



Customer Satisfaction and Loyalty of Mcross Barbershop

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Abstract

In today's era, the business world is growing very rapidly, one of which is in the field of barbershops. In recent years, barbershops have gained significant popularity in various parts of the world, including Indonesia, one of which is in Pontianak City. Seeing the need for haircut services for men is quite in demand, the haircut business specifically for men has become a business opportunity that can provide benefits. Therefore, researchers, researchers conducted a study and research on customer satisfaction and loyalty of MCROSS barbershop in Pontianak City. In this scientific paper, the research method used is associative research. Based on the results obtained from the study, the author can conclude the Effect of Service Quality on Customer Satisfaction Testing the direct effect between Service Quality and Customer Satisfaction obtained a t-statistic value of 5.781 with a p-value of 0.000. This shows that there is a direct effect between Service Quality and Customer Satisfaction. So it can be said that H1, namely Service Quality has a positive and significant effect on Customer Satisfaction, is accepted.

Introduction

In this modern era, business competition is getting tighter in various fields, including in the barbershop business. The word barbershop comes from Latin, namely "barba" which means beard. In ancient times, beards were identical to symbols of strength and intelligence so they had to be maintained regularly. Barbershops as places that specifically serve men's grooming needs have developed into an interesting phenomenon in the personal care industry (Musundi, 2010; Franks, 2015; Suhaimi & Sunitiyoso, 2023; Gustiawan et al., 2024; Nahdiyah & Wahyudi, 2023; Humairah, 2018; Susanti, 2022).

In recent years, barbershops have gained significant popularity in various parts of the world, including Indonesia. Barbershops provide a variety of services that focus on haircuts, beard care, and general male grooming (Barber, 2016). The history of barbershops dates back to ancient civilizations, where barbers not only cut hair but also performed surgical procedures and tooth extractions. Over time, barbershops have undergone many changes (Victor et al., 2022; Saperiyanto, 2024; Averill, 1999). Barbershops have more diverse and better facilities and services, from shampooing to head massages (Barber, 2008; Ramadhina, 2023; Intan, 2021).

Seeing the need for haircut services for men is quite in demand, then the haircut business specifically for men becomes a business opportunity that can provide profit (Maguni et al., 2022; Adams, 2022; Mbilishaka et al., 2021). So it is not surprising that in various cities in Indonesia, especially Pontianak City, there are many barbershops that aim to serve the needs of men related to haircuts and styling. There are 59 Barbershops registered with the Pontianak City Manpower Investment and One-Stop Service Office (Appendix 2). This has an impact

because the increasing number of barbershops in Pontianak City shows that there are relatively many competitors in this business.

MCross Barbershop is one of the men's haircut service providers in Pontianak City which was established in 2019, located at Jl. Parit H. Husin II, Bangka Belitung Darat Village, Pontianak Tenggara District, managed by Mrs. Mardiana. The name of Mrs. Mardiana or MCross Barbershop is not listed in Appendix 2 because the Pontianak City Investment, Manpower and PTSP Office 2024 implemented the latest migration system in 2020 while MCross Barbershop has not carried out the latest migration and is still using a permit with data collection in 2019. MCross Barbershop already has a business permit issued by the Pontianak City Investment, Manpower and Integrated One-Stop Service Office with business permit number 9120603102721 since January 22, 2019 MCross Barbershop provides several types of services as can be seen in Table 1:

Table 1. Barbershop Service Price List

No	Type of Service	Price (Rp)
1	<i>Regular</i>	60,000
2	<i>Shaving</i>	30,000
3	<i>Hair Color</i>	100,000
4	<i>Exclusive</i>	80,000

Table 1 shows that MCross Barbershop offers regular, shaving, hair color, and exclusive services. Regular service is a basic service that only provides haircuts. In addition, there is a shaving service that is specifically for shaving beards and mustaches. Furthermore, there is a hair color service that focuses on hair coloring. Exclusive service is a service that offers a complete package, namely haircuts, hair washing, and styling. The price for each service varies, starting from IDR 30,000.00 to IDR 100,000.00, according to the service chosen by the consumer or customer.

