

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

In the past, hairdressing is mostly done by women. They tend to have different hairstyles and haircuts to have better performance. According to Etoff (1999) as cited by Ricciardelli (2011), historically women have been thought to have their hair styled in order to create femininity, beauty, and also sexuality. Nowadays men also take care of their hair based on their personal preferences and the current trend to look good and neat in appearance. Men have the same need as women in terms of taking care of their hair. Ricciardelli (2011) added that it is something normal for men to focus on their hair to improve their appearance. They want to make a good impression for others so that people choose to have their hair cut by the barbers.

Men used to have their hair cut by the barber traditionally. In the past, when men wanted to cut their hair they need to go to barbers who can be found mostly under the trees. They chose this option because there was no other option of barber who could cut their hair. However, nowadays people have another option to cut and style their hair either they still want to choose the traditional barber or modern barbershop. Barbershop is a place where people especially men can cut their hair. In Semarang, there are a lot of barbershops which offer different facilities with different price too such as Barbertology, Uppercut, Urban Cut, Arfa, Spartan, Barberstar, BarberKing and many more. According

to Darmawan et al., (2019), a barbershop is a place for men to cut and style their hair and this place usually comes with some facilities compared to the old-fashioned barbershop. Darmawan et al., (2019) mentions that some barbershops provide free drinks for the customers, while some others do not. In Barbertology, for example, the customers are free to enjoy the free drinks and they will get a massage after the customers finish their cutting. These facilities are different from other barbershops because each barbershop might offer different facilities to engage customers' interest.

Barbershops offer a more modern and attractive way to engage customers than the traditional hair salon. Their presence has increased rapidly from time to time in the last few years. They usually have skilful barbers, offer more hairstyles or haircuts, provide places with good ambiance, and also serve the customers well. They are willing to do everything to ensure that the customers become loyal to come regularly to have their hair cut.

Some studies related to barbershops have been conducted by some researchers. The first study was done by Yudiantma et al., (2015) who conducted a research entitled *The Effects of Service Quality Towards the Customers' Satisfaction in Arfa Barbershop in Surakarta*. This study was done to identify the types of service given by Arfa Barbershop towards their customers, for example: tangibles, reliability, responsiveness, assurance and also empathy. In collecting the data, they used questionnaire given to 100 customers, observation and also documentation. The result showed that tangibles and assurance do not have impacts on customers' satisfaction. Furthermore, out of 5 types of services, reliability became the dominant variable in making the customers became satisfied and loyal to the barbershop.

Another study that relates to the effects of service quality was also conducted by Kusuma (2017). This research was done to figure out the factors (physical environment, service, rate and also value) which affect the customers' satisfaction in Urban Cut Erlangga, Semarang. The researcher was curious to know the parameters for the customers to be satisfied since there is a number of declined customers, lower income, and also some complaints from the customers. This study used questionnaire given to 140 respondents. As a result, all of the factors have positive impacts in building the customers' satisfaction especially in choosing Urban Cut Erlangga as the regular barbershop.

Similarly, the writer feels interested to do a research about the factors influencing people in choosing barbershop as a phenomenon of popular culture in Semarang. In this study, the writer wants to identify the factors that affect the customers in choosing the barbershop and its service. By finding out the factors, the writer hopes the readers understand about what factors can affect people in choosing a specific barbershop as a phenomenon of popular culture in Semarang.

## **1.2 Field of the Study**

The field of this study is related to sub-culture as hairdressing shows personal lifestyle and interest. Besides, it discusses the service dimensions that affect the customers' satisfaction in choosing barbershops in Semarang.

## **1.3 Scope of the Study**

This research focuses on finding out the factors which have the impacts on making the customers satisfied in choosing barbershop in Semarang.

#### **1.4 Problem Formulation**

The writer formulates problem of the study of this research as follows.

- What are the service dimensions implemented in barbershops in Semarang?

#### **1.5 Objectives of the Study**

This research is conducted to achieve this following objective:

- To figure out the service dimensions which are implemented in barbershops in Semarang.

#### **1.6 Significance of the Study**

The writer decides to analyze the factors of quality service which can affect the customers' satisfaction in choosing barbershops in Semarang. The writer hopes that this study would give some detailed information about the factors that affect the customers' satisfaction.

#### **1.7 Definition of Term**

There are some terms which are used in this study, they are:

##### **1. Customers' satisfaction**

The level of customers' satisfaction can be seen by comparing perception of service or product concerning what the customers expect to have.

(Kotler as cited by Nguyen et al., (2018))

##### **2. Barbershop**

Barbershop is a haircutting shop which is specialized for men and it is done by the barbers with present technology and technique. (Le, 2018).

### 3. Service Quality Dimension

The dimensions to figure out the customers' perception of how well service meets or exceeds their expectations. (Czepiel as cited by Alamgir & Shamsuddoha(2004)).

