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# **Effect of Service Quality, Tariff Perception and Brand Image toward Costumer Satisfaction**

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**Abstract**---The main objective of this study was to understand the effect of service quality, price perception, and brand image on customer satisfaction at an Old Man Barbershop haircut business from 2019 to 2020, totaling 700 customers. To facilitate data collection, we used a sample of 100 people as a correspondence obtained through a purposive sampling technique. Meanwhile, our data analysis method used multiple linear regression analysis. The results of the multiple linear regression analysis show that service quality, price perception, and business image have a significant effect on the satisfaction of Old Man Barbershop service users. Thus, the results are expected to be useful input for many interested parties, especially barbershop entrepreneurs and similar business practitioners so that they can improve and maintain service quality, price rates, and brand image to increase customer satisfaction, especially Old Man Barbershop.

**Keywords**---barbershop business, brand image, customer satisfaction, price perception, service quality.

## **Introduction**

Customer satisfaction in the service business sector is an important element and determines and grows the business so that it can be profitable and sustainable in the era of business competition. Customer satisfaction is the result felt by buyers who experience the performance of a company that is in line with expectations (Kotler & Keller, 2016). Customer needs wants and expectations are met. So customer satisfaction must be prioritized. To meet consumer satisfaction, several factors need to be considered by companies/business owners, including product quality, service or service quality, emotions, prices, brand/company image, and costs (Lupiyoadi, 2014).

High service quality is the key to winning the business competition, this is because good service quality shows the level of productivity and the ability to produce consumers. On the other hand, quality is also closely related to the service of employees who are directly visible and related to consumers. Likewise, improving service quality requires improvement from employees. Meanwhile, the level of consumer satisfaction is the level of feeling where a person whose assessment results on the performance of a product/service is received and expected (Lupiyoadi, 2013), this is a valuable value for business owners, can see what consumers want and become an evaluation material for

companies to better understand what their customers want. The company can determine policies in the strategy of marketing its products and dealing with competitors.

Besides the quality factor, the price factor can also affect the level of customer satisfaction. Because the price is a consideration for service users with the amount of money spent on a product or service or the amount of value exchanged by customers to benefit from obtaining and using a product or service (Kotler & Armstrong, 2015). Pricing by companies or business owners must be adjusted to the environmental situation and the changes that occur, especially during times of increasingly intense competition and limited demand developments. The size of the price set greatly affects the ability of businesses to compete and is also able to influence consumers to buy their products.

Another factor that affects customer satisfaction is the brand image. The brand image describes the extrinsic nature of a product or service, including how they try to meet the psychological or social needs of customers (Kotler & Keller, 2012). By creating the right brand image for a product or service it will be very useful because the brand image will affect the consumer's assessment of the expected alternative brand. A good brand image will have an impact on consumer satisfaction with the company/business.

The barbershop business is a business that is engaged in a pure service product sector, meaning that the products offered are almost all in the form of services and services (Widodo, 2017). The market target for the salon business specifically for men "barbershop" is clearer and more specific. Barbershop is a men's salon that can get hairstyling services like those in general salons. It's just more different, because the concept of the barbershop itself seems more casual and elegant, which is the character of a man (Yudiatma *et al.*, 2015; Cronin Jr *et al.*, 2000; Chen, 2008; Dabholkar *et al.*, 2000). This phenomenon is used to run a barbershop business that is engaged in men's haircut services (Kusuma, 2017).

Old Man Barber Shop is located in the West Bekasi area with a modern concept that was established in 2016. In carrying out its business activities, Old Man Barber Shop understands the needs of men. For this reason, every time and every time all policies related to price and service quality are tailored to the wishes of the customers. All of that is intended to provide maximum satisfaction for customers of male haircut services at Old Man Barbershop. The development of the Old Man Barbershop business is shown in a consumer survey through Instagram Old Man Barbershop Bekasi, which is in Table 1.

