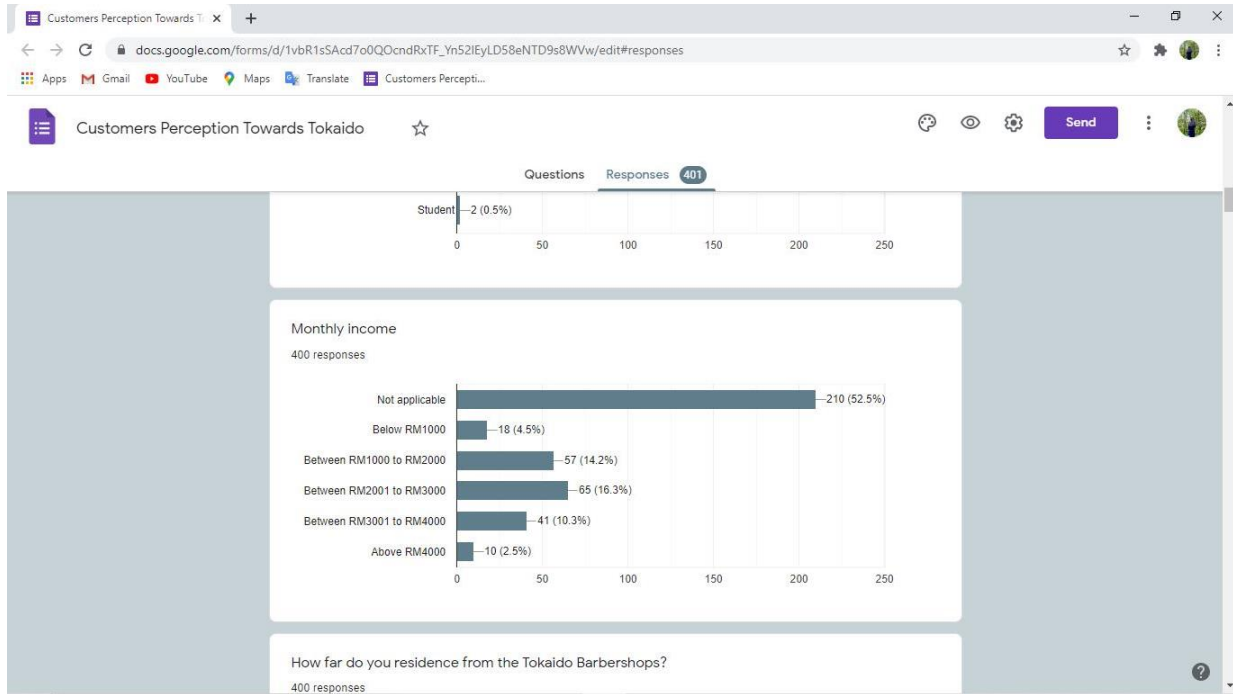
1. I will look at the important factors before choosing a barbershop (eg; price, customer service, quality)
2. I am satisfied with the courtesy of the employees
3. How to rate your overall satisfaction at the barbershop
4. The service given as same as I expected
5. I would recommend the barbershop's products or service to others

Appendix B – Respondent’s Demographic (Google Form)









Appendix C: SPSS Output for Reliability Analysis

IBM SPSS Statistics Processor is ready | Cases: 100 | Unicode: OFF

11:07 PM
11/15/2020

Output

- Log
- Reliability
 - Title
 - Notes
 - Active Dataset
 - Scale: ALL VARIABLE
 - Title
 - Case Process
 - Reliability Sta

```

GET
FILE="C:\Users\Asus\Documents\IBM\NEWDATA.sav".
DATASET NAME DataSet1 WINDOW=FRONT.
RELIABILITY
/VARIABLES=CP1 CP2 CP3 CP5 CP4
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA.
    
```

Reliability

[DataSet1] C:\Users\Asus\Documents\IBM\NEWDATA.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded ^a	0	.0
Total		386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.809	5

