

The Influence of Perceived Enjoyment and Price on Consumer Loyalty at Neat Barber Bandar Lampung

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Abstract

This phenomenon occurs in Bandar Lampung City, where the growth of barbershops has shown a significant increase. The number of barbershops that have sprung up in this city is proof that the fashion and beauty industry is growing, and is increasingly in demand by people of various ages. This phenomenon also indicates the quality of service provided to get consumer interest. This study aims to determine perceived enjoyment and price on consumer loyalty at neat barber shop Bandar Lampung. This research is a quantitative study using the multiple regression data analysis approach method. The results showed. The Perceived Enjoyment variable (X1) has a significant positive effect on consumer loyalty with a significance result (Sig.) of 0.005 < 0.05 with a tcount value of 2.864 > 1.979 t table so that H1 is accepted. The price variable (X2) shows that it does not have a significant effect on consumer loyalty, with a significance value of 0.735 > 0.05 with a tcount value of 0.340 < 1.979 t table, it can be concluded that Price (X2) is rejected, which means that Price (X2) has no influence on consumer loyalty at Neat Barber Bandar Lampung.

Keywords: Perceived Enjoyment; Price; Consumer Loyalty; Barber Shop

INTRODUCTION

Indonesia is now one of Southeast Asia's largest economies after years of rapid growth. This rapid expansion is due to the active industrial, commercial, and service sectors, which boost national economic growth. Indonesian businesses have grown rapidly to meet rising customer demand in home and international markets (Hasan, 2022).

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Companies are extending their operations and providing new goods and services to stay competitive and sustainable.

The service business, especially personal care services like hair salons, has grown rapidly. This growth is tied to changing fashion and beauty trends that are attracting varied demographics. Contemporary lifestyle changes have made hair care crucial to the beauty industry's growth. The fashion and beauty industries have grown rapidly due to society's increased focus on appearance. Hair care has become a priority for men and women. Thus, hair cutting services now provide more than just utilitarian hair trimming, prioritizing comfort and quality (Hendariningrum & M. Susilo, 2020).

Pratama (2020) found that the development of service businesses, especially barbershops, has increased competitiveness. Modern customers want high-quality hair cuts, enjoyable experiences, and reasonable prices. Consumer satisfaction with services is called perceived delight (Venkatesh, 2000). Positive barbershop experiences may result from atmosphere, staff warmth, service quality, and extras like free drinks or mini-spa treatments.

Pricing also affects customer loyalty. Prices that match service value boost customer satisfaction and retention (Putra, 2017). Consumers analyze price-quality connections, and loyalty is built on their equilibrium. Price is a key rational factor in consumer decision-making. Consumer value and loyalty increase with perceived price justice when prices match service quality (Kotler & Keller, 2016). Affordable price may determine which barbershop to choose when customers have several alternatives.

This is especially true in Bandar Lampung City, where barbershops have grown rapidly. Numerous barbershops in the city show the growing fashion and beauty business, catering to various age groups. These barbershops meet customer hair care demands and reflect current lifestyles. Inter-barbershop rivalry has increased alongside this. Business owners must give excellent service to keep clients. In increasingly competitive markets, loyalty is essential for corporate survival (UMKM, 2024). Consumer loyalty is crucial for corporate survival in competitive marketplaces (Ali, 2025). Barbershops have diverse customer loyalty reasons. Researchers found that affordability and perceived satisfaction were the main considerations at Neat Barber Lampung. Price includes customer perceptions of service expenses, whereas pleasure involves emotional fulfillment during service contacts.

Barbershops, especially those that trim and style men, must value client loyalty. Business owners and staff must work together to offer excellent customer service. Differentiation is necessary in Bandar Lampung, because many businesses and services



are identical, like Neat Barber at JL. Gajah Mada No.55 CD. Kotabaru. This barbershop serves teens and adults with haircuts, styling, shaving, cream baths, black coloring, basic coloring, and highlights from Rp50,000 to Rp350,000. Neat Barbershop's goal is to provide high-quality hair cuts, suitable facilities, and a reputation for dependability in appearance management. According to researcher interviews with barbershop management, Neat Barbershop actively improves service quality. These include air-conditioned rooms, waiting areas, cutting equipment, and current design ideas that provide comfort and value to visitors.

