

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

In this chapter, the writer wants to explain the findings obtained from the data about the service dimensions implemented in barbershops in Semarang. The writer did the analysis by using SPSS to find the frequency of respondents. The data obtained from the questionnaire with 20 statements was presented in the tables and also graphs below. The writer hoped that these graphs and tables could find the factors which affect the customers in finding their satisfaction.

#### 4.1 Tangibility Dimension

Based on the previous theory, there are 5 different customer service dimensions. This following part will further show the result of the respondents in choosing barbershops seen from tangibility dimension.

##### 4.1.1 The Barbershop Has Modern Looking Equipment

The first statement in the questionnaire is to figure out whether the barbershop has modern looking equipment is one of the factors the customers choose the barbershop.

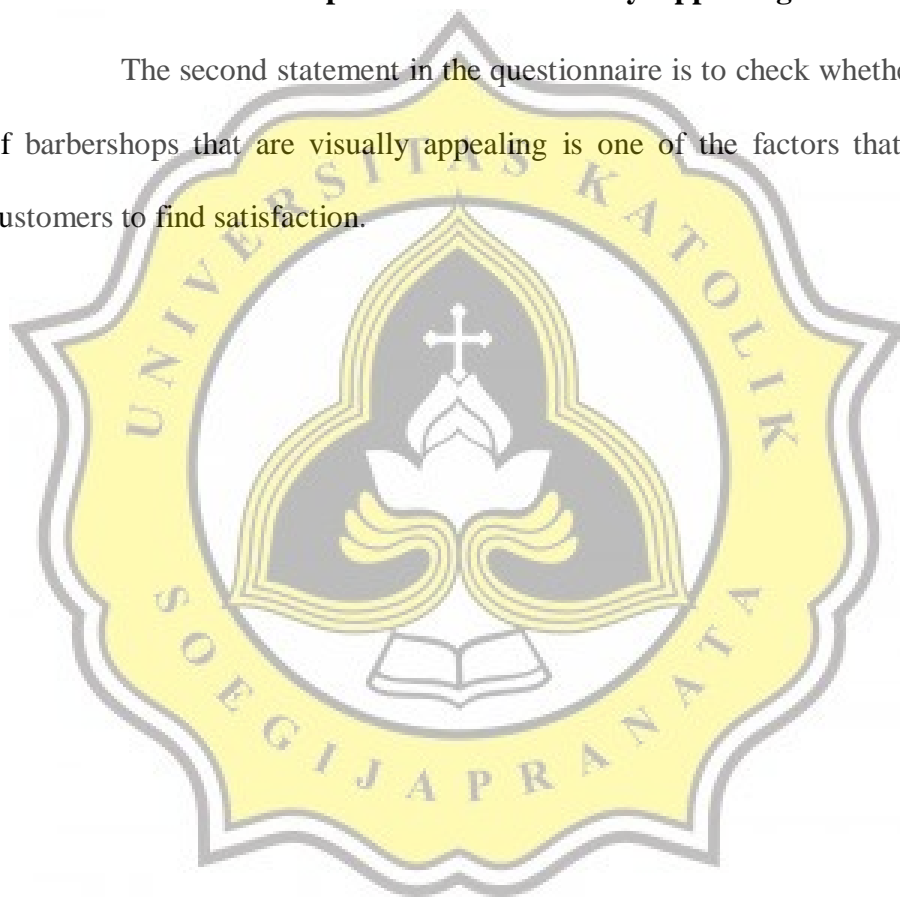
**Table 4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	10,0	10,0	10,0
	2	3	10,0	10,0	20,0
	3	11	36,7	36,7	56,7
	4	13	43,3	43,3	100,0
	Total	30	100,0	100,0	

From 30 respondents, 80% respondents agree that having modern looking equipment becomes one of the factors that make the customers choose a specific barbershop. It seems that the respondents need to look the facilities such as equipment to consider having their hair cut in specific barbershop.

#### **4.1.2 The Barbershop Features are Visually Appealing**

The second statement in the questionnaire is to check whether the features of barbershops that are visually appealing is one of the factors that can lead the customers to find satisfaction.



