Analysis of Factors Affecting Consumer Satisfaction (Case Study at Sherif Barbershop Lhokseumawe City)

Adnan[1], Rusydi Abubakar[2], Teuku Zulkarnaen[3], Fharan Fhirasyan[4]
Faculty of Economics and Business, Malikussaleh University[1, 2, 3, 4]
Kampong, Reuleut Tim, Kabupaten Aceh Utara, Aceh, Indonesia
Correspondence Email: adnan@unimal.ac.id
ORCID ID: 0000-0003-2247-8841

ARTICLE INFORMATION

ABSTRACT

The primary objective of this study is to assess and analyze the impact of customer value, store atmosphere, and social media marketing on Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City. The research utilized associative methodologies and adopted random sampling to select participants, involving a total of 96 respondents. Primary data in this study were taken by interview and spreading questionnaires, and secondary data by journal and browsing to internet. Data analysis technique used is descriptive analysis method and multiple linear regression analysis, the classical assumption test, instrument test (validity and reliability), hypothesis testing, and the coefficient of determination by using SPSS version 27.0. The results of the F test indicate a statistically significant and valuable relationship between Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City and the combined effects of customer value, store atmosphere, and social media marketing. Additionally, through individual assessments, it was found that each factor customer value, store atmosphere, and social media marketing exerted distinct yet substantial influences on Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City.

Keywords: Customer Value; Consumer Satisfaction; Social Media Marketing; Store Atmosphere

INTRODUCTION

In contemporary times, the advancement of a nation is typically evaluated based on its economic prowess as the economy has a pivotal position in the overall welfare of society, politics, and communities. Indonesia has exhibited resilience and progress, with a consistent upward trajectory in economic growth from 2021 to 2023 (Haryono, 2023, chap. 2). Indonesia has encountered fierce competition across several industries in recent years, particularly in the fast-expanding haircut service sector. The barbershop sector is attracting greater attention due to the growing demand for trendy and popular haircuts among male clients. Indonesia boasts a staggering number of more than 5,000 distinct barbershop brands, with the business seeing an annual growth rate ranging from 20% to 30% (Supadilah, 2022). The rise in popularity of trendy hair styles has led to a heightened emphasis on looks among males, resulting in this development.

There has been a surge in the demand for barbershops in the Aceh Province, particularly in the city of Lhokseumawe. As a result, several firms already provide specialized training programs to cater to this increasing need. The extensive prevalence of these barbershops has played a crucial role in driving substantial expansion within the sector in the city of Lhokseumawe. Barbershops in Lhokseumawe cater to a total of 95,042 male customers, spanning across all age groups (Juniati, 2023, p. 56). This research focuses on "Sherif Barbershop" located in Kampung Jawa Baru, Banda Sakti District, Lhokseumawe, Aceh. Sherif Barbershop, founded in 2017, has emerged as a prominent and renowned hair salon in the city of Lhokseumawe. The price range for several haircut services at Sherif Barbershop spans from IDR 50,000 to IDR 145,000. Each pricing tier encompasses many varieties of treatments. In addition, the barbershop offers a wide range of hair care products, such as pomade, gel, color, vitamins, tonics, and other necessary materials.

Following the completion of preliminary observations and interviews with all thirteen customers of Sherif Barbershop, a range of challenges and suggestions were uncovered. If haircuts fail to match expectations and massages are insufficient, it might negatively impact overall happiness. Customers are discontented with Sherif Barbershop's pricing policy, which involves increasing rates from IDR 40,000 to the present cost. They regard the pricing as exorbitant in comparison to alternative choices. Inadequate parking capacity frequently impedes consumers from conveniently parking their automobiles. The absence of evening illumination in front of the business and subpar cleanliness standards contribute to heightened customer discontent. The management of Sherif Barbershop should adopt a proactive approach and take necessary measures.

Sherif Barbershop is inferior to its competitors in several areas. For example, they fail to extend a kind greeting to consumers upon their arrival, and they are unable to give beverages to clients who are waiting. Customers frequently voice their discontent with the extended waiting periods for haircuts. In order to minimize waiting lines, vendors recommend making use of a website or reservation system. The objective of this study is to examine many facets of Consumer Satisfaction at Sherif Barbershop in the city of Lhokseumawe, with a particular focus on characteristics such as customer value, store atmosphere, and social media marketing.

LITERATURE REVIEW

Marketing Management
Adnan and Abubakar (2021) state that marketing management has the objective of informing customers about a product, aiding them in decision-making, and eventually creating economic value for the product. Marketing operations refer to the comprehensive actions undertaken by a firm to ensure the efficient delivery of its products or services to customers with distinct requirements.

