

## APPENDIX

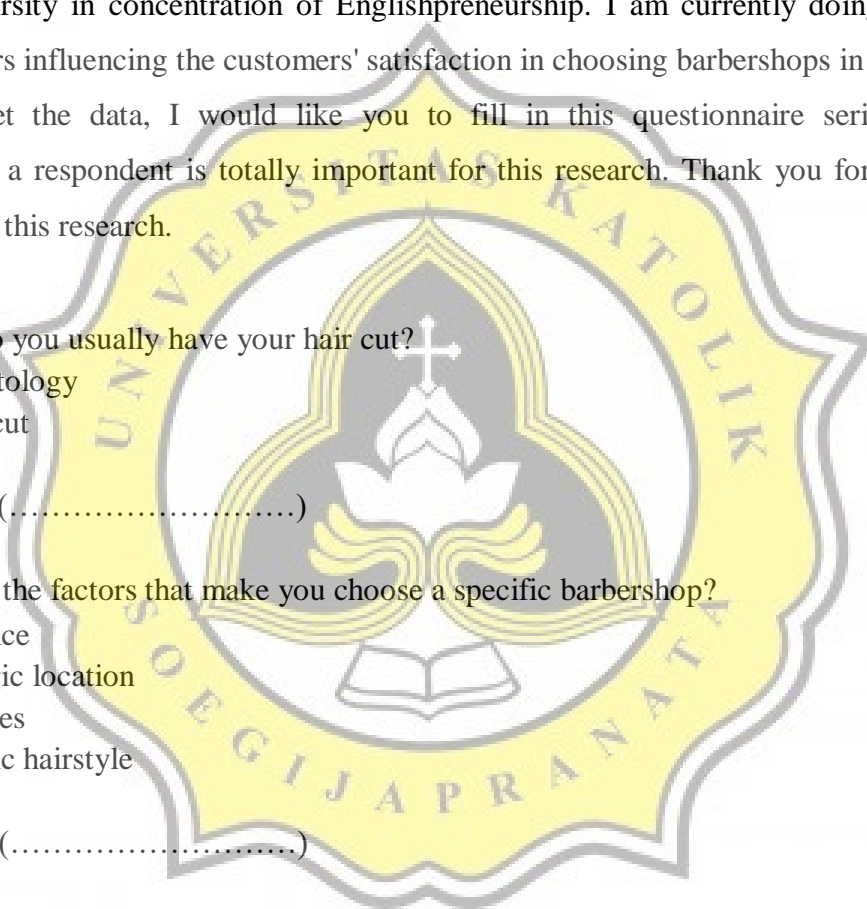
### Questionnaire Quantitative Data

#### Questionnaire

Dear respondents,

My name is Aaron Emmanuel, a student of the Faculty of Language and Arts in Soegijapranata Catholic University in concentration of Englishpreneurship. I am currently doing a research about the factors influencing the customers' satisfaction in choosing barbershops in Semarang.

In order to get the data, I would like you to fill in this questionnaire seriously. Your contribution as a respondent is totally important for this research. Thank you for agreeing in participating in this research.

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1. Where do you usually have your hair cut?
    - a. Barbertology
    - b. Urbancut
    - c. Arfa
    - d. others (.....)
  
  2. What are the factors that make you choose a specific barbershop?
    - a. The price
    - b. Strategic location
    - c. Facilities
    - d. Specific hairstyle
    - e. Rating
    - f. Others (.....)

This questionnaire uses 4 different options about the factors influencing the customers' satisfaction in choosing barbershops in Semarang:

1=absolutely disagree,

2=disagree,

3=agree

4=absolutely agree.

You can fill it by ticking in the table below.

No	Statement	Strongly disagree	Disagree	Agree	Strongly agree
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**Tangibility**

1	The barbershop has modern looking equipment.				
2	The barbershop features are visually appealing.				
3	The cashier employees are neat appealing.				
4	The billboard is visually appealing.				
5	The barbershop has clean and neat building.				

