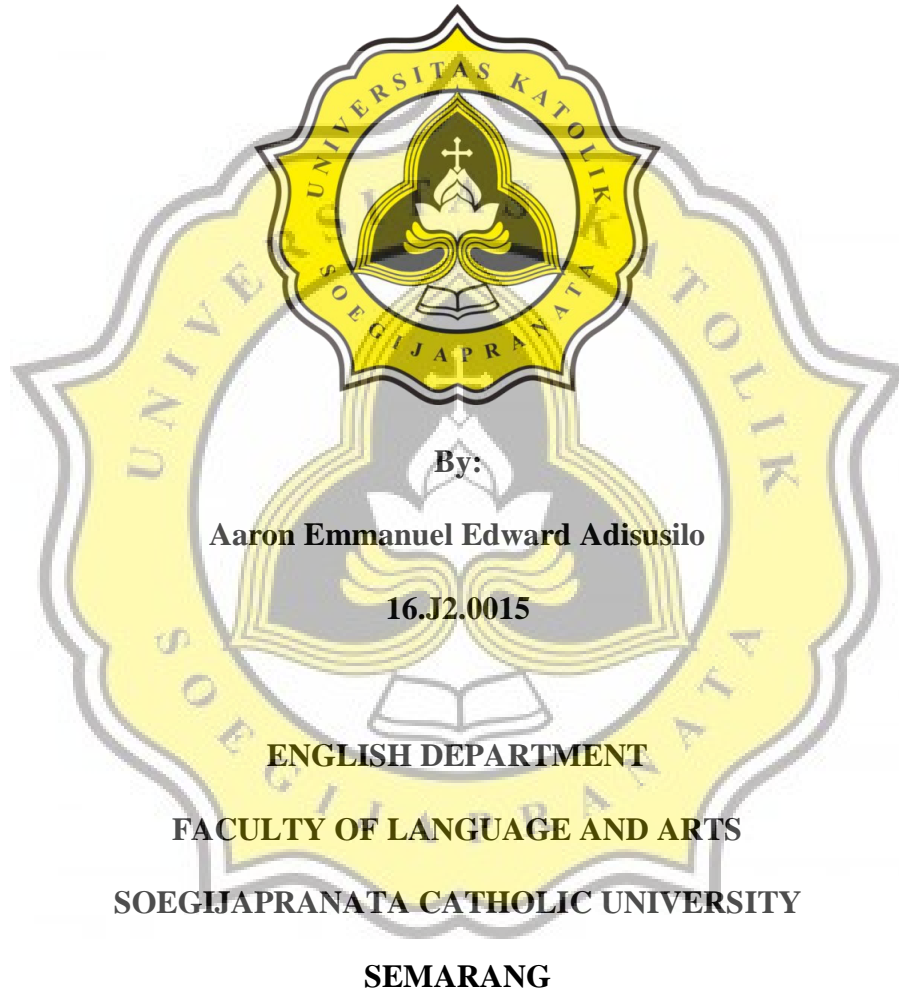


**THE FACTORS INFLUENCING PEOPLE IN CHOOSING BARBERSHOP
AS A PHENOMENON OF POPULAR CULTURE IN SEMARANG**

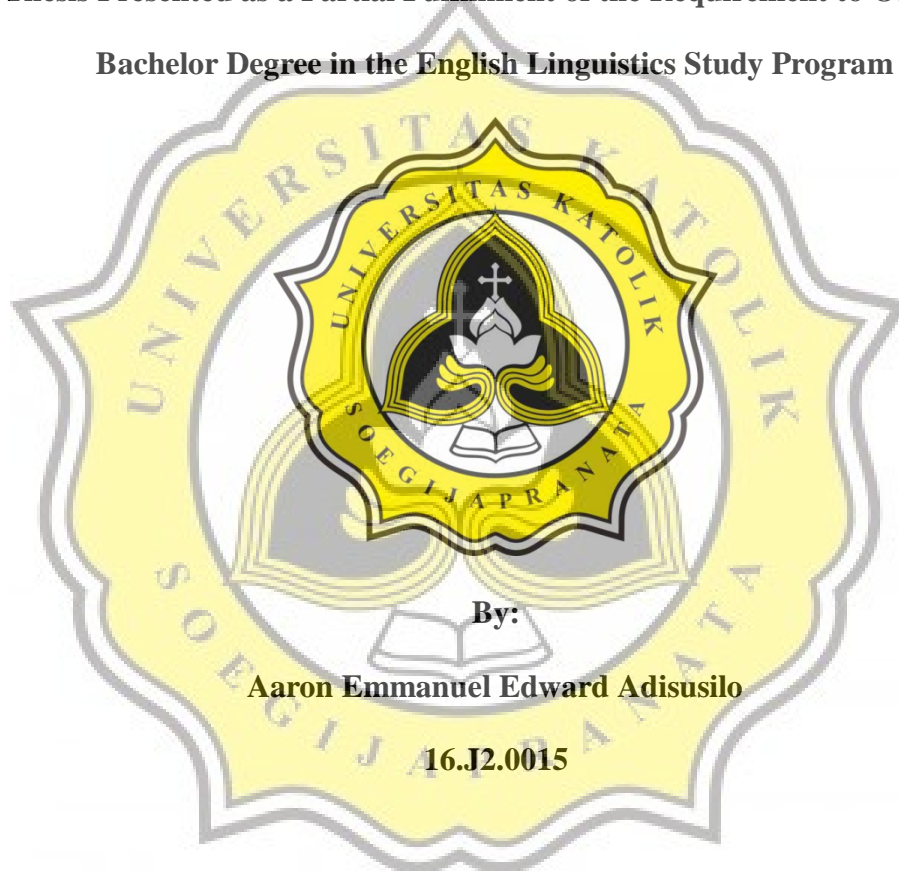
**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the
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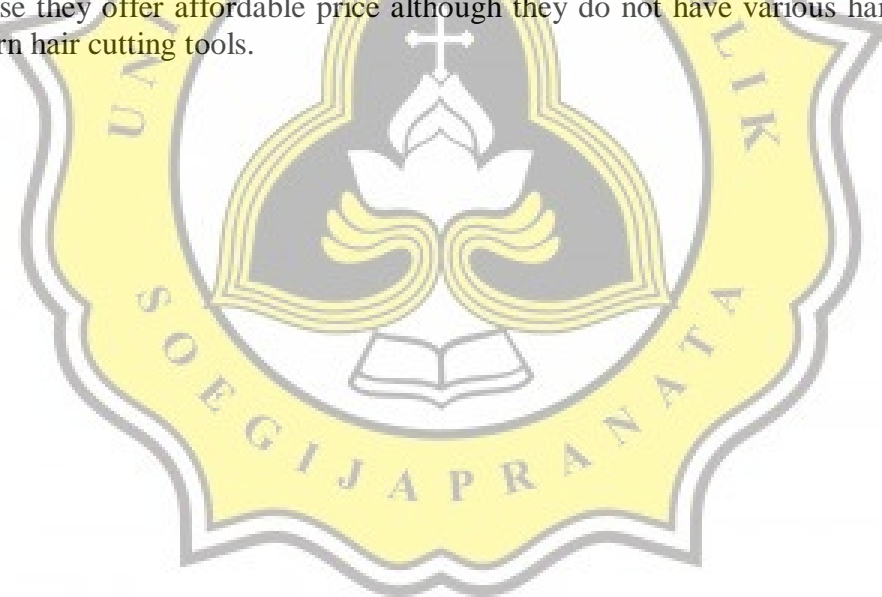
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ABSTRACT

This research focuses on the service dimensions implemented in barbershops in Semarang. The writer used questionnaire given to 30 respondents and interview to 10 respondents to get the data. There were 20 statements in the questionnaire to find out whether the service dimensions are implemented in barbershops in Semarang. The writer found that most respondents agree that tangibility, reliability, responsiveness, assurance and empathy dimension are important for the customers in choosing specific barbershop. From the interview, it was found that there are some people who enjoy going to modern barbershops because they offer more facilities and service rather than traditional barbershops. However, the price offered is quite high compared to the traditional barbershops. Meanwhile, people like to go to traditional barbershop because they offer affordable price although they do not have various hairstyles and modern hair cutting tools.



