THE EFFECT OF BARBERSHOP SERVICE QUALITY ON CUSTOMER SATISFACTION IN KLANG VALLEY

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ABSTRACT

The purpose of this research is to study the effect of barbershop service quality on customer satisfaction in Klang Valley by using five dimensions of service quality, tangible, empathy, reliability, responsiveness and assurance. The questionnaire are used to collect data from a sample of 384 respondents, but only 161 of return questionnaire. The results shows that service quality have a huge impact on customer satisfaction. Providing five elements of service quality to customers can generate a positive perception towards barbershop industries near Klang Valley. The results of the research shows that respondents are more concern about the service quality rather than price increment if the barbers have professional skill. These research strengthen the customer's perception on using barber service to achieve their satisfaction.

INTRODUCTION

1.1 Background of the study

Barber is defined as a person who cuts men's hair and shaves or trims beards as an occupation (Cambridge Dictionary, 2020). Male grooming services have existed since 2000 years ago. Barber shop is a hair cutting shop for men and hairdressing salon could be styling store for both men and women (Phi Phung Le, 2018). The word "barber" comes from the Latin "Barba" means beard (Aryanda, 2018). In the past, the business of barbershop starts from a barber under a tree to a permanent one which is often called Madura haircut in Indonesia (Yudiatma & Triastity, 2015).

The study is conducted because service quality has become the first aspect in many barbershop industries. There are many barbershop in Klang Valley that providing various kind of hair cutting service. The increasing of sales are caused by the good service quality to customer. More people are willing to pay more for the barber who can give a very good service.

Today's appearance is not only important for women but also for men, one of which is the appearance of hair with style that continues to follow the latest trends or hairstyles (Roy Firmanshah, 2020).

As various services have been provided, the market is gradually being filled with specialized hair care shops, such as beauty salons, baby shops and hair salons to cater to a wide range of customers (Phi Phung Le, 2018). Barbershop offers not only regular haircut services, but also additional services such as cream bath, hair coloring, and massage. Then, barbershop also sells several types of equipment so that men can appear more tidy and greasy. Although barbershop has a higher price compared to a general barber, it has already had its market. Barbershop's target market is men from the middle to the upper class (Muhammad Fakrul, Hartoyo, Eva., July 2020).

Most of the public and private companies in Malaysia such as Kementerian Kesejahteraan Bandar, Perumahan dan Kerajaan Tempatan (KPKT) point out code of conduct where all the employees must obey the rules about hair styling in the

organization. This include school and higher education students. Hair must not exceed below eyebrow and touch the back collar on the shirt. This requirement will be the push factor that increase the demand for barbershop services.

Most of modern barbershops in Malaysia have special barber chairs, and special equipment for rinsing and washing hair. In some barbershops, people can read magazines or watch TV while the barber works.

Channel News Asia (June, 2020) stated that barbershop industry is one of the sector that contribute to the country's gross domestic product (GDP) of RM 13.5 billion in Malaysia. Meanwhile, IBISWorld (February, 2020) stated that over the five years to 2020, the barbershop industry performed well as the revenue increased at the rate of 5.3% to an estimated USD 4.9 billion in US.

1.2 Problem Statement

The purpose of this research is to determine the effect of barbershop service quality on customer satisfaction in Klang Valley. The aim is to figure out **why service quality is important in fulfilling customer satisfaction**. In addition, article from Berita Harian (Jun 2020) online stated that because of pandemic, Government decided to increase the price of barbershop service throughout Malaysia. After 3 month of many industries being shutdown including barbershop from 13 April 2020 until 10 Jun 2020, barbers create an idea on doing house to house hair cutting service to avoid covid-19 spreading. Customer can only book for a haircut because of pandemic. Service provided can result in an increase of fees up to RM 20 and RM 30.

Customers are concerned about the quality of service provided at the barber shop. Because of the price increment, it is important for the barber to provide a good quality service that will able to gain customer satisfaction. Although the price increase, customers would not mind to pay the price if the service quality provided satisfied them.

According to Parasuraman. Zeithaml, and Berry (1988), there are five dimensions in service quality; tangible, empathy, reliability, responsiveness and assurance. These five aspects are really important to gain customer satisfaction in barbershop industries. However, **there are only few studies which have dealt with barbershop issues to provide service quality that can gain customer satisfaction in Malaysia.** Since by successfully providing service quality allows the service to create good relationship with customer and increase sales in this competitive environment.

According to Kotler & Keller (2016), customer satisfaction can be obtain by measuring the performance of a product or service with the customers' expectations after using the product or services. Customer satisfaction also can be describe on how the products or services provided by a company can successfully fulfill customer expectations. Customer satisfaction is one of the most important symbol of customer purchase intentions and loyalty. Hence, this study is to examine the effect of barbershop service quality on customer satisfaction in Klang Valley. The result will

provide insight for barbershop to understand the role of those variables to gain customer satisfaction in barbershop industries.