Table 1  
Old Man Barber Shop's Instagram survey

No	Year	Total respondents	Service Quality		% Not Satisfied	Price		% Not Satisfied	Hair Model Suitability		% Not Satisfied	% Average Not Satisfied
			Satisfied	Not Satisfied		Satisfied	unsatisfied		Satisfied	Not Satisfied		
1	2017	305	288	17	6%	275	30	11%	298	7	2%	6%
2	2018	287	230	57	25 %	180	107	59%	278	9	3%	29%

Source: Instagram Old Man Barber Shop

Based on the data in Table 1, it can be seen the level of customer satisfaction at Old Man Barbershop for the past several periods. In 2017, out of a total of 305 customers who participated in the survey, 288 people expressed satisfaction with the average percentage of customer dissatisfaction only around 6%. Furthermore, in 2018 out of a total of 287 customers who participated in the survey, 230 people expressed satisfaction with the quality of service. A total of 180 people expressed satisfaction with the price offered and 278 people expressed satisfaction with the suitability of the Old Man Barbershop haircut model.

Overall the dissatisfaction rate rose to 29%. So it can be concluded that the overall level of customer satisfaction in 2018 tends to be low, this is due to several external factors that have emerged as a result of changes in the dynamic business environment in 2018. Competitors who have sprung up around the Old Man Barbershop business location have made a significant impact on the development of the Old Man Barbershop business over the past few years. You can see the development of Old Man Barbershop's turnover during 2016-2018 in Table 2.

Table 2  
The development of Old Man Barbershop turnover during the period 2016-2018

No	Month	2016	2017	2018
1	January	IDR 35.075.000	IDR 35.675.000	IDR 25.870.000
2	February	IDR 29.775.000	IDR 32.849.000	IDR 26.049.000

3	March	IDR 37.347.000	IDR 33.225.000	IDR 24.225.000
4	April	IDR 37.450.000	IDR 31.265.000	IDR 31.265.000
5	May	IDR 35.507.000	IDR 35.985.000	IDR 28.985.000
6	June	IDR 38.685.000	IDR 28.000.000	IDR 25.000.000
7	July	IDR 44.072.000	IDR 24.610.000	IDR 21.610.000
8	August	IDR 35.279.000	IDR 22.445.000	IDR 22.445.000
9	September	IDR 34.967.000	IDR 23.325.000	IDR 20.325.000
10	October	IDR 30.605.000	IDR 25.960.000	IDR 21.960.000
11	November	IDR 21.804.000	IDR 22.240.000	IDR 29.240.000
12	December	IDR 37.111.000	IDR 24.850.000	IDR 24.850.000
	Average	IDR. 34.806.417	IDR. 28.369.083	IDR. 25.152.000

Table 2 can be seen from the development of Old Man Barbershop turnover during the period 2016-2018. It can be seen that there has been a decrease in turnover in the 2016-2018 period of approximately ( $\pm 30\%$ ). This shows that there is a problem that must be resolved immediately in the interests of better business performance in the future. The decline in turnover of Old Man Barbershop for several years was allegedly due to the tight challenges from new competitors that had sprung up around the Old Man Barbershop business area. Therefore, to maintain business stability in the future. As well as maintaining existing customers, Old Man Barbershop needs to review the quality of service and prices. Practically good to get a complete picture to understand consumer perceptions of the Old Man Barbershop business.

In line with that, [Yudiatma et al. \(2015\)](#) stated that the quality of service does not completely have a major effect on customer satisfaction at Arfa Barbershop in Surakarta. In contrast to [Kristanto \(2011\)](#) states that service quality has no effect on customer satisfaction. Furthermore [Tarinda & Zaini, \(2018\)](#) states that location and service quality affects customer satisfaction at Scissors Barbershop Malang. Regarding price on customer satisfaction, [Abdilla & Husni \(2018\)](#) state that service quality and prices partially and simultaneously have an effect on customer satisfaction. In contrast to [Kurniawati et al., \(2019\)](#) which states that price has no effect on customer satisfaction.

