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Research Paper

The Effect of Service Quality, Customer Trust and Customer Satisfaction on Customer Loyalty at Bigboss Barbershop in Banda Aceh City

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Abstract

The number of barbershops in Banda Aceh City has grown from five in 2016 to about fifty in 2026, so retaining customers has become a central concern for operators. Studies of barbershops in Indonesia report mixed findings on whether service quality affects loyalty directly, and few examine service quality, trust and satisfaction together in one model. This study examines the partial and joint effects of service quality, customer trust and customer satisfaction on customer loyalty at Bigboss Barbershop in Banda Aceh City. A quantitative explanatory survey was conducted among 83 customers, and the data were analysed with validity and reliability tests, classical assumption tests and multiple linear regression in SPSS. Service quality ($B = 0.235$; $t = 5.644$; $p < 0.001$), customer trust ($B = 0.220$; $t = 3.575$; $p = 0.001$) and customer satisfaction ($B = 0.232$; $t = 4.513$; $p < 0.001$) each had a positive and significant effect on loyalty. Together they had a significant effect ($F = 88.481$; $p < 0.001$) and explained 76.2% of the variation in loyalty (adjusted $R^2 = 0.762$), with service quality showing the largest standardised coefficient ($\beta = 0.432$). Retention strategies for barbershops should therefore combine consistent service delivery, credible professional standards and regular monitoring of customer satisfaction.

Keywords: Service quality; Customer trust; Customer satisfaction; Customer loyalty; Barbershop.

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1. Introduction

The service sector has become increasingly competitive as consumers pay more attention to the quality of their experience, convenience and personal attention. Barbershops illustrate this development: they are no longer only places to obtain a haircut but service settings in which customers judge staff competence, atmosphere, communication, consistency and comfort. In Banda Aceh City, the number of barbershops increased from five in 2016 to about fifty in 2026. This expansion widens customer choice and makes the retention of existing customers an important business concern, because a customer can easily compare providers on price, waiting time, barber skill, facilities and the consistency of the haircut.

Bigboss Barbershop is one of the early modern barbershops in Banda Aceh and served about 500 customers per month in June 2026, according to preliminary observation. It offers a waiting area and haircut styles that follow current trends. Preliminary observation and brief interviews, however, identified problems that may affect retention: customers wait longer at busy times, haircut results differ between barbers, and some customers try other barbershops to compare service and price. In a preliminary survey of 20 customers, 70% said the service met their expectations, 65% trusted the consistency of haircut results and 75% were satisfied, and although 80% intended to return, only 60% were willing to recommend the barbershop to others.

Service quality is the customer's assessment of the service received relative to expectations and is commonly described by reliability, tangibles, responsiveness, assurance and empathy [1]. High service quality strengthens favourable behavioural intentions such as repurchase and recommendation [2]. Trust is the customer's confidence in the provider's reliability and integrity and is a key mediating variable in relationship marketing [3]. Satisfaction is the customer's post-consumption evaluation, and loyalty is a deeply held commitment to repurchase a preferred service despite competing offers [4]; true loyalty combines a favourable attitude with repeat patronage [5]. Satisfaction often transmits part of the effect of service quality on loyalty [6], and service quality, satisfaction and trust have been shown to shape loyalty jointly in banking and other services [7], [8], [9].

In the barbershop context, service quality has been found to raise satisfaction and loyalty at Hunky Dory Barbershop [10], to affect loyalty directly and through satisfaction [11], and to be the dominant determinant of satisfaction and loyalty at Kaisar Barbershop [12]. Trust, innovation and service quality jointly increased loyalty at Osing Barbershop [13], and trust and satisfaction mediated the effects of service quality and brand image on loyalty in Garut barbershops [14]. Other evidence is mixed: in a barbershop chain, service quality affected loyalty only through satisfaction and had no significant direct effect [15], and switching costs and satisfaction can outweigh the direct effect of service quality [16]. Few barbershop studies have tested service quality, trust and satisfaction together as direct predictors of loyalty, and none has examined a modern barbershop in Banda Aceh.

This study therefore addresses three questions: (1) does service quality affect customer loyalty; (2) does customer trust affect customer loyalty; and (3) does customer satisfaction affect customer loyalty at Bigboss Barbershop? It also tests whether the three variables jointly affect loyalty. The study provides local evidence for the management of a modern barbershop and indicates which aspects of the customer experience should be prioritised.

2. Method

Research Design, Location and Sample

This study used a quantitative explanatory design to examine the relationships between the independent variables and customer loyalty [17]. It was conducted at Bigboss Barbershop in Banda Aceh City, Indonesia. The population consisted of customers who had used the barbershop's services and could therefore evaluate their experience and intentions. Primary data were collected with a questionnaire, and 83 completed responses were analysed. The unit of analysis was the individual customer, and data were collected in a single period, so the design is cross-sectional and the results describe associations rather than causal effects in the experimental sense.

Variables and Measurement

Customer loyalty (Y) was measured by the intention to return, continued preference despite competing offers and willingness to recommend Bigboss Barbershop to friends or family [5].