1.3 Research Objective

    1.3.1   To determine the relationship of service quality on customer satisfaction.

    1.3.2   To determine how tangible dimension affects customer satisfaction in barbershop industry.

    1.3.3   To determine how empathy dimension affects customer satisfaction in barbershop industry.

    1.3.4   To determine how reliability dimension affects customer satisfaction in barbershop industry.

    1.3.5   To determine how responsiveness dimension affects customer satisfaction in barbershop industry.

    1.3.6   To determine how assurance dimension affects customer satisfaction in barbershop industry.

1.4 Research Question

    1.4.1   What is the relationship between service quality and customer satisfaction ?

    1.4.2   How tangible dimension affects customer satisfaction in barbershop industry.

    1.4.3   How empathy dimension affects customer satisfaction in barbershop industry.

    1.4.4   How reliability dimension affects customer satisfaction in barbershop industry.

    1.4.5   How responsiveness dimension affects customer satisfaction in barbershop industry.

    1.4.6   How assurance dimension affects customer satisfaction in barbershop industry.

1.5 Theoretical Framework

Independent variable

Dependent variable

SERVICE
Tangible
Empathy
Reliability
Responsiveness
Assurance

Customer satisfaction
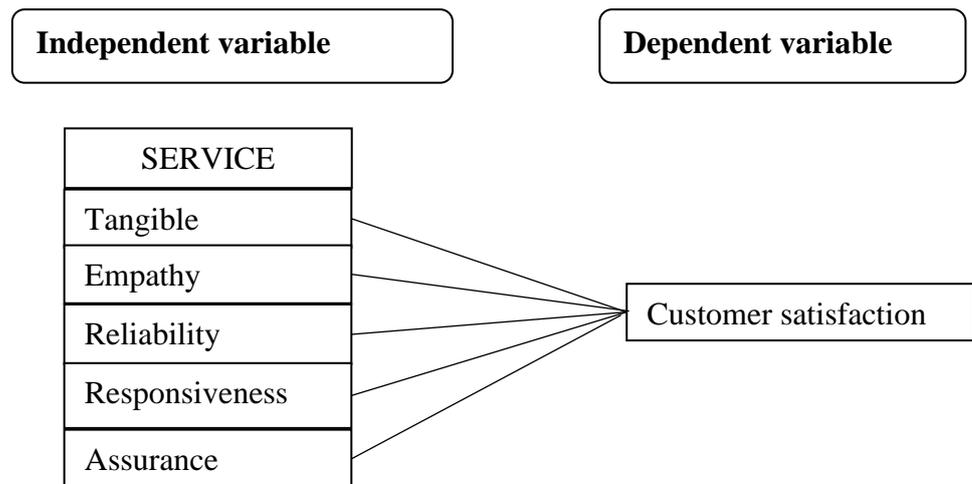
The hypotheses stated in the framework are as follows:

H1 :   There is a positive relationship between tangible and customer satisfaction.

H2 :   There is a positive relationship between empathy and customer satisfaction.

H3 :   There is a positive relationship between reliability and customer satisfaction.

H4 :   There is a positive relationship between responsiveness and customer satisfaction.

H5 :   There is a positive relationship between assurance and customer relationship.

1.6 Significance of the Study

Based on the research that has been done, there are various of benefits obtained including to the barber and customers. From the results of the study on The Effect Of Barbershop Service Quality On Customer Satisfaction In Klang Valley, we can get an information about the quality services that need to be improved to gain customer satisfaction in barbershop business because it is very important and should be emphasized.

The barber service will able to acquire information from the relationship towards customer satisfaction. For example, the quality of service is very important to ensure profitability and it is also an important contributor to customer satisfaction. Therefore, the services of barbers can improve the quality of services performed in various aspects that provide satisfaction. For the benefit gained, the barber service can understand how to establish relationships with customers to increase their satisfaction

as well as gain loyalty. Even for the perceived value, the services of barbers can understand whether their prices are reasonable with the services performed or not.

Therefore, this study is very important to the haircut service. It can help increase efficiency in management where they will always be aware of customers are the main priority in hair cutting services. As a result, customer satisfaction has become a focal point for many industries as it has been acknowledged as a vital contributor to profitability over the long term (Heskett, 2002; Iniesta & Sanchez, 2002; Heskett, Sasser & Schlesinger, 1997). Hence, the study triggers owners to improve and ultimately gain profitability as improvement may lead to higher customer commitment and satisfaction.

