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INFLUENCE OF BUSINESS LOCATION, QUALITY OF SERVICE, AND PRICES ON CONSUMER SATISFACTION AT EBOSS BARBERSHOP

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Abstract

Purpose: Researching, testing and analyzing the variables of business location, service quality, and price on customer satisfaction

Research Methodology: This study uses quantitative methods with survey research. The sampling technique in this study uses non-probability sampling using saturated samples with a total sample of 88 respondents who are Eboss barbershop consumers. The analysis data was processed using the SPSS version 26 for windows program.

Results: The results showed that business location, service quality, and price had a positive and significant effect on consumer satisfaction partially, by number 0.244; 0.171 and 0.477. Simultaneously obtained a number of 24,461. The results of this study indicate a coefficient of determination of 46.6% explaining that business location, service quality, and price have a positive effect on consumer satisfaction while the remaining 53.4% is influenced by other variables not examined in this study.

Limitations: Sample Size: The study used a relatively small sample size of 88 respondents, which may limit the generalizability of the findings to a larger population. A larger sample size would have provided more robust results. Single Location: The study focused on Eboss barbershop, which may limit the generalizability of the findings to other barbershops or businesses in different locations. The results may be specific to this particular establishment and its customer base. Cross-Sectional Design: The study used a cross-sectional design, which provides a snapshot of consumer satisfaction at a specific point in time. Longitudinal studies that track changes in satisfaction over time would offer more insights into the dynamic nature of customer preferences.

Contribution: Business Management: The findings of this study can provide valuable insights to barbershop owners and managers in understanding the factors that influence customer satisfaction. By recognizing the significance of business location, service quality, and price, they can make informed decisions to improve customer experience and loyalty. Marketing and Consumer Behavior: The study contributes to the field of marketing and consumer behavior by highlighting the importance of location, service quality, and price in shaping consumer satisfaction. The findings can be useful for marketers and researchers studying consumer preferences and developing strategies to enhance customer satisfaction. Service Industry: The study's findings may be particularly relevant to the service industry, including barbershops, salons, and other customer-oriented businesses. The insights gained from this research can help service providers optimize their operations and offerings to meet customer expectations and improve overall satisfaction levels.

Keywords: *Marketing service, business location, service quality, price, customer satisfaction, barbershop, marketing*



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1. INTRODUCTION

Indonesia's economy is increasingly developing, giving rise to various opportunities to run a business or business. The large number of new businesses can have a positive impact on society because it can open up jobs and improve people's welfare, especially during the current pandemic. Micro, small and medium businesses are the savior of the economy in the midst of economic uncertainty caused by the Covid-19 pandemic that has hit Indonesia since the beginning of 2020. With the existence of these micro, small and medium business units, the wheels of the economy can continue to turn. Slow but strong, strong in supporting the economic cycle.

In supporting the growth and recovery of micro, small and medium enterprises, the government through Government Regulation of the Republic of Indonesia Number 7 of 2021 concerning Facilitation, Protection and Empowerment of Cooperatives and Micro, Small and Medium Enterprises provides various easy access to micro, small and medium entrepreneurs in grow and develop. As stated in article 53, the government is present in the recovery of micro, small and medium enterprises through various assistance programs including credit restructuring, business reconstruction, capital assistance and/or assistance in other forms. Apart from that, the government also provides empowerment to micro, small and medium enterprises not only to be able to survive but hopefully to be able to compete. So it is hoped that micro, small and medium businesses can continue to exist and develop rapidly and increase to the next business level.

The rapidly growing business world is a challenge and threat for business people. Business actors must strive hard to learn and understand the needs and desires of their customers. Kotler and Armstrong (2008: 16) suggest that, by understanding customer needs and desires, it will provide important input for companies to design marketing strategies to create satisfaction for their customers. For companies that want to satisfy customers, values and good service are more than just a collection of policies or actions – they are company behavior, an important part of the company's overall culture. (Kotler and Armstrong (2008: 17). Customer satisfaction is a basic element in modern marketing thinking and practice. Competition can be won if the company is able to create and retain customers (Tjiptono, 2015: 45).

The way to retain consumers is to give them satisfaction. Satisfaction or dissatisfaction is part of the experience with a product or service that they use. If business actors provide good quality products or services, they are expected to be able to meet consumer expectations and ultimately be able to provide maximum value and create satisfaction for consumers. As stated by Lupiyoadi (2013: 231), basically customer satisfaction or dissatisfaction with a product will influence subsequent behavioral patterns. This is shown by customers after the purchase process occurs (post purchase action). From interviews conducted by the author with several consumers, the Covid-19 pandemic has contributed more or less to the decline in the number of Eboss barbershop consumers. This is due to consumer concerns about the spread of the Covid-19 virus in public places and the use of hair shaving tools interchangeably. Even though Eboss barbershop has carried out health procedures and tried to provide a sense of security to consumers, this does not eliminate some consumers' concerns about coming to Eboss barbershop.

