

*Research Article*

## Analysis of Price, Location, and Service Quality on Customer Satisfaction at Kenzie Barbershop in Medan City

Baihaqqi Aqil<sup>1\*</sup>, Ocdy Amelia<sup>2</sup>

<sup>1</sup> Faculty of Social Sciences, Management Study Program, Universitas Pembangunan Panca Budi, Indonesia 1;  
e-mail : [baihaqqiaqil@gmail.com](mailto:baihaqqiaqil@gmail.com)

<sup>2</sup> Faculty of Social Sciences, Management Study Program, Universitas Pembangunan Panca Budi, Indonesia 2;  
e-mail : [ocdyamelia@dosen.pancabudi.ac.id](mailto:ocdyamelia@dosen.pancabudi.ac.id)

\* Corresponding Author : Baihaqqi Aqil

**Abstract:** The purpose of this article is to examine how customer happiness at Kenzie Barbershop in Medan is impacted by pricing, location, and service quality. 96 respondents (customers) made up the sample for the quantitative approval. The findings indicate that customer happiness is significantly positively impacted by service quality, with location and pricing coming in second and third. The results indicate that in order to boost client happiness, Kenzie Barbershop should give priority to enhancing service quality. In order to draw in and keep clients, the barbershop should also think about its advantageous location and affordable prices. At Kenzie Barbershop, pricing, location, and service quality all have a positive and considerable simultaneous impact on client satisfaction.

**Keywords:** Customer Satisfaction; Kenzie Barbershop; Price Location; Service Quality.

### 1. Background

In Indonesia, business growth has increased as a result of the economy's progress. The recent expansion of business has been characterized by a variety of forms of competition in every area, including the hair-cutting service sector, particularly for males.

Due to this circumstance, entrepreneurs have had to have the appropriate plans in place. Ideas, opportunities, and the business actors themselves are what determine a company's success. To give customers more value, business players need to be able to come up with innovative ideas. They also need to be able to recognize new business prospects.

The community has also been prompted by changes in men's lifestyles to open barbershops that provide amiable service and a serene setting for men who wish to get their hair trimmed in a variety of styles. Marketers need to interact with consumers, provide them information, become involved, and maybe even persuade them to take part in the process.

Kenzie Barbershop is one of the hair-cutting service providers, established in 2018 and located at Jl. Pembangunan, Sunggal District, Deli Serdang Regency, North Sumatra Province. Kenzie Barbershop's business concept is to maximize the best service by providing skilled barbers, a comfortable space, easy-to-access location, and affordable price perception. Kenzie Barbershop offers services such as shaving, cream bath, coloring, highlighting, massage, and hair

tattoo. Kenzie Barbershop's main concept is to accommodate a masculine image and customer comfort, supported by skilled barbers who are up to date and trendy in various men's haircut styles.

Innovation in generating service value is necessary due to growing competition and increasingly picky clients. To put it another way, Kenzie Barbershop needs to be able to provide new items or services that are significantly superior to those provided by rival businesses. In order to survive and win the competition, Kenzie Barbershop is motivated by this circumstance to look for original and inventive solutions.

A price war will result from fierce competition. When making a purchase, consumers will weigh the advantages, and their initial impression of pricing will be this. Price is the component of the marketing mix that brings in money, whilst other components bring in

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expenses, claim Kotler & Keller (2016). Compared to product attributes, channels, and communication, price is the component of a marketing program that can be changed the simplest.

Both favorable and unfavorable opinions have been expressed about Kenzie Barbershop. Customers who believe that the hair-cutting services are up to date and adhere to current trends tend to have positive opinions. Customers who believe that Kenzie Barbershop is no different from other haircut services, on the other hand, have negative opinions. The following 2024 client data was gathered from an initial survey:

**Table 1.** Kenzie Barbershop Customer Information

No	2024 Month	Customers Data
1	January	226
2	February	223
3	March	221
4	April	214
5	May	208
6	June	218
7	July	215
8	August	207
9	September	220
10	October	211
11	November	215
12	December	203
<b>Total</b>		<b>2.468</b>

Source : Kenzie Barbershop

From January to December of 2024, the number of patrons receiving haircuts at Kenzie Barbershop stayed constant, according to the table above. Naturally, this is a challenge in and of itself: what factors contribute to the lack of client growth or decline? This is due to the fact that Kenzie Barbershop has never had fewer than 200 clients in a single month, nor has it ever had more than 230 clients.

The first pre-survey table, which displays the responses of 20 customers about price, location, and service quality—all of which are thought to be factors in Kenzie Barbershop's client stagnation—can be examined further to comprehend the causes.