Finally, this research is not only study where the service performed and customer satisfaction is very important but it can also contribute to academics who are interested in doing research in related fields to investigate the relationship between each variable in more depth in future studies.

1.7 Scope and Limitations of Study

This study focus on customers who have used the barbershop service in Klang Valley. However, we will find it hard to get a large number of customers because of Standard Operating Procedure (SOP) that government issued during Control Movement Order (MCO) since March 2020.

Before this, one single barbershop can fit up to 10 people in the premise. As the pandemic hit the whole world, only 5 to 6 customers are allowed to be in the premise and 1 to 3 customers can use the service at one time depends on the size of the premise.

Since our questionnaires are fully online, the customer will have to use their phone and internet to fill the survey. Those who did not bring any phone or does not have internet will not fill the survey. Thus, the number of data gain will be decrease.

1.9 Definition of terms of the Study

Service Quality is a perception of the customer. It is generally describe as the output of the service delivery system, particularly in the case of pure service systems. Moreover, service quality is linked to customer satisfaction. Service quality is a perception of the customer (Bhargava, 2008).

A business with good service quality will fulfill customer expectations. Empirical studies suggests that improved service quality increases profitability and long term economic competitiveness. Improvements to service quality may be achieved by improving operational processes, identifying problems quickly and systematically, establishing valid and reliable service performance measures and measuring customer satisfaction (ASQ The Global voice of Quality, 2013).

Customer Satisfaction is a terms that determines how happy customers are with a business services. It is a term used frequently in marketing. Customer satisfaction will determine whether the service is excellent or not (Arnorld, Price and Zinkha, 2004).

2.0 Chapter Summary

The purpose of this study is to examine the effect of barbershop service quality on customer satisfaction in Klang Valley. With the presence of barbershop industries, it can help locals to generate income and urging people to always be stylish starting with their hair. Barbershop industries also give a huge impact internationally. More hairstyle design can be learned from international barbershop industries. Thus, it can help local barbers to always comes up with new trend of hairstyle design to generate more sales. These research strengthen the customer's perception on using barber service to achieve their satisfaction.

LITERATURE REVIEW

2.1 Introduction

This research is to help increase customer satisfaction at barbershop near Klang Valley. The following literature review below explains the quality of service provided and customer satisfaction at barbershop in Klang Valley.

2.2.1 Quality Definition

Quality has been characterized diversely by various authors. Some conspicuous definitions incorporate 'conformance to necessities' (Crosby, 1984), 'qualification for use' (Juran, 1988) or 'one that fulfills the client' (Eiglier and Langeard, 1987). Quality has come to be perceived as a key instrument for accomplishing operational productivity and improved business execution (Anderson and Zeithaml, 1984; Babakus and Boller, 1992; Garvin, 1983; Phillips, Chang and Buzzell, 1983).

Quality in the context of service industries has been conceptualized differently and dependent on different conceptualizations, elective scales have been proposed for administration quality estimation (see, for occasion, Brady, Cronin and Brand, 2002; Cronin and Taylor, 1992, 1994; Dabholkar, Shepherd and Thorpe, 2000; Parasu-raman, Zeithaml and Berry, 1985, 1988).

Moreover, in the relationship of "individuals" with marketing services that work as service providers extraordinarily influence the quality of service provided (Lupiyoadi, 2018).

2.2.2 Service Definition

Service is an activity, satisfaction or benefits for sale (Fandy Tjiptono, 2005). Service is a transaction in which no physical products are moved from the dealer to the purchaser. The advantages of such an service are held to be exhibited by the purchaser's willingness to make the trade.

2.2.3 Service Quality Definition

Service quality is the basis of its formation a quality and can be used to measure customer satisfaction (Bitner & Zeithaml, 2003). Quality of service is the ability to meet internal and external customer needs on a consistent basis procedure. In this case the service provider is required to trying to understand what the customer wants, so have the hope of getting quality good service (Martin, 2001).

According to Parasuraman. Zeithaml, and Berry (1988), the concept of service quality consists of five dimensions:

1. Tangibles

Is a physical facility, equipment or goods items usually used in restaurants and the appearance of the personnel. Parasuraman (1985) stated that tangibility is the physical appearance facilities, equipment, personnel and communication material.

2. Reliability

Is the ability to do service promised to be accurate and reliable way reliable work consistently. According to Ennew (2013), reliability is considered as the degree to which customers can rely on the service provided in the organization.