Increasing men's awareness of taking care of and caring for themselves has made the existence of barbershops increasingly necessary. Lifestyle and professional demands make men trust barbershops more than conventional barbershops, because barbershops provide more

services than what they get in conventional barbershops. The existence of barbershops is not only in big cities, but in mini-metropolitan cities, small towns and villages, barbershops are also popping up. The locations are spread widely, some are in malls, office areas, residential areas or densely populated residential areas and even online barbershops.

Position determines the outcome. We often hear this sentence in everyday life. Because the position, position or location influences the results achieved. The most obvious location for customer service is close to where consumers live or work (Lovelock, et al, 2012: 135).

From the results of observations made by the author, one of the visible shortcomings of Eboss Barbershop is the unavailability of a large and comfortable vehicle parking area and limited infrastructure to Eboss Barbershop. So it is less able to provide comfort to consumers.

Different from barbershops in general, barbershops have a concept and service with a more luxurious and classy impression, more organized, clean and have a more masculine impression as well as the skills and expertise of barbers (capsters) in using equipment such as clippers, detailers and shavers which can produce various results. hairstyles such as Undercut, Pompadour, Two Block, Comma Hair, French Crop and various other hairstyles that are difficult to find in conventional barbershops. Barbershop services are not only focused on haircut services but also include other services such as hair wash, hair coloring, hair style consultations, massage, facials, cream baths, ear candles, as well as manicures and pedicures.

Barbershops provide a sense of comfort for men to be able to pamper themselves without feeling insecure or embarrassed, and can even increase their prestige, because the services provided are specifically for them, men. This comfort is what makes it an indicator in providing a pleasant experience to consumers so as to create consumer satisfaction. Where to maintain the sustainability of a business, customer satisfaction is very important.

To find out how satisfied a consumer's experience is in using a product or service, this can be done by comparing consumers' perceptions of the service they receive with the perception of the service they expect by means of direct interviews or providing suggestion and complaint boxes at business locations. Interviews were conducted with consumers over 17 years old, so that the statements given could be considered valid and consistent.

Based on surveys and interviews conducted by the author with respondents (Eboss barbershop consumers) and informants (capsters and Eboss barbershop management), there are several problems related to the location of the Eboss barbershop business, including road access to Eboss barbershop which is not traversed by public transport and surrounding roads. The location of the Eboss barbershop was damaged with holes, there was no sign/neon box to mark the location of the barbershop and it was not installed clearly. Apart from that, the limited parking area which can only accommodate 1 (one) car and several motorbikes is a problem that must be resolved immediately by Eboss barbershop. Due to limited space and space, the queues for Eboss barbershop consumers are long, thus hampering business expansion.

Capster (barber) service that is not friendly and responsive in understanding consumer needs and desires, as well as capsters not maintaining their appearance are some of the things that Eboss barbershop consumers complain about. The capster's lack of product knowledge and personal branding is a negative value for Eboss barbershop as a male grooming service provider which should be able to pamper consumers with the various goods and services it sells. We often hear "there is a price and there is a form". Perceptions and expectations formed in society ultimately form a social level paradigm regarding goods or services, including barbershop services. There are several barbershop classes starting from semi barbershop, standard barbershop, to premium barbershop. The rates charged vary, depending on the level and brand of the barbershop, ranging from 20,000 – 300,000 for haircut services. Prices are higher than barbershops which charge around 7,000 to 15,000. Price is a factor that influences consumer satisfaction, because

price is a determinant for a consumer in making a purchase and setting prices has the goal of survival (Kotler and Armstrong, 2012: 122).

The data above shows that the number of consumers tends not to increase or even decreases, the location is less eye-catching and less convenient in terms of providing vehicle parking, many consumer complaints due to dissatisfaction with service, and the price of Eboss barbershop haircut services which is higher compared to the price of haircut services in barbershop nearby. Is this decrease in the number of consumers influenced by an inconvenient location in terms of providing vehicle parking, consumer dissatisfaction with the services provided, or the price of haircut services which is higher than the price of other barbershop haircut services around Eboss barbershop?

