

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

This chapter shows the conclusion of the data analysis that the writer has explained in previous chapter. The writer will also give some suggestions for further research that can be done in relevant or similar topic.

#### 5.1 Conclusion

Based on the analysis the writer did in chapter 4, it can be concluded that all the service dimensions has affected the customers in choosing the specific barbershop in Semarang. By having all of the service dimension, people will find their satisfaction when they want to cut their hair. From the questionnaire, all dimensions of service quality such as tangibility, reliability, responsiveness, assurance and empathy are satisfying. However there are two statements in empathy dimensions that most respondents choose disagree, they are employees give personal service and the employees always want to help you sincerely.

From the table in general discussion and interview, it can be perceived that the respondents feel satisfied when the barbershop has clean building and neat employees. The customers also feel satisfied when the employees in the barbershops do the transaction correctly and provide them with prompt service. When the customers have questions related to the service and the employees can answer properly, the customers will be assured about specific barbershop. Furthermore, the customers will be happy when the barbershop gives individual attention and understand what the customers really need. It clearly shows that all the service dimensions are implemented in barbershops in Semarang, yet, the assurance dimension is the outstanding and the most important dimension out of those 5 dimensions.

## 5.2 Suggestions

Based on the result of this study, the writer would like to give some suggestions for the barbershops in Semarang. They should be able to improve the service quality so that there would be more customers that come regularly. The knowledge of the employees is also important for the customers to feel assured.

For further research, the next researchers in the Faculty of Language and Arts in Soegijapranata Catholic University Semarang can use interview to have detail and thorough answer rather than close-ended questionnaires.

