

ANALYSIS OF CUSTOMER SERVICE QUALITY USING THE SERVICE QUALITY DATA METHOD AT BARAT LASE BARBERSHOP

David Krisman Hulu^{1*}, Nita Marikena²

^{1,2}Universitas Potensi Utama

E-mail: davidkrismana@gmail.com*, nitamarikena77@gmail.com²

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Abstract

This study aims to analyze the quality of service to customers at Barbershop Barat Lase using the Service Quality (Servqual) method. This method assesses the gap between customer expectations and perceptions of the service provided based on five dimensions, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy. Data were obtained through distributing questionnaires to customers which were then processed using average calculations to determine the level of satisfaction. The number of consumers who were analyzed to fill out the questionnaire was 100 consumers. The results of the study showed that there was a difference between customer expectations and perceptions in several service dimensions, where most customers were satisfied with the service provided, although negative gaps were still found in several aspects. Thus, the results of this study can be an evaluation material for Barbershop Barat Laser in improving service quality to match customer expectations. From the application of the Service Quality method, it was found that 15 consumers were dissatisfied, 13 consumers were quite satisfied, 9 consumers were satisfied and 63 consumers were very satisfied.

Keywords: *Service Quality, Servqual, Customer Satisfaction, Barbershop*

INTRODUCTION

In today's modern era, the public's demand for services has increased significantly. One rapidly growing service sector is the barbershop industry. Barbershops are seen not only as places to get their hair cut, but also as social spaces, lifestyle spaces, and service centers that offer a different experience than traditional salons. Consumers assess more than just the haircut itself; they also consider the comfort of the place, the friendliness of the staff, the timeliness of the service, and the price. The growing number of barbershops in various cities, including Medan and its surrounding areas, demonstrates the intense competition in this industry. Many new barbershops have emerged with contemporary concepts that prioritize customer comfort, ranging from modern interiors and additional amenities like complimentary drinks, music, and online booking services. This situation demands that every barbershop continuously improve its service quality to remain competitive and maintain customer loyalty.

In the service industry, service quality is a key factor influencing customer satisfaction and loyalty. According to Tjiptono (2016), service quality is the level of expected excellence and the control over that level of excellence to meet customer expectations. This means that customers will judge a barbershop's success not only based on the haircut, but also on the overall service experience. If customers are satisfied with the quality of service, they are more likely to use the same service again and recommend it to others. Conversely, if the service falls short of expectations, customers can easily switch to another barbershop that better meets their expectations. Therefore, measuring service quality is crucial for any barbershop hoping to survive in the fierce competition. One method often used in measuring service quality is Service Quality (SERVQUAL) introduced by Parasuraman, Zeithaml, and Berry. This method measures the gap between customer expectations and perceptions of the service received. SERVQUAL consists of five main dimensions, namely Tangibles (Physical Evidence): including physical facilities, cleanliness, employee appearance, and equipment used, Reliability: the ability to provide promised services accurately and consistently, Responsiveness: the willingness and speed of employees in helping customers, Assurance: knowledge, politeness, and ability of employees to foster a sense of trust and confidence in customers and Empathy: personal attention given to customers. This method is very relevant to be applied to the Barat Lase Barbershop because it can

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provide a comprehensive picture of aspects of service that are good and those that still need improvement. Barbershop Barat Lase is a well-known hairdressing service provider in certain areas. This barbershop strives to provide the best service with a modern service concept and affordable prices. However, based on initial observations, there were several complaints from customers, such as excessively long waiting times, unfriendly staff, and limited waiting room facilities. However, amidst the increasing number of competitors with various service advantages, Barbershop Barat Lase is required to continuously evaluate and improve service quality continuously. In an increasingly competitive situation, the success of Barbershop Barat Lase is largely determined by the management's ability to improve service quality according to customer expectations. Therefore, this study focuses on analyzing service quality using the SERVQUAL method to determine the extent of the gap between customer expectations and perceptions. To strengthen the background, here is the initial data (simulation of survey results of 30 customers) regarding the level of expectations and perceptions of the services of the Barat Lase Barbershop:

Table 1. Pre-survey Results

Servqual Dimensions	Indicator	Hope (E)	Perception (P)	Gap (PE)	Information
Tangibles	Cleanliness of the room, neatness of employees, facilities	4.5	3.8	-0.7	The barber's room and appearance are not as expected.
Reliability	Timely service, consistent discount results	4.6	4.0	-0.6	There are delays & results are not consistent
Responsiveness	Speed of service, willingness to help customers	4.4	3.6	-0.8	Barber is less responsive when it's busy
Assurance	Friendliness, skills, trust	4.5	3.9	-0.6	Friendly, but not consistent
Empathy	Individual attention, communication, caring attitude	4.3	3.7	-0.6	Lack of personal attention
Average		4.46	3.8	-0.66	Needs improvement in all dimensions

From the table above, it can be seen that the results of Tangibles: Customer expectations are quite high (4.5), but perception is only 1. This means that customers want a cleaner, more comfortable room, and a neater employee appearance, Reliability: Many customers expect consistent cutting results and on-time work. Gap -0.6 indicates that there are still discrepancies, for example, queue delays, Responsiveness: Has the largest gap (-0.8). Customers feel that employees are not fully responsive, especially in serving long queues, Assurance: Gap -0.6 indicates that friendliness and communication skills need to be improved and Empathy: Gap -0.6 also shows that personal attention to customers is still lacking, for example, lack of friendly interaction while waiting. From this data, it can be seen that the dimension with the largest gap is responsiveness, so it is a top priority in improving service quality at the Barat Lase Barbershop.

Based on the description above, it is clear that service quality has a significant impact on customer satisfaction. This research is crucial to provide an objective overview of service quality at Barbershop Barat Lase using the SERVQUAL method. The research results are expected to provide input for management in improving service quality to meet customer expectations, increase satisfaction, and maintain loyalty amidst the competitive barbershop industry. By applying this method, this study aims to determine the extent to which the service quality of the Barat Lase Barbershop meets customer expectations and to identify which service dimensions have the greatest gaps. The results are expected to provide a basis for barbershop management to develop more targeted and data-driven service improvement strategies. In addition, from an industrial engineering perspective, service quality analysis is very relevant because it includes aspects of operational management, service system design, work efficiency, and process improvement, all of which are part of the effort to create an integrated and customer-oriented service system.

LITERATURE REVIEW

Service Quality

One method that can be used to measure service quality is the Service Quality method or abbreviated as Servqual, this method measures using aspects of perception and expectation, many companies use this method to measure their customer satisfaction, because by increasing the level of customer satisfaction, it will greatly influence the increasing number of customers which will increase trust and increase the company's income.

$$X = \frac{\sum_{i=1}^n x_i}{n}$$

$$Y = \frac{\sum_{i=1}^n y_i}{n}$$

To calculate the average of each question from the questionnaire results, the following equation is used:
Information:

\bar{X} : Average score of satisfaction/reality level.

\bar{Y} : Average score of importance/expectation level

n : Number of respondents

The ServQual method is a popular method for measuring service quality and has been widely used as a reference in research. The term ServQual itself comes from the word "service quality," meaning "service quality." The ServQual method is based on the Gap Analysis developed by Parasuraman, Zeithaml, and Berry. Service quality is calculated by measuring the difference between the service perceived by patients and the ideal service expected by patients. Five characteristic dimensions are used in analyzing service quality. (Utami Mizani Putri, 2021: 3).

Conceptual Framework

Below is a conceptual framework for applying the method as follows:

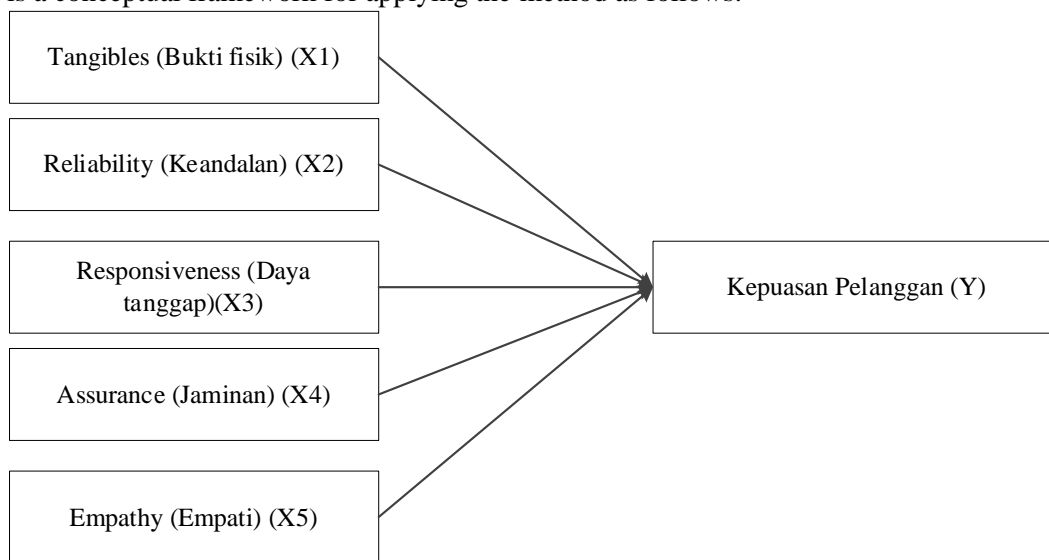


Figure 1. Conceptual Framework

METHOD

This type of research is descriptive with a quantitative approach. Descriptive research aims to provide a systematic, factual, and accurate picture of the facts and relationships between the phenomena being studied. The quantitative approach is used because the data collected consists of numbers from questionnaires, which are then analyzed statistically. This study employed a survey method, distributing a Likert-based questionnaire to customers of Barbershop Barat Lase. The questionnaire was structured based on the five dimensions of SERVQUAL (Tangibles, Reliability, Responsiveness, Assurance, and Empathy). The data obtained from respondents' answers were then averaged to determine the difference between customer expectations and perceptions. The rationale for using quantitative descriptive research is that the purpose of this study was not to test a causal hypothesis, but rather to objectively describe the gap in service quality at Barbershop Barat Lase. With this approach, the research results can provide a concrete picture of which service aspects meet customer expectations and which aspects still need improvement.

RESULTS AND DISCUSSION

RESULTS

a Hypothesis Test

1. t-test

Statistical tests are conducted to examine the effect of the dependent variable on the independent variable individually. This can be seen from the resulting sig t value. If the sig t value < the sig level (0.05), then the independent variable individually influences the dependent variable. Conversely, if the sig t value > the sig level (0.05), then the independent variable individually does not influence the dependent variable.

$$t \text{ table} = t(a/2 : nk-1)$$

$$a = 5\% = t(0.05 / 2 : 100 - 1 - 1)$$

$$= 0.025 : 98$$

$$= 1.984$$

Table 2. Regression and t-Test Output Results

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	27,289	2,078		13,130	.000		
	Quality of Service	.403	.079	.460	5.133	.000	1,000	1,000

a. Dependent Variable: Customer Satisfaction

The description of the t-test above is as follows:

1. t-test Service quality (X) and Customer Satisfaction (Y)

Based on Table 4.16, it is also known that the t-value of the service quality variable is 5.133. From the results presented, it is known that 5.133 > 1.984 and with the probability of Sig on promotion, 0.00 < 0.05 because the value is smaller than (0.05) then H0 is rejected and Ha is accepted, then the service quality variable has a positive and significant influence on the customer satisfaction variable at Barbershop Lase.

2. F test

Furthermore, to determine the closeness of the influence (significant) simultaneously, it is necessary to carry out a test of the calculated F value which can be seen in the following ANOVA table:

Table 3. F-Test Output Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	725,346	1	725,346	26,343	.000b
	Residual	2698.444	98	27,535		
	Total	3423.790	99			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Service Quality

From the table above it can be seen:

$$Df = n - k - 1 = 100 - 1 - 1 = 98$$

$$F_{table} = 2.31$$

$$F_{count} = 26.343$$

Based on Table 4.15, the calculated F value is 26.343. This calculated F value is then compared with the F table with the number n = 100 based on the error rate. α 0.05 obtained Ftable of 2.31. From the results presented, it is known that 26,343 > 2.31, so H0 is rejected and Ha is accepted, so the service quality variable simultaneously has a real (significant) influence or has a positive influence on the customer satisfaction variable which is known from the significant value of 0.000 which is smaller than the α value of 0.05 (0.000 < 0.05).