Competitive pricing is key to client retention. Though not the only issue, price affects consumer loyalty (Winarso, 2019). Competitive or cheaper pricing may attract new clients, but customer loyalty is frequently founded on other considerations. Customers who get value from their purchases, such as suitable product quality or good service, are loyal (Febrianti et al., 2021). This study examines how price and pleasure affect Neat Barber Bandar Lampung customer loyalty.

This study examines whether perceived satisfaction and pricing affect customer loyalty at Neat Barber Bandar Lampung. The research investigates how these characteristics affect barbershop client retention. The research contributes theoretically to customer loyalty literature in business management disciplines and provides strategic insights for Neat Barber entrepreneurs to improve loyalty programs, consumer awareness of service quality standards, and knowledge advancement for future researchers studying service industry loyalty determinants in competitive market environments.

METHODOLOGY

Type and Design of Research

This quantitative study analyzes numerical data using statistical approaches (Ahyar et al., 2020). Surveys are excellent for gathering data from many respondents using standardized questionnaires or interviews. This strategy examines population views, attitudes, behaviors, and traits. Surveys let academics get quantitative insights and undertake statistical analysis in a short period. They may be handled via phone, email, or internet (Rashid, 2022).

Data Source and Data Collection Method

This research uses primary and secondary data, focusing on primary. Primary data were acquired by questionnaires, direct observation, and interviews. Secondary data came from relevant scholarly publications, books, firm profiles, papers, and news stories.

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Data was collected using surveys and documents. A closed-ended Likert scale questionnaire from 1 (Strongly Disagree) to 5 (Strongly Agree) quantified each study variable (Ary, 2019; Sugiyono, 2018). Scholarly literature supporting study context and data interpretation was reviewed.

Population, Sample and Sampling Technique

Sahir (2022) defines a population as a collection of people, things, or events to whom a study's results are generalized. This research includes all Bandar Lampung Neatbarber consumers, whose number is unknown. Sugiyono (2018) defines the sample as a subset from which data are generalized. It uses convenience simple random sampling to pick respondents without stratification. Hair et al. (2010) define a representative sample as 125 respondents multiplied by 5 indicators.

Operational Definition of Variables

This research defines variables operationally to guarantee measurement clarity and uniformity. Measured by comfort, beautiful design, and enjoyment, perceived enjoyment is the inherent support that makes using a system enjoyable (Wardana, 2018). Price—including affordability, competition, and discounts—influences customer purchases (Goenadhi, 2011). Customer loyalty is measured by repeat purchases, consumption patterns, brand preference, commitment, confidence in product superiority, and readiness to promote (Abdullah & Rizan, 2019). All factors are rated on a 5-point Likert scale.

Instrument Prerequisite Test

Tests for instrument prerequisites include validity and reliability. Validity is an instrument's ability to measure its intended target (Arikunto, 2016). This research used the Pearson product-moment correlation to evaluate validity, using SPSS version 27 and a significance threshold of $\alpha = 0.05$. Validity is determined by $r\text{-count} \geq r\text{-table}$. Arikunto (2016) defines reliability as an instrument's consistency in providing reliable data. This research employed Cronbach's Alpha to measure instrument reliability. A value over 0.60 indicates dependability.

Data Analysis Method

This research uses many data analysis methods. Descriptive analysis summarizes and presents data without generalization (Sugiyono, 2018). IBM SPSS 26 quantitative

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analysis measures variable effect from data. Multiple linear regression is used to study how perceived pleasure and price affect consumer loyalty (Sugiyono, 2018), whereas the F-test examines independent variables simultaneously (Ghozali, 2021). Individual variable significance is determined using partial t-tests (Ghozali, 2018). Finally, the coefficient of determination (R^2) evaluates the model's ability to explain dependent variable variation (Ghozali, 2018), as shown in SPSS's Model Summary.