**Table 4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	6,7	6,7	6,7
	2	4	13,3	13,3	20,0
	3	17	56,7	56,7	76,7
	4	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

80% respondents agree that the features in barbershop are visually appealing. It could be from the interior, the chairs, the placement of hair sink or the lighting. Most respondents might think that when the features in a barbershop are visually appealing, they will be able to provide the best service for the customers. When the barbershop pays attention to their features in detail, the customers may think that they could get the service as detail as the features.

#### 4.1.3 The Cashier Employees are Neat Appealing

The third statement in the questionnaire is to find out whether the cashier employees who are neat appealing can affect the customers in choosing a barbershop.

**Table 4.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	6,7	6,7	6,7
	2	4	13,3	13,3	20,0
	3	13	43,3	43,3	63,3
	4	11	36,7	36,7	100,0
	Total	30	100,0	100,0	

From the data shown, 80% respondents chose agree and strongly agree that cashier employees who are neat appealing is one of the factors that can make the customers choose specific barbershop. Sometimes people who want to cut their hair will need to be sure when they come to the barbershop. As the first person they meet is the cashier employee, it is important for the cashier employee to maintain their look and outfit to be neat.

#### 4.1.4 The Barbershop Has Clean and Neat Building

The following statement in the questionnaire is used to find out whether the clean and neat barbershop becomes a factor that makes the customers choose specific barbershop to cut their hair.

**Table 4.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	6,7	6,7	6,7
2	3	10,0	10,0	16,7
3	12	40,0	40,0	56,7
4	13	43,3	43,3	100,0
Total	30	100,0	100,0	

From 30 respondents, 83,3% respondents chose agree and strongly agree that the barbershop has clean and neat building is an important factor for them in choosing a barbershop. When the barbershop is always clean and neat, the customers will be satisfied and they enjoy cutting their hair. In contrast, when the barbershop is messy and dirty, they will be uncomfortable to recut their hair in the barbershop.

## 4.2 Reliability Dimension

Another dimension that needs to be implemented for the customers in choosing a barbershop is reliability dimension. Statement number 5 to 7 are used to check the reliability dimension that affects customer satisfaction.

### 4.2.1 The Barbershop Does the Transaction Right

The fifth statement in the questionnaire is to find out whether the transaction done at the barbershop is right is a factor that affects the customers to find their satisfaction in choosing barbershop in Semarang.

**Table 4.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	3,3	3,3	3,3
2	3	10,0	10,0	13,3
3	10	33,3	33,3	46,7
4	16	53,3	53,3	100,0
Total	30	100,0	100,0	

From the data shown, there are 86,6% respondents who thought that the barbershop does the transaction right is another important factor in reliability dimension. When the barbershop meticulously counts the transaction, the customers will be satisfied because they pay attention to details especially about the payment.

#### 4.2.2 The Barbershop Provides Its Service They Promise to Do

The following statement in the questionnaire is used to figure out whether the barbershop provides its service they promise to do is one of the factors which can affect the customers to choose they like to visit.

**Table 4.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	3,3	3,3	3,3
2	3	10,0	10,0	13,3
3	9	30,0	30,0	43,3
4	17	56,7	56,7	100,0
Total	30	100,0	100,0	

86,7% respondents are agree that the service provided by a barbershop they promise to do is important. When the customers want to have specific hairstyle they like, the barbershop needs to fulfill what they have promised to the customers. If they could do what they have promised, the customers would be satisfied with specific barbershop. As a result, they would definitely come back when they want to cut their hair.

#### 4.2.3 The Barbershop Gives Error Free Transactions

The writer used the seventh statement in the questionnaire to check if the barbershop gives error free transactions as a factor that could make the customers choose specific barbershop.

**Table 4.7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	3,3	3,3	3,3
2	1	3,3	3,3	6,7
3	12	40,0	40,0	46,7
4	16	53,3	53,3	100,0
Total	30	100,0	100,0	

From the data obtained, the writer found that 93,3% respondents thought that barbershop that gives error free transaction is another factor that makes them satisfied. Sometimes barbershops give wrong changes or different price, then the customers do not have to pay for it. When the barbershops give this error free transaction, the customers will be attracted to come back because they will feel like they are paid attention. Thus, it can be said that barbershop that gives error free transaction will make the customers come back.