3. Responsiveness

Is the willingness to help consumers and provide the desired service covers a short time in delivering bill transaction services and call back customers immediately. Responsiveness is principally concerned with how the service provided by the organization respond to customers via their personnel. Responsiveness is defined as the ability to respond to customer requirements right on time and flexibly (Iberahimn, H., 2016)

4. Assurance

Is knowledge, competence and kindness employees to inspire trust and customer confidence. Competence means having the required skills and knowledge to provide services. Assurance is also defined as the ability of employees to influence

the level of customer satisfaction. Samar Rahi (2017) stated that in services industries, assurance means security and credibility that a company can provides to its customer.

5. Empathy

Is the individual concern of the company to its customers like sensitivity and ease contacted so as to meet needs customer (Susila dan Fatchurrohman, 2004). According to Parasuraman (1988) empathy means understanding customer expectations better than other competitors.

2.2.4 Customer Definition

Customer is a person who will use the product or service that provided by a certain company. Customer is also the source of company's income.

2.2.5 Satisfaction Definition

Satisfaction is a judgment of pleasurable level of usage related fulfilment including levels of under-fulfilment or over-fulfilment (Arnorld, Price and Zinkha, 2004). Satisfaction also can be determine during and after using a product or service.

2.2.6 Customer Satisfaction Definition

Customer satisfaction is how the products or services provided by a company fulfill customer expectations. Customer satisfaction is one of the most important symbol of customer purchase intentions and loyalty.

Customer satisfaction decisions are reached by measuring the performance of a product or service with the customers' expectations (Kotler & Keller, 2016).

2.2.7 Relationship between Service Quality and Customer Satisfaction

Quality and customer satisfaction have been known as playing a crucial part for progress and survival in today's competitive market. Significant study has been directed on these two concepts. The quality and satisfaction ideas have been

connected to customer expectations intentions like purchase and loyalty intention, willingness to spread positive verbal, referral, and complaint intention by numerous researchers (Olsen, 2002. Kang, Nobuyuki and Herbert, 2004. Söderlund and Öhman, 2005).

2.2.8 Relationship between Service Quality and Customer Satisfaction in the Service Industry

Bitner et al (1990) stated an alternative method and defined service quality as the customer's overall impression of the relative inferiority of a firm and its service provider. Antreas (1997) found that service offerings perceptions about customer satisfaction are a function of perceived service quality.

METHODOLOGY

3.1 Introduction

The research design is a types of methods and techniques in solving the current issue, thus a valid data will obtained in accordance with the research objectives.

3.2 Research Design

The type of research design used in this study is exploratory research. Researcher is able to look for new knowledge, new insights, new understanding, and new meaning. The exploratory researcher investigates the variable or populace of interest. (Pamela J. Brink, Marilynn J. Wood, Advanced Design in Nursing Research, 1998).

The usage of the exploration, information was completed by giving out questionnaires which information was gathered from an example of the population. Thus, the research objectives can be completed with the plan of the proposed issue, information and data about customers will be gathered through reviews.

3.3 Population and Sample Size

The population of this research is the customers who have used the barbershop service in Klang Valley.

Sample is the number of participants included in this study. The sample selection is from customer who have used the barbershop service near Klang Valley. The sampling technique used in this study is convenience sampling under non-probability sampling because the amount of population size who have used barbershop service in Klang Valley is unknown. Convenience sampling is a type of non-probability sampling where members of the target population that meet certain practical criteria are willing to participate in the study (Etikan, I., Musa, S. A., & Alkassim, R. S., 2016).

3.4 Instrumentation

Questionaire

1. Which age group are you?
- [ ] 18-25 years old
- [ ] 26-35 years old
- [ ] 36-45 years old
- [ ] 46-55 years old

2. Which districts you stay?
- [ ] Shah Alam
- [ ] Kajang
- [ ] Cheras
- [ ] Klang
- [ ] Petaling Jaya
- [ ] Others

3. What is your occupation status?
- [ ] Student
- [ ] Unemployed
- [ ] Career Man
- [ ] Retired

4. Marital status
- [ ] Single
- [ ] Married

5. Level of income
- [ ] Less than RM1499
- [ ] RM1500-RM2999
- [ ] RM3000-RM4999
- [ ] More than RM5000

6. Do you make price comparison with different barbershop before doing a haircut?
- [ ] Yes
- [ ] No

7. How much did you spent for your haircut in a month?
- [ ] Less than RM100
- [ ] RM200-RM300
- [ ] More than RM300

TANGIBLE

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	The barbers are taking care of their hygiene.	1	2	3	4	5
2.	The premise design is suitable for haircut service.	1	2	3	4	5
3.	The premise are clean and comfortable.	1	2	3	4	5
4.	The barbershop have enough equipment.	1	2	3	4	5
5.	The equipment for the service are high quality	1	2	3	4	5

RELIABILITY

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	The barbers can provide any hairstyle design.	1	2	3	4	5
2.	The barbers can be trusted for cutting your hair.	1	2	3	4	5