**Table 2.** Pre-Survey Questionnaire Results at Kenzie Barbershop

No	Question	Agree	%	Disagree	%
<b>Price</b>					
1	Kenzie Barbershop offers lower prices compared to other barbers.	16	80%	4	20%
2	Kenzie Barbershop offers affordable prices with the quality that I personally experience.	7	65%	13	35%
<b>Location</b>					
1	Kenzie Barbershop is visible even from a distance.	5	75%	15	25%
2	Kenzie Barbershop has a spacious parking area for vehicles.	18	90%	2	10%
<b>Service Quality</b>					
1	Kenzie Barbershop provides services as promised.	7	65%	13	35%

2	Kenzie Barbershop has staff who are always ready to assist customers in choosing a hairstyle.	16	80%	4	20%
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Source: Kenzie Barbershop

Based on the data above, it demonstrates that the location of Kenzie Barbershop itself is regarded difficult to find, even though it is along the roadside. This is because Kenzie Barbershop is difficult to see because there is not a banner or neon box in front of it.

Kenzie Barbershop continues to deliver subpar service. For instance, when clients request a haircut based on the model photos that are typically hung on the walls, the finished product frequently differs from the image. When compared to other barbershops, Kenzie Barbershop offers lower costs, but the quality suffers as a result. Customers could previously obtain haircuts, hair washes, and massages for IDR 30,000, but now they have to pay IDR 35,000 for all three services.

Kenzie Barbershop should pay particular attention to this in order to draw in clients and stay competitive in the service sector, particularly in the barbershop industry. In order to sustain client loyalty and guarantee consumer happiness, Kenzie Barbershop is innovating.

Based on the findings and difficulties mentioned by the researcher, the researcher is interested in performing a study on "Analysis of Price, Location, and Service Quality on Customer Satisfaction at Kenzie Barbershop in Medan City.

## 2. Theoretical Review

### 2.1. Customer Satisfaction

A customer's level of satisfaction with the service or product they receive is measured by customer satisfaction. When the services rendered meet the expectations of the client, satisfaction results. Customer satisfaction, according to Kotler et al. (2021), is the emotion that a person has when they compare the perceived performance (results) of a product with the expected performance. Mardia et al. (2021) define price as the sum of money paid for a good or service, or the value that customers exchange in order to benefit from or utilize it.

### 2.2. Location

site is a crucial component of the retail mix, and an outlet or store that chooses a strategic site will be more successful than those in less advantageous areas, claims Hendra Fure (2013).

## 3. Research Method

### 3.1. Multiple Linear Regression

The formula for multiple linear regression is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

According to Hendra Fure (2013), a store or outlet that choose a strategic location will have greater success than those in less beneficial places. Site is an essential part of the retail mix.

Explanation:

Y	= Customer Satisfaction
X1	= Service Quality
X2	= Price
X3	= Location
a	= Constant
b1, b2, b3	= Regression coefficients for the independent variables e
	= Error term.

## 4. Results and Discussion (Level 1 Subheading)

### 4.1. Reliability Test

The Reliability Test is used to assess the reliability of data for each research variable, with the requirement that the value of Cronbach's Alpha must be above 0.60.

**Table 3.** Reliability Test (X1) Price.***Reliability Statistics***

Cronbach's Alpha	N of Items
.787	8

Source: SPSS version 25.0 (2025) Data Processing Results

Based on the data in Table 4.8 above, it can be concluded that the price variable has a Cronbach's Alpha value  $> 0.60$ , indicating that the data is reliable.

**Table 4.** Reliability Test (X1) Location***Reliability Statistics***

Cronbach's Alpha	N of Items
.768	10

Source: processed results from SPSS version 25.0 (2025)

Based on the data in Table 4. above, it can be concluded that the location variable has a Cronbach's Alpha value  $> 0.60$ , so it can be concluded that the data is reliable.

**Table 5.** Reliability Test (X1) Service Quality***Reliability Statistics***

Cronbach's Alpha	N of Items
.812	10

Source: processed results from SPSS version 25.0 (2025)

Based on the data in Table 5. above, it can be concluded that the service quality variable has a Cronbach's Alpha value  $> 0.60$ , so it can be concluded that the data is reliable.

**Table 6.** Reliability Test (Y) Customer Satisfaction***Reliability Statistics***

Cronbach's Alpha	N of Items
.691	6

Source: processed results from SPSS version 25.0 (2025)

Based on the data in Table 6. above, it can be concluded that the customer satisfaction variable has a Cronbach's Alpha value  $> 0.60$ , so it can be concluded that the data is reliable.

## 4.2. Classical Assumption Testing

### 4.2.1. Data Normality Test

The normality test is conducted to see whether the data to be analyzed is normally distributed or not.