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer Satisfaction

One way for companies to retain customers and increase the number of consumers is by meeting consumer expectations for the goods or services offered so as to create consumer satisfaction. Creating consumer satisfaction is not an easy thing, because every consumer has a different perception about the satisfaction they get. Therefore, companies must be observant and get to know consumers better, so that consumer satisfaction can be achieved, so that the company's survival can be maintained well.

Kotler and Keller (2016: 155) explain as follows: *"A highly satisfied customer generally stays loyal longer, buys more as the company introduces new and upgraded products, talks favorably to others about the company and its products, pays less attention to competing brands and is less sensitive to price, offers product or service ideas to the company, and cost less serve new customers because transactions can become routine"*. According to Zeithaml and Bitner (2013: 75) explain the meaning of satisfaction as follows: "Consumer responses or responses regarding meeting needs. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to fulfilling consumer consumption needs.

According to Kotler and Keller (2016: 153) explain the meaning of satisfaction as follows: *"Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations"*.

According to Lupiyoadi (2008: 77) there are 5 (five) factors that determine customer satisfaction, namely product quality, service quality, emotions, price and costs. Meanwhile, according to Suwardi (2013: 26) the key to retaining customers is consumer satisfaction. Indicators of consumer satisfaction can be seen from:

1. Re-purchase - Return buyers, where consumers will return to the company to look for the goods or services.
2. Creating Word-of-Mouth- Consumers will say good things about products or services to other people
3. Creating a Brand Image- Consumers are attached to the brand and are reluctant to switch to other brands
4. Creating Consumer Satisfaction with the Same Company - Consumers trust products or services from the same company.

Business Location

According to Kotler and Armstrong (2008: 62), one of the elements of the marketing mix is location. Business location has an important role in running a business. Easily accessible business

locations, strategic business locations and eye catching play a role in attracting consumers to come and buy the products or services offered. Therefore, in determining a business location, business actors must think about distance, convenience for consumers to get to the business location, availability of means of transportation, and this includes vehicle parking facilities at the business location and the function or direction signs or neon boxes that are easily seen by the public. consumers and potential consumers.

According to Sunyoto (2015: 176) explains the meaning of location as follows:

"A strategic location where there are many potential buyers, in the sense that this location is easy to reach, easy for consumers to see, and is a location that is widely traveled and inhabited by target consumers who have the potential to buy the products or services being sold." According to Tjiptono and Chandra (2012: 135) explain the meaning of location as follows: "Location determines the success of a service or product, because it is closely related to the potential market."

According to Tjiptono (2014: 92) explains the meaning of location as follows: "Location is the place where the company operates or where the company carries out activities to produce goods and services that prioritize the economic aspect."

According to Lupiyoadi (2014: 92) explains the meaning of location as follows: "Location is a decision made by the company regarding where operations and their nature will be located. Choosing the wrong company location will result in losses for the company."

From several expert opinions regarding the meaning of location, it can be concluded that a strategic business location can be reached by consumers easily so that it can attract consumers to come and buy products offered by sellers or service providers so that they can generate profits or profits. Although success does not only depend on business location, location factors will influence the success of a business.

According to Tjiptono (2014: 159) location influences strategic dimensions, as follows:

1. Access; The location is traversable or easy to reach by public transportation.
2. Visibility; Locations or places that can be seen clearly from normal viewing distance.
3. Traffic; Concerning two main considerations:
 - a. The large number of people passing by can provide a great opportunity for impulse buying, namely purchasing decisions that often occur spontaneously, without planning, and/or without special efforts.
 - b. Traffic congestion and congestion can also be an obstacle, for example to police, fire or ambulance services.
4. Spacious, comfortable and safe parking area, both for two-wheeled and four-wheeled vehicles.
5. Expansion, namely the availability of large space for business expansion in the future.
6. Environment, namely the surrounding area that supports the services offered. For example, food stalls are close to student dormitories, campuses, schools or offices.
7. Competition, namely the location of competitors. When determining the location of a business, it is necessary to consider whether there are many similar businesses on the street or area or not.
8. Government regulations that contain provisions to regulate the location of certain businesses, for example motor vehicle repair shops that are too close to residential areas.

Service quality

Different people have different assessments. Because quality is closely related to consumer value and satisfaction. According to the American Society in Kottler and Keller (2016: 156) explains the meaning of service quality as follows: "Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs." One of the strategies

used by companies to win the competition is to provide good quality service. Service quality is an important part that companies must pay attention to in order to achieve consumer satisfaction.