RESPONSIVENESS

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	The barbers can help recommend what hairstyle that suits you.	1	2	3	4	5
2.	The barbers can respond kindly to your problems.	1	2	3	4	5
3.	The barbers have a good communication.	1	2	3	4	5

ASSURANCE

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	The barbers have a good skills provide the service.	1	2	3	4	5
2.	The service is quick because of the barbers hair cutting skills.	1	2	3	4	5
3.	The barber skills give you confident to use the service.	1	2	3	4	5
4.	The price is worth to pay if the barbers are professional.	1	2	3	4	5

EMPATHY

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	Barber can understand customer's hair type.	1	2	3	4	5
2.	Barber can understand what hairstyle customer want.	1	2	3	4	5
3.	Barber knows how to make you feel comfortable.	1	2	3	4	5
4.	Barber give you individual attention.	1	2	3	4	5
5.	Barber deals customers with care.	1	2	3	4	5

This was a draft of a pilot survey for obtaining data from customers' experience as well as to determine the problems and limitations of the methodology (Kantanoleon N., Zampetakis L., & Manios T., 2007).

A valid measuring tool will able to give more accurate data. Validity is the degree to which the translations of the aftereffects of a test are justified, which depends on the particular use the test is intended to serve. Reliability estimates evaluate the steadiness of measures, inside consistency of estimation instruments, and reliability of instrument scores (Kimberlin, C.L., Winterstein, A.G., 2008).

3.5 Data Collection Method

Closed-ended Surveys and Online Questionnaire is a method by distributing questionnaires or surveys through online system to collect all the data from customers. On 5 October 2020, the questionnaire was distributed by short Google form link and QR Scanner that will link to the questionnaire on the website.

3.6 Data Analysis

This research is using Framework Analysis. It is a process that allows the user to the data and do data analysis during the collection process (Srivastava, A. & Thomson, S. B., 2009). This is more advanced technique that consists of several stages such as familiarization, recognizing a thematic framework, coding, charting, planning and interpretation.

Gantt Chart

	1	3	5	7	9	11	13	15
Title discussion based on company's issues and problems								
Submit draft for Literature Review								
Finalized project title and draft proposal (Chapter 1-3 &…								
Submission 2nd draft proposal								
Discussion Chapter 1 and 3								
Submission of Final Proposal								
Do correction on Chapter 1-3 and questionnaire discussion								
Questionnaire approval by supervisor								
Submission of final draft questionnaire								
Data collection, data key in, pilot test and reliability test								

Week ■ Duration (Days)

DATA ANALYSIS

4.1 Introduction

This chapter, result of data analysis is show in details in order to support the reliability of the whole research project. The analysis will be presented in pie charts, bar graphs with description. The number of respondent selected by following the number of population specially men in Klang Valley.

4.2 Demographic Profile of Respondents

Respondent's Demographic		Frequency	Percentage (%)
Age	18-25 years old	139	86.3
	26-35 years old	18	11.2
	36-45 years old	4	2.5
	46-55 years old	0	0
Districts	Shah Alam	46	29.5
	Kajang	6	3.8
	Cheras	4	2.6
	Klang	69	44.2
	Petaling Jaya	4	2.6
	Others district	27	17.3
Occupation	Student	119	73.9
	Unemployed	6	3.7
	Career Man	36	22.4
	Retired	0	0
Marital	Single	141	87.6
	Married	20	12.4
Level of income	Less than RM 1499	109	67.7
	RM 1500-RM 2999	30	18.6
	RM 3000-RM4999	6	3.7
	More than RM 5000	11	6.8
	Less than RM 1500	5	3.1

Do you make price comparison	Yes	133	82.6
	No	28	17.4
How much did you spent for your haircut in a month	Less than RM 100	147	91.3
	RM 200-RM 300	10	6.2
	More than RM 300	4	2.5

The results as shown in table above, a total of 161 respondents were obtained from questionnaires through Google form.

Started with the age range of the respondents, 139 of the respondents (86.3%) are 18-25 years old. Next, 18 respondents (11.2%) are 26-35 years old and 4 respondents (2.5%) are 36-45 years old. A total of 69 respondents (44.2%) are from Klang, 46 respondents (29.5%) are from Shah Alam, 6 respondents (3.8%) are from Kajang, 4 respondents (2.6%) are each from Cheras and Petaling Jaya and lastly 27 respondents (17.3%) are from others district.