Furthermore, regarding brand image, [Widodo et al. \(2016\)](#), [Dennisa & Santoso \(2016\)](#) state that brand image has a positive and significant effect on customer satisfaction. Meanwhile [Sondakh, \(2015\)](#) states that brand image has no significant effect on customer satisfaction.

### *Literature Review*

The definition of customer satisfaction according to [Wibowo & Raidah \(2019\)](#) is as follows: "Customer fulfillment response," where an evaluation is as good as emotion-based on consumer responses. According to [Napitupulu and Aditomo \(2015\)](#), customer satisfaction is seen as individual emotions about how satisfied they are with a product or service concerning existing expectations. In simple terms, satisfaction can be defined as "an effort to fulfill something" or "to make something adequate". Of the entire process of providing services to customers by the company, in the end, it will boil down to the value that will be given by customers regarding their perceived satisfaction.

According to [Lubis & Rianto \(2019\)](#) in [Indra et al. \(2019\)](#), consumer satisfaction can be created through quality, service, and price value. From the above definition, it can be concluded that customer satisfaction is about what customers have felt for the services provided compared to what they want. According to [Suhari et al. \(2012\)](#), three general components of customer satisfaction can be identified as follows:

- 1) Customer satisfaction is a response (emotional or cognitive);
- 2) The response concerning a particular focus (eg: expectations, products, consumption experiences);
- 3) The response occurs at a certain time (after consumption, after choosing, based on accumulated experience, and so on).

In theory, [Amir \(2012\)](#) says that the factors that affect customer satisfaction are service quality, product quality, promotions, and prices. These factors, especially service quality and price, have a significant positive effect on customer satisfaction.

The effect of service quality and price on customer satisfaction is strengthened by [Foster \(2016\)](#) showing that service quality and price simultaneously have a positive effect on customer satisfaction. [Johanes et al. \(2014\)](#) show that simultaneously service quality and price have a significant effect on customer satisfaction. [Abul Kalam et al. \(2012\)](#) shows that simultaneously service quality and price have a significant effect on customer satisfaction.

In addition to service quality and price, the brand image also has a relationship with customer satisfaction. Brand image is very important for a company. Brand image is a representation of the overall perception of a brand and is formed from information and past experiences of that brand (Park *et al.*, 2004; Brady & Robertson, 2001; Wu *et al.*, 2011). Image of a brand, related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make purchases. According to Kotler & Keller (2013) that creating a positive brand image requires a strong, profitable, and unique marketing program on brand memory. Brand existence is considered a business pillar so that it can attract consumers to use these products. Each brand offered has the characteristics that differentiate it from competitors' products. Companies must be able to develop a Brand Image to remain competitive in facing competition in the business world. According to Ridho (2017), the brand image of a company affects the level of customer satisfaction.

Based on a review of the theoretical basis and previous research, the relationship between the variables in the research paradigm can be described systematically in Figure 1.