Customer Value
Customers are an important asset for every firm. Customer value is the perception formed by a thorough assessment of the utility of a product or service, taking into account their perspectives of what they get and provide. According to Handayani and Putri (2022), customer value refers to the perception that arises from a comprehensive evaluation of the use of a product or service.

Store Atmosphere
Usually, the store atmosphere is customized to cater to the specific requirements of the intended consumer demographic. Research has demonstrated that it exerts an impact on customer psychology and their buying decisions, as well as Consumer Satisfaction levels. Pambudi and Maddinsyah (2022) define the store environment as the deliberate arrangement or organization employed by merchants, taking into account elements such as lighting, color selections, music, and scent in order to evoke emotional responses. The objective of the store ambiance is to create a welcoming and pleasant atmosphere for clients throughout their shopping experience.

Social Media Marketing
Social media marketing is essential in digital marketing since it enables the establishment of connections with customers through many channels, including the corporate website and platforms such as Instagram, Facebook, and Twitter. E-commerce utilizes internet-based technology that is tailored to technical standards in order to market and distribute items or services. Social media platforms enable the acquisition of knowledge and information about items by taking into account client attention, interest, and search parameters (Setiawan et al., 2022).

Customer Value and Consumer Satisfaction
Customer value is the benefit received by consumers in exchange for the products or services they buy. Consumer value consists of the functional and emotional benefits that consumers feel and the costs they incur to obtain the product or service. Meanwhile, consumer satisfaction refers to the level of satisfaction felt by consumers after using a product or service. The focus of customer satisfaction is achieving customer's needs and desires in the very first place (Teoh et al., 2022). Thus, customer satisfaction becomes the metrics to assess how customer gain their satisfaction by the company's products, service, and capabilities (Tang et al., 2022).

When consumers perceive greater benefits and lower costs in using a product or service, they will tend to be more satisfied. Furthermore, if consumers feel that the product or service adds significant value to them, they will feel satisfied with their experience. When businesses focus on creating and delivering superior consumer value, this can increase consumer satisfaction. By understanding consumers' needs and preferences, businesses can produce products or services that better match their expectations, which in turn will increase consumer satisfaction.

When consumers are satisfied with the products or services they buy, they are more likely to maintain a relationship with the business and make repeat purchases in the future. The higher the customer value, the higher the Consumer Satisfaction. Therefore, companies need to pay attention to customer value in an effort to increase Consumer Satisfaction.

In previous research conducted by Husain et al. (2023) on the effect of customer value on Consumer Satisfaction at Az-Zahra shop in Gorontalo City concluded that customer value has a positive and significant effect on consumer satisfaction. Furthermore, research conducted by Mbango (2019) which examines the effect of customer value on consumer satisfaction found that customer value has a positive and significant effect on consumer satisfaction. Another study conducted by Ahmad et al. (2023) which examines the effect of customer perceived value on consumer satisfaction at online shopping stores in Malaysia shows the results of customer perceived value has a positive effect on consumer satisfaction.

H_1: Customer value has a positive and significant effect on Consumer Satisfaction at Sherif Barbershop Lhokseumawe City.

Store Atmosphere and Consumer Satisfaction
Store atmosphere refers to the atmosphere or environment created within a store or retail venue to influence consumer perceptions and behavior. Store atmosphere can include various elements, including store layout, lighting, music, aroma, product display, decoration, and interaction between consumers and employees. The main goal of creating a good store atmosphere is to create a positive experience for consumers, increasing their level of comfort and satisfaction. Store atmosphere can affect mood, mood, perceived product quality, and the duration of time consumers spend in the store. Consumers who feel comfortable, happy, and satisfied with the store atmosphere tend to have a more positive perception of the brand and will be more likely to return in the future.

In previous research conducted by Thaib et al. (2020) on the effect of service quality and store atmosphere on Consumer Satisfaction at the Toys City Mall Sumarecon Bekasi store concluded that store atmosphere supports increasing Consumer Satisfaction at the Toys City Mall Sumarecon Bekasi store. Furthermore, research conducted by Ndengane et al. (2021) which examines the effect of store atmosphere on Consumer Satisfaction in Cape Town, South Africa. The study found that store atmosphere has a positive effect on Consumer Satisfaction. Another study conducted by Yanto et al. (2020) which examines the effect of store atmosphere on Consumer Satisfaction, shows the results that store atmosphere has a positive and significant effect on Consumer Satisfaction.

H_2: Store atmosphere has a positive and significant effect on Consumer Satisfaction at Sherif Barbershop Lhokseumawe City.