After that, almost 119 of the respondents (73.9%) are students, 6 of the respondents (3.7%) are unemployed and 36 of the respondents (22.4%) are career man. In the marital status, 141 of the respondents (87.6%) are single and 20 respondents (12.4%) are married. Coming up with level of income, 109 of the respondents (67.7%) have less than RM 1499. 30 respondents (18.6%) have the range level of income RM 1500-RM 2999, 6 respondents (3.7%) have the range of RM 3000-RM 4999, 11 of the respondents (6.8%) have more than RM 5000 of income and 5 respondents (3.1%) have income less than RM 1500.

In the price comparison, 133 of the respondents (82.6%) responded yes and 28 of the respondents (17.4%) responded no. Lastly, 147 of the respondents (91.3%) spent less than RM 100 for their haircut in a month, 10 of the respondents (6.2%) spent in the range of RM 200-RM300 and 4 respondents (2.5%) spent more than RM 300 for their haircut in a month.

4.4 Goodness Measure

Kassu (2019) stated that in reliability analysis, it had been checked for data stability and consistency. Reliability coefficient of 0.70 and above was considered "acceptable" in most researched situations and could passed the reliability test.

To conduct the test, a questionnaires were distributed among the Klang Valley residents for the purpose of the test. After all of the questionnaires have been answered by 161 respondents, reliability test was conducted through statistical package for social science (SPSS). The results obtained as shown in table 4.4.1 and each of the measurement was significant since the Cronbach's alpha valued more than 0.6 each.

Table 4.4.1 Reliability Test for Total Respondents

VARIABLES	NO.OF ITEMS	CRONBACH ALPHA N=270
Tangible	5	.962
Reliability	2	.920
Responsiveness	3	.951
Assurance	4	.949
Empathy	4	.943

4.5 Research Findings

Table 4.5.1 Descriptive Statistical Analysis

Variable	Item	Mean	Standard Deviation
Tangible	T1	3.93	1.032
	T2	4.02	.952
	T3	4.04	.958
	T4	4.07	1.064
	T5	4.00	1.037
Reliability	R1	3.96	1.051
	R2	4.01	1.019
Responsiveness	RES1	3.81	1.147
	RES2	3.88	1.077
	RES3	3.96	1.109
Assurance	A1	4.03	1.057
	A2	3.94	1.085
	A3	4.06	1.032
	A4	4.08	1.049
Empathy	E1	3.99	1.019
	E2	3.97	1.045
	E3	4.04	.955
	E5	4.02	1.021

Based on table 4.5.1, Tangible T4 which is "The barbershop have enough equipment" have the highest mean score of 4.07. On the other side, Tangible T1 "The barbers are taking care of their hygiene." has the lower mean score of 3.93. Next, Reliability R2 which is "The barbers can be trusted for cutting your hair." have the highest mean score of 4.01. Meanwhile, Reliability R1 "The barbers can provide any hairstyle design" have the lowest mean score of 3.96.

After that, Responsiveness RES3 which is "The barbers have a good communication." have the highest mean score of 3.96. While Responsiveness RES1 has the lowest mean score of 3.81.

Then, Assurance A4 which is "The price is worth to pay if the barbers are professional." have the highest mean score of 4.08. On the other side, Assurance A2 "The service is quick because of the barbers hair cutting skills." have the lowest mean score of 3.94. Next, Empathy E3 which is "Barber knows how to make you feel comfortable." have the highest mean score of 4.04. Meanwhile, Empathy E2 "Barber can understand what hairstyle customer want." has the lowest mean score of 3.97.

Table 4.5.2 Hypothesis Testing Result For Correlations
Correlations

		Tangible	Reliability	Responsiveness	Assurance	Empathy
Tangible	Pearson Correlation	1	.755**	.708**	.813**	.714**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	161	161	161	161	161
Reliability	Pearson Correlation	.755**	1	.822**	.814**	.673**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	161	161	161	161	161
Responsiveness	Pearson Correlation	.708**	.822**	1	.772**	.718**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	161	161	161	161	161
Assurance	Pearson Correlation	.813**	.814**	.772**	1	.746**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	161	161	161	161	161
Empathy	Pearson Correlation	.714**	.673**	.718**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	161	161	161	161	161

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

Based on Table 4.5.2, the result of the correlation coefficient for the pair of Empathy and Assurance are the highest and significant i.e. r = 0.746 (p-value = 0.000). The value of the correlation coefficient (r = 0.746) indicated that the linear relationship that exists between the two variables were in a positive relationship. The results also explain that there was a significant relationship between empathy and assurance whose significant value is 0.000.

Based on Table 4.5.2, the result of the correlation coefficient for the pair of Assurance and Reliability are the highest and significant i.e. r = 0.814 (p-value = 0.000). The value of the correlation coefficient (r = 0.814) indicated that the linear relationship that exists between the two variables were in a positive relationship. The results also explain that there was a significant relationship between assurance and reliability whose significant value is 0.000.

