

## Barbershop trend information system

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### ARTICLE INFORMATION

*Article History:*

Received: 08 February 2022

Final Revision: -

Published Online: 01 August 2022

### KEYWORDS

Quality of service  
Customer satisfaction  
Importance performance

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### ABSTRACT

This research has a purpose to determine the performance and customers expectations about the service quality of Real7 Barbershop which expected by customers after receiving services from Real7 Barbershop and what should be improved in the services provided by Real7 Barbershop. The samples are taken using simple random sampling method. Simple random sampling is a sampling design in which every single element in the population has a known and equal probability to be selected as a subject. Data analysis are in this research using Analysis of Importance Performance. The results of this research prove that the level of customer expectations of service quality in Real7 Barbershop Yogyakarta is 3.78, where the value is in the condition of customers have high expectations of service quality in Real7 Barbershop Yogyakarta. While, the level of customer performance service quality in Real7 Barbershop Yogyakarta is 4.15, where the value is in good condition of the customer service quality at Real7 Barbershop Yogyakarta. From the servqual analysis results all items are in a positive gap so that customers are satisfied with the quality of services provided by Real7 Barbershop. Conclusively, the five-dimensional servqual value is positive, which indicated that, the overall quality of the service provided by the firm (Real7 Barbershop) meets customer expectations. Factors that must be modified are in quadrant 1, which is the comfort level of the waiting room and the level of cleanliness.

## I. Introduction

The rapidly changing times are directly proportional to the socio-cultural changes in society, including a lifestyle that is increasingly influenced by the current of modernization. Everything can be accessed through technological sophistication, so that what is the current trend is used as a benchmark for everyone. Both in terms of fashion, food, movies, etc.

Activities in public spaces require everyone to perform optimally. Every element in a person's appearance is considered in detail. Not only for women who are known to be very concerned about appearance and body care, both skin, hair and makeup. This phenomenon also applies to men, who are now starting to pay attention to their appearance and body care. The tendency of men who start doing hair, skin, nail care etc. used by business people. The emergence of barber shops which are now starting to mushroom seems to answer the needs of men for self-care.

Barber shop is the choice for today's men to do hair care and cutting. Barber shop offers haircut services with a more modern concept, both current hairstyle trends and the tools used to cut hair. Barber shops provide services that are more private for men than salons that are mostly

women or ordinary barbershops. Barber shop services not only provide haircuts but also provide services such as hair spa cream bath, hair cosmetic, and hair toning etc. Therefore, the barber shop is very suitable for the desires and needs of men to do hair care in Faris, the Barber shop is an innovation or development of fashion. Where formerly a barber shop was often called a barber. In ancient times the barbershop business started from itinerant barbers,

to permanent ones, ranging from open barbershops under trees, to simple shaving places often called "Cutting Madura Hair". All of these barbershop business models have proven to be able to continue to exist and get segmented customers.

## II. Method

### 2.1. Dependent Variable

The dependent variable is often referred to as the output variable, criteria, consequent. In Indonesian it is often referred to as the dependent variable. what is meant by the dependent variable is: 50 The dependent variable is the variable that is affected or the result, because of the independent variable. Customer satisfaction as a variable

(Y) Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance (results) of a product with their expectations.

## 2.2. Operationalization of Research Variables

In every research there must be research variables. Operationalization of variables is an indicator used in the preparation of research. In this study, there were three variables studied, consisting of two independent variables and one dependent variable. The first independent variable (X1) is service quality. The second independent variable (X2) is price. Then the only dependent variable (Y) in this study is customer satisfaction. To perform data processing, other elements are needed related to variables such as the concept of variables, dimensions, indicators, measures, and scales where the research variables will be measured with an ordinal scale.

Variable Operations important aspects of a study, because with variables researchers can perform data processing that aims to solve research problems or answer research hypotheses. These variables are then operationalized based on the dimensions, indicators, measurements, and research scale. The further explanation regarding the definition and operationalization of research variables is as follows.

## 2.3. Definition of Research Variables

The term variable can be interpreted in various ways. In this paper, variables are defined as everything that will be the object of research observation. Research variables are basically everything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. In this study there are two variables, namely the dependent variable and the independent variable. This variable involves three variables, namely service quality variable (X1), price (X2), as the independent variable and customer satisfaction (Y) as the dependent variable.

## 2.4. Independent Variable Variable

These are often referred to as stimulus, predictor, antecedent variables. In Indonesian it is often called the independent variable. what is meant by independent variables are: Independent variables are variables that affect or are the cause of changes or the emergence of the dependent variable (bound).