According to Lovelock, et al (2012: 368) explain the meaning of service quality as follows: "Service quality is an economic activity that creates and provides benefits for customers at a certain time and place, as a result and action to bring about desired changes in themselves or on behalf of the recipient of the service." Kotler in Tjiptono (2016: 284) explains that there are 5 (five) dimensions/determinants of service quality that must be met. Of the five dimensions, each has derivatives/indicators, namely:

1. Reliability Ability to perform promised services reliably and accurately. Indicators of reliability are as follows:

- a. provide service as promised
- b. reliability in handling customer problems
- c. perform the service properly
- d. provide services at the promised time
- e. fix errors – with free notes
- f. Employees have the ability to answer customer questions

2. Responsiveness

Willingness to help customers and provide prompt service. Indicators of responsiveness are as follows:

- a. Assure customers about the service times they will receive
- b. Provide fast service to customers
- c. Sincerity to help customers
- d. Readiness to respond to customer requests

3. Assurance

The knowledge and politeness of employees and their ability to provide trust and confidence. The indicators of assurance are as follows:

- a. Employees instill confidence in customers
- b. Make customers feel safe when they make transactions
- c. Employees are always consistently polite

4. Empathy

Providing attention, providing personal attention to customers. Indicators of empathy are as follows:

- a. Provide personal attention to customers
- b. Employees handle customers with great attention
- c. Prioritize customer interests
- d. Employees who understand their customers' needs
- e. Convenient working hours

5. Tangibles (physical/tangible evidence)

Appearance of physical facilities, equipment, employees, and communications materials. Indicators of tangibles (physical/tangible evidence) are as follows:

- a. Modern equipment
- b. Visually attractive facilities
- c. Employees have a neat and professional appearance
- d. Visually appealing material related to the service

To find out the problem to be discussed, it is necessary to have a framework of thinking which is the basis for researching problems which aims to find, develop and test the truth of a research and the framework of thinking can be described as follows:

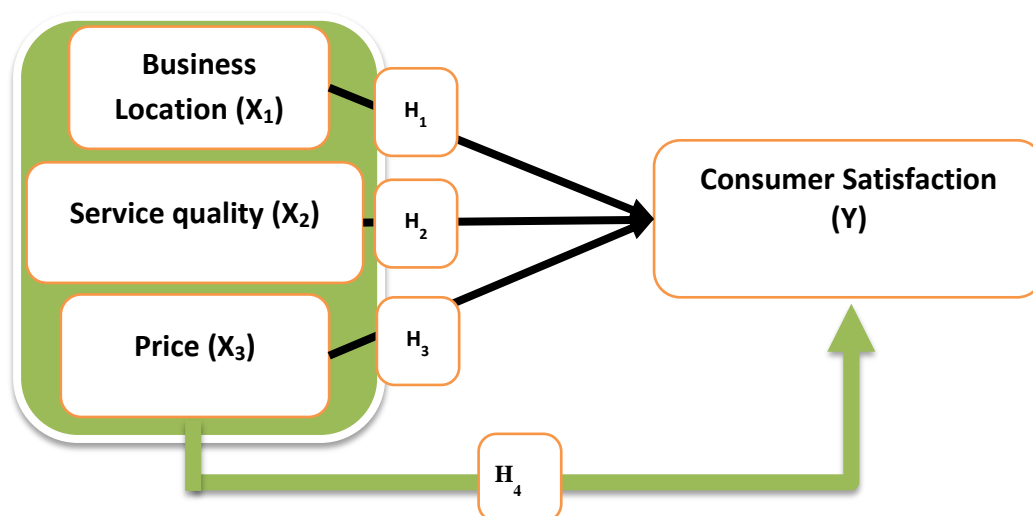


Figure 1. Research Rationale Framework

The hypothesis in this research relates to whether there is and whether the independent influences the dependent. The formulation of the hypothesis for the tests carried out in this research is:

- H1: It is suspected that business location partially has a positive and significant effect on Eboss barbershop consumer satisfaction
- H2: It is suspected that service quality partially has a positive and significant effect on Eboss barbershop consumer satisfaction
- H3: It is suspected that price partially has a positive and significant effect on customer satisfaction at Eboss barbershop
- H4: It is suspected that business location, service quality and price simultaneously have a positive and significant effect on Eboss barbershop consumer satisfaction

3. RESEARCH METHODOLOGY

This study uses quantitative methods with survey research. The sampling technique in this study uses non-probability sampling using saturated samples with a total sample of 88 respondents who are Eboss barbershop consumers. The analysis data was processed using the SPSS version 26 for windows program.