RESULT

Research Instrument Test

This research tests instruments for validity and reliability. Validity assessment uses Pearson product-moment correlation to guarantee each item measures the correct variable. The essential r-table value was 0.175 for 125 respondents and a significance threshold of 0.05 with 123 degrees of freedom ($df = n-2$). All statement items for Perceived Enjoyment (X1), Price (X2), and Customer Loyalty (Y) have r-table correlation values above the threshold. The average correlation for X1, X2, and Y was 0.544, 0.516, and 0.489, respectively, suggesting that all components are genuine and may be kept for study (Arikunto, 2016; Sugiyono, 2018).

Cronbach's Alpha was used to examine reliability and internal consistency. Alpha values above 0.6 indicate reliability, according to predefined standards. Perceived Enjoyment (X1) had a Cronbach's Alpha of 0.724, Price (X2) 0.692, and Customer Loyalty (Y) 0.770, all above the reliability level. These results demonstrate that the instruments are reliable and consistent for assessing this study's constructs (Ghozali, 2018; Arikunto, 2016).

Respondent Characteristics

An online Google Form questionnaire was sent to 125 participants to obtain demographic data. The bulk of responders (74.4%) were 17–25 years old, followed by 24.0% aged 26–50 and 1.6% over 51. Younger individuals predominate, suggesting a greater concern of self-care and appearance, particularly hair maintenance. Youth consumer behavior research supports this behavior as a result of identity formation and confidence requirements (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019).

Student employment was 66.4%, indicating a customer class sensitive to cost and experience characteristics like reported satisfaction. 49.6% of participants earned between IDR 2,000,000–3,000,000 per month, indicating a middle-income population likely to consider cost when choosing services (Solomon, 2017). Service utilization data

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reveals that 35.2% of respondents have used Neat Barber 5–15 times, indicating modest yet recurrent consumption. Repeated service use increases brand connection and enjoyment, which may indicate loyalty (Oliver, 1999). These results provide critical consumer behavior insights for service enhancement and client retention.

Respondents' Answer Distribution

Consumer impressions of perceived pleasure, pricing, and customer loyalty in the setting of Neat Barber Bandar Lampung are summarized by respondent replies. According to descriptive statistical analysis utilizing a Likert scale, “The theme presented by Neat Barber is very attractive,” had the highest mean score in subjective pleasure at 6.33. Thematic and aesthetic components, such as the shop's interior design and atmosphere, improve consumer happiness and emotional involvement. Positive service experiences, which shape customer pleasure of Neat Barber, seem to be influenced by a visually attractive and thematically harmonious atmosphere.

On the pricing variable, “Neat Barber’s price is very affordable,” had the highest mean score of 4.42. This shows that most respondents think the cost is fair and affordable. Given that middle-income respondents dominated the survey, this conclusion is significant. “I frequently use Neat Barber’s services rather than others,” with the highest mean score of 4.83, showed client loyalty. Customers' recurrent use, brand preference, and confidence in service quality indicate high behavioral loyalty. Such trends show that constant customer pleasure, pleasurable service, and affordable price may build customer loyalty and favorable word-of-mouth marketing.

Multiple Linear Regression

Multiple linear regression was used to evaluate how price and pleasure affect consumer loyalty. For the equation $Y = 29.263 + 0.502X_1 + 0.058X_2$, the constant value of 29.263 predicts customer loyalty when both independent variables are zero.

The regression coefficient for subjective pleasure is 0.502, indicating a considerable customer loyalty boost. Price has a value of 0.058, suggesting a little and inconsequential influence. These findings imply that perceived pleasure influences consumer loyalty more.



Table 1. Multiple Linear Regression

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.263	7.539		3.882	0.000
	Perceive Enjoyment	0.502	0.175	0.251	2.864	0.005
	Price	0.058	0.172	0.030	0.340	0.735

F Test

F-test findings from multiple linear regression analysis show that the null hypothesis is rejected since 0.018 is below 0.05. This shows that price and perceived delight simultaneously affect consumer loyalty statistically. The model's overall significance is supported by the computed F-value (4.179) above the threshold F-table value (3.07). Thus, Neat Barber's service assessment suggests that perceived happiness and pricing affect client loyalty concurrently.

