

THE INFLUENCE OF JOB SKILL AND SERVICESCAPE ON CONSUMER SATISFACTION AT VAL BARBERSHOP IN SOLOK CITY

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ABSTRACT

To support the success of a business and customer satisfaction, Val Barbershop and other developing barbershops need human resources or employees who already have skills in their field. As well as servicescape which is a physical design that can support placement and segmentation strategies. Thus, this research aims to determine the influence of job skills and servicescape on consumer satisfaction. This type of research is correlative research with a quantitative approach. The population of this study are consumers who visit and use services at Val Barbershop in Solok City, with an average of 10 visitors/day or 300 people/month. The sampling technique used in this research is incidental sampling. The data used is primary data obtained from questionnaires distributed to 100 respondents who are consumers who visit and use services at Val Barbershop in Solok City. Partially, the research results show that job skills influence consumer satisfaction and servicescape influences consumer satisfaction. Meanwhile, job skills and servicescape simultaneously influence consumer satisfaction. And the coefficient of determination test shows the results that consumer satisfaction is influenced by job skills and servicescape variables as much as 28.3%, and the remaining 71.7% is influenced by other variables outside the variables of this research.

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1. INTRODUCTION

Along with the rapid development of the business world in Indonesia, many of them have been established one after another. Of course, this creates competition in terms of winning consumers. This condition results in businesses being required to create competitive advantages in their business, so that they are able to compete sustainably. Enterprises or businesses that want to develop and gain a competitive advantage must be able to provide products in the form of quality goods or services, and be able to provide the best service to consumers [1].

Consumer satisfaction is one of the goals of every enterprise or business being developed. Mardiana, [2], states that consumer satisfaction is a condition where the consumer's needs, desires and expectations for a product or service are appropriate and fulfilled with the appearance of the product or service being developed. To fulfill consumer satisfaction, a business must hard to meet the needs of each consumer, namely by creating an effective strategy so that its product is able to provide satisfaction and is able to compete in the market. By creating this attractive and unique product, it will result in consumers becoming more loyal and the profits obtained will also be satisfying. The profits obtained will then lead to the business becoming more developed day by day [3].

Barbershop is one of the Small and Medium Enterprises (SMEs) which has an important role in the economy in Indonesia, because it can provide employment opportunities and produce output that is useful for society. This output cannot be separated from the quality of service provided by the barbershop to consumers. By continuously improving the quality of service, a barbershop will win business competition or businesses which are currently developing rapidly. Good service quality will show productivity and ability to produce customer satisfaction.

In the past, our people knew hair cutting or barbershops as salons. However, nowadays, salons have become synonymous with haircuts for women. Meanwhile, for men, the haircut or barber shop, which was originally a salon, has changed its name to a more modern name, namely barbershop. Apart from the different names, the care provided is also different, apart from cutting or trimming hair, barbershops also provide more specialized services, namely facial hair care such as mustaches and

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beards. Meanwhile, salons specifically for women provide services such as hair extensions to straightening or curling hair, and things like this are not needed by men who mostly have short hair [4].

Currently, barbershop services are increasing, including cream baths and massage sessions after haircuts. And there are also several barbershops that are starting to expand into hair coloring sessions, such as one of the well-known barbershops in Indonesia, namely Captain Barbershop which is located in Central Jakarta. This barbershop not only provides hair coloring services to cover gray hair, but also dyes hair with dream colors which are a trend nowadays. This makes almost all existing barbershops increasingly compete to improve services and facilities which they feel are really needed so that men can always be confident in their appearance [4].

The location that will be used in this research is Val Barbershop in Solok City. Val Barbershop is one of the barbershops that is quite popular in the Solok City area, West Sumatra Province. This barbershop carries an elegant, minimalist concept and contains elements of art that give a comfortable impression to consumers. Its strategic location and in the city center makes Val Barbershop a barbershop that can be a good choice for men to cut their hair. However, with the large number of barbershops currently developing, these entrepreneurs or businesses are required to be more creative and innovative in fulfilling desires and needs with the aim of providing satisfaction to consumers.