Table 1 Operational Variable

Variable	Indicator	Dimensions	No. Question
Business Location	Access	• Listed on Google Maps so it's easy to reach	1
		• Via public transportation	2
	Visibility	• Eye catching	3
		• There are directions	4
	Traffic	• Crowded smoothly	5
		• Passed by local residents	6

Variable	Indicator	Dimensions	No. Question
Service Quality	Parking lot	•Wide	7
		•Comfortable	8
	Expansion	• There are several service rooms	9
	Environment	• Near densely populated residential areas	10
		• Near schools	11
	Competition	• There are many competitors < 1 km	12
	Government regulations	• The location does not disturb order	13
	Realibility	• Provide services correctly	1
		• Master product knowledge	2
	Responsiveness	• Quick response to consumer requests	3
		• Understand consumer desires	4
Price	Assurance	• Provides a sense of security when making transactions	5
		• Ensure consumers have confidence in their expertise	6
	Empathy	• Understand consumer needs	7
		• Understand consumer emotions when being served	8
	Tangibles	• Capster has a neat appearance	9
		• Capster does not have body odor	10
		• Modern barbershop equipment	11
	Price Affordability	• Affordable hair shaving prices	1
		• Prices for pomade/hair tonic/hair powder are cheap	2
		• Prices for other services are cheap	3
	Price match with product quality	• The price of hair shaving is according to the results of the shave	4
		• The price of pomade/hair powder is in accordance with the quality	5
Customer Satisfaction	Price competitiveness	• Service prices are cheaper than competitors	6
			7
	Matching price with benefits	• Neat hair at low prices	
		• The haircut style you get matches what you pay for	8
		• Pomade is cheap and has many benefits	9
Customer Satisfaction	Re-purchase	• More than one haircut at Eboss barbershop	1
		• Purchase pomade at Eboss barbershop more than once	2

Variable	Indicator	Dimensions	No. Question
	Creating Word of Mouth	• Recommend haircuts at Eboss barbershop to others	3
		• Recommend other products from Eboss barbershop to others	4
	Creating a brand image	• Any product from Eboss barbershop must be good	5
		• Definitely get your hair cut at Eboss barbershop	6
	Creating consumer satisfaction with other products in the same company	• The quality of Eboss barbershop pomade is good	7
		• Coloring at Eboss barbershop does not disappoint	8
		• Creambath at Eboss barbershop is great	9

4. RESULTS AND DISCUSSIONS

4.1. Results

Validity and Realibility Test.

Table 2 Validity Test Result

No. instrument	R _{account}	R _{tabel}	Note
Bl1	0,636	0,210	Valid
Bl2	0,607	0,210	Valid
Bl3	0,726	0,210	Valid
Bl4	0,719	0,210	Valid
Bl5	0,444	0,210	Valid
Bl6	0,565	0,210	Valid
Bl7	0,378	0,210	Valid
Bl8	0,499	0,210	Valid
Bl9	0,494	0,210	Valid
Bl10	0,581	0,210	Valid
Bl11	0,635	0,210	Valid
Bl12	0,693	0,210	Valid
Bl13	0,735	0,210	Valid
SQ1	0,479	0,210	Valid
SQ2	0,489	0,210	Valid
SQ3	0,568	0,210	Valid
SQ4	0,511	0,210	Valid

No. instrument	R _{account}	R _{tabel}	Note
SQ5	0,445	0,210	Valid
SQ6	0,491	0,210	Valid
SQ7	0,731	0,210	Valid
SQ8	0,538	0,210	Valid
SQ9	0,732	0,210	Valid
SQ10	0,567	0,210	Valid
SQ11	0,409	0,210	Valid
P1	0,534	0,210	Valid
P2	0,675	0,210	Valid
P3	0,706	0,210	Valid
P4	0,675	0,210	Valid
P5	0,679	0,210	Valid
P6	0,713	0,210	Valid
P7	0,716	0,210	Valid
P8	0,615	0,210	Valid
P9	0,678	0,210	Valid
CS1	0,469	0,210	Valid
CS2	0,531	0,210	Valid
CS3	0,457	0,210	Valid
CS4	0,535	0,210	Valid
CS5	0,683	0,210	Valid
CS6	0,415	0,210	Valid
CS7	0,705	0,210	Valid
CS8	0,690	0,210	Valid
CS9	0,745	0,210	Valid

Table 3 Realibility Test Result

Variable	Cronbach's Alpha	Note
Business Location	0,845	Realiable
Service quality	0,739	Realiable
Price	0,841	Realiable
Consumer Satisfaction	0,752	Realiable

The Cronbach's Alpha value above is $0.845 > 0.60$ so the research instrument is declared reliable.