### **4.3 Responsiveness Dimension**

The next dimension that includes how to give immediate service such as helping the customers when they have problems is responsiveness dimension. There are 4 statements in the questionnaire that the writer used in order to find the factors that make the respondents choose specific barbershop in Semarang.

#### **4.3.1 Employees Tell You Exactly When the Haircut will be Done**

The eighth statement in the questionnaire is used to figure out whether employees tell you exactly when the haircut will be one is one of the factors which may affect the customers to feel satisfied.

**Table 4.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	3,3	3,3	3,3
	2	3	10,0	10,0	13,3
	3	9	30,0	30,0	43,3
	4	17	56,7	56,7	100,0
	Total	30	100,0	100,0	

From the data obtained, the writer found that 26 respondents out of 30 respondents agreed that employees tell you exactly when the haircut will be done is one of the factors in responsiveness dimension. The customers like to visit barbershops that give them prompt service. It would be much better when the employees can cut their hair on time with best result.

#### **4.3.2 Employees in the Barbershop Give Prompt Service**

The ninth statement in the questionnaire is used to find out whether the prompt service given by the employees in barbershop affects the customers in choosing a specific barbershop in Semarang.

**Table 4.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	3,3	3,3	3,3
	2	2	6,7	6,7	10,0
	3	9	30,0	30,0	40,0
	4	18	60,0	60,0	100,0
	Total	30	100,0	100,0	

Out of 30 respondents, 27 respondents chose agree and strongly agree that prompt service given by the employees in barbershop is important for them to find their



satisfaction. When the customers are asking for something, the employees who can give their wishes will make the customers feel satisfied.

### 4.3.3 Employees in the Barbershop are always Willing to Help

The following statement in the questionnaire is used to check the responsiveness dimension implemented in choosing barbershop. The writer hoped that it would be clear to see whether the willingness of employees in barbershop becomes one of the factors of customers in visiting the same barbershop.

**Table 4.10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	3,3	3,3	3,3
2	2	6,7	6,7	10,0
3	12	40,0	40,0	50,0
4	15	50,0	50,0	100,0
Total	30	100,0	100,0	

From the data obtained, the writer found that 27 respondents out of 30 chose agree and strongly agree that employees in the barbershop are always willing to help. As barbershop offers service to its customers, it is important for them to have employees who are willing to help and assist the customers in all times. However, there are 10% respondents who chose disagree and strongly disagree. It means that the barbershops need to ensure that their employees are always willing to help the customers.

#### 4.3.4 Employees are never too Busy to Respond Your Request

The eleventh statement in the questionnaire is used to figure out whether employees are never too busy to respond your request is another factor that the respondents have to feel satisfied.

**Table 4.11**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	3,3	3,3	3,3
2	2	6,7	6,7	10,0
3	11	36,7	36,7	46,7
4	16	53,3	53,3	100,0
Total	30	100,0	100,0	

From the data shown, it is clear that 90% respondents agreed that employees in the barbershop are never too busy to respond your request. When the customers ask for more chairs, for example, they are willing to help. It is important in responsiveness dimension that the customers can find their satisfaction in it. However, there are 10% respondents chose disagree and strongly disagree which mean that some employees in the barbershops are sometimes too busy to respond the customers' request.

#### 4.4 Assurance Dimension

The fourth dimension that affects people to find their satisfaction is assurance dimension. There are 4 statements in the questionnaire that the writer used

to check the factors that make the respondents choose specific barbershop in Semarang.

#### 4.4.1 The Behavior of the Employees Build Confidence in Yourself

The twelfth statement in the questionnaire is used to find whether the behavior of the employees build confidence in yourself is one of the factors that affects the respondents in choosing barbershop.