From the results of the service quality analysis that has been calculated using the Service Quality (ServQual) method at the Barat Lake Barbershop, here are some discussions and recommendations for improvement based on the data that has been analyzed:

1. Average Gap and Perception Results:
 - a) Based on the GAP (ServQual) calculation, it can be seen that most customers feel "Very Satisfied" with the service provided, but there are some who give ratings of "Not Satisfied" and "Quite Satisfied".
 - b) Customers who give a positive GAP value (greater than 0) tend to be satisfied with the service provided, but a negative GAP (a gap value close to or smaller than 0) indicates a discrepancy between expectations and the reality of the service.
2. Customers with a "Dissatisfied" Rating:
 - a) Several customers gave very low, even negative, GAP scores, such as Santy (GAP = 0.08) and Dwi Septian Purnomo (GAP = 0.08). This indicates a significant discrepancy between their expectations of service and the reality they experienced.
 - b) Customers like Aidan Alexander, Yakata, and Ezaz Muhammad Xavier gave lower GAP scores than other customers, which could mean the service did not meet their expectations in certain aspects.
3. Customers with a "Very Satisfied" Rating:
 - a) Many customers felt very satisfied, as shown by Azka Khairunnisa (GAP = 2.17) and Agha Saban (GAP = 2.08), which means they felt the service exceeded their expectations.
 - b) Good performance here can be used as a reference to improve service to dissatisfied customers, because there are several factors that can be learned from satisfied customers.
4. Variation in Gap:
 - a) The significant gap variation indicates an uneven distribution of service quality among customers. Some customers perceived the service as excellent, while others found it inadequate.
 - b) This may indicate areas of service that need improvement to reduce customer dissatisfaction, such as in service time management or the technical quality of the haircut.

Recommendations for improvement from the research conducted are as follows:

1. Focus on Customers with Negative Gaps
Customers who rate us "Dissatisfied" should be a major concern. Further analysis should be conducted to determine the cause of their dissatisfaction. This could include:
 - a. Quality of technical service (haircut did not meet expectations).
 - b. Long waiting times or discrepancies in schedule management.
 - c. Cleanliness and comfort at the barbershop.By identifying the key issues of these customers, the barbershop can make more focused improvements.
2. Training for Employees
Conduct regular training for employees to provide more consistent service and meet customer quality standards. Improve communication between employees and customers about expectations (e.g., before and after a cut, understanding desired hairstyles).
3. Improving Infrastructure
If dissatisfaction concerns cleanliness, comfort, or wait times, the barbershop should make physical improvements or add additional facilities to enhance customer experience, such as a more comfortable waiting area or more adequate equipment. Maintaining the quality of air, lighting, and sound within the barbershop can improve the customer experience.
4. Regular Customer Satisfaction Surveys
To ensure better service quality, conducting regular customer satisfaction surveys can provide a clearer picture of areas for improvement. It can also be a way to gather direct feedback from satisfied or dissatisfied customers.
5. Service Personalization
Providing more personalized service to customers by asking about their wishes or expectations can increase satisfaction. For example, understanding customer preferences before they visit (e.g., desired hairstyle, special care needs, etc.)
6. Loyalty or Rewards Program
Providing a loyalty program for customers who come frequently or giving small gifts to customers who provide positive feedback can increase customer satisfaction and make them feel appreciated.
By implementing the improvement recommendations above, it is hoped that the quality of service received

by customers will be more equitable and increase overall satisfaction, especially for customers who gave poor ratings.

DISCUSSION

In this study, the first step was to examine the customer service process at the Barat Lase Barbershop, then collect the necessary data for later processing. Data processing is the process of transforming data into information or news. However, due to the research title, this stage only involved data collection.

Implementation of Service Quality Method

Barbershop Barat Lase wants to know the level of service quality of Barbershop Barat Lase, by using the Service Quality dimension to analyze each dimension that will be used as a question in the questionnaire that can be presented by Barbershop Barat Lase are five dimensions of service quality which include Reliability / Reliability, Assurance / Guarantee, Responsiveness / Responsiveness, Tangible / Direct Evidence, Empathy / Empathy. Distributing the questionnaire made by the author consists of:

- a. 12 questions
 - b. 100 customers (respondents) at Barbershop Barat Lase
1. Questionnaire Data

The following is a scale for assessing respondents' assessment of the questionnaire to be used in calculating the Servqual method:

Table 4. Respondents' Assessment Scale for the Questionnaire

NO.	Category	Answer	Weight
1.	Hope	Very Important (SP)	5
		Important (P)	4
		Quite Important (CP)	3
		Not Important (TP)	2
		Very Unimportant (STP)	1
2.	Perception	Very Satisfied (SP)	5
		Satisfied (P)	4
		Quite Satisfied (CP)	3
		Not Satisfied (TP)	2
		Very Dissatisfied (STP)	1