Service quality (X_1) covered the ability to deliver the requested haircut, the cleanliness and arrangement of facilities and tools, responsiveness to consultation, barber knowledge and skill, and attention to customer needs [1]. Customer trust (X_2) covered perceived consistency of service, professional reputation and confidence arising from positive experience [3]. Customer satisfaction (X_3) covered satisfaction with the haircut and the service, comfort and the overall process from queueing to payment [4]. All items were rated on a five-point scale from strongly disagree (1) to strongly agree (5).

Data Analysis

Item validity was assessed by comparing item–total correlations with the critical value ($r = 0.216$ for $n = 83$), and reliability with Cronbach's alpha, using a minimum of 0.60. Normality of the residuals was tested with the Kolmogorov–Smirnov test, multicollinearity with tolerance and the variance inflation factor (VIF), and heteroscedasticity with a residual scatterplot [18]. The hypotheses were tested with multiple linear regression:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (1)$$

where Y is customer loyalty, a is the constant, X_1, X_2 and X_3 are service quality, customer trust and customer satisfaction, b_1–b_3 are the regression coefficients and e is the error term.

Partial effects were tested with the t test and the joint effect with the F test at a significance level of 0.05, and explanatory power was measured with the adjusted coefficient of determination. SPSS outputs displayed as 0.000 are reported as $p < 0.001$.

3. Results and Discussion

Respondent Profile and Descriptive Results

All 83 respondents were men. Most (71 respondents; 85.54%) were aged 20–30 years, seven (8.43%) were under 20 and five (6.02%) were over 30, so the findings mainly represent young male customers. Table 1 summarises the mean scores.

Table 1. Mean scores of the research variables

Variable / item	Mean
Service quality (X_1)	3.70
Attention to customer needs (highest item)	3.76
Cleanliness and arrangement of facilities (lowest item)	3.65
Customer trust (X_2)	3.50
Maintaining service quality over time (highest item)	3.58
Professional reputation (lowest item)	3.39
Customer satisfaction (X_3)	3.53
Service process from queueing to payment (highest item)	3.60
Barber's service during the haircut (lowest item)	3.47
Customer loyalty (Y)	2.95
Willingness to recommend (highest item)	3.02
Preference despite competing offers (lowest item)	2.90

Source: Primary data, processed with SPSS (2026).

Service quality had the highest mean (3.70). Attention to customer needs scored highest, whereas the cleanliness and arrangement of facilities scored lowest, which suggests that the physical service environment needs more consistent maintenance. Trust had the lowest mean of the three predictors (3.50), and professional reputation was its weakest item (3.39). Loyalty had the lowest mean of all variables (2.95), and continued preference despite competing prices or promotions was the weakest loyalty item (2.90). Loyalty is therefore weaker than customers'

evaluations of the service, which agrees with the preliminary survey: a positive service experience does not automatically produce strong loyalty.

Validity, Reliability and Classical Assumptions

All item–total correlations exceeded the critical value of 0.216, so all items were retained. Cronbach's alpha was 0.849 for customer loyalty, 0.911 for service quality, 0.865 for trust and 0.903 for satisfaction, all above 0.60. The Kolmogorov–Smirnov statistic for the unstandardised residuals was 0.067 (n = 83; asymptotic sig. = 0.200 > 0.05), so the residuals did not depart significantly from normality. Tolerance values were 0.496, 0.637 and 0.499 and VIF values 2.015, 1.570 and 2.003 for service quality, trust and satisfaction (Table 2), so there was no problematic multicollinearity. The residual scatterplot showed points spread above and below zero without a funnel or wave pattern, indicating no evident heteroscedasticity.

Table 2. Multicollinearity test

Predictor	Tolerance	VIF
Service quality (X_1)	0.496	2.015
Customer trust (X_2)	0.637	1.570
Customer satisfaction (X_3)	0.499	2.003

Source: Primary data, processed with SPSS (2026).

Multiple Linear Regression

Table 3 presents the regression coefficients, and Table 4 the model summary and F test.

Table 3. Multiple regression coefficients

Predictor	B	Std. error	Beta	t	Sig.
(Constant)	−0.382	0.584	–	−0.654	0.515
Service quality (X_1)	0.235	0.042	0.432	5.644	< 0.001
Customer trust (X_2)	0.220	0.061	0.241	3.575	0.001
Customer satisfaction (X_3)	0.232	0.051	0.344	4.513	< 0.001

Source: Primary data, processed with SPSS (2026). Dependent variable: customer loyalty.

Table 4. Model summary and F test

R	R^2	Adjusted R^2	Std. error of estimate	Durbin–Watson	F	Sig.
0.878	0.771	0.762	1.234	1.805	88.481	< 0.001

Source: Primary data, processed with SPSS (2026).