### Social Media Marketing and Consumer Satisfaction
According to Mollen and Wilson in Wibowo et al. (2022), social media marketing will also result in consumer engagement so that there is an active relationship between brands and consumers and ultimately can provide satisfaction to consumers with products and services. Consumers have their own behavioral causal factors that will have an impact on personal feelings for the product or service received.

Social media marketing is one of the marketing techniques using social media to share information about the products or services offered by businesses to consumers. Business people can use social media marketing to market the products or services they create, with social media marketing consumption behavior and consumption theory will be illustrated. Consumers will use social media marketing by businesses to get information about the products they need, which will increase consumer satisfaction due to the clarity of the information obtained.

Social media marketing has a significant effect on Consumer Satisfaction. Furthermore, research conducted by Yilun Ding (2022) which examines the effect of social media marketing on Consumer Satisfaction at Hermes stores in China, found that social media marketing has a positive effect on Consumer Satisfaction at Hermes stores in China. Another study conducted by Nalluri et al. (2023) which examines the effect of social media marketing on Consumer Satisfaction in the lodging sector in Taiwan, shows the results that social media marketing has a positive and significant effect on Consumer Satisfaction in the lodging sector in Taiwan.

H_3: Social media marketing has a positive and significant effect on Consumer Satisfaction at Sherif Barbershop Lhokseumawe City.

Figure 1. Conceptual Framework
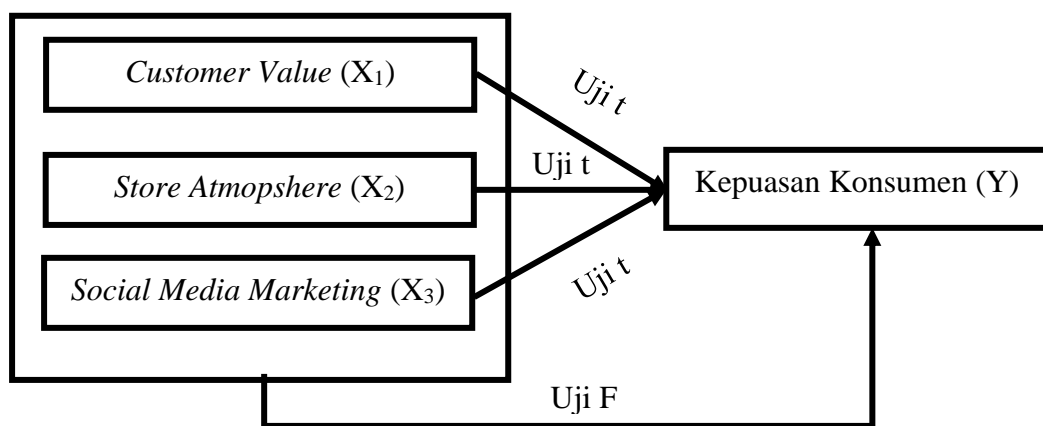
RESEARCH METHOD

This research employs tools to measure various variables using predefined indicators. Customer value variables, including price value, performance value, emotional value, and social value, are measured based on the work of Ade as presented by Sweeney and Soutar (2001). Following the perspective of Berman et al. (2018), indicators used to measure store ambiance include store layout, interior display, exterior elements, and general interior elements. Indicators used to measure social media marketing reflect the concepts of As'ad and Alhadid in Jaya et al. (2022), encompassing interaction, credibility, accessibility, online community, and content sharing. Furthermore, indicators based on Indrasari's perspective (2019), covering expectation alignment, interest in revisiting, and willingness to recommend, are used to assess Consumer Satisfaction variables. All indicators use a Likert scale from 1 to 5 to indicate strongly disagree to strongly agree.

The research location is located in Sherif Barbershop in Kampung Jawa Baru, Banda Sakti District, Lhokseumawe City, Aceh. This survey has a total of 96 patrons of Sherif Barbershop. Data processing is conducted with SPSS 27.0. In order to assess the validity and consistency of the research tool, tests for reliability and accuracy are performed by comparing the computed values (r) with the predetermined values (rt) at a significance level of 5%. An indicator is regarded legitimate if its computed value surpasses the tabulated value at a 5% significance level.

RESULTS

The Kolmogorov-Smirnov Normality Test
The data used for the normality test, employing the Kolmogorov-Smirnov statistical approach, is shown in Table 1. The computed asymptotic p-value is 0.200, which is more than the selected significant level of 0.05. Therefore, it can be inferred that both the independent variable (X) and the dependent variable (Y) in this study exhibit a normal distribution.