**Reliability**

1	When the barbershops promise to cut in a certain time, they do.				
2	When you have problems, they show sincere interest in solving it.				
3	The barbershop does the transaction right the first time.				
4	The barbershop provides its service they promise to do.				
5	The barbershop gives error free transactions.				

**Responsiveness**

1	Employees tell you exactly when the haircut will be done.				
2	Employees in the barbershop give prompt service.				
3	Employees in the barbershop are always willing to help.				
4	Employees are never too busy to respond your request.				

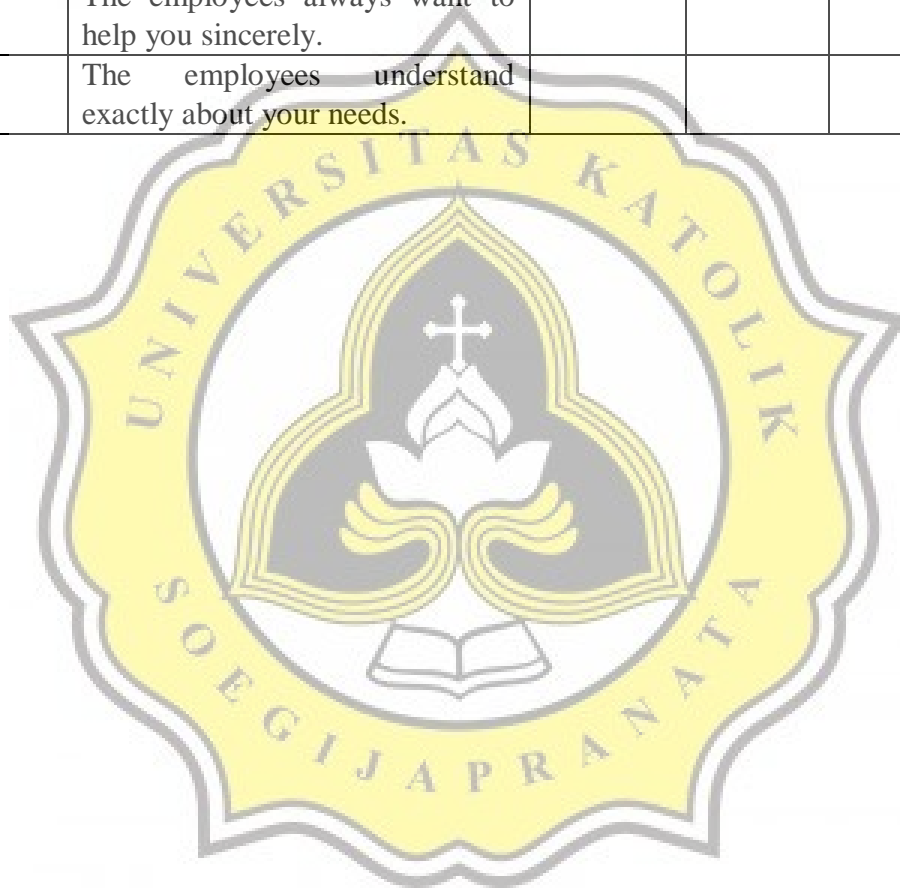
**Assurance**

1	The behavior of the employees build confidence in yourself.				
2	You feel safe with your transactions.				
3	Employees in the barbershops are polite to you.				

4	Employees have the knowledge to answer your questions.				
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Empathy

1	The barbershop gives you individual attention.				
2	The barbershop has operating hours convenient to all its customers.				
3	The employees give personal service.				
4	The employees always want to help you sincerely.				
5	The employees understand exactly about your needs.				





**1%** PLAGIARISM  
APPROXIMATELY

# Report #11145500

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. 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. 5 6 7 They want to make a good impression for others especially their hair which they can get in barbershops. Barbershop is a place where people especially men can cut their hair. According to ADDIN 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. Some barbershops provide free drinks for the customers, while some others do not. For example in Barbortology, 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 skillful barbers, offer more hairstyles or haircuts, provide