

ABSTRACT

Java Barbershop is a salon dedicated to men that was established in 2019. Currently, the development of hairstyle trends has become increasingly diverse, and appearance is a concern for the younger generation. This research aims to determine the level of consumer satisfaction to serve as a basis for effective policy making based on the 7P dimensions. The questionnaire distribution method was used as sampling via google form up to 75 people and calculations were based on the slovin formula. The Customer Satisfaction Index (CSI) method and the Importance Performance Analysis (IPA) method are used as research methods. Based on the CSI calculation, the customer satisfaction level at Java Barbershop is 76.43%, categorizing it as satisfied. This indicates that customers at Java Barbershop are content with the provided services. Furthermore, the Importance Satisfaction Analysis (IPA) results indicate that the average importance or expectation level of customers is 4.27, while the performance level is 3.81. The importance level remains high, whereas the performance level is relatively low. Indicators falling within Quadrant I are considered top priorities, suggesting the need for immediate service improvements. Variables that fall into Quadrant I include well-dressed employees at Java Barbershop (E_1), the building's interior (G_1), tidiness and comfort of the room (G_3), and parking facilities, waiting area, and toilet (G_3). Proposed improvements include enforcing dress code rules more strictly, such as imposing fines for violations (E1), performing regular maintenance and adding decorations to the shop's walls (G1), organizing the grooming tools, cleaning up scattered hair on the floor after haircuts, and scheduling routine AC maintenance for improved customer comfort (G_2), and adding Wi-Fi in the waiting area, constructing a roof in the parking area, and regular toilet cleaning (G_3).

Keywords: CSI, IPA, Customer Satisfaction