IBM SPSS Statistics Processor is ready | Cases: 100 | Unicode: OFF

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11/15/2020

Output

- Log
- Reliability
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- Log
 - Reliability
 - Title
 - Notes
 - Active Dataset
 - Scale: ALL VARIABLE
 - Title
 - Case Process
 - Reliability Sta

```

RELIABILITY
/VARIABLES=ST1 ST2 ST3 ST5 ST4
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA.
    
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded ^a	0	.0
Total		386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.749	5

IBM SPSS Statistics Viewer - Output window showing Reliability Statistics for variables C1, C2, C3, C4, and C5.

Reliability Statistics

Cronbach's Alpha	N of Items
749	5

```

RELIABILITY
/VARIABLES=C1 C2 C3 C4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	386	100.0
Excluded ^a	0	.0
Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
838	5

IBM SPSS Statistics Processor is ready | Cases: 100 | Unicode:OFF

IBM SPSS Statistics Viewer - Output window showing Reliability Statistics for variables SL1, SL2, SL3, SL4, and SL5.

```

DATASET ACTIVATE DataSet1.

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/COMPRESSED.

RELIABILITY
/VARIABLES=SL1 SL2 SL3 SL4 SL5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	386	100.0
Excluded ^a	0	.0
Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
720	5

IBM SPSS Statistics Processor is ready | Cases: 100 | Unicode:OFF | H: 156, W: 278 pt

IBM SPSS Statistics Processor is ready | Cases: 100 | Unicode: OFF | H: 156, W: 278 pt.

11:17 PM 11/15/2020

Reliability Statistics

Cronbach's Alpha	N of Items
.720	5

```

RELIABILITY
/VARIABLES=SP2 SP1 SP3 SP5 SP4
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

→ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded ^a	0	.0
Total		386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.802	5

IBM SPSS Statistics Processor is ready | Cases: 100 | Unicode: OFF | H: 156, W: 278 pt.

11:18 PM 11/15/2020

Reliability Statistics

Cronbach's Alpha	N of Items
.802	5

```

RELIABILITY
/VARIABLES=P1 P2 P3 P5 P4
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

→ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded ^a	0	.0
Total		386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.757	5

Appendix D : SPSS Output of Mean Analysis for Staffing

The screenshot displays the IBM SPSS Statistics Viewer interface. The main window shows the output for a Descriptives analysis. The data source is identified as [DataSet1] C:\Users\Asus\Documents\IBM\NEWDATA.sav. The output includes a table of Descriptive Statistics for variables ST1 through ST5 and STAFFING, along with a summary of the analysis command.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ST1	386	1	5	4.50	.646
ST2	386	1	5	4.45	.656
ST3	386	1	5	4.44	.751
ST4	386	1	5	4.42	.717
ST5	386	1	5	4.35	.826
STAFFING	386	1.00	5.00	4.4332	.50999
Valid N (listwise)	386				

Descriptives