**Table 7.** Normality Test***One-Sample Kolmogorov-Smirnov Test***

		Unstandardized Residual
N		40
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.04869487
Most Extreme Differences	Absolute	.095
	Positive	.065
	Negative	-.095
Test Statistic		.095
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: processed results from SPSS version 25.0 (2025)

Based on the data in Table 7. above, the normality test results reveal a significance value of  $0.200 > 0.05$ , hence it can be concluded that the residual values are normally distributed.

### 4.3. Multicollinearity Test

The purpose of the multicollinearity test is to ascertain whether the independent variables in the regression model are correlated. The variance inflation factor (VIF) and tolerance value can be seen from the analysis results using SPSS in order to conduct this test. Multicollinearity is deemed to be absent if the VIF is less than 10 or the tolerance value is larger than 0.10. The following table displays the multicollinearity test results from the questionnaires that were given to the respondents:

**Table 8.** Multicollinearity Test  
Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1.Total	.749	1.335
	X2.Total	.749	1.336
	X3.Total	.985	1.016

Source: processed results from SPSS version 25.0 (2025)

The price, location, and service quality variables in Table 8 have tolerance values > 0.10 and VIF values < 10, indicating that the regression model above is free from multicollinearity and does not display any signs of multicollinearity.

### 4.4. Test of Heteroscedasticity

The following table displays the findings of the heteroscedasticity test after the respondent answer tabulations were processed:

**Table 9.** Heteroscedasticity Test  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.438	3.673		1.753	.088
	X1.Total	.107	.083	.231	1.283	.208
	X2.Total	-.091	.067	-.244	-1.353	.185
	X3.Total	-.105	.065	-.255	-1.622	.114

Source: processed results from SPSS version 25.0 (2025)

According to Table 9, the price variable has a significance value of 0.208 according to the heteroscedasticity test using the Glejser test. The significance value for the location variable is 0.185. The significance value for the customer satisfaction variable is 0.114. Thus, it can be said that none of the independent variables in this study show signs of heteroscedasticity.

### 4.5. Regression with Multiple Linears

Multiple linear regression is the analysis method employed in this investigation. The aforementioned classical assumption tests indicate that the data are normally distributed and free of heteroscedasticity or multicollinearity symptoms, which satisfies the prerequisites for multiple linear regression analysis.

The following table displays the findings of a multiple linear regression analysis examining the effects of pricing, location, and service quality on customer satisfaction:

**Table 10. Multiple Linear Regression Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.413	7.461	
	X1.Total	.382	.169	.375
	X2.Total	.134	.137	.163
	X3.Total	.111	.131	.122

Dependent Variable: Customer Satisfaction

Source: SPSS version 25.0 (2025) data processing results

Based on Table 10 above, it shows the results of the multiple linear regression test with the following results:

$$Y = 2.413 + X1 = -0.382 + X2 = 0.134 + X3 = 0.111 + e.$$

The following are the results of the regression test:

If the variables price (X1), location (X2), and service quality (X3) are zero, then customer satisfaction (Y) increases by 2.413.

If the price (X1) increases by 1 unit, then customer satisfaction (Y) will increase by 0.382.

If the location increases by 1 unit, then customer satisfaction (Y) will increase by 0.134.

If the service quality increases by 1 unit, then customer satisfaction (Y) will increase by 0.111.

#### 4.6. Hypothesis Test

Hypothesis testing is a test conducted to prove research results based on a hypothesis or a temporary assumption about a phenomenon made by the researcher.

#### 4.7. T-Test (Partial Test)

Partial testing is carried out to analyze data and answer the hypothesis results partially using a 5% significance level. The criteria for significant testing are as follows:

Ha is accepted and H0 is rejected if  $t_{\text{calculated}} > t_{\text{table}}$  or Sig.  $t < \alpha$

Ha is rejected and H0 is accepted if  $t_{\text{calculated}} < t_{\text{table}}$  or Sig.  $t > \alpha$

**Table 11. Partial Test Coefficientsa**

Model		t	Sig.
1	(Constant)	.323	.748
	X1.Total	2.262	.030
	X2.Total	.981	.333
	X3.Total	.844	.404

Dependent Variable: Customer Satisfaction

Source: Results of processing using SPSS version 25.0 (2025)

- **Based on Table 11 above, it is known that:**

- Price's Impact on Client Satisfaction

Because  $t_{\text{calculated}} 2.262 > t_{\text{table}} 1.661$  or Sig.  $t 0.030 < \alpha 0.05$ , the results indicate that Ha is accepted and H0 is rejected respectively. This indicates that at Kenzie Barber Shop in Medan City, price has a considerable and favorable impact on customer satisfaction. This indicates that the study's H1 is supported.