MCross Barbershop provides services promptly and accurately, in accordance with what has been informed to customers. MCross Barbershop employees provide services responsively, politely and have good skills and knowledge related to the services provided. MCross Barbershop employees are able to communicate well with customers and are able to provide individual attention to customers. MCross Barbershop has adequate facilities, including a comfortable waiting room equipped with air conditioning, a clean toilet, and a large parking lot. Good service will affect the income of a business. MCross Barbershop's business income can be seen in the following table:

Table 2. Total Revenue 2021-2023

No	Month	Number of Visitors			Net income		
		2021	2022	2023	2021	2022	2023
1	January	380	592	609	10,290,000	17,535,000	20,535,000
2	February	308	469	480	8,375,000	14,450,000	15,450,000
3	March	325	555	590	9,210,000	23,550,000	24,776,616
4	April	316	571	580	8,625,000	16,605,000	17,700,000
5	May	372	451	540	11,180,000	14,230,000	16,230,000
6	June	318	364	430	8,782,500	10,732,500	12,732,000
7	July	277	450	481	7,190,000	12,945,000	13,945,000
8	August	292	430	451	7,445,000	9,442,000	10,442,340
9	September	291	447	485	7,555,000	12,710,000	13,710,500
10	October	369	520	551	9,945,000	15,910,000	16,910,000

11	November	289	319	347	7,875,000	9,064,000	10,100,000
12	December	362	382	389	10,215,000	10,710,000	11,810,000
TOTAL		3899	5550	5933	106,687,500	167,883,500	184,341,456

Table 2 shows that MCross Barbershop's business revenue in 2022 increased by 57.36% and in 2023 increased by 9.80%. In 2022, MCross Barbershop experienced a significant decrease in business revenue after the Covid outbreak in 2021. Then in 2023 the increase in revenue was not significant enough.

Based on interviews conducted by the author with Kapsteran, the owner of MCross Barbershop, there were several complaints such as the lack of barbers causing excessive queues and several customers experiencing irritation after shaving their hair at MCross Barbershop due to lack of attention to the cleanliness of the tools. In addition, customers feel that the price or cost of services at MCross Barbershop is more expensive than competitors. Here are some reviews from customers who have had their hair cut at Mcross Barbershop.

Service quality plays a very important role in the operation of a barbershop. When customers come to MCross Barbershop, they expect to receive friendly, professional, and high-quality service. This premium service can create a positive experience for MCross Barbershop customers so that it can increase their satisfaction. On the other hand, poor service can negatively impact the image of MCross Barbershop and make customers dissatisfied. Customer satisfaction is an important indicator for evaluating the performance and success of a barbershop. Satisfied customers tend to be more loyal and willing to provide positive recommendations to others. A thorough understanding of the factors that influence customer satisfaction is essential for the sustainability of a barbershop business. Based on the explanation above, the author is interested in conducting research entitled: "The Influence of Service Quality on Customer Satisfaction" And Loyalty MCross Barbershop Customers in Pontianak City".

Methods

This research is an associative research. According to Siregar (2017): "Associative or relationship research is research that aims to determine the relationship between two or more variables. With this research, a theory can be built that can function to explain, predict, and control a symptom in research". So this study aims to determine the effect of service quality on consumer satisfaction and loyalty at MCross Barbershop Pontianak.

According to Sugiyono (2019): "Population is all elements that will be used as an inference/generalization area. Population elements are all subjects to be measured, which are the units studied". In this study, the population is all consumers of MCross Barbershop Pontianak. Based on the calculation, the minimum number of samples that must be met is 96 respondents. The author set the number of samples to 100 respondents. The sampling technique in this study was to use purposive sampling. According to Sugiyono (2019): "Purposive Sampling is a sampling determination technique with certain considerations".

Results and Discussion

Respondent Characteristics

The respondents used in this study amounted to 100 people, which were given to all customers who used haircut services at MCross Barbershop Pontianak. One of the objectives of the description of the characteristics of the respondents is to provide a picture of the sample in this study. A description of the characteristics of the respondents was obtained from the personal data contained in the questionnaire regarding the identity of the respondents including age, last

education, occupation, income, frequency of visits and types of services that are often chosen which can be explained in the following tables:

Number of Respondents by Age

Based on the research results, the characteristics of respondents based on age can be seen in Table 3 below:

Table 3. Respondent Characteristics Based on Age

No	Age	Number of Respondents	Percentage(%)
1	18-25	60	60%
2	26-33	31	31%
3	31- 50	9	9%
Total Respondents		100	100%

Source: Processed Data, 2025

From Table 3 above, it shows that most of the respondents in this study were aged between 18-25 years, namely 60%.