Normality test

The normality test is carried out to determine whether the research variable data is normally distributed or not. Normality testing uses the Kolmogorov-Smirnov analysis technique. Researchers present the output results of the SPSS version 26 normality test for research variables as follows:

Table 4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		88
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.05657158
Most Extreme Differences	Absolute	.084
	Positive	.053
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.173 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

It can be seen that the statistical test value is 0.084 and the significance value is > 0.05 , so it can be concluded that the research data is normally distributed.

Linearity Test

The linearity test aims to find out whether two variables have a significant linear relationship or not. Good correlation should have a linear relationship between the independent variable and the dependent variable. Researchers present the results of the linearity test output using SPSS version 26, as follows:

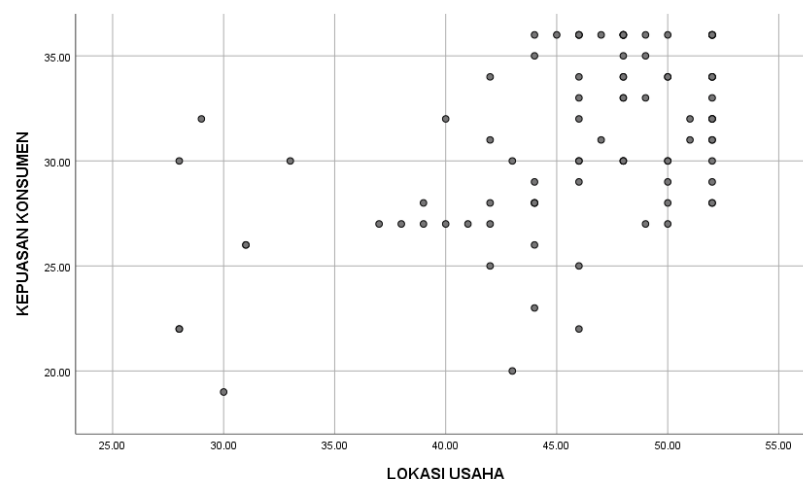


Figure 1 Scatterplot Linierity

Multicollinearity test

To detect whether there is multicollinearity, it can be seen from the tolerance and VIF values. If the tolerance value is above 0.1 and the VIF value is below 10, then multicollinearity does not occur. Researchers present the SPSS version 26 output results as follows:

Table 5 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
BUSINESS LOCATION	.552	1.810
SERVICE QUALITY	.894	1.118
PRICE	.561	1.784

From the table 5 above, it can be seen that all variables have a tolerance value above 0.1 and a VIF value below 10, so it can be concluded that the regression model in this study does not have multicollinearity.

Heteroscedasticity test

The aim is to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. Researchers present the SPSS version 26 output results as follows:

Table 6 Heteroscedasticity Test Results

Model	t	Sig.
1 (Constant)	1.637	.105
BUSINESS LOCATION	-1.988	.050
SERVICE QUALITY	.147	.883
PRICE	.801	.425

From the output results above, the significance value of the business location variable (X1) is 0.05 = 0.05. The significance value of the service quality variable (X2) is 0.883 > 0.05 and the significance value of the price variable (X3) is 0.425 > 0.05, so the regression model does not have heteroscedasticity. Because the significance value of the price variable is equal to 0.05, the test was carried out again using the Scatterplot method with the following output results:

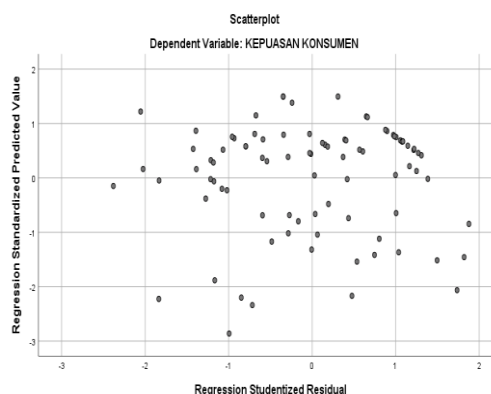


Figure 2 Heterokedastisity Test Result

The output results show that:

- Data points spread above and below or around zero.
- Data points do not gather only above or below.
- The distribution of data points does not form a particular pattern.
- The distribution of data points does not form waves that widen then narrow and widen again.