The estimated equation is $Y = -0.382 + 0.235X_1 + 0.220X_2 + 0.232X_3$. All three coefficients are positive and significant at the 0.05 level: service quality ($t = 5.644$; $p < 0.001$), customer trust ($t = 3.575$; $p = 0.001$) and customer satisfaction ($t = 4.513$; $p < 0.001$). The three hypotheses of partial effects are therefore supported. Jointly, the three variables have a significant effect on loyalty ($F = 88.481$; $p < 0.001$) and explain 76.2% of its variation (adjusted $R^2 = 0.762$); the remaining 23.8% is associated with factors outside the model. Service quality has the largest standardised coefficient ($\beta = 0.432$), followed by satisfaction ($\beta = 0.344$) and trust ($\beta = 0.241$).

Discussion

Service quality and loyalty

Customers who perceive that the barber delivers the requested haircut, shows skill, responds to consultation and pays attention to their needs report higher loyalty, all else being equal. This agrees with studies at Hunky Dory Barbershop [10], in a pandemic-era barbershop [11] and at Kaisar Barbershop, where service quality was the dominant factor [12], and with the general link

between service quality and favourable behavioural intentions [2]. It differs from the barbershop-chain study in which service quality affected loyalty only through satisfaction [15]. In the present model, service quality remains significant even when trust and satisfaction are included, which suggests that in a market with many alternatives customers reward the quality of each visit directly. The low score for cleanliness and arrangement of facilities indicates where improvement is most needed.

Customer trust and loyalty

Trust reduces uncertainty in a service in which the customer depends on the barber's skill and interpretation of a requested style. When customers believe the provider is reliable and professional, they are more willing to return than to risk an uncertain result elsewhere. This finding is consistent with the role of trust in relationship marketing [3], with the effect of trust on loyalty at Osing Barbershop [13] and in Garut barbershops [14], and with evidence from services outside barbering [7], [19]. Because professional reputation was the weakest trust item, clear service standards, consistent results and credible customer testimonials could strengthen this relationship.

Customer satisfaction and loyalty

Satisfaction reflects the customer's evaluation of the whole experience, including waiting, comfort, communication and payment, not only the haircut. The positive effect agrees with the view that satisfaction is a precondition for loyalty [4] and with barbershop and banking studies in which satisfaction raised loyalty [11], [14], [20]. A single satisfying visit, however, may not secure long-term preference in a competitive market [5], [16], which is consistent with the low loyalty score for preference despite competing offers. Short feedback forms at the end of each visit would help the barbershop identify recurring problems.

Joint effect, implications and limitations

The three variables describe complementary aspects of the service relationship: service quality is what customers perceive during the visit, trust is their confidence in the provider and satisfaction is their evaluation of the experience. Improvements in one area are likely to reinforce the others [6], [8], [9]. For management, the results support an integrated retention strategy that maintains consistent haircut quality, strengthens barber communication and skill, improves the cleanliness of facilities, monitors the process from queueing to payment and builds a credible professional reputation [21].

The results should be interpreted with care. The sample consists of 83 customers of one barbershop in one city and is concentrated among young men. The cross-sectional questionnaire captures stated perceptions and intentions rather than actual repeat visits, and the mediating role of satisfaction found in other studies [6], [15] was not tested. Future studies could include several barbershops, a broader respondent profile, mediation analysis and additional variables such as price fairness, brand image and promotion.

4. Conclusion

Service quality, customer trust and customer satisfaction each have a positive and significant effect on customer loyalty at Bigboss Barbershop in Banda Aceh City, which answers the three research questions. Service quality had a coefficient of 0.235 ($t = 5.644$; $p < 0.001$), trust 0.220 ($t = 3.575$; $p = 0.001$) and satisfaction 0.232 ($t = 4.513$; $p < 0.001$). Jointly, the three variables significantly affect loyalty ($F = 88.481$; $p < 0.001$) and explain 76.2% of its variation, with service quality the strongest predictor. Bigboss Barbershop should therefore maintain consistent haircut quality, improve the cleanliness and arrangement of its facilities, strengthen its professional reputation and monitor customer satisfaction regularly to convert satisfied customers into loyal ones.

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Authors' contributions and responsibilities

Muhammad Rakha Hermawan: conceptualization, methodology, investigation, writing – original draft. Amelia: supervision, validation, writing – review & editing. Sulfitra: formal analysis, data curation, visualization. All authors approved the final version of the manuscript and are accountable for its content.

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Availability of data and materials

The questionnaire responses and SPSS output analysed in this study can be obtained from the corresponding author on reasonable request.

Competing interests

The authors have no competing interests to declare.

Ethical approval

This research was a non-interventional consumer survey of adult customers about their perceptions of a commercial service, and it did not involve sensitive personal information; it was therefore not submitted to an ethics committee. Customers completed the questionnaire voluntarily after being told its purpose, and no names or other identifying details were recorded.

Declaration of generative AI use

The authors used Claude (Anthropic) to improve the English wording and structure of the manuscript and to check that the statistics reported in the text matched the tables. The tool was not used to collect or analyse the data or to generate findings. All AI-assisted text was reviewed and edited by the authors, who take full responsibility for the content of this article.

Additional information

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