Number of Respondents Based on Last Education

Based on the research results, the characteristics of respondents based on their last level of education can be seen in Table 4 below:

Table 4. Respondent Characteristics Based on Last Education

No	Last education	Number of Respondents	Percentage(%)
1	SD	1	1%
2	SENIOR HIGH SCHOOL	40	40%
3	Bachelor degree	59	59%
Total Respondents		100	100%

Source: Processed Data, 2025

The table above shows that most of the respondents in this study had a final education of Bachelor's degree, namely 59%.

Number of Respondents Based on Occupation

Based on the research results, the characteristics of respondents based on their jobs can be seen in the following table:

Table 5. Respondent Characteristics Based on Occupation

No	Work	Amount	Percentage(%)
1	Private sector employee	41	41%
2	Businessman	6	6%
3	Student	12	12%
Total Respondents		100	100%

Source: Processed Data, 2025

From Table 5 above, it shows that most of the respondents in this study worked as private employees, namely 41%.

Number of Respondents Based on Income

Based on the research results, the characteristics of respondents based on income can be seen in the following table:

Table 6. Respondent Characteristics Based on Income

No	Income (RP)	Number of people	Percentage (%)
1	500,000 - 2,000,000	54	54%
2	2,100,000 - 5,000,000	17	17%
3	5,100,000 - 10,000,000	26	26%
4	10,100,000 – 15,000,000	3	3%
	Total Respondents	100	100%

Source: Processed Data, 2025

From Table 6 above, it shows that most respondents in this study have a monthly income/revenue between IDR 500,000 - 2,000,000, namely 54%.

Number of Respondents Based on Visit Frequency

Based on the research results, the characteristics of respondents based on the frequency of visits can be seen in the following table:

Table 7. Respondent Characteristics Based on Visit Frequency

No	Frequency of Stay	Number of Respondents	Percentage (%)
1	2 – 3	47	47%
2	4 – 5	31	31%
3	6 – 12	22	22%
	Amount	100	100%

Source: Processed Data 2025

The table above shows that most respondents in this study had a visit frequency of between 2-3 times a year, namely 47%.

Number of Respondents Based on Type of Service Selected

Based on the research results, the characteristics of respondents based on the type of service selected can be seen in the following table:

Table 8 Respondent Characteristics Based on Type of Service Selected

No	Requirements	Amount	Percentage (%)
1	<i>Regular</i>	70	70%
2	<i>Shaving</i>	15	15%
3	<i>Hair Color</i>	1	1%
4	Exclusive	14	14%
	Total Respondents	100	100%

Source: Processed Data 2024

From Table 8 above, it shows that the majority of respondents in this study chose the Regular 70 service type, namely 70%.

Measurement Model

Measurement Model assessed based on reliability and validity values. The results of outer loadings can be seen as follows:

Table 9. Outer Loadings Results

	Quality of Service (X1)	Customer satisfaction (Y1)	Customer Loyalty (Y2)
X1.1	0.829		
X1.2	0.819		
X1.3	0.823		
X1.4	0.828		
X1.5	0.835		
Y1.1		0.808	
Y1.2		0.788	
Y1.3		0.744	
Y1.4		0.829	
Y2.1			0.782
Y2.2			0.786
Y2.3			0.760
Y2.4			0.827

Source: Processed Data, 2025

Based on the outer loadings value table in table 9, it can be seen that all items or indicators have outer loading values > 0.7. So it can be concluded that all items or indicators have been valid in terms of item validity.

Next, an analysis of Construct Reliability and Validity is carried out. Construct Reliability and Validity are measuring the reliability and validity of latent variable constructs. The test results for Construct Reliability and Validity can be seen in the following table:

Table 10. Construct Reliability and Va Test Results

	Cronbach's alpha	rho_A	Composite Reliability	Average Variance Extracted(AVE)
Service Quality (X1)	0.885	0.890	0.915	0.684
Customer Satisfaction (Y1)	0.803	0.809	0.871	0.628
Customer Loyalty (Y2)	0.798	0.801	0.868	0.623

Source: Processed Data, 2025

Based on table 10 above, it can be seen that all constructs have a Cronbach's alpha value > 0.6, so it can be concluded that all constructs used are reliable.