**Table 4.12**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	14	46,7	46,7	53,3
4	14	46,7	46,7	100,0
Total	30	100,0	100,0	

93,3% respondents chose agree and strongly agree with the statement that the behavior of the employees build confidence in yourself as an important factor that can affect satisfaction. When the employees of the barbershop treat the customers respectfully, the customers will feel confident. It is because the employees are polite and the customers will enjoy visiting the barbershop in the future. However, there are 6,7% respondent who chose disagree which means that the behavior of the employees might have the look of discriminating.

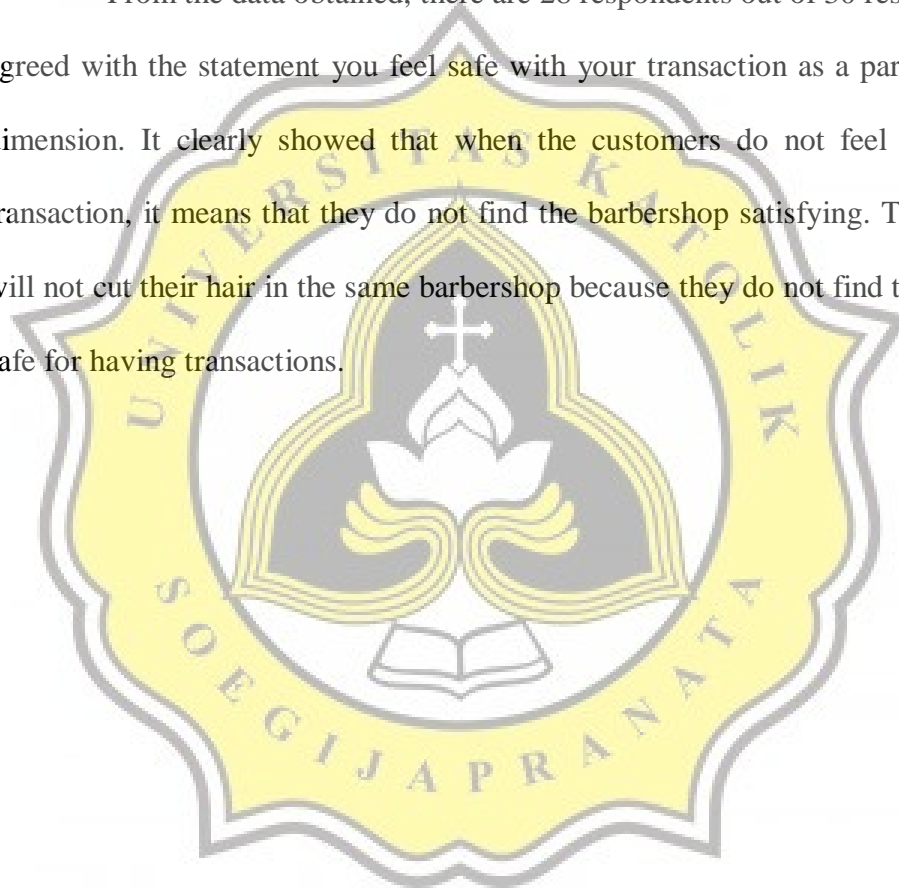
#### 4.4.2 You Feel Safe with Your Transactions

The thirteenth statement in the questionnaire is used to find out whether the safety of the transaction becomes a factor that makes respondents feel satisfied when they cut their hair in the barbershop.

**Table 4.13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6,7	6,7	6,7
	3	10	33,3	33,3	40,0
	4	18	60,0	60,0	100,0
	Total	30	100,0	100,0	

From the data obtained, there are 28 respondents out of 30 respondents who agreed with the statement you feel safe with your transaction as a part of assurance dimension. It clearly showed that when the customers do not feel safe with the transaction, it means that they do not find the barbershop satisfying. Therefore, they will not cut their hair in the same barbershop because they do not find the barbershop safe for having transactions.



#### 4.4.3 Employees in the Barbershops are Polite to You

The fourteenth statement in the questionnaire is used to find out whether employees in the barbershops are polite to you is one of the factors in customer service dimension that can lead to satisfaction.