```
DESCRIPTIVES VARIABLES=SL1 SL2 SL3 SL4 SL5 SPACELAYOUT
/STATISTICS=MEAN STDDEV MIN MAX.
```

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SL1	386	2	5	4.51	.885
SL2	386	3	5	4.56	.583
SL3	386	2	5	4.48	.617
SL4	386	1	5	4.08	.901

Appendix E : SPSS Output of Mean Analysis for Cleanliness

The screenshot displays the IBM SPSS Statistics Viewer interface. The main window shows the output for a Descriptives analysis. The data source is identified as [DataSet1] C:\Users\Asus\Documents\IBM\NEWDATA.sav. The output includes a table of Descriptive Statistics for variables C1 through C5 and CLEANLINESS, along with a summary of the analysis command.

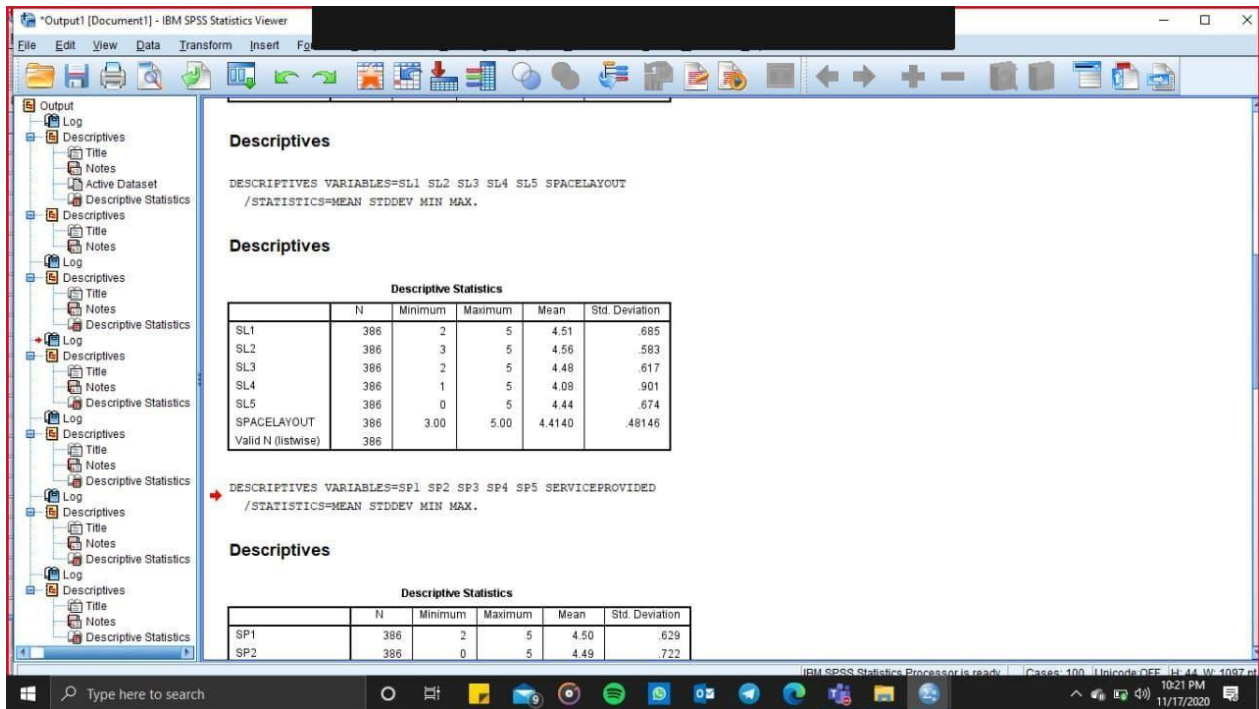
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
C1	386	2	5	4.59	.610
C2	386	2	5	4.48	.629
C3	386	1	5	4.35	.736
C4	386	2	5	4.47	.673
C5	386	1	5	4.46	.691
CLEANLINESS	386	2.00	5.00	4.4699	.52151
Valid N (listwise)	386				

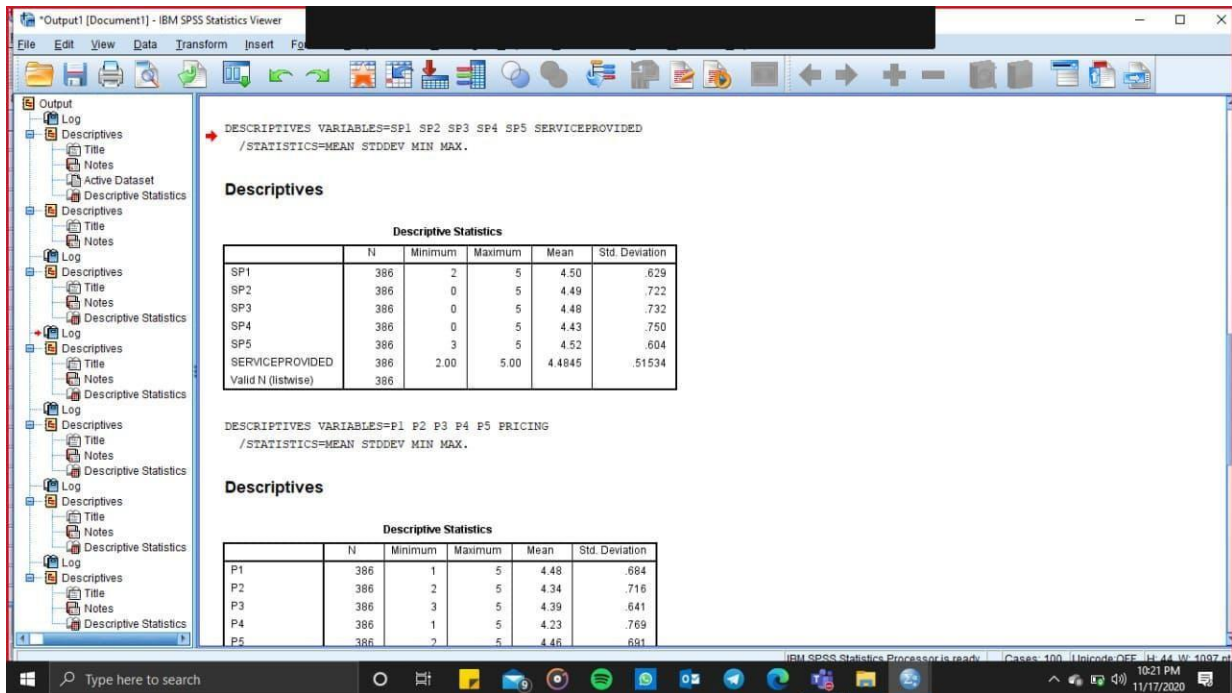
Descriptives