ABSTRAK

Penelitian ini difokuskan pada dimensi pelayanan yang diterapkan pada tempat potong rambut yang ada di Semarang. Penulis menggunakan kuisisioner yang diberikan kepada 30 responden dan interview yang dilakukan pada 10 orang untuk memperoleh data. Terdapat 20 kalimat yang ada pada kuisisioner untuk menemukan apakah dimensi pelayanan diterapkan di tempat potong rambut yang ada di Semarang. Penulis menemukan bahwa para respondent setuju bahwa dimensi tangibilitas, keandalan, kecepatan merespon, keyakinan dan empati itu penting bagi pelanggan dalam memilih tempat memotong rambut. Dari hasil interview ditemukan bahwa ada beberapa orang yang lebih memilih pergi ke tempat potong rambut modern karena mereka menawarkan fasilitas dan pelayanan yang lebih lengkap dibandingkan tempat potong rambut tradisional. Tetapi, harga yang ditawarkan jauh lebih tinggi dibandingkan harga potong rambut di tempat potong rambut tradisional. Sebaliknya, ada banyak orang yang menyukai potong rambut di tempat potong rambut tradisional karena mereka menawarkan harga yang terjangkau meskipun mereka tidak memiliki pilihan gaya rambut yang beragam dan alat potong rambut yang modern.

