



Business Strategy And Social Media On Customer Satisfaction In The Barbershop Business

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ABSTRACT

This study aims to determine and analyze business strategies and social media on customer satisfaction at the barber house business in Medan. The population of this study amounted to 40 customers of Barber shop. The number of samples was 40 customers of Barber shop with saturated sampling technique. This research data was obtained from interviews and distributing research questionnaires to customers of Barber shop. The analysis technique uses multiple linear regression analysis. The results of this study indicate that simultaneously business strategy and social media have a positive and significant effect on customer satisfaction at the Barber shop business in Medan city. Partial research results show that business strategy and social media each have a positive and significant effect on customer satisfaction at the Barber shop business In Medan city.

Keywords

Business Strategy, Social Media, Customer Satisfaction



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INTRODUCTION

This study aims to determine and analyze business strategies and social media on customer satisfaction at the pagkas house business. Population Competition in this increasingly tight business field, has an impact on competition in various business sectors, both in the product business sector and the service business. Service business is one of the business fields that is now enlivening the competition. Nowadays, many companies have sprung up that are engaged in services. The companies themselves include; care services, treatment, advice, entertainment, travel, laundry, barber, beauty/shop, and various other services (Buchari, 2011). The labor force participation rate in August 2019 was 133.56 million people or grew 2.02 percent compared to the previous year. According to Hamali & Budihastuti (2017) an entrepreneur is someone who creates a new business by taking risks and uncertainty of profits in order to achieve profit and growth by identifying significant opportunities and combining the necessary resources. Successful entrepreneurs have competence and character in running a business. Business Strategy is also an important factor in achieving business success. According to Marrus (2012) strategy is defined as

a process of determining the plans of top leaders who focus on the long-term goals of the organization, accompanied by a preparation, way or effort how these goals can be achieved. The barber business is a business engaged in one of the pure service product fields, meaning that the products offered are almost all in the form of services and services. Service quality is a measure of how good the level of service provided is able to match customer expectations Wijaya (2011). With optimal service quality, the barber business will gradually develop by itself. Barber shop is one of the service businesses that offers hair cutting services. Where Barber shop has been established since 2 years and has collaborated with soccer players (PSMS). One of the barbershop shares that Barber shop agrees is children, teenagers, and adults. Barber shop has decreased in the last 2 months because there are several problems, one of which is the internal problem of the owner himself and another problem is the lack of human resources (HR). Barber shop has several strategies, namely differentiation strategies and cost strategies. Where the differentiation strategy is a special product, treatment and style. And the cost strategy is to provide discounts and complete equipment.

According to the author's pre-survey research, Barber shop has a good style, he has a barber who is quite reliable in the field of style and has good treatments such as eye gel and 1 day warranty. And some special products such as shampoo and tools that make it easier for them. For the cost strategy, Barber shop gives a discount every Friday by paying sincerely and provides a royalty card if you have cut 6 times at Barber shop, the 7th time you will get a free cut. For social media itself which has a communication, collaboration, and connection chart. According to the pre-survey on social media itself, Barber shop is very low in good communication between owners, and the lack of collaboration planning with several other companies. The low connection owned by Barber shop is because Barber shop is not consistent in opening the business. This can be seen from the decrease in turnover from 2017-2018 experiencing a significant decrease in pruning. Suboptimal customer satisfaction due to inconsistent operating hours.

RESEARCH METHODE

The population in this study were customers of the Barber House Business business who in 40 respondents within 6 months returned to the barber shop. Saturated sampling technique, which is a sampling technique when all members of the population are used as samples (Sugiyono, 2017). Based on this understanding, the number of research samples is 40 Barber House customers. The types and sources of data used in this study are primary and secondary.

RESULT AND DISCUSION

Business strategy partially has a positive and significant effect on customer satisfaction, therefore it is hoped that the business owner of the barbershop In Medan city will pay more attention to the business strategy of his business both specific and general, if an entrepreneur is able to overcome how to deal with factors that can affect his business, it will certainly help the entrepreneur in achieving customer satisfaction. The use of current business strategies will make it easier for barber shop owners to read the wishes of barber shop consumers and analyze the advantages and disadvantages of their business. Of course, this makes it easier for barber house business owners to overcome problems that can hinder their business.

Social media partially has a positive and significant effect on customer satisfaction, in this case the barbershop business owner in Medan city must continue to make continuous innovations so that his business becomes successful. Especially with the increasingly modern technology now that can be used to promote the barbershop. The use of social media that has been carried out by barber house owners makes it easier for consumers to find various advantages of facilities and also various attractive offers made by barber houses. Of course, this will make the barbershop business owner more advanced and customers at the barbershop will be satisfied with the performance and services provided by the business owner. Prioritizing customer satisfaction is the most widely used way by entrepreneurs, if customers feel satisfied, happy, and happy with the barber services offered by the barbershop, the business will survive with products or services for a long time.

Customer satisfaction is one of the benchmarks of success which also has an impact on the level of sales of goods and services. It is hoped that future researchers, hopefully this research can be used as a reference in the context of customer satisfaction, and future researchers should be expected to examine other factors related to customer satisfaction that are not included in this study, so as to perfect this research in the future.

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