**Table 4.14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	3,3	3,3	3,3
	2	2	6,7	6,7	10,0
	3	12	40,0	40,0	50,0
	4	15	50,0	50,0	100,0
	Total	30	100,0	100,0	

90% respondents agreed that employees in the barbershops are polite to the respondents is one of the important factors that leads them to find satisfaction. If the employees are polite to you, the customers will be happy and satisfied. They will have closeness with the employees and the barbershop itself. However, there are 10% respondents chose disagree and strongly disagree which mean that some barbershops need to train their employees to be more polite to the customers.

#### 4.4.4 Employees Have the Knowledge to Answer Your Questions

The fifteenth statement in the questionnaire is used to find out whether employees have the knowledge to answer your questions can be one of the factors in service dimension that the customers have in choosing barbershop in Semarang.

**Table 4.15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	10,0	10,0	10,0
	3	11	36,7	36,7	46,7
	4	16	53,3	53,3	100,0
	Total	30	100,0	100,0	

90% respondents agreed with the statement that employees have the knowledge to answer your question is a factor in assurance dimension that affects customer service dimension. However, there are 10% respondents who chose disagree which means that some barbers might have limited knowledge related to the service or hairstyle they understand. It means that some barbershops need to give proper training to extend the employees' knowledge.

#### **4.5 Empathy Dimension**

In order to figure out the empathy dimension, the writer used the statements number 16 to 20 to the respondents to get the result.

##### **4.5.1 The Barbershop Gives You Individual Attention**

The sixteenth statement in the questionnaire is used to find whether the statement of the barbershop gives you individual attention is one of the factor in empathy dimension that can be related to satisfaction.

**Table 4.16**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	6,7	6,7	6,7
2	3	10,0	10,0	16,7
3	10	33,3	33,3	50,0
4	15	50,0	50,0	100,0
Total	30	100,0	100,0	

Based on the data shown in the table, there are 83,3% respondents who chose agree and strongly agree with the statement. As customers, people might want to get individual attention rather than serving themselves. It clearly shows that individual attention given by the employees in the barbershop has been something important for the customers to choose specific barbershop in Semarang. However, there are 16,7% respondents who chose disagree and strongly disagree. It means that some employees in the barbershops do not give individual attention to all customers. Therefore, the barbershops' owners need to train their employees more.

#### **4.5.2 The Barbershop Has Operating Hours Convenient to All Its Customers**

The seventeenth statement in the questionnaire is used to check whether one of the factors in service dimension is the barbershop has operating hours convenient to all its customers.

**Table 4.17**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	3,3	3,3	3,3
2	2	6,7	6,7	10,0
3	8	26,7	26,7	36,7
4	19	63,3	63,3	100,0
Total	30	100,0	100,0	

From the data shown in the table, 90% respondents chose agree and strongly agree with the statement related to the barbershops' opening hours. Some barbershops might be crowded during the after work time. Therefore, it can be said that the customers usually choose the barbershop that has convenient operating hours. However, there are 10% respondents who chose disagree and strongly disagree with the statement. It means that some barbershops need to change their operating hours to be convenient to serve and satisfy the customers.

#### **4.5.3 The Employees Give Personal Service**

The eighteenth statement in the questionnaire is used to figure out whether the statement of the employees give personal service belongs to one of the factors in empathy dimension.



**Table 4.18**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	36,7	36,7	36,7
	2	8	26,7	26,7	63,4
	3	8	26,7	26,7	90,0
	4	3	10,0	10,0	100,0
	Total	30	100,0	100,0	

From the data shown in the table, there are 36,7% respondents who chose agree and strongly agree with the statement of employees give personal service is one of the factors that make the customers feel satisfied. However, there are 63,4% respondents who chose disagree and strongly disagree with the statement. When the customers go to a barbershop, they want to have professional service related to what they want to have with their hair. They dislike having personal service with the people they do not really know well.

#### 4.5.4 **The Employees Always Want to Help You Sincerely**

The following statement in the questionnaire is used to check whether the employees always want to help the customers sincerely is one factor that affects the customers' satisfaction in choosing barbershop.