Source: Barbershop Barat Lase

The following are the answers from 100 respondents regarding the services of the Barbershop Barat Lase

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Table 5. Respondents' Answers (Expectations)

No	Customer Name	H 1	H 2	H 3	H 4	H 5	H 6	H 7	H 8	H 9	H1 0	H1 1	H1 2
1	Taca	C P	P	T P	C P	SP	P	P	T P	C P	P	P	P
2	Wati	P	P	P	T P	C P	T P	T P	C P	C P	CP	CP	P
3	Ezaz Muhammad Xavier	SP	C P	C P	SP	T P	P	P	P	C P	P	TP	TP
4	Santy	C P	T P	P	T P	C P	T P	T P	C P	C P	CP	CP	CP
5	Hanna Putri	P	P	SP	C P	T P	P	C P	P	SP	P	SP	TP
6	Roky Pratama	T P	C P	P	T P	C P	C P	T P	C P	T P	CP	CP	SP
7	Nanda	SP	C P	SP	SP	C P	P	P	P	P	SP	SP	SP
8	Tia	T P	T P	P	T P	C P	T P	T P	C P	C P	CP	CP	TP
9	Yuki	P	C P	SP	P	T P	P	C P	T P	SP	SP	SP	TP
10	Aca	T P	C P	P	T P	C P	T P	T P	C P	C P	CP	CP	TP

Table 6. Respondents' Answers (Perception)

No	Customer Name	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
1	Taca	SP	SP	SP	SP	SP	SP	P	P	P	P	SP	P
2	Wati	CP	P	P	SP	P	SP	SP	SP	SP	CP	P	P
3	Ezaz Muhammad Xavier	SP	P	SP	P	SP	P	P	P	SP	P	SP	P
4	Santy	CP	TP	CP	CP	CP	TP	TP	CP	CP	CP	CP	P
5	Hanna Putri	SP	SP	SP	SP	SP	P	SP	P	SP	SP	SP	P
6	Roky Pratama	SP	P	SP	CP	CP	P	P	CP	SP	SP	CP	SP
7	Nanda	SP	SP	SP	CP	SP	P	SP	P	SP	P	SP	SP
8	Tia	P	P	P	TP	CP	TP	TP	CP	CP	CP	CP	CP
9	Yuki	SP	SP	SP	SP	SP	P	P	P	SP	SP	SP	TP
10	Aca	SP	TP	P	SP	CP	P	TP	CP	CP	CP	CP	TP

The following are the answers from 100 respondents regarding the services of the Barbershop Barat Lake

$$Taca = 2.50 \frac{2+3+1+2+4+3+3+1+2+3+3+3}{12} = 2.50 \frac{30}{12}$$

$$Wati = 2.08 \frac{3+3+3+1+2+1+1+2+2+2+3}{12} = 2.08 \frac{25}{12}$$

$$Ezaz Muhammad Xavier = 2.42 \frac{4+2+2+4+1+3+3+3+2+3+1+1}{12} = 2.42 \frac{29}{12}$$

$$Santy = 1.75 \frac{2+1+3+1+2+1+1+2+2+2+2}{12} = 1.75 \frac{21}{12}$$

$$Hanna Putri = 2.75 \frac{3+3+4+2+1+3+2+3+4+3+4+1}{12} = 2.75 \frac{33}{12}$$

Thus, the results of the transformation of respondents' answers and the average value for the expectation side are as follows:

Table 7. Transformation of Respondents' Answers (Expectations)

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No	Customer Name	H 1	H 2	H 3	H 4	H 5	H 6	H 7	H 8	H 9	H1 0	H1 1	H1 2	Total	Mean = Total/12
1	Taca	2	3	1	2	4	3	3	1	2	3	3	3	30	2.50
2	Wati	3	3	3	1	2	1	1	2	2	2	2	3	25	2.08
3	Ezaz Muhammad Xavier	4	2	2	4	1	3	3	3	2	3	1	1	29	2.42
4	Santy	2	1	3	1	2	1	1	2	2	2	2	2	21	1.75
5	Hanna Putri	3	3	4	2	1	3	2	3	4	3	4	1	33	2.75
6	Roky Pratama	1	2	3	1	2	2	1	2	1	2	2	4	23	1.92
7	Nanda	4	2	4	4	2	3	3	3	3	4	4	4	40	3.33
8	Tia	1	1	3	1	2	1	1	2	2	2	2	1	19	1.58
9	Yuki	3	2	4	3	1	3	2	1	4	4	4	1	32	2.67
10	Aca	1	2	3	1	2	1	1	2	2	2	2	1	20	1.67