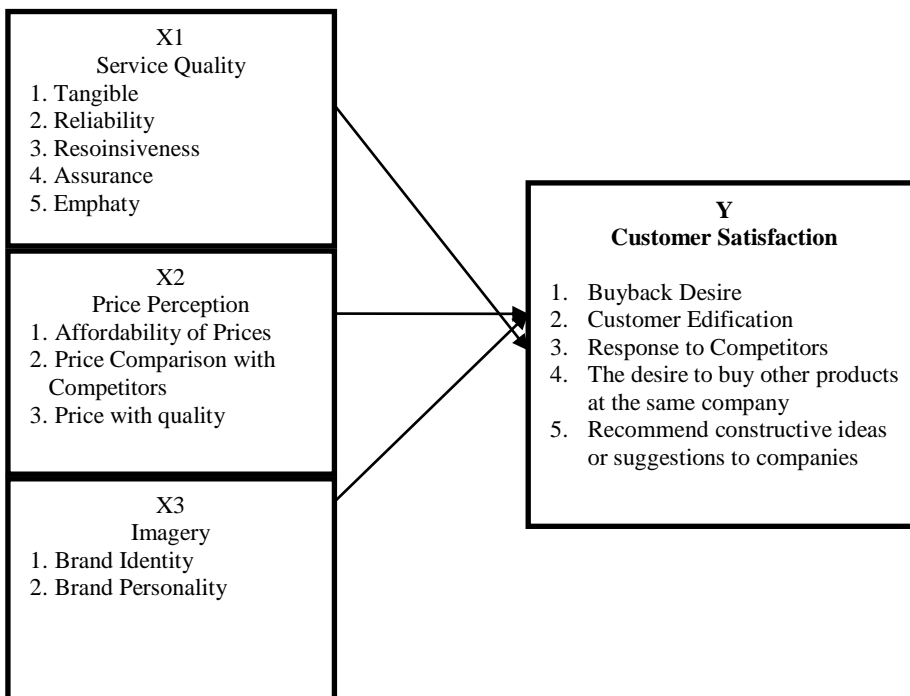


Figure 1. Research Framework

Based on the framework that has been prepared in Figure 1, the authors formulate the research hypothesis as follows:

- H1: Service Quality ( $X_1$ ) has an influence on customer satisfaction (Y) Old Man Barber Shop service users
- H2: Price ( $X_2$ ) has an influence on customer satisfaction (Y) of Old Man Barber Shop service users
- H3: Brand Image ( $X_3$ ) has an influence on customer satisfaction (Y) of Old Man Barber Shop service users

## Materials and Methods

The specific objective of this business study is to determine the effect of service quality, price, and brand on the Old Man Barbershop business on customer satisfaction. To achieve this research objective, we have designed a descriptive study method, a scientific study model that is often used to explain the relationship or reciprocal impact of some variables; dependent variable and binding or independent variable. Damgaard *et al.* (2001) suggested that qualitative methods can be used in business studies, particularly in the study of production services and customer satisfaction. Furthermore, to get the necessary data, we distributed a questionnaire to 100 customers that we can easily get in the annual customer membership list by meeting in person at Old Man Barbershop and conducting an online survey using Google Form on the Instagram page of this barbershop business. We selected these 100 customers using a random sample. Then, the data we collected online and questionnaires, followed by multiple linear

regression analysis. With this multiple regression model, we draw an understanding of the dependent variable is the interval or ratio data scale (quantitative or numeric). To determine the effect or direct relationship between two or more independent variables with one dependent variable we use multiple linear regression analysis techniques. From this research, Variable Service Quality (X1), Price (X2), and Brand Image (X3) on Customer Satisfaction (Y). Multiple linear regression analysis uses the following regression equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Annotation:

Y = Customer Satisfaction  
 X1 = Service Quality Variable  
 X2 = Price variable  
 X3 = Brand Image  
 a = Constant  
 b1, b2, b3, = regression coefficient (slope) of the response magnitude generated by the predictor  
 e = Error

## Results and Discussion

### *Results of Multiple Linear Regression Analysis*

Table 3  
 Results of Multiple Linear Regression Analysis

Coefficients			
Model		Unstandardized Coefficients	Standardized Coefficients
1		B	Std. Error
	Constant	6.366	1.723
	Quality Services	.277	.071
	Cost Perception	.240	.087
	Branded	.231	.077

Service Quality = 0.277  
 Price perception = 0.240 Dominant  
 Brand Image = 0.231  
 And the constant = 6.366

So that the multiple linear regression equation in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 6.366 + 0,277X_1 + 0,240X_2 + 0,231X_3$$

Annotation:

Y: User Satisfaction  
 X1: Quality  
 X2: Price Perception  
 X3: Brand Image

Based on the results of the multiple linear regression equation above, it can be seen that the independent variable influences the dependent variable.