To support business success and customer satisfaction, Val Barbershop and other developing barbershops need human resources or employees who already have skills in their field. Human resources are an important part of work activities. This is related to issues of work quality and work achievement. Because they have an important role, human resources must be managed in such a way that they are effective in achieving the vision, mission and goals of a venture or business being developed. The way that can be done in developing human resources is by improving the job skills of employees.

Job skills can be defined as an ability and capacity obtained through systematic and sustainable efforts, smoothly and adaptively in carrying out complex activities, or job functions that involve ideas or cognitive skills, technical matters or skills, and people or interpersonal skills, [5]. One way a person's job skills can be obtained is through training. Through articles from the website www.infopublik.solokkota.go.id [6], Solok City Government through the Department of Investment and One Stop Integrated Services in collaboration with the UPT Job Training Center (BLK) Padang Panjang held barbershop training for Job Seekers (Pencaker) in Solok City. This activity, which will be held in the Kampung Jawa Subdistrict Office Hall in Solok City, is planned to be carried out for 20 days, starting on Thursday, December 2 2021. This training was attended by 32 job seekers who were divided into 2 batches, with 16 participants in each batch. Head of the Information, Advocacy and Manpower Services Division, Sisvamedi, in his speech said that this barbershop training was to develop the abilities and potential of job seekers in the barbering sector so that it could help the family's economy or create jobs.

As for Val Barbershop in Solok City developed with the concept of maximizing the best service by providing employees who are relatively young, have sufficient experience, master various up to date and trendy men's haircut styles, are able to communicate well with consumers, and are able to provide solutions to complaints regarding hair consumer. As for now, Val Barbershop in Solok City has 4 (four) employees men and only serves male visitors. The considerations in choosing job skills as a factor that influences consumer satisfaction, apart from the conditions existing at Val Barbershop, are based on research conducted by Brigitha et. al. [7], Layuk et. al. [8] as well as research conducted by Pertiwi and Rismayanti [9], which states that job skills influence consumer satisfaction. Brigitha et. al. [7], stated that with mastered job skills, the quality of work and presentation of information can be conveyed well. So that consumers feel safe and comfortable with the quality of the work carried out by employees in a business.

Servicescape is one manifestation of the barbershop business itself, which can influence consumer behavior and responses to the services provided by the barbershop. The use of creative physical design can support placement and segmentation strategies and achieve specific marketing goals such as consumer satisfaction [1]. Lovelock et. al. in Purnama [1], defines *servicescape* as the physical environment where services are provided to consumers. The existence of *servicescape* elements in a business, or in this case a barbershop, means that barbershop owners will compete to be the best, in terms of comfort from the physical design of the barbershop itself which can provide satisfaction to its customers.

Val Barbershop in Solok City itself is designed with a very unique and luxurious feel and seems simple and comfortable in the eyes of consumers. Starting from coloring the walls of the room, designing the interior with black and red nuances, as well as several accessories or displays with a men's theme.

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The success of a business or barbershop itself really depends on the servicescape it has, because they can know how to adapt to a market that is constantly changing from time to time, [1]. The considerations in choosing servicescape as a factor influencing consumer satisfaction are based on research conducted by Gosal et. al. [10], Dewi [11], and Muliana and Hadian [12] who state that servicescape influences consumer satisfaction.

Literature Review

Consumer satisfaction

According to Philip Kotler in Yuliza et. al. [13], consumers can experience one of three general levels of satisfaction, namely if the performance is below expectations, the customer will feel disappointed, but if the performance meets expectations, the consumer will feel satisfied and if the performance exceeds expectations, the consumer will feel very satisfied, happy or happy, [13]. Arianty, et. al. in Muliana and Hadian [12], stated that consumer satisfaction is the consumer's feeling after feeling the difference between what they have received and their desired expectations. According to Kotler and Keller in Purnama, [1], in general, satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product or result against their expectations. Thus, from the definitions above, it can be concluded that consumer satisfaction is a condition that describes the consumer's feelings of pleasure or disappointment regarding the needs, desires and hopes through the products produced by the business or business in question.