From these results, it can be ascertained that the regression model does not have heteroscedasticity.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis aim to determine how much influence business location, service quality and price have on consumer satisfaction. Researchers present the SPSS version 26 output results as follows:

Table 4 15 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.921	5.291		.552	.582
BUSINESS LOCATION	.162	.071	.244	2.278	.025
SERVICE QUALITY	.218	.107	.171	2.028	.046
PRICE	.393	.088	.477	4.477	.000

$$Y = 2,921 + 0,162 X_1 + 0,218 X_2 + 0,393 X_3$$

The interpretation of this equation is as follows:

- 1) $\alpha = 2.921$, meaning that based on the regression equation it can be seen that if the variables of business location, service quality and price do not change or are 0 (zero), then consumer satisfaction will increase by 2.921 units.
- 2) $\beta_1 = 0.162$, meaning that every time there is an increase in the business location variable by 1 unit, there will be an increase in the consumer satisfaction variable by 0.162 units if the other independent variables remain constant.
- 3) $\beta_2 = 0.218$, meaning that every time there is an increase in the service quality variable by 1 unit, there will be an increase in the consumer satisfaction variable by 0.218 units if the other independent variables remain constant.
- 4) $\beta_3 = 0.393$, meaning that every time there is an increase in the price variable by 1 unit, there will be an increase in the consumer satisfaction variable by 0.393 units if the other independent variables remain constant.

The biggest influence on increasing consumer satisfaction is the price variable of 0.393. Then the influence of the service quality variable on consumer satisfaction is 0.218 and the influence of the business location variable on consumer satisfaction is only 0.162.

Coefficient of Determination Test (R^2)Table 7 Determination Coefficient Test Results (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 ^a	.466	.447	3.11067

a. Predictors: (Constant), PRICE, QUALITY OF SERVICE, BUSINESS LOCATION

b. Dependent Variable: CUSTOMER SATISFACTION

Based on the table above, it is known that the Coefficient of Determination (R^2) is 0.466, which means that the variables X1, X2 and X3 are able to explain the model by 46.6% and the remaining 53.4% is explained by other variables not included in this regression model.

t test

The t test aims to determine how far the influence of the independent variable partially on the dependent variable. In this study, the df value = $88 - 4 = 84$ and alpha of 0.05.

Table 8 t test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.921	5.291		.552	.582
BUSINESS LOCATION	.162	.071	.244	2.278	.025
SERVICE QUALITY	.218	.107	.171	2.028	.046
PRICE	.393	.088	.477	4.477	.000

From the output results above, it can be concluded as follows:

- 1) The business location has a tcount of $2.278 > t$ table 1.98861 with a sig. value of $0.025 < 0.05$. It can be concluded that business location has a positive and significant effect on customer satisfaction.
- 2) Service quality has a tcount of $2.028 > t$ table 1.98861 with a sig. value of $0.046 < 0.05$. It can be concluded that service quality has a positive and significant effect on customer satisfaction.
- 3) Price has a tcount of $4.477 > t$ table 1.98861 with a sig. value of $0.000 < 0.05$. It can be concluded that price has a positive and significant effect on customer satisfaction.

F test

The F test aims to determine how much influence the independent variables simultaneously (together) on the dependent variable. In this study, it is known that $df_1 = 4 - 1 = 3$ and $df_2 = 88 - 4 = 84$ with an alpha of 0.05. Researchers present the results of the F test from the output of SPSS version 26 as follows:

Table 9 18 F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	710.089	3	236.696	24.461	.000 ^b
Residual	812.809	84	9.676		
Total	1522.898	87			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), PRICE, QUALITY OF SERVICE, BUSINESS LOCATION

From the data above, it is known that the Fcount value is 24.461 > Ftable 2.71 and the sig value. $0,000 < 0,05$. So it can be concluded that business location, service quality and price simultaneously have a positive and significant effect on customer satisfaction.

4.2. Discussion

1. The Influence of Business Location on Consumer Satisfaction

Testing the first hypothesis shows a correlation coefficient value of 0.244 and has a tcount of 2.278 > ttable 1.98861 with a sig value. equal to $0.025 < 0.05$. It can be concluded that business location has a positive and significant effect on consumer satisfaction so that the first hypothesis can be accepted.

The results of this research indicate that a business location has an important role in the economy of Eboss barbershop. A business location that is eye-catching and easy to reach is a positive value for the continuity of the business. Not to mention the provision of a large, safe and comfortable parking area. As stated by Tjiptono (2014: 92), location is the place where a company operates or where the company carries out activities to produce goods and services that prioritize the economic aspect.

The results of this research are supported by several researchers including Juliani Nurul Nofiyah (2019), Ahmad Mansyur Pane (2017), Arum Mayangsari (2020) and Dwi Kurniawati, Dimas Bagus Wiranatakusuma (2020), who explained that business location has a positive influence on consumer satisfaction.