Based on Table 4.5.2, the result of the correlation coefficient for the pair of Responsiveness and Reliability are the highest and significant i.e. r = 0.822 (p-value = 0.000). The value of the correlation coefficient (r = 0.822) indicated that the linear relationship that exists between the two variables were in a positive relationship. The results also explain that there was a significant relationship between responsiveness and reliability whose significant value is 0.000.

4.5 Summary Of Chapter

The scope of the conclusions is limited to "The Effect Of Barbershop Service Quality On Customer Satisfaction In Klang Valley", these conclusions may outcome incorrect assumptions. From the data analysis, it shows that five dimensions of service quality; tangible, reliability, responsiveness, assurance and empathy give a huge impact in obtaining the result. In this chapter, it has recorded in better details of the data analysis methods, study the results and a discussion of the finding have been presented. In the next chapter, the recommendation of this topic will be further discussed.

DISCUSSION AND CONCLUSION

Introduction

We have presented a summary of the research and discussed and interpreted the findings of the study. We are studying the importance of this research is to determine the effect of barbershop service quality on customer satisfaction in Klang Valley. This chapter concludes the recommendations for further research.

Discussion

The study had shown that there was a positive relationship between service quality tangible, reliability, responsiveness, assurance and empathy on customer satisfaction. Assurance A4 which is "The price is worth to pay if the barbers are professional." have the highest mean score of 4.08 among all other variables. Thus, it has become the most important aspect when it comes to hair cutting services. This provide the fact that customers are concern about the quality of service when using barbers service. Although some of the variables are still part of the service quality where a barber have to provide to its customers.

Conclusion

The objective of this research is to determine the relationship of service quality on customer satisfaction in Klang Valley and to determine how tangible dimensions, empathy dimensions, reliability dimensions, responsive dimensions, and assurance dimensions affect customer satisfaction in the barbershop industry.

The findings show that if the customer perceive high service quality, it will correspond with high customer satisfaction. This has shown that the quality of service is very important to ensure customer satisfaction. Therefore, barbershops in the Klang Valley need to improve employee skills, create a more professional and comfortable environment, and place more emphasis in increasing the level of tangible, empathy, reliability, responsiveness, and assurance. It can be achieved if the barbershop provides high service quality at an affordable price.

Recommendation

1. Experienced and courteous employees

Employees should be given more training to improve their people skills as courtesy and professionalism by showing care and friendly behavior with customers. Employees should not be annoyed with customers' requirement. Otherwise customers would be dissatisfied and that would harm the brand value of the barbershop.

2. Price and quality

Customer want value must be equal to price. So barbers should provide service quality with reasonable price. If the price offered by the barbers is high. They need to make sure the quality service provided is also high, and the barbers must have good haircut skills to guarantee customer satisfaction. The barber must use high quality tools used for haircut like hair machines, hair scissors, shampoos, etc. Barbershop also should looks luxurious and comfortable. Otherwise, they will lose customers or customers will be decreased.

3. Home haircut service

During the covid-19 pandemic and the Government announced CMCO, barbers could offer haircuts at customers' homes. Customers who want to cut their hair can contact a barber to come to their home for a haircut. This also can reduce the risk of disease from spreading because customers only have to stay at home. This service will attract the attention of customers and can facilitate customers because haircut service only done at their home.

Future research

To get more accurate data, it would be better to do a survey from regular customers in a particular barbershop to identify what makes them loyal to go to that barbershop. For further researchers, it can replace the variables in this study with other variables in order to find new variables in the discussion of customer satisfaction. This research proved that customers are concern about hair cutting skills that a barber can provide. As the Correlation Pearson on Table 4.5.2 shows that all

five variables have positive relationship. For the next study, it is recommended to focus more on construction of customer satisfaction to become customer trust.

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APPENDICES A : QUESTIONNAIRE

POLITEKNIK MALAYSIA
SULTAN SALAHUDDIN ABDUL AZIZ SHAH

1. Which age group are you?
   - [ ] 18-25 years old
   - [ ] 26-35 years old
   - [ ] 36-45 years old
   - [ ] 46-55 years old

2. Which districts you stay?
   - [ ] Shah Alam
   - [ ] Kajang
   - [ ] Cheras
   - [ ] Klang
   - [ ] Petaling Jaya
   - [ ] Others

3. What is your occupation status?
   - [ ] Student
   - [ ] Unemployed
   - [ ] Career Man
   - [ ] Retired

4. Marital status
   - [ ] Single
   - [ ] Married

5. Level of income
   - [ ] Less than RM1499
   - [ ] RM1500-RM2999
   - [ ] RM3000-RM4999
   - [ ] More than RM5000

6. Do you make price comparison with different barbershop before doing a haircut?
   - [ ] Yes
   - [ ] No

7. How much did you spent for your haircut in a month?
   - [ ] Less than RM100
   - [ ] RM200-RM300
   - [ ] More than RM300