Job Skills

According to Dewi and Mulyatiningsih in Safria and Nasrah [14], skills are the main provision that a person must have to be developed in producing a product (both goods and services) that has selling value. According to Wahyudi in Pranata [15], job skills are skills or expertise to do a job that are only obtained in practice and can be mastered through learning, and can be improved through learning and help from other people. According to Moeheriono in Nurhasanah [16], job skills are defined as the ability to carry out work based on operational guidelines/juknis or instructions from superiors. Thus, from the definitions above, it can be concluded that job skills are a person's skills or expertise or ability to do a job, which is obtained based on instructions from superiors, or obtained through learning from other people and can improve their achievements, so that they receive compensation in accordance with the achievements obtained.

Servicescape

According to Yazid in Wartama and Thahir [17], servicescape is something that includes the physical environment. Where, this environment is created, created by humans, or created from other forms of tangible communication such as: business cards, letters, notes, service guarantees, and prices. According to McDonnell and Hall in Ferdinal and Tjahjawati [18], servicescape is a physical environment where product encounters occur which influence consumer perceptions of the perceived quality of the physical environment (servicescape) and further influence internal responses (level of consumer satisfaction) and external responses (behavior). to subscribe and repurchase), [18].

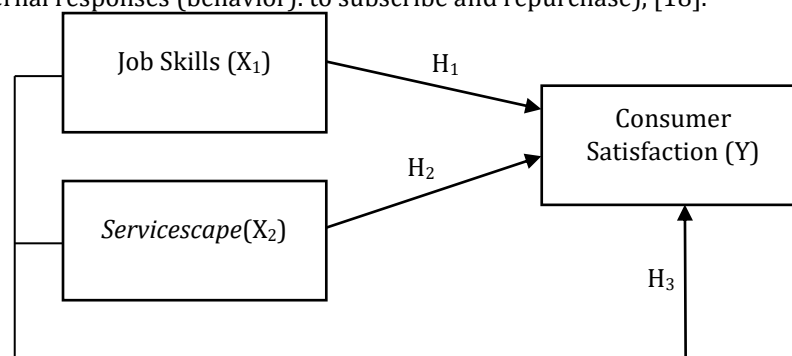


Figure 1. Research Conceptual Framework

Research Hypothesis

The hypothesis in this research is as follows.

- H₁ : It is suspected that job skills influence consumer satisfaction at Val Barbershop in Solok City.
- H₂ : It is suspected that Servicescape influences Consumer Satisfaction at Val Barbershop in Solok City.
- H₃ : It is suspected that job skills and servicescape simultaneously influence consumer satisfaction at Val Barbershop in Solok City.

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2. METHOD

This research is correlative research. Sappaile [19] states, correlative research is research used to determine the relationship between the independent variable (X) and the dependent variable (Y). This research uses a quantitative approach. Mazidah [20], stated that this approach is used to test objective theories by examining the relationships between variables. The objects that will be used in this research are consumers who visit Val Barbershop in Solok City. The location that will be used for this research is Val Barbershop which is located at Jl. A. Yani No. 121, Ex. VI Tribe, District. Lubuk Sikarah, Solok City, West Sumatra.

The types of data used in this research are quantitative data and qualitative data. The quantitative data in this research is data obtained from questionnaires distributed to consumers who visit and use services at Val Barbershop in Solok City as a research instrument. The qualitative data in this research is in the form of employee data, organizational structure and theories related to research at Val Barbershop in Solok City. The data sources in this research are primary data and secondary data. The primary data used in this research are the results of filling out questionnaires by respondents, namely consumers who visit and use services at Val Barbershop in Solok City. Secondary data in this research includes data from the business or enterprise concerned, previous research literature, journals related to the problem being researched, and electronic media or the internet.