Table 1. Kolmogorov-Smirnov Normality Test

		Informal residue
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.10289387
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)[c]		.200[d]

The Coefficient of Determination (R2) Test
According on the data shown in Table 2, the R Square value has been computed to be 0.860. The factors of customer value (X1), store environment (X2), and social media marketing (X3) all have a strong 86% effect on Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City. The research did not particularly investigate additional factors that may have impacted the remaining 14%.

Table 2. Test Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927[a]	.860	.855	1.121

Partial Test (t Test)
Table 3 shows that the calculated t-table value for the independent variables (customer value, store environment, and social media marketing) is lower than the critical t-table value in this study (3.789), with a significance level below 0.05. Therefore, it can be inferred that all the independent factors (customer value, store environment, and social media marketing) have a positive and statistically significant influence on Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City. Thus, assumptions 1, 2, and 3 are confirmed.

Table 3. Partial Test (t Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (*Constant*)	.081	.512		.157	.875
Customer Value	.153	.040	.401	4.045	.000
Store Atmosphere	.123	.044	.309	3.789	.006
Social Media Marketing	.102	.025	.269	2.828	.000

Simultaneous Test (F Test)
Table 4 shows that the computed F-value of 188.176 exceeds the critical F-value of 2.704 at a significance level of 0.05, indicating a significant result. Collectively, the factors of customer value (X1), store environment (X2), and social media marketing (X3) had a positive and statistically significant influence on Consumer Satisfaction (Y) at Sherif Barbershop in Lhokseumawe City. Thus, hypothesis 4 is confirmed.

Table 4. Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	709.069	3	236.356	188.176	.000[b]
Residual	115.556	92	1.256		
Total	824.625	95			

DISCUSSION

The Impact of Customer Value on Consumer Satisfaction
The research findings suggest that the customer value variable (X1) exerts a substantial impact on the consumer satisfaction variable (Y). The computed t-value is 4,045, above the critical t-value (1.986) at a significance threshold of 0.00 < 0.05. Consequently, it can be inferred that Sherif Barbershop clients, who are participants in this study, perceive that the value of the haircut service aligns with their expectations, thereby augmenting their overall pleasure as consumers.

Impact of Store Atmosphere on Consumer Satisfaction
The research findings indicate that the shop ambiance variable (X2) has a positive and substantial impact on the consumer satisfaction variable (Y). The computed t-value is 3,789, which exceeds the critical t-value (1.986) at a significance level of 0.05. The findings corroborate the concept that a congenial retail environment might augment consumer contentment; the participants of this study, who are patrons of Sherif Barbershop, express pleasure with the store's managerial ambiance.

The Impact of Social Media Marketing on Consumer Satisfaction
The research findings suggest that the variable of social media marketing (X3) has a positive and statistically significant influence on the variable of Consumer Satisfaction (Y). The computed t-value is 2,828, which surpasses the tabulated t-value of 1.986. Additionally, the significance level of 0.00 is lower than the threshold of 0.05. The findings indicate that Sherif Barbershop consumers express contentment with the social media marketing strategy employed by the store's management.

The Impact of Customer Value, Store Ambiance, and Social Media Marketing on Consumer Satisfaction

The comprehensive analysis reveals that customer value (X1), retail ambiance (X2), and social media marketing (X3) all have a substantial and beneficial influence on Consumer Satisfaction. The factors of customer value (X1), store ambiance (X2), and social media marketing (X3) collectively account for 86% of Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City. The estimated F-value of 188.176 exceeds the tabulated F-value of 2.704 at a significance threshold of 0.00 < 0.05. The remaining 14% is impacted by unexamined components in this investigation.

CONCLUSION

The findings derived from the analysis of this research are as follows. The t-test findings demonstrate that the customer value variable (X1) has a substantial and positive influence on Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City. This implies that as the consumer value variable (X1) grows, there is a corresponding increase in customer happiness at Sherif Barbershop. Based on the results of the t-test, it has been determined that the store atmosphere variable (X2) has a positive and substantial impact on Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City. Therefore, an improvement in the store environment factor (X2) directly leads to a rise in Consumer Satisfaction at Sherif Barbershop. The partial test (t-test) findings indicate that the variable of social media marketing (X3) has a substantial and favorable impact on Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City. These findings suggest that a rise in the social media marketing factor (X3) is linked to a boost in Consumer Satisfaction at Sherif Barbershop. The concurrent examination (F-test) results indicate that the combined impact of the customer value variable (X1), store atmosphere (X2), and social media marketing (X3) has a favorable and noteworthy influence on Consumer Satisfaction at Sherif Barbershop in Lhokseumawe City. It is crucial to take into account these variables as a whole in order to improve overall client satisfaction at Sherif Barbershop.

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