1. Quality of service as a variable (X1)  
Service quality is the expected level of excellence and control over the level of excellence to meet customer desires Fandy Tjiptono (2016: 284).
2. Price as a variable (X2)

Price is the amount of money charged for a product and service or the amount of value that customers exchange for the benefits of having or using a product or service.

## 2.5. Population and Sample

In this study, the author needs an object or subject so that the problem can be solved. The population is the object in this study by determining the population, the researcher will be able to perform data processing. And to facilitate data processing, the author will take part of the number and characteristics possessed by the population called the sample. The research sample was obtained from certain sampling techniques.

### Population

Population is a generalization area consisting of objects or subjects that are certain quantities and characteristics determined by researchers to be studied and then conclusions are drawn.

### Sample

Understanding the sample is part of the number and characteristics possessed by the population. The sample is part of the population that is taken through certain, clear and complete ways that are considered representative of the population. This 4.5 Discussion

After doing the analysis and design, the author continues with realizing the results which will later be used to test the suitability of the application with the system that has been designed in the previous chapter and in this section is a discussion of the results of the implementation of the system, the results of this implementation are a program display when the application is running. on the user: login, Admin, registration and technician. In this section, we will show screenshots of the applications that have been built and will be explained in detail.

## III. Results and Discussion

This Barbershop website can already be used and used for ordering. The following are the steps for using the current website and the existing website in the Barbershop.

### 3.1. System Requirements

System requirements are the stages where tools are used as supporting tools in order to build an application that is collected so that it can be used immediately, Saving system and using visual studio code as software to create website pages, phpMyAdmin as software for database systems.

### 3.2. System creation

In making this program using the programming language in the form of PHP. The reason why using PHP as a programming language, is because PHP is open source, compatible with various OS such as Linux, Unix, Mac and Windows which is greatly enhanced by combining MySQL, flexible and dynamic where this programming language offers more flexibility than others so that the combination for good graphic display.

### 3.3. System Implementation

The implementation of this system is a stage of implementation carried out by an approved system including programs that have been made at the system design stage that will be ready for operation. The implementation of this internet-based system is carried out by the PHP programming language with the database used is MySQL. In this PHP application, it can be run with various operating system platforms and hardware. However, the full implementation and testing is only done using PC hardware (personal computer) with Microsoft Windows operating system.

### 3.4. Discussion

After doing the analysis and design, the author continues with realizing the results which will later be used to test the suitability of the application with the system that has been designed in the previous chapter and in this section is a discussion of the results of the implementation of the system, the results of this implementation are a program display when the application is running. on the user: login, Admin, registration and technician. In this section, we will show screenshots of the applications that have been built and will be explained carefully

#### Steps for designing a website using the PHP Native application

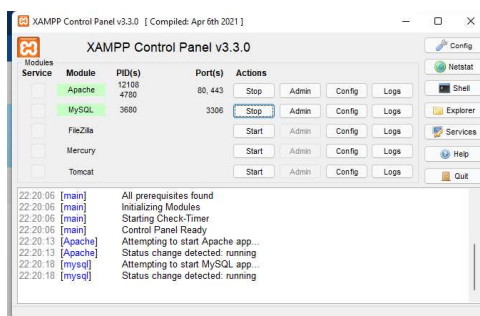


Figure 1. Xampp

- 1) Display sublime text 3 application  
In the sublime text 3 application display, the author can design, build, code in the website creation process



Figure 2. Sublime Text 3 application display

- 2) Display the program using the sublime text application or PHP Native

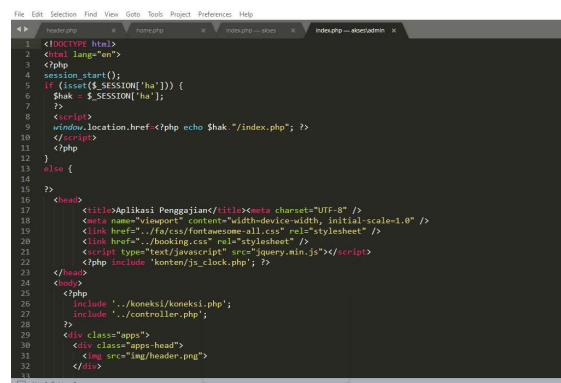


Figure 3. Program display

- 3) Login page display  
The officer opens the application and will see a login form. then fill in the Username and Password if it is correct it will go directly to the main page but if it is wrong it will display a failed message and remain on the login form.



Figure 4. Login screen

- 4) Main menu display  
The main page will appear when the officer correctly enters the password, which contains several menus in it.