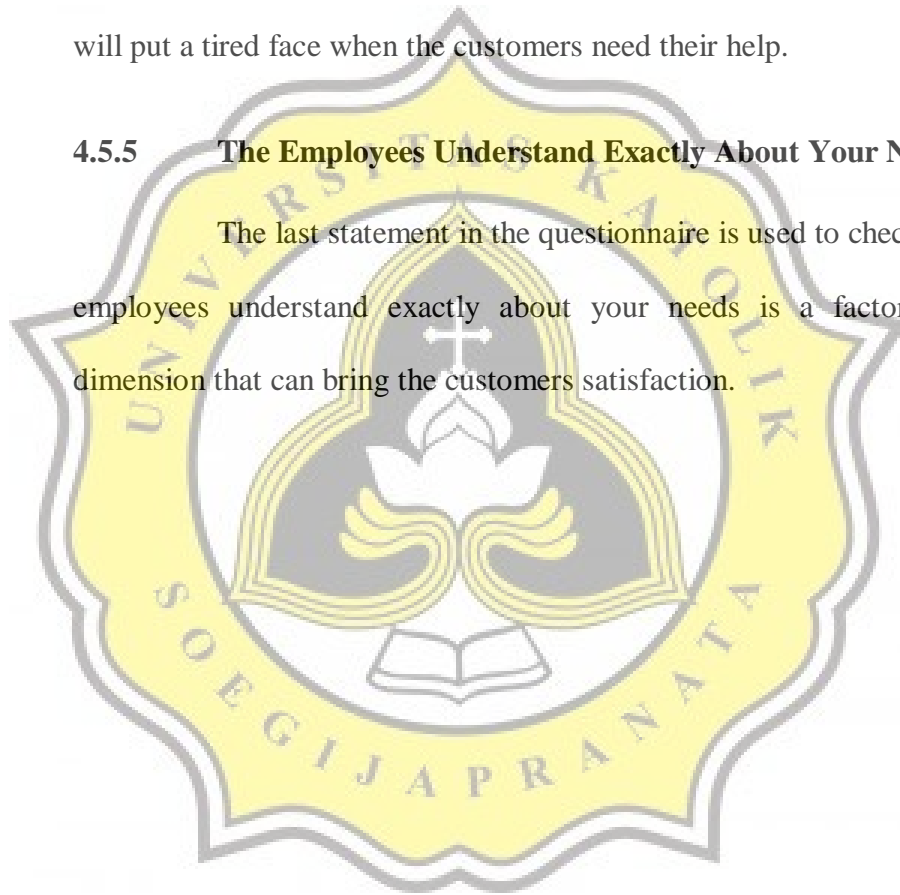
**Table 4.19**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	43,3	43,3	43,3
	2	8	26,7	26,7	70,0
	3	6	20,0	20,0	90,0
	4	3	10,0	10,0	100,0
	Total	30	100,0	100,0	

From the data shown in the table, 30% respondents chose agree and strongly agree with the statement of employees always want to help the customers sincerely. It clearly shows that most respondents like to be helped sincerely. However, there are 70% respondents who chose strongly disagree and disagree with the statement. It means that the employees in the barbershops sometimes do not help the customers sincerely. Some of them will put a tired face when the customers need their help.

#### **4.5.5 The Employees Understand Exactly About Your Needs**

The last statement in the questionnaire is used to check whether the employees understand exactly about your needs is a factor in empathy dimension that can bring the customers satisfaction.



**Table 4.20**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	10	10	10,0
	2	3	10	10	20,0
	3	8	26,7	26,7	46,7
	4	16	53,3	53,3	100,0
	Total	30	100,0	100,0	

From the data shown in the table, there are 80% respondents who chose agree and strongly agree with the statement the employees understand exactly about your needs. Customers might find it satisfying when the employees in the barbershops understand exactly about their needs. However, there are 20% respondents who chose disagree and strongly disagree with the statement. It means that some employees in the barbershops might need to improve their service to understand the customers well.