2. The Influence of Service Quality on Consumer Satisfaction

Testing the second hypothesis shows a correlation coefficient value of 0.171 and has a tcount of 2.028 > ttable 1.98861 with a sig value. equal to $0.046 < 0.05$. It can be concluded that service quality has a positive and significant effect on consumer satisfaction, so the second hypothesis can be accepted.

The results of this research show that the better the quality of service, the greater the increase in consumer satisfaction. Improving service quality is really needed by companies because it is one of the main factors in retaining consumers, especially in service companies such as Eboss barbershop.

Employees must be able to sell themselves (personal branding) well in order to improve the company's image and provide a memorable experience to create consumer satisfaction.

The results of this research are supported by several researchers including Dzukron Hamidan Nasution (2017), Farizky Yudiantma and Rahayu Triastity (2015), Vallery, Happy Novita and Sufika Sary (2020), Aditya Rizki Ferdian, Zakaria Wahab, Muchsin Saggaf Shihab and Marlina Widiyanti (2020) which states that service quality has a positive effect on consumer satisfaction.

3. Effect of Price on Consumer Satisfaction

Testing the third hypothesis shows a correlation coefficient value of 0.477 and has a t count of $4.477 > t_{table} 1.98861$ with a sig value. equal to $0.000 < 0.05$. It can be concluded that price has a positive and significant effect on consumer satisfaction, so the third hypothesis can be accepted.

The results of this research show that price plays a role in creating consumer satisfaction. Prices that are in accordance with the services provided will certainly create consumer satisfaction. However, on the other hand, if the price given is far from expectations then consumer satisfaction will not be created. This is where the importance of companies is in determining the price of products or services.

The results of this research are supported by several researchers including Desi Anggrahini, Eny Kustiah and Siti Maryam (2019), Dwi Kurniawati, Dimas Bagus Wiranatakusuma (2020), Juliani Nurul Nofiyah (2019), Ahmad Mansyur Pane (2017), stating that prices have a positive effect on consumer satisfaction.

4. Influence of Business Location (X1), Service Quality (X2), and Price (X3) on Consumer Satisfaction (Y)

Testing the fourth hypothesis shows that the Fcount value is $24.461 > F_{table} 2.71$ and the sig. $0.000 < 0.05$. So it can be concluded that business location, service quality and price simultaneously have a positive and significant effect on consumer satisfaction, so that the fourth hypothesis can be accepted.

The results of this research show that determining location is important for entrepreneurs because it greatly influences target market decisions in determining purchases.

Apart from strategic business locations, service quality is a strategy that has strong selling power for business actors. Good service quality not only satisfies consumers at the time, but makes an impression in their memory, thus stimulating them to return to using the product/service.

In purchasing and using products in the form of goods or services apart from service quality, of course price considerations have a role that cannot be ignored, because price is a factor in achieving consumer satisfaction and generating profits or profits for the company or service provider. The results of this research are supported by several researchers including Arum Mayangsari (2020), Dwi Kurniawati and Dimas Bagus Wiranatakusuma (2020), Juliani Nurul Nofiyah (2019) and Ahmad Mansyur Pane (2017).

5. CONCLUSION

Based on the results of the research and discussion, the following conclusions can be drawn: Eboss barbershop consumers are dominated by consumers aged 31 years and over with incomes between 1 – 3 million rupiah. Also dominated by consumers who work as students/students. Indirectly, a circle is formed that the customers or consumers of Eboss barbershop are those who are already established and their environment wants them to look fashionable, neat and clean, so that it can help them in socializing. There is a positive influence of business location, service quality and price variables on consumer satisfaction at Eboss barbershop Lobunta Cirebon, both partially (individually) and simultaneously (together). The better and better the business location, service quality and affordable prices, the more consumer satisfaction will be created. The price variable has the greatest influence on consumer satisfaction at Eboss barbershop Lobunta Cirebon. This could happen due to the Covid-19 pandemic which has an effect on decreasing people's purchasing power, including Eboss barbershop consumers.

LIMITATION AND STUDY FORWARD

Sample Size: The study used a relatively small sample size of 88 respondents, which may limit the generalizability of the findings to a larger population. A larger sample size would have provided more robust results. Single Location: The study focused on Eboss barbershop, which may limit the

generalizability of the findings to other barbershops or businesses in different locations. The results may be specific to this particular establishment and its customer base. Cross-Sectional Design: The study used a cross-sectional design, which provides a snapshot of consumer satisfaction at a specific point in time. Longitudinal studies that track changes in satisfaction over time would offer more insights into the dynamic nature of customer preferences.

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