Table 4  
Result of Correlation Coefficient (r) and Coefficient of Determination  
*Model Summary<sup>b</sup>*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633	.400	.382	1.821

Data Source: Processed from the Questionnaire, 2020

Based on the summary model output in Table 4.8, the results of the correlation coefficient (r) test show that the magnitude of the influence of the variable service quality, price perception, and brand image is 0.633 or 63.3%. The amount of R square () number is 0.400 or 40.0%, this number is used to see how the service quality, price perception, and brand image are owned by the Old Man Barbershop.

This figure means that how the variables of service quality, price perception, and brand image provide the information needed to explain the satisfaction of Old Man Barbershop service users and together it is 40.0% while the remaining 60.0% is influenced by other factors such as promotion, trust, and others.

Table 5  
Test of Significance of Individual Parameters (t-test)

Coefficients		Not standardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	6.366	1.723		3.694	.000
	Service quality	.277	.087	.297	3.386	.001
	Tariff perceived	.240	.077	.293	3.178	.002
	Branded	.231	.071	.255	2.990	.004

Data Source: Processed from the Questionnaire, 2020

Based on the results of the t-test analysis calculation in Table 5, it can be described as follows:

- 1) If  $t > d$  with a significance below 0.05, then individually the independent variable has a positive and significant effect on the dependent variable  $t (= 1,66023)$ .
- 2) If  $t >$  with significant above 0,05, then individually the independent variable has a positive and significant effect on the dependent variable  $t (= 1,66023)$ .

Based on the results of the above calculation, the following discussion is obtained:

Service quality has a positive and significant effect on user satisfaction. These results are in line with research results from (Tombeng *et al.*, 2019); (Yulisetiari & Prahasta, 2019); (Wibowo *et al.*, 2019); (Subaebasni *et al.*, 2019); (Aviandy & Waloejo, 2019); (Firmansyah & Prihandono, 2018); (Puasantika & Prabawani, 2018); (Sintya *et al.*, 2018); (Pratama, 2018); (Adil *et al.*, 2016); (Kuntari *et al.*, 2016); (Perwira & Wiuksana, 2018); (Dennisa & Santoso, 2016); (Familiar & Maftukhah, 2015); (Gulla *et al.*, 2015); (Wicaksono & Santoso, 2015) and (Sondakh, 2014) show the same results that service quality variables have a positive and significant effect on customer satisfaction.

This is a driver of user satisfaction in using Old Man Barbershop services, linked to the dimensions of physical evidence, empathy, reliability, responsiveness, and assurance. Based on the research results, the empathy dimension indicator has the highest average score on user satisfaction. One of the factors that influence customer satisfaction is service quality. Given the quality of service is a very important influence on customer satisfaction later. By providing comfortable services to users, it will have an impact on user satisfaction with the services provided. To maintain user satisfaction with the services provided, it is necessary to maintain and improve again in providing services to Old Man Barbershop service users. This condition is indicated by the item "Old Man Barbershop officers provide comfortable service to customers" which has the highest value, which shows that customers feel comfortable with the services provided by the officers, especially those who perform haircutting services.

In the indicator "administration service is easy and fast if at any time I order before", it is necessary to get improvement because according to customers this indicator is an indicator with the smallest value, so there needs to be an increase. Improvements need to be made to provide administrative services following customer expectations. The speed and efficiency in providing administrative services to customers have a good impact on Old Man Barbershop in providing services to customers.

According to [Suryani \(2017\)](#), the perceived quality of service by customers has a significant effect on customer satisfaction, so based on this research it shows that the quality of service has a positive impact on customer satisfaction. Customers will feel that they are treated or served well so that they will feel satisfied. Meanwhile, according to [Supranto \(2011\)](#), service quality is an expression or a meaning for service providers that is something that must be done carefully because everything is done with heart, the results will be very good. Price perception has a positive and significant effect on user satisfaction. These findings are in line with research results from ([Muis et al., 2019](#)); ([Tombeng et al., 2019](#)); ([Yulisetiari & Prahasta, 2019](#)); ([Subaebasni et al., 2019](#)); ([Avianty & Waloejo, 2019](#)); ([Puasantika & Prabawani, 2018](#)); ([Sintya et al., 2018](#)); ([Pratama, 2018](#)); ([Agussalim & Jan, 2018](#)); ([Kristanto, 2015](#)) and ([Gulla et al., 2015](#)) found that price perceptions have a positive and significant effect on consumer satisfaction.