The writer also did some interviews to 10 respondents to know further about the reasons why the customers chose specific barbershops in Semarang. From the interview done by the writer, it turned out that there are 5 respondents who prefer going to barbershops while the other 3 prefer going to traditional barbershops. The places that most respondents like to visit are Urbancut, Barberthology, and Arfa. These three barbershops offer different price, services, and facilities. A respondent named Ivan stated, “*Saya memilih potong rambut di Urbancut karena dekat dengan rumah saya, parkirnya juga luas dan fasilitas barbershopnya lengkap*” (Interview with a source in July 2020) [I choose to cut my hair in Urbancut because the barbershop is close to my house, it has wide parking lot, and the facilities are

complete]. He added that the employees in Urbancut are friendly and they always recheck the result whether it has met the customers' wishes or not. However, Urbancut has some lacks too. He stated, "Ruang tungguanya kecil mas jadi kalo rame biasanya saya terpaksa antri di luar" (Interview with a source in July 2020) [The waiting room is small so when the barbershop is crowded I usually wait outside the barbershop].

Another source named Hendra chooses Barberthology as their barbershop because of the service offered. He stated, "Saya biasa potong rambut di Barberthology soalnya dapat treatment pijat badan sehabis potong, terus juga kursinya nyaman dan bersih. Alat potong dan clippernya juga bersih menurut saya" (Interview with a source in July 2020) [I usually cut my hair in Barberthology because I get body massage treatment after the hair cut. Besides, the chairs are clean and comfortable. In my opinion, the cutting tool and the clipper are also clean]. However, he added what he found missing in Barberthology. He said that they need more employees to handle all the customers because there are generally 3 employees that serve the customers. Sometimes he left because the queue was long. Besides, the price offered is Rp45.000 which is considerably the highest of other barbershops in Semarang.

For the other respondents who chose traditional barbershops, they thought that traditional barbershops offer the cheapest and the lowest price compared to barbershop or modern barbershops. One of the respondents stated, "Saya biasa potong rambut di potong rambut Madura namanya Agus di tengah kota, harganya murah dan yang motong ramah. Sayangnya desain potongannya ndak bisa sebagai barbershop" (Interview with a source in July 2020) [I usually cut my hair in Madura

traditional barbershop named Agus in the city center. The price is affordable and the barber is friendly. Unfortunately the haircut designs cannot be as good as modern barbershops.

#### 4.6 General Discussion

This part of general discussion is used to elaborate all the data analysis that the writer did. Regarding the research question, the result obtained from 20 statements in the questionnaire can be seen in the table below.

**Table 4.21**

Number	Disagree	Agree
1	20%	80%
2	20%	80%
3	20%	80%
4	16,70%	83,30%
5	13,30%	86,70%
6	13,30%	86,70%
7	6,70%	93,30%
8	13,30%	86,70%
9	10%	90%
10	10%	90%
11	10%	90%
12	6,70%	93,30%
13	6,70%	93,30%
14	10%	90%
15	10%	90%
16	16,70%	83,30%
17	10%	90%
18	63,40%	36,70%
19	70%	30%
20	20%	80%

Based on the table shown above, there were 18 statements which have gotten more than 50% agree. Meanwhile, for statement number 18 and 19, most respondents

chose disagree with the statement. Most of the respondents agree that from the 5 service dimension (tangibility, reliability, responsiveness, assurance, and empathy), there are two statements from the empathy that affect the customers' satisfaction. These two statements are the employees give personal service and the employees always want to help you sincerely. The respondents do not think that employees should give the same service and they might think that giving personal service makes them uncomfortable. Furthermore, the customers also thought that sometimes the employees in the barbershops do not help the customers sincerely. They often saw them putting a tired face in front of the customers.

From the result of the interview, the writer found that the customers choose specific barbershops in Semarang from the location whether it is close or far from their house, the price, and also the service. The price offered in Madura traditional barbershop is mostly Rp10.000 while the price offered in modern barbershops is around Rp20.000 – Rp45.000. This is the main factor why some people still choose to go to Madura traditional barbershop. However, there are also some people who choose modern barbershop with more expensive cost. They believe when they pay more, they will get more facilities and service.