The table above also explains the results of convergent validity testing, which can be seen from the Average Variance Extracted (AVE) value. The AVE value of all constructs is > 0.5. So it can be concluded that all constructs are convergently valid. The next step is to conduct discriminant validity testing, as can be seen in the following table:

Table 11. Discriminant Validity (Fornell-Larcker)

	Service Quality (X1)	Customer Satisfaction (Y1)	Customer Loyalty (Y2)
Service Quality (X1)	0.513		

Satisfaction Customer (Y1)	0.556	0.560	
Customer Loyalty (Y2)	0.547	0.954	0.535

Source: Processed Data 2025

Table 3 above shows that all the roots of the AVE (Fornell-Larcker Criterion) of each construct are greater than the correlation with other variables, so the discriminant validity requirements for the model in this study have been met.

Other test outputs on the model are carried out by looking at the R Square value which tests the Goodness Fit Model in the research inner model. The test results can be seen in the following table:

Table 12. Goodness Fit Model

	R-square	Adjusted R-square
Customer Satisfaction (Y1)	0.235	0.227
Customer Loyalty (Y2)	0.604	0.596

Source: Processed Data, 2025

The table above shows that the R Square value indicating the simultaneous influence of X1 on Y1 is 0.235. So it can be concluded that all exogenous constructs (X1) simultaneously influence Y1 by 0.235. Therefore, the Adjusted R Square is more than 15% but less than 75%, then the influence of all exogenous constructs (X1, Y1,) on Y2 is moderate. The table above shows that the R Square value indicating the simultaneous influence of X1 on Y2 is 0.604. So it can be concluded that all exogenous constructs (X1, Y1, Y2) simultaneously influence Y2 by 0.604. Therefore, the Adjusted R Square is more than 15% but less than 75%, then the influence of all exogenous constructs (X1, Y1) on Y2 is moderate.

Structural Model

In this section, the results of hypothesis testing are explained, by looking at the test results for Direct Effects and Indirect Effects. The test results for direct effects can be seen in the following table:

Table 13. The Influence of Service Quality and Customer Satisfaction on Customer Loyalty: An Empirical Analysis

Hypothesized path	Standardized path coefficient	t-statistic	P Values	Results
H1: Service Quality \square Customer satisfaction	0.084	5,781	0,000	Accepted
H2: Service Quality \square Customer Loyalty	0.089	1,262	0.207	Rejected
H3: Customer satisfaction \square Customer Loyalty	0.093	7,671	0,000	Accepted

Source: Processed Data, 2025

It can be seen in the output above that there is a direct relationship (direct effect) between Service Quality and Customer Satisfaction and Customer Satisfaction.

Customers towards Customer Loyalty has a p-value less than the significance level of 0.05 so it is declared significant. While Service Quality towards Customer Loyalty has a p-value more

than the significance level of 0.05 so it is declared insignificant. The test results for indirect effects can be seen in the following table:

Table 14. Indirect Effect

	Standardized path coefficient	t-statistics	P Values	Results
H4: Service Quality \square Customer Loyalty \square Customer Satisfaction	0.083	4,185	0,000	Accepted

Source: Processed Data, 2025

It can be seen in the output above that the indirect effect of Service Quality on Customer Loyalty mediated by Customer Satisfaction has a p-value less than the significance level of 0.05 so it is declared significant.

The results of the hypothesis testing can be seen in the following image:

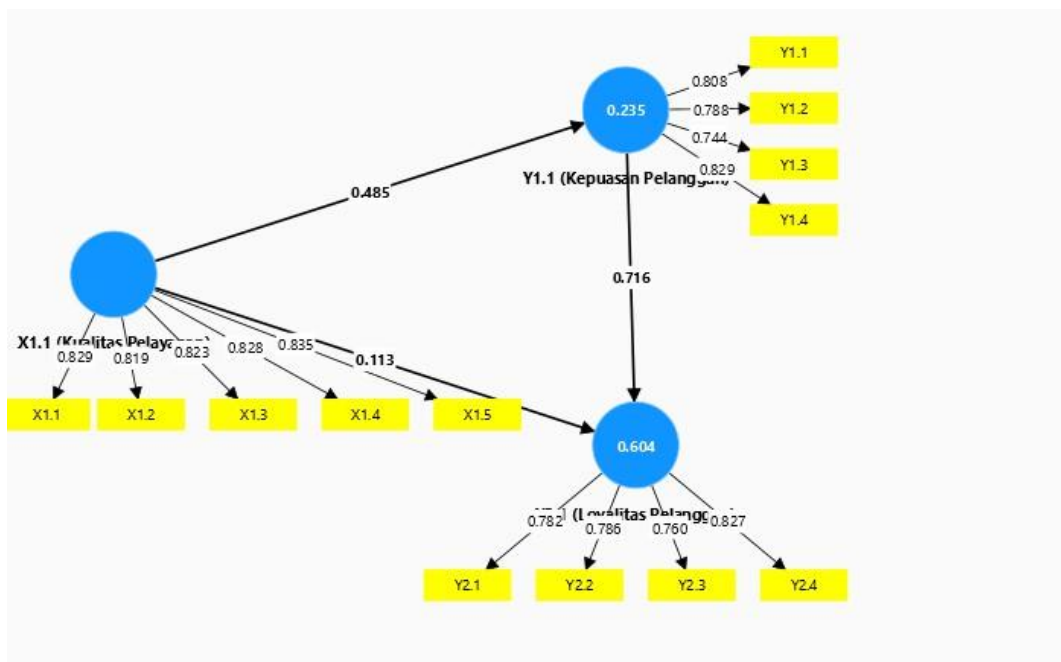


Figure 1. Structural Equation Model of Service Quality, Customer Satisfaction, and Customer Loyalty

Source: 2025 Data Graph

The Influence of Service Quality on Customer Satisfaction

Testing the direct influence between Service Quality on Customer Satisfaction obtained a t-statistic value of 5.781 with a p-value of 0.000. This shows that there is a direct influence between Service Quality on Customer Satisfaction. So it can be said that H1, namely Service Quality has a positive and significant effect on Customer Satisfaction, is accepted. The results of this study support the research conducted by Thungasal (2019) which shows that customer satisfaction is formed by the existence of satisfactory service quality.

The Influence of Service Quality on Customer Loyalty

Testing the direct influence between Service Quality on Customer Loyalty obtained a t-statistic value of 1.262 with a p-value of 0.207. This shows that there is a direct influence between Location on Customer Satisfaction and its influence is strong. The t-statistic value indicates

that the relationship between the two is positive. So it can be said that H2, namely Service Quality has a positive and significant effect on Customer Loyalty, is rejected. The results of this study are in contrast to research by Zahara (2020) which shows that service quality has a positive influence that can increase customer loyalty.

The Influence of Customer Satisfaction on Customer Loyalty

Testing the direct influence between Customer Satisfaction on Customer Loyalty, the t-statistic value is 7.671 with a p-value of 0.000. This shows that there is a direct influence between Customer Satisfaction on Customer Loyalty. So it can be said that H3, namely Customer Satisfaction has a positive and significant effect on Customer Loyalty, is accepted. The results of this study support previous research conducted by Qomariah (2012) which shows that the satisfaction variable has a positive effect on loyalty.

The Influence of Service Quality on Customer Loyalty through Customer Satisfaction

Testing the direct influence between Service Quality on Customer Loyalty through Customer Satisfaction obtained a t-statistic value of 4.185 with a p-value of 0.000. This shows that there is a direct influence between Service Quality on Customer Loyalty through Customer Satisfaction, the influence is strong. The p-value indicates that the relationship between the two is positive. So it can be said that H4, namely Service Quality on Customer Loyalty has a positive and significant effect on Customer Satisfaction, is accepted. The results of this study also support previous research conducted by Iskandar & Wijaksana (2010), which stated that the greater the satisfaction figure linking service quality to the formation of loyalty, the better it is in forming customer loyalty.

Conclusion

Based on the results of data analysis on customer satisfaction and loyalty of MCROSS barbershop in Pontianak city, it was concluded based on the Test of the direct influence between Service Quality on Customer Loyalty through Customer Satisfaction obtained a t-statistic value of 4.185 with a p-value of 0.000. This shows that there is a direct influence between Service Quality on Customer Loyalty through Customer Satisfaction, the influence is strong. So that customer loyalty and satisfaction have a significant influence on the desire of customers to return to have their hair cut at the barbershop. Customers who are satisfied with the service and have a positive experience tend to be more loyal and have a high tendency to return. This loyalty is created through consistent service quality, comfort, and a good relationship between customers and the barbershop.

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