The population in this study are consumers who visit and use services at Val Barbershop in Solok City, with an average of 10 visitors/day or 300 people/month. In this research, the sample design used was nonprobability sampling and used incidental sampling techniques. This research will involve 100 respondents, namely consumers who visit and use services at Val Barbershop in Solok City. Data collection techniques in this research were carried out in several ways, namely observation, interviews, questionnaires and documentation.

Definition of Operational Research

The variables used in this research include: 1) Dependent Variable, namely Consumer Satisfaction (Y); 2) Independent variables, namely Job Skills (X_1) and Servicescape (X_2).

Table 1 Definition of Operational Research

Research variable	Operational definition	Indicator	Measurement Scale
Job Skills (X_1)	Job skills are skills or expertise to do a job that are only obtained in practice, which can be mastered through learning, and can be improved through learning and help from other people [16].	1. Ability or Skills in Cutting and Shaving Consumers' Hair 2. Ability or Skills in Determining Consumer Hair Patterns and Models 3. Ability or Skills in Communicating with Consumers 4. Ability or Skills in Providing Solutions to Consumers' Hair Complaints [16]	Likert scale
Servicescape (X_2)	<i>Servicescape</i> is something that includes the physical environment of the service, the environment created by humans, or other forms of tangible communication such as: business cards, letters, notes, service guarantees, and prices. Servicescape elements can be influenced by interior attributes and exterior attributes. [17]	1. Dimensions of Environmental Conditions: a. Temperature b. Lighting c. Color d. Smell e. Surrounding environmental noise	Likert scale

Research variable	Operational definition	Indicator	Measurement Scale
Consumer Satisfaction (Y)	Consumer satisfaction is a condition where the consumer's needs, desires and expectations for a product are in accordance with or fulfilled by the appearance of the product [12]	f. Cleanliness of the surrounding environment 2. Dimensions of Spatial Layout and Function a. Spatial b. Equipment layout c. Tool functionality 3. Dimensions of Signs, Symbols, Artifacts a. Name plate b. Décor [21] 1. Willingness To Recommend 2. Conformity to Expectations or Overall Satisfaction 3. Interested in Returning [11]	Likert scale

Data analysis technique

In this research, there was several data analyzes using the SPSS version 22 application. And the data analysis techniques used were as follows:

a. Test Research Instruments

This test consists of 2 parts, namely: (1) Validity Test, aims to determine the extent of the validity of the data obtained from distributing the questionnaire and is able to produce accurate data in accordance with the purpose of the measurement [1]; and (2) Reliability Test, used to show that the questionnaire is consistent when used to measure the same symptoms [1].

b. Multiple Linear Regression Analysis

Used to see the relationship between variables dependent with independent variables. The regression equation is used as a forecasting method, where the regression equation used this time is a multiple linear regression equation.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :

Y : Consumer Satisfaction

α : Constant

b_1 : Job Skills Coefficient

b_2 : Servicescape Coefficient

X_1 : Job Skills

X_2 : *Servicescape*

e : Error

c. Hypothesis testing

This hypothesis test consists of 2 parts, namely: (1) Partial Regression Coefficient Test (t Test), this test is used to show how far the influence of the independent variables or independent variables individually is in explaining variations in the dependent variable or dependent variable, [22]; and (2) Simultaneous Regression Coefficient Test (F Test), this test is carried out to determine the effect of all independent variables or independent variables contained in the model together (simultaneously) on the dependent variable or dependent variable, [22].

d. Coefficient of Determination Test (R^2)

This test uses multiple correlation analysis to measure the strength of the assumptions between the independent variable and the dependent variable.

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3. RESULT AND DISCUSSION

Research result

This research discusses the influence of job skills and servicescape on consumer satisfaction at Val Barbershop in Solok City. This research is aimed at consumers who visit and use services at Val Barbershop in Solok City. Data collection in this research was carried out by distributing questionnaires to every visitor who was willing to be a respondent in this research. So, during 15 days of data collection, 100 respondents were obtained. Based on data obtained through distributed questionnaires, the following is a general description of the research respondents, divided based on their characteristics.