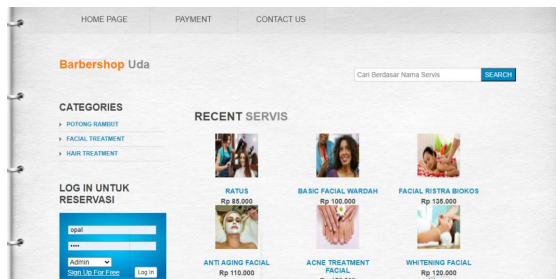


Figure 5. The main menu appears

- 5) Customer data page display  
This view is the view that will appear when a category type is selected on the page or adds new customer data who wants to register

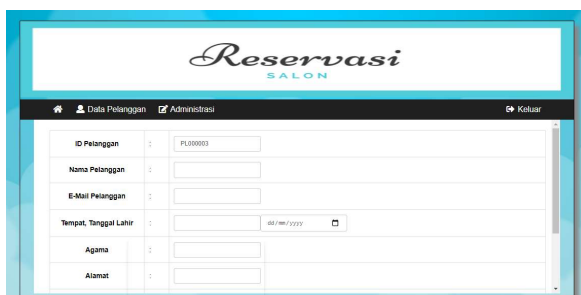


Figure 6. Display customer data

- 6) Customer input page view  
On this page there are the names of customers in this menu, you can also add new customer data, and can edit data and delete it.

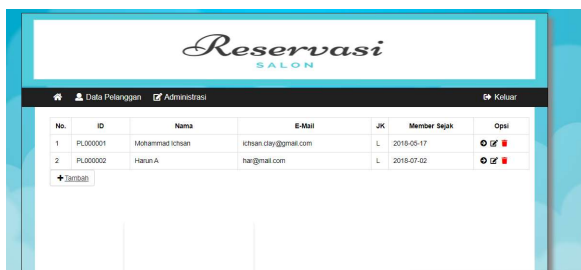


Figure 7. Display customer data input

- 7) Transaction data menu  
In this transaction menu there is a menu of transactions, totals, and the names of stored customers.

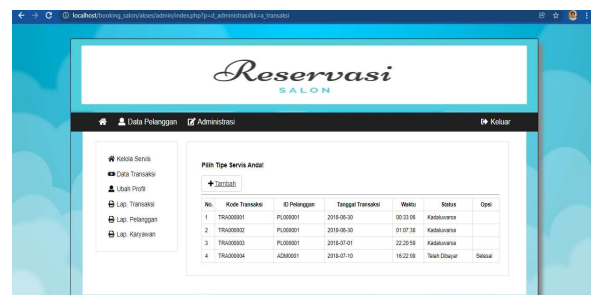


Figure 8. Transaction data menu

- 8) Report print menu  
This menu contains reports that will be printed according to the required month or print period.

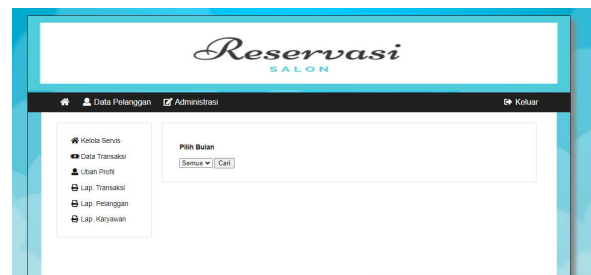


Figure 9. Display of the report print menu

- 9) Generated report menu (printout)  
This menu displays a print out of the reports generated, both per customer reports and period reports.

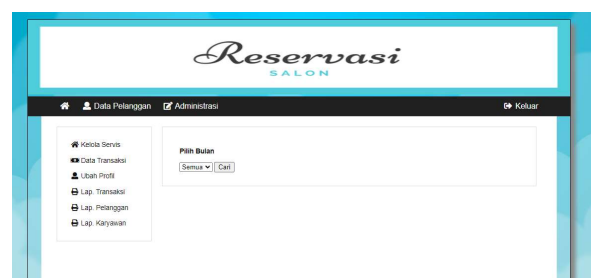


Figure 10. Print menu of the resulting

This is due to the limitations that researchers have in conducting research both in terms of time, energy, and too large a population. Therefore, the sample taken must be truly representative (really representative).

## IV. Conclusion

Based on the results of the discussion that has been described in previous chapters, here the author can draw the following conclusions:

1. By using a computerized system and application design, all data can be stored neatly, data or

information processing can be done quickly, precisely and accurately compared to systems that have not been computerized

2. With this student savings information system, it is expected to be faster, more effective and provide many conveniences, such as inputting, storing transaction data and reporting transactions per period.

## V. Suggestion

Some suggestions for the development of this system are:

1. This system can be further developed by adding more complete menus or features.
2. This application can be developed by adding a print account function.

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