

ABSTRACT

Barbershop is a booming business. Taking the momentum of the return of the slick hair trend using pomade, the phenomenon of the mushrooming of barbershops seems unstoppable. Not only in big cities, in small areas in several provinces, unique and cool barber shops have emerged. The locations are also spread from those in malls to those with their own special outlets. Barbershops have become a trend in the field of men's hairstyles and also business. This study aims to determine the effect of service quality, price and location on consumer satisfaction at Z Barbershop.

The method used in this study is quantitative with descriptive and causal research types. The population in this study were Z Barbershop consumers. Sampling used a random sampling technique with 100 respondents. The data analysis techniques used in this study were descriptive analysis, classical assumption testing and multiple linear regression analysis.

The results of the multiple linear regression analysis stated that service quality, price and location had a positive effect on consumer satisfaction at Z Barbershop. The results of the determination coefficient test show that the variables of service quality, price and location have an effect on consumer satisfaction of 82.1% while the remaining 17.9% is influenced or explained by other variables not examined in this study.

It can be concluded that service quality, price and location simultaneously or partially have a significant effect on consumer satisfaction at Z Barbershop. Therefore, it is advisable for further researchers to conduct research with other variables that have not been examined in this study, such as brand image, promotion, green marketing, purchase interest and purchasing decisions.

Keywords: *Service Quality, Price, Location and Consumer Satisfaction.*