



A Peer Reviewed International Journal of Asian
Academic Research Associates

AARJSH
ASIAN ACADEMIC RESEARCH
JOURNAL OF SOCIAL
SCIENCE & HUMANITIES



DETERMINANTS OF SERVICE QUALITY OF SELECTED HIGH-END BARBERSHOPS: BASIS OF SATISFACTION AND LOYALTY MODEL

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Abstract

The study evaluates the service quality of nine selected high-end barbershops in Metro Manila. Filipinos, especially men, have become more conscious of their looks and spend more money on new hairstyles. Entrepreneurs have established high-end barbershops that offer specialized services like hair styling. This research provides new insights to high-end barbershop owners in improving their services. Patterned after the SERVQUAL framework of A. Parasuraman, Valerie Zeithaml, and Leonard Berry, this paper focuses on the five service delivery dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Data were collected from 225 regular customers of nine selected high-end barbershops through an adapted structured questionnaire. Descriptive statistics was used to summarize responses of each customer. The differences among demographic profiles were analyzed using the Kruskal-Wallis test and Wilcoxon signed-rank test. Results suggest that high-end barbershops are able to deliver more than what is expected from them. In measuring the expectation level of customers, female, older customers, highly educated, and married persons set higher expectation scores while male, older customers, highly educated, and high income demographic gave higher scores in terms of experience.

Key words: high-end barbershop, grooming, service quality, and customer satisfaction

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