Table 2 Characteristics of Research Respondents

No.	Information	Quantity (people)	Percentage (%)
Age			
1.	17-25 Years	47	47
2.	26-34 Years	34	34
3.	35-43 Years	18	18
4.	44-52 Years	1	1
Total		100	100
Work			
1.	Not yet working	3	3
2.	Students	19	19
3.	Skilled Occupations (PNS, Teachers, Doctors, Police, etc)	14	14
4.	Self-employed	50	50
5.	Employees/Private Employees	7	7
6.	Other	7	7
Total		100	100

Test Research Instruments

Validity test

Table 3 Instrument Validity Test Results

Variable	Items	r count	r table	Information
Job Skills (X ₁)	X _{1.1}	0.755	0.1966	Valid
	X _{1.2}	0.836	0.1966	Valid
	X _{1.3}	0.862	0.1966	Valid
	X _{1.4}	0.786	0.1966	Valid
	X _{1.5}	0.736	0.1966	Valid
	X _{1.6}	0.753	0.1966	Valid
Servicescape (X ₂)	X _{2.1}	0.582	0.1966	Valid
	X _{2.2}	0.597	0.1966	Valid
	X _{2.3}	0.612	0.1966	Valid
	X _{2.4}	0.739	0.1966	Valid
	X _{2.5}	0.579	0.1966	Valid
	X _{2.6}	0.577	0.1966	Valid
	X _{2.7}	0.702	0.1966	Valid
	X _{2.8}	0.619	0.1966	Valid
	X _{2.9}	0.611	0.1966	Valid
	X _{2.10}	0.679	0.1966	Valid
	X _{2.11}	0.713	0.1966	Valid
	X _{2.12}	0.645	0.1966	Valid
	X _{2.13}	0.616	0.1966	Valid
Consumer Satisfaction (Y)	Y.1	0.555	0.1966	Valid
	Y.2	0.567	0.1966	Valid
	Y.3	0.680	0.1966	Valid
	Y.4	0.699	0.1966	Valid
	Y.5	0.696	0.1966	Valid

Variable	Items	r count	r table	Information
	Y.6	0.722	0.1966	Valid
	Y.7	0.731	0.1966	Valid
	Y.8	0.637	0.1966	Valid

The table above shows the results of the validity test of the Job Skills (X_1), Servicescape (X_2), and Consumer Satisfaction (Y) instruments. The validity of the instrument can be seen through the Pearson Correlation column. If the r count obtained is greater than r table ($|r \text{ count}| > r \text{ table}$), then the instrument is declared valid. In this study, the r table value is 0.1956 ($df = 99$), with a significance level of 5% using a two-tailed test. The Job Skills (X_1), Servicescape (X_2), and Consumer Satisfaction (Y) instruments are declared valid as a whole, because the $|r \text{ count}| > r \text{ table}$. So that the data obtained can be used for further testing.

Reliability Test

Table 4 Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Information
Job Skills (X_1)	0.875	6	Reliable
Servicescape (X_2)	0.877	13	Reliable
Consumer Satisfaction (Y)	0.815	8	Reliable

Reliability is an index that shows that the data used can be trusted or reliable. The coefficient value of the test results ranges from 0-1, where the closer it is to 1, the more reliable it is. The table above shows that the Cronbach's Alpha value of all variable instruments in this research is above 0.6. So it can be concluded that overall, the instruments in this research variable are declared reliable. So, the data obtained can be used for subsequent testing.

Multiple Linear Regression Analysis

Table 5 Results of Multiple Linear Regression Analysis

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	12,740	3,401		3,746
	Job Skills	,300	,103	,271	2,921
	Servicescape	,226	,057	,366	3,942

a. Dependent Variable: Consumer Satisfaction

From the results of the multiple linear regression analysis obtained above, an equation can then be created as follows:

$$Y = 12,740 + 0,300X_1 + 0,226X_2 + e$$

And from the equation above it can be explained that:

- In this regression equation, the constant value is 12.740. Thus, if the independent variable is assumed to be constant or equal to zero, then Consumer Satisfaction will remain at 12,740.
- The regression coefficient value for the Job Skills variable (X_1) is 0.300 and is positive. Thus, it can be interpreted that, if Job Skills (X_1) increase by one unit, then Consumer Satisfaction (Y) will also increase by 0.300 units, assuming the Servicescape variable (X_2) has a fixed value or is equal to zero.
- The regression coefficient value for the Servicescape variable (X_2) is 0.226 and is positive. Thus, it can be interpreted that, if Servicescape (X_2) increases by one unit, then Consumer Satisfaction (Y) will also increase by 0.226 units, assuming the Job Skills variable (X_1) has a fixed value or is equal to zero.