This shows that price perception is also one of the factors that drive user satisfaction. Price perception is related to the dimensions of price affordability, price suitability with product/service quality, price competitiveness, and price compatibility with benefits. Based on the research results, the indicators on the dimension of affordability have the highest average score on user satisfaction. The affordability of the services offered by Old Man Barbershop has a good impact on user satisfaction. Old Man Barbershop service users feel that the price offered is affordable for all people. With this price, it shows that the Old Man Barbershop market share can be reached for all people. This affordable price will make new users interested in using the services offered.

The indicator "Service prices at Old Man Barbershop are more affordable when compared to another barbershop" shows that there is another barbershop that has lower prices than this Old Man Barbershop. So that the Old Man Barbershop also has to find out whether competitors have the same, higher, or lower quality. By knowing these competitors, will be able to determine what strategies can be done to attract more customers. Old Man Barbershop needs to provide price adjustments by looking at the prices offered by its similar competitors to be able to provide prices that are affordable for all groups so that people will be more interested in using Old Man Barbershop services. Brand image has a positive and significant effect on user satisfaction. Research results from ([Yulisetiari & Prahasta, 2019](#)); ([Subaebasni et al., 2019](#)); ([Farizan et al., 2018](#)); ([Pratama, 2018](#)); ([Dennisa & Santoso, 2016](#)) show that brand image has a positive and significant effect on consumer satisfaction.

This shows that brand image is one of the factors that also affect user satisfaction. Brand image with the dimensions of brand identity, brand personality, brand benefits, and advantages. Based on the research results, the indicators on the dimensions of brand identity have the highest average score on user satisfaction. The Old Man Barbershop brand that is familiar with the public as a place for haircut services that has good quality, results and prices creates an image of a business place that is already good in the community. A brand that is easily recognized, has good service quality and affordable prices for all people, causing the image of a brand to be more widely recognized by the public and has a positive impact on the development of Old Man Barbershop's business to be able to improve even better. When viewed from the low indicator, namely "the logo of the parents on the Old Man Barbershop brand is easy to remember", then there should be an improvement in the logo so that it will remind and attract customers to keep buying services from Old Man Barbershop. The logo should have a good memory impact on the customer so that he will remain loyal to use his services. Giving a logo that is easy to remember and has a character that matches the service will provide a memory that is more easily recognized by the public.

## Conclusion

Improving service quality, tariff, and the brand has a positive and significant effect on user satisfaction at Old Man Barbershop. Scientifically, this result shows that the better the quality of service, the level of user satisfaction will increase. Service quality indicators such as tangible (physical evidence), empathy, reliability, responsiveness, and assurance can encourage user satisfaction. Tariff perception has a positive and significant effect on user satisfaction at Old Man Barbershop. This shows that the better the perception of the price offered, the higher the level of user satisfaction. Indicators that shape price perceptions, such as price affordability, price suitability with product/service quality, price competitiveness, and price compatibility with benefits can encourage user satisfaction.



Brand image has a positive and significant effect on user satisfaction at Old Man Barbershop. This shows that the better the brand image of a place of business, then the level of user satisfaction with the brand image will increase. The brand image forming indicators are brand identity, brand personality, and brand benefits and advantages that can encourage user satisfaction. Further research is expected to use dimensions according to other experts so that later it is known which dimensions have the maximum effect on participant satisfaction. Also, further research is expected to be able to use different research objects with a wider population scope and more samples to provide better results

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