

## ABSTRACT

Bandung is known as the city of fashion, which serves as a role model dynamic metropolitan lifestyle. Bandung is located on the third rank as a city that has a shopping center. The lifestyle cycle in that city is fairly hedonistic. Moreover, the residents in that city like to spend money and time to *lifestyle needs*. The phenomenon of the metrosexual man is now sweeping across the world, including in major cities in the country. Appearance is important for the metrosexual man, one of which is the appearance of hair styles. *Barbershop* is a company engaged in the field of services that don't have the nature of ownership, so *servicescape* is one of the factors that influences consumer perception.

The type of research used in this research is descriptive research using *non-probability sampling* method with *accidental sampling technique*. The number of samples taken are 97 respondents who are Barberpop consumers at Jalan Aria Jipang No. 1 Dago Bandung. Based on the results of the calculation of the index of satisfaction, satisfaction index score is of 1.10 for *the ambient condition*, the *spatial layout and functionality* is of 0.91, and for a *sign, symbol, and artifacts* is of 1.54. For mapping results using *important-performance analysis*, it was obtained that attributes of parking area, seating area, and entrance were included in quadrant 1. The attribute of employee clothing, clean room, comfortable atmosphere, and strategic location were included in quadrant 2. The attributes of decorations and logos were included in the quadrant 3. The attribute the lighting, temperature, music, and design of the buildings were included in quadrant 4.

The Suggestions for Barberpop is to improve the quality of *servicescape in spatial layout and functionality* dimension of the attributes of a parking area and a lounge area. The implementation can be done such as expanding the parking area and increase the capacity of the waiting room. It is seen from the results of the satisfaction index calculation and of *importance-performance analysis* mapping stating that those attributes have not satisfied consumers yet.

KEYWORDS: *Marketing, Servicescape, Customer Satisfaction.*