Based on the multiple linear regression analysis above, it can be concluded that the Job Skills (X_1) and Servicescape (X_2) variables have a positive effect on Consumer Satisfaction (Y) at Val Barbershop in Solok City.

Hypothesis testing

Partial Regression Coefficient Test or t Test

Table 6 t Test Results (Partial)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	12,740	3,401		3,746	,000
	Job Skills	,300	,103	,271	2,921	,004
	Servicescape	,226	,057	,366	3,942	,000

a. Dependent Variable: Consumer Satisfaction

Based on the test results above, the following results were obtained:

1. The Job Skills variable (X_1) has a t count of 2.921 with a significance of 0.004 and t table ($\alpha=0.05$; $df=97$) is 1.98472. Because t count > t table, namely $2.921 > 1.98472$, or the sig t value ($0.004 < \alpha$ (0.05)), then H_1 is accepted. This shows that, Job Skills (X_1) partially influence Consumer Satisfaction (Y) at Val Barbershop in Solok City.
2. The Servicescape variable (X_2) has a t count of 3.942 with a significance of 0.000 and t table ($\alpha=0.05$; $df=97$) is 1.98472. Because t count > t table, namely $3.942 > 1.98472$, or the sig t value ($0.000 < \alpha$ (0.05)), then H_2 is accepted. This shows that Servicescape (X_2) has a partial effect on Consumer Satisfaction (Y) at Val Barbershop in Solok City.

Simultaneous Regression Coefficient Test or F Test

Table 7 F Test Results (Simultaneous)

		ANOVA ^a				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	225,343	2	112,672	19,118	,000 ^b
	residuals	571,657	97	5,893		
	Total	797,000	99			

a. Dependent Variable: Consumer Satisfaction

Based on the table above, F count is 19.118 and F table ($\alpha=0.05$; $df_1=2$; $df_2 = 97$) is 3.09. Because F count > F table, namely $18.868 > 3.09$, or the sig value F ($0.000 > \alpha$ (0.05)), then H_3 is accepted. This shows that Job Skills (X_1) and Servicescape (X_2) simultaneously (together) influence Consumer Satisfaction (Y) at Val Barbershop in Solok City.

Coefficient of Determination Test

Table 8 Test results Coefficient Determination

		Summary Model ^b			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	,532 ^a	,283	,268	2,428	

a. Predictors: (Constant), Job Skills; Servicescape

b. Dependent Variable: Consumer Satisfaction

Based on table above, the coefficient of determination (R^2) is 0.283 or 28.3%. This can be interpreted as saying that Consumer Satisfaction (Y) at Val Barbershop in Solok City is influenced by the Job Skills variable (X_1) and the Servicescape variable (X_2) by 28.3%. And the remaining 71.7% is influenced by other variables outside the variables in this research, such as Information Quality [23], Service Quality [24], Price [25], Atmosphere [26], Product Quality [27], Emotional [28], Experiential Marketing [29], Display Layout [27], Product Variation [27], Trust [30], Perceived Usefulness [31], Taste [32], Facilities [33], Marketing Mix [24], and others.