Taca = $3.58 = \frac{4+4+4+4+4+4+3+3+3+3+4+3}{12} = \frac{43}{12}$

Wati = $3.25 = \frac{2+3+3+4+3+4+4+4+4+2+3+3}{12} = \frac{39}{12}$

Ezaz Muhammad Xavier = $3.42 = \frac{4+3+4+3+4+3+3+3+4+3+4+3}{12} = \frac{41}{12}$

Santy = $1.83 = \frac{2+1+2+2+2+2+1+1+2+2+2+2+3}{12} = \frac{22}{12}$

Hanna Putri = $3.75 = \frac{4+4+4+4+4+3+4+3+4+4+4+3}{12} = \frac{45}{12}$

Thus, the results of the transformation of respondents' answers and the average value for the perception side are as follows:

Table 8. Respondents' Answers (Perception)

No	Customer Name	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	Total	Mean = Total/12
1	Taca	4	4	4	4	4	4	3	3	3	3	4	3	43	3.58
2	Wati	2	3	3	4	3	4	4	4	4	2	3	3	39	3.25
3	Ezaz Muhammad Xavier	4	3	4	3	4	3	3	3	4	3	4	3	41	3.42
4	Santy	2	1	2	2	2	1	1	2	2	2	2	3	22	1.83
5	Hanna Putri	4	4	4	4	4	3	4	3	4	4	4	3	45	3.75
6	Roky Pratama	4	3	4	2	2	3	3	2	4	4	2	4	37	3.08
7	Nanda	4	4	4	2	4	3	4	3	4	3	4	4	43	3.58
8	Tia	3	3	3	1	2	1	1	2	2	2	2	2	24	2.00
9	Yuki	4	4	4	4	4	3	3	3	4	4	4	1	42	3.50
10	Aca	4	1	3	4	2	3	1	2	2	2	2	1	27	2.25

2. Determination of Servqual and GAP Values

ServQual (Q=PH)

The calculation results from the ServQual method are adjusted to the GAP value in the form of a range of values to produce decisions of satisfaction and dissatisfaction.

Table 9. Average Gap Value

NO.	Gap Value	Results
1.	>0.70	Very satisfied
2.	0.70 – 0.60	Satisfied
3	0.59 – 0.40	Quite Satisfied
4	<0.40	Not satisfied

The following is a scale of satisfaction with the service from the Barbershop Barat Lase

Table 10. Gap Value Results

No	Customer Name	Mean Perception	Mean Hope	ServQual (Q=PH)	GAP
1	Taca	3.58	2.50	1.08	Very satisfied
2	Wati	3.25	2.08	1.17	Very satisfied
3	Ezaz Muhammad Xavier	3.42	2.42	1.00	Very satisfied
4	Santy	1.83	1.75	0.08	Not satisfied
5	Hanna Putri	3.75	2.75	1.00	Very satisfied
6	Roky Pratama	3.08	1.92	1.17	Very satisfied
7	Nanda	3.58	3.33	0.25	Not satisfied
8	Tia	2.00	1.58	0.42	Quite Satisfied
9	Yuki	3.50	2.67	0.83	Very satisfied
10	Aca	2.25	1.67	0.58	Quite Satisfied

CONCLUSION

Based on the results obtained from this research, the following general conclusions can be drawn:

1. The analysis results show that most customers are in the "Very Satisfied" category, with an average GAP value (the difference between perception and expectation) of more than +1.0.
2. The majority of respondents' GAP scores were positive, indicating that customers' perceptions of the service they received exceeded their initial expectations. This indicates that Barbershop Barat Lase has succeeded in providing quality service.
3. While the results were generally good, there were some customers with low or near-zero GAP scores, and some were even classified as "Dissatisfied." This indicates inconsistencies in service or unmet customer expectations in certain areas.
4. With high perception values and low expectations among most respondents, it can be concluded that the current service at the Barat Lase Barbershop has generally satisfied customers.

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