

ABSTRACT

The male haircut service industry in Indonesia has experienced significant growth in recent years, along with the increasing awareness among men of appearance and personal grooming. As a developing city, Tegal has also witnessed the rapid growth of modern barbershops that not only offer haircuts but also various grooming services such as hair spa, facial treatments, and shaving. This phenomenon has triggered intense competition among barbershops, where consumers have many choices based on personal preferences. In this context, it is important to identify the key attributes that consumers consider when choosing a barbershop, particularly between two prominent barbershops in Tegal City: Harmonis Barbershop and Starsbox Barbershop.

This study aims to analyze consumer preferences regarding the attributes of barbers (kapster), service quality, and facilities in choosing the best barbershop in Tegal City. In addition, this research also seeks to determine the priority level of each attribute and its contribution to consumer decision-making. The main focus is directed at two barbershops that have gained public attention in Tegal City: Harmonis Barbershop and Starsbox Barbershop, as they represent different business concepts—local and national franchise, respectively.

The research method used is descriptive quantitative with the Analytical Hierarchy Process (AHP) approach. Data was collected through questionnaires from 97 respondents, who are active customers of both barbershops, selected randomly. AHP is used to measure the weight and priority of each attribute based on consumer evaluations of barbers, service, and facilities. In addition, descriptive techniques are used to describe customer perceptions and preferences in general.

The results of this study show that the barber and service attributes of Harmonis Barbershop are better compared to Starsbox Barbershop. However, in terms of facilities, Starsbox Barbershop is superior to Harmonis Barbershop. Barbershop customers prioritize service as the most important attribute, followed by facilities, and lastly barbers. The highest contribution in choosing a barbershop comes from service, followed by facilities, and finally barbers.

This research provides practical contributions for barbershop business owners to focus more on improving barber quality through training, standardizing services, and enhancing supporting facilities. Theoretically, this study enriches the literature on consumer behavior, especially in the male grooming service sector. Suggestions for future research include expanding the range of attributes studied, such as price and location, and considering consumer demographic segmentation so that the research results can be more applicable for developing targeted marketing strategies.

Keywords : Consumer Preferences, Service, Facilities, Kapsters, Barbershop