TANGIBLE

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	The barbers are taking care of their hygiene.	1	2	3	4	5
2.	The premise design is suitable for haircut service.	1	2	3	4	5
3.	The premise are clean and comfortable.	1	2	3	4	5
4.	The barbershop have enough equipment.	1	2	3	4	5
5.	The equipment for the service are high quality	1	2	3	4	5

RELIABILITY

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	The barbers can provide any hairstyle design.	1	2	3	4	5
2.	The barbers can be trusted for cutting your hair.	1	2	3	4	5

RESPONSIVENESS

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	The barbers can help recommend what hairstyle that suits you.	1	2	3	4	5
2.	The barbers can respond kindly to your problems.	1	2	3	4	5
3.	The barbers have a good communication.	1	2	3	4	5

ASSURANCE

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	The barbers have a good skills provide the service.	1	2	3	4	5
2.	The service is quick because of the barbers hair cutting skills.	1	2	3	4	5
3.	The barber skills give you confident to use the service.	1	2	3	4	5
4.	The price is worth to pay if the barbers are professional.	1	2	3	4	5

EMPATHY

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	Barber can understand customer's hair type.	1	2	3	4	5
2.	Barber can understand what hairstyle customer want.	1	2	3	4	5
3.	Barber knows how to make you feel comfortable.	1	2	3	4	5
4.	Barber give you individual attention.	1	2	3	4	5
5.	Barber deals customers with care.	1	2	3	4	5

APPENDICES B : RESEARCH ANALYSIS

Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years old	139	86.3	86.3	86.3
	26-35 years old	18	11.2	11.2	97.5
	36-45 years old	4	2.5	2.5	100.0
	Total	161	100.0	100.0	

Districts

Districts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shah Alam	51	31.7	31.7	31.7
	Kajang	6	3.7	3.7	35.4
	Cheras	4	2.5	2.5	37.9
	Klang	70	43.5	43.5	81.4
	Petaling Jaya	3	1.9	1.9	83.2
	Others district	27	16.8	16.8	100.0
	Total	161	100.0	100.0	

Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	119	73.9	73.9	73.9
	Unemployed	6	3.7	3.7	77.6
	Career Man	36	22.4	22.4	100.0
	Total	161	100.0	100.0	

Marital Status

MaritalStats

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	141	87.6	87.6	87.6
	Married	20	12.4	12.4	100.0
	Total	161	100.0	100.0	

Income Level

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM 1499	114	70.8	70.8	70.8
	RM 1500 - RM 2999	30	18.6	18.6	89.4
	RM 3000 - RM 4999	6	3.7	3.7	93.2
	More than RM 5000	11	6.8	6.8	100.0
	Total	161	100.0	100.0	

Price Comparison

Comparison

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	133	82.6	82.6	82.6
	No	28	17.4	17.4	100.0
	Total	161	100.0	100.0	

Spending in a Month

Spending

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM 100	147	91.3	91.3	91.3
	RM 200 - RM 300	10	6.2	6.2	97.5
	More than RM 300	4	2.5	2.5	100.0
	Total	161	100.0	100.0	

Reliability Test

VARIABLES	NO.OF ITEMS	CRONBACH ALPHA N=270
Tangible	5	.962
Reliability	2	.920
Responsiveness	3	.951
Assurance	4	.949
Empathy	4	.943

SWOT Analysis

STRENGTHS	WEAKNESSES
➢ Targeted only towards men ➢ Location ➢ Professional and customer-centric approach to the client ➢ Highly skilled staff	➢ Income depends on the amount of customers ➢ Higher prices compared to the regular salons
OPPORTUNITIES ➢ Social media ➢ Culture	**THREATS** ➢ Changing gender ➢ Sexual and emotional roles ➢ The pressures of modern life

APPENDICES C : GANTT CHART

Gantt Chart

Gantt Chart showing task durations over weeks 1 to 15:

Task	Week range
Title discussion based on company's issues and problems	1 – 15
Submit draft for Literature Review	2 – 9
Finalized project title and draft proposal (Chapter 1-3 &...	3 – 10
Submission 2nd draft proposal	4 – 11
Discussion Chapter 1 and 3	5 – 12
Submission of Final Proposal	6 – 13
Do correction on Chapter 1-3 and questionnaire discussion	7 – 14
Questionnaire approval by supervisor	8 – 15
Submission of final draft questionnaire	9 – 16
Data collection, data key in, pilot test and reliability test	10 – 16

Week ■ Duration (Days)