- Location's Impact on Customer Satisfaction

Sig.  $t 0.333 > \alpha 0.05$ , or  $t_{\text{calculated}} 0.981 < t_{\text{table}} 1.661$ , indicates that Ha is rejected and H0 is approved, according to the results. This indicates that, at least in part, Kenzie Barber Shop in Medan City's location has no discernible and favorable impact on customer satisfaction. This indicates that H2 is not supported in this investigation.

- Effect of Service Quality on Customer Satisfaction  
 $t_{\text{calculated}} 0.844 < t_{\text{table}} 1.661$  or  $\text{Sig. } t 0.404 > \alpha 0.05$ , indicating that  $H_a$  is rejected and  $H_0$  is accepted, according to the results. This indicates that, at least in part, customer satisfaction at Kenzie Barber Shop in Medan City is not positively and significantly impacted by service quality. This indicates that there is no support for  $H_3$  in this study.
- Simultaneous Test, or F-Test  
 The following table displays the findings of a simultaneous investigation evaluating the effects of price, location, and service quality on customer satisfaction:

**Table 12.** Simultaneous Test  
ANOVAa

Model		F	Sig.
1	Regression	4.157	.013 <sup>b</sup>
	Residual		
	Total		

- a. Dependent Variable: Customer Satisfaction
- b. Predictors: (Constant), X1 Price, X2 Location, X3 Service Quality
- c. Source: Results of processing using SPSS version 25.0 (2025)

The regression model is considered FIT if the Sig. value  $< 0.05$ . In Table 4.17 above, it is known that the Sig. value is  $0.13 > 0.05$ , so simultaneously Price, Location, and Service Quality have a positive and significant effect on Customer Satisfaction at Kenzie Barber Shop in Medan City.

#### 4.8. Coefficient of Determination ( $R^2$ )

The following are the results of the determination test between price, location, and service quality on customer satisfaction as presented in the following table:

**Table 13.** Coefficient of Determination  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.507 <sup>a</sup>	.257	.195	2.13235

- a. Dependent Variable: Customer Satisfaction
- b. Predictors: (Constant), X1 Price, X2 Location, X3 Service Quality
- c. Source: Results of processing using SPSS version 25.0 (2025)

From the  $R^2$  test results in Table 4.18 above, it shows a coefficient of determination ( $R^2$ ) value of 0.507, meaning there is a strong correlation between price, location, and service Kenzie Barbershop offers both quality and client pleasure. Price, location, and service quality account for 25.7% of customer satisfaction, with characteristics outside the study's independent variables accounting for the remaining 74.3%, according to the Adjusted R Square value of 0.257.

## 5. Discussion of Research Results

### 5.1. Price's Impact on Kenzie Barbershop Customers' Satisfaction

The findings of this investigation indicate that  $H_a$  is accepted and  $H_0$  is rejected because  $t_{\text{calculated}} 2.262 > t_{\text{table}} 1.661$  or  $\text{Sig. } t 0.030 < \alpha 0.05$ . This indicates that at Kenzie Barbershop, price has a considerable and favorable impact on customer satisfaction.

### 5.2. The impact of Kenzie Barbershop's location on client satisfaction

The findings of this investigation indicate that  $H_a$  is rejected and  $H_0$  is approved since  $t_{\text{calculated}} 0.981 < t_{\text{table}} 1.661$  or  $\text{Sig. } t 0.333 > \alpha 0.05$ . This indicates that, at least in part, Kenzie Barbershop's location has no discernible and favorable impact on customer satisfaction.

### 5.3. Effect of Service Quality on Customer Satisfaction at Kenzie Barbershop

The findings of this investigation indicate that  $H_a$  is rejected and  $H_0$  is approved since  $t_{\text{calculated}} 0.844 < t_{\text{table}} 1.661$  or  $\text{Sig. } t 0.404 > \alpha 0.05$ . This indicates that, at least in part, customer satisfaction at Kenzie Barbershop is not positively and significantly impacted by service quality.

### 5.4. Price, Location, and Service Quality's Impact on Kenzie Barbershop Customers' Satisfaction

Price, location, and service quality all have a positive and significant impact on customer satisfaction at Kenzie Barbershop, according to the study's results, which also show that the Sig. value is  $0.13 > 0.05$ .

## 6. Conclusions and Suggestions

The following conclusions can be made in light of the research findings and discussion: Customer satisfaction at Kenzie Barbershop in Medan City is significantly and favorably impacted by price. Customer satisfaction at Kenzie Barbershop in Medan City is not significantly and favorably impacted by location. At Kenzie Barbershop in Medan City, customer satisfaction is not significantly and favorably impacted by service quality. Customer satisfaction at Kenzie Barbershop in Medan City is positively and significantly impacted by price, location, and service quality all at once.

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