T Test (Partial)

The partial test (t-test) findings show that perceived pleasure affects customer loyalty, with a significance value of 0.005 below the 0.05 threshold and a t-value of 2.864 over the t-table value of 1.979. This validates the alternative hypothesis that perceived satisfaction increases customer loyalty at Neat Barber in Bandar Lampung. In contrast, the *price* variable had a significance value of 0.735 and a t-value of 0.340, showing no significant effect of price on customer loyalty.

Coefficient of Determination

According to the regression model, the coefficient of determination (R^2) of 0.064 indicates that perceived pleasure and price explain 6.4% of customer loyalty variance. The low R^2 value indicates weak predictive power of the model, with 93.6% of customer loyalty variance impacted by factors not studied. Thus, although the model shows a weak link between the variables and loyalty, it also suggests that other aspects should be investigated for a more complete understanding.



DISCUSSION

The Influence of Perceived Enjoyment on Consumer Loyalty at Neatbarbet Bandar Lampung

Consumer loyalty at Neatbarber Bandar Lampung is significantly influenced by perceived satisfaction, as shown by regression analysis ($p\text{-value} < 0.05$, $t\text{-value } 2.864 > 1.979$). This research measured satisfaction using comfort, appealing design, and pleasure. Consumer satisfaction was significantly influenced by comfort perception, including courteous service, attractive atmosphere, music, and relaxation during treatments. Comfort averaged 49.5% and appealing design 50.4%, showing how visual and environmental aesthetics affect service quality. The enjoyment dimension like friendliness, entertainment, and amenities like Wi-Fi and refreshments scored 43.8%, suggesting modest client emotional involvement.

A pleasant service experience, driven by intrinsic motivation like delight, leads to emotional connection, contentment, and repeat business (Oktarini, 2018; Erza, 2022). This emotional connection may also reduce price sensitivity, improving value perception. AlerNurhadi (2022) defines client loyalty as a repeat purchase. Rahmawati (2014) stated that loyalty is based on positive experiences, while Hidayat (2023) found that customer satisfaction strongly impacts loyalty at Joysco Barbershop ($p\text{-value} < 0.05$, $t\text{-value } 4.755 > 1.988$).

The Influence of Price on Consumer Loyalty at Neatbarbet Bandar Lampung

Price in marketing is the money or other transaction needed to buy or utilize a product or service (Tjiptono, 2009; Kotler & Keller, 2016). Price indicators considered in this research were affordability, competitiveness, and discounts. The study found no significant impact of pricing on customer loyalty at Neatbarber Bandar Lampung, with a significance value of $0.735 > 0.05$ and a $t\text{-value of } 0.340 < 1.979$. Affordability scored 43.2%, competitive price 42.7%, and discount 43.0%. Pricing influences customer choices, but these ratings imply it does not dominate loyalty. Instead of only price, consumers prioritize service quality and comfort.

The findings match earlier studies. In Balung, Jember, Kamal Faza (2022) discovered that service quality and customer satisfaction affected customer loyalty more than pricing. Zidan Supandi et al. (2022) found that service quality and satisfaction, not price perception, determined customer loyalty at Semet Barbershop. Nur Syafik Sofyan Hadi Kusuma and Nur Jannah (2022) found no pricing effect on ADS Barbershop Gresik customer loyalty. Service quality and location mattered more. These studies show that

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service quality and customer experience, not price competition, drive customer loyalty in barbershops.

CONCLUSION

According to the research, perceived happiness boosts consumer loyalty. Customers are more loyal to Neat Barber if they love their experience. However, pricing does not affect loyalty. Customers appear to favor service experience above price. From these observations, various proposals are possible. Neat Barber should continue to provide polite service, a clean and relaxed atmosphere, and comfortable amenities. Price isn't a key concern, but the company may enhance its pricing strategy by giving value and loyalty programs like memberships or discounts for returning consumers. Future study should explore service quality, customer happiness, brand image, trust, and customer experience as potential customer loyalty factors.

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