```
DESCRIPTIVES VARIABLES=C1 C2 C3 C4 C5 CLEANLINESS
/STATISTICS=MEAN STDDEV MIN MAX.
```

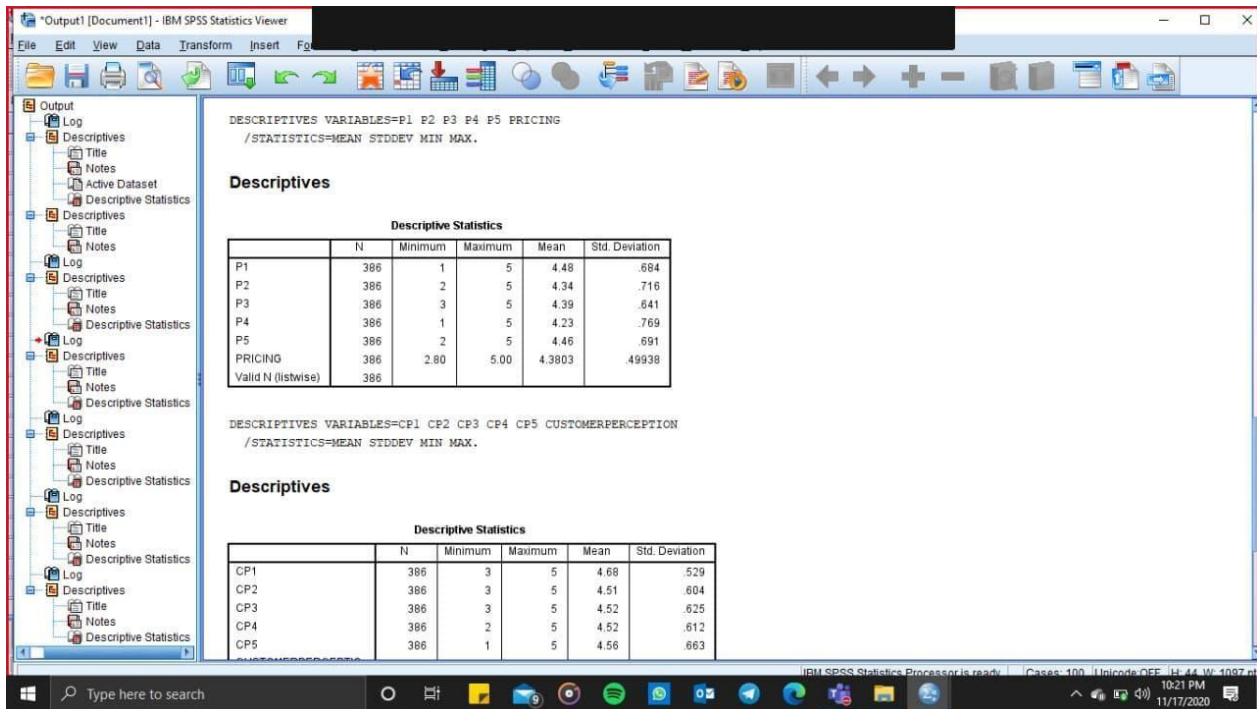
Appendix F : SSPS Output of Mean Analysis for Space Layout



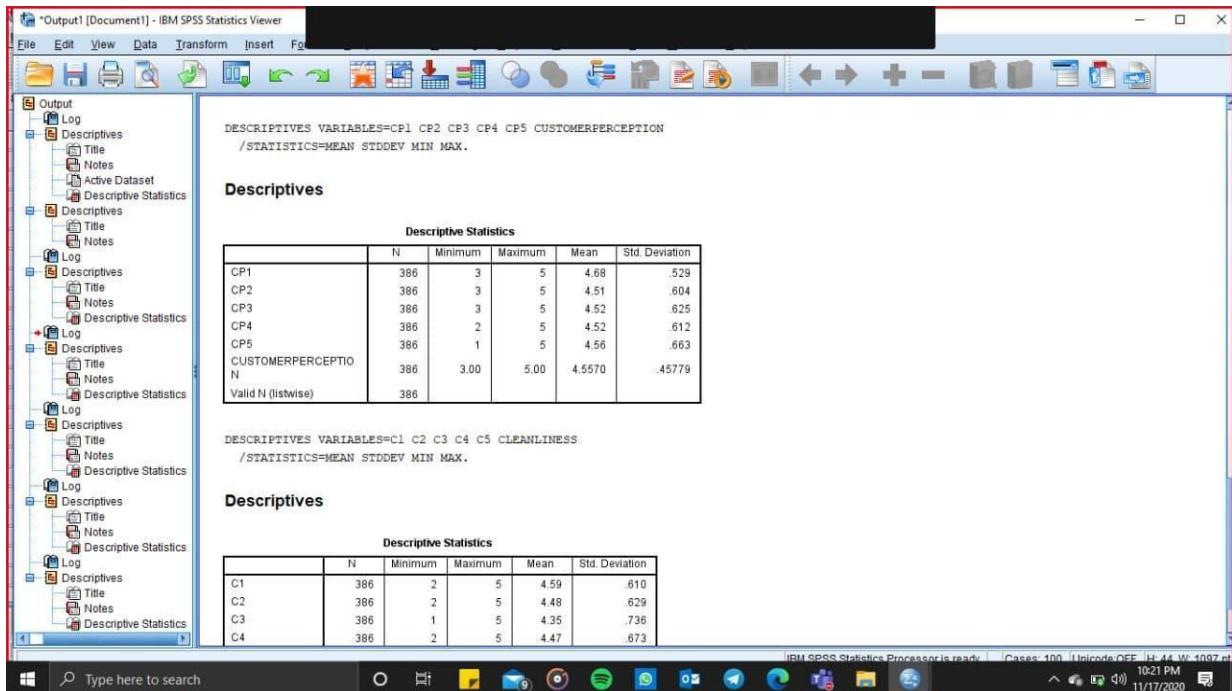
Appendix G : SSPS Output of Mean Analysis for Service Provided



Appendix H : SPSS Output of Mean Analysis for Pricing



Appendix I : SPSS Output of Mean Analysis for Customer Patronage Intention



Appendix J : SSPS Output of Pearson's Correlation

IBM SPSS Statistics Viewer - *Output3 [Document3] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Help

Output
Log
Correlations
Title
Notes
Correlations

```

/PRINT=TWOTAIL NOSIG
/MISSING=FAIRWISE.

```

Correlations

Correlations

		STAFFING	CLEANLINESS	SPACELAYOUT	SERVICEPROVIDED	PRICING	CUSTOMERPERCEPTION
STAFFING	Pearson Correlation	1	.442**	.399**	.283**	.370**	.375**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	386	386	386	386	386	386
CLEANLINESS	Pearson Correlation	.442**	1	.630**	.587**	.644**	.702**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	386	386	386	386	386	386
SPACELAYOUT	Pearson Correlation	.399**	.630**	1	.501**	.610**	.580**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	386	386	386	386	386	386
SERVICEPROVIDED	Pearson Correlation	.283**	.587**	.501**	1	.543**	.622**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	386	386	386	386	386	386
PRICING	Pearson Correlation	.370**	.644**	.610**	.543**	1	.658**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	386	386	386	386	386	386
CUSTOMERPERCEPTION	Pearson Correlation	.375**	.702**	.580**	.622**	.658**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	386	386	386	386	386	386

** Correlation is significant at the 0.01 level (2-tailed).

IBM SPSS Statistics Processor is ready. Cases: 100. Unicode: OFF. 10:25 PM 11/17/2020