Discussion of Research Results

The Influence of Job Skills on Consumer Satisfaction

Based on the research results, Job Skills (X_1) partially influence the Consumer Satisfaction variable (Y) at Val Barbershop, Solok City. So, it can be seen that H_1 is accepted. And from the results of multiple linear regression analysis, the Job Skills variable (X_1) has a positive value, which means that the higher the job skills of employees at Val Barbershop, Solok City, the higher the customer satisfaction. The results of this research are in line with research conducted by Brigitha et. al. [7], Layuk et. al. [8] as

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well as research conducted by Pertiwi and Rismayanti [9], which states that job skills influence consumer satisfaction. Satisfaction can be interpreted as a person's feeling of satisfaction, pleasure and relief due to consuming or using a product in the form of goods or services to get what they want. Because consumer satisfaction really depends on the perceptions and expectations of the consumer, as a product supplier you need to know the factors that influence it. One of them is the skills of employees who job in a business, which in this case is a barbershop. Skills are a person's ability to apply knowledge into action, one of which is an employee's skills obtained through education or training. The better the job skills of an employee, the more satisfaction it will provide to consumers who use the products of a business. On the other hand, if an employee does not have adequate skills, this can result in various things, ranging from minor deviations to the service standards of a business, to fatal errors that can reduce the quality of a business's services.

The Influence of Servicescape on Consumer Satisfaction

Based on the research results, Servicescape (X_2) partially influences the Consumer Satisfaction variable (Y) at Val Barbershop, Solok City. So, it can be seen that H_2 is accepted. And from the results of multiple linear regression analysis, the Servicescape variable (X_2) has a positive value, which means that the higher the servicescape at Val Barbershop in Solok City, the higher the customer satisfaction. The results of this research are in line with research conducted by Gosal et. al. [10], Dewi [11], and Muliana and Hadian [12], who state that Servicescape influences Consumer Satisfaction. Servicescape is the environment in which a product or service is delivered and in which a company and its consumers interact, as well as any tangible components that facilitate the display or communication of a product or service. Servicescape is closely related to the style and physical appearance and other experience elements encountered by consumers at the product or service delivery place, which in this case is the barbershop. The concept of a comfortable servicescape is able to influence consumers' thoughts and feelings which ultimately leads to satisfaction with the supportive atmosphere in the surrounding environment. So a good servicescape can influence consumer satisfaction with the goods or services received.

In this case, the environmental conditions in Val Barbershop Solok City are very good, so that customers can feel comfortable and satisfied when they experience the environmental conditions in the barbershop. The spatial layout and functions designed are indeed very good. Val Barbershop Kota Solok has also arranged the interior layout well so that consumers can feel comfortable when cutting their hair at Val Barbershop Kota Solok. The arrangement of tables, chairs and interior equipment has been arranged well so that it does not appear cramped, while the ability of objects such as fixtures and equipment to facilitate consumer needs has been achieved in accordance with consumer goals. In the dimensions of signs, symbols and artifacts, it is also proven that consumers feel helped in finding what they are looking for and can understand the messages in Val Barbershop, Solok City.

The Influence of Job Skills and Servicescape on Consumer Satisfaction

Based on the research results, Job Skills (X_1) and Servicescape (X_2) simultaneously influence the Consumer Satisfaction variable (Y) at Val Barbershop in Solok City. So, it can be seen that H_3 is accepted. And it can be seen that the higher the employee job skills and servicescape at Val Barbershop in Solok City, the higher the customer satisfaction. With excellent job skills from employees and a servicescape that is arranged as comfortably as possible, it will increase the satisfaction of visiting consumers, which in this case refers to Val Barbershop in Solok City. So that consumers who are satisfied will not hesitate to visit and use the services at the barbershop again. The better the job skills of an employee, the more satisfaction it will provide to consumers who use the products of a business. Likewise with the servicescape, the concept of a comfortable room is able to influence consumers' thoughts and feelings which ultimately leads to satisfaction with the supportive atmosphere in the surrounding environment. So a good servicescape can influence consumer satisfaction with the goods or services received.

4. CONCLUSION

Based on the research conducted, the following results were concluded: Job Skills partially influence Consumer Satisfaction at Val Barbershop in Solok City. From the results of multiple linear regression analysis, it was also found that the effect was positive. The higher the Job skills of employees at Val Barbershop in Solok City, the higher the customer satisfaction will be. *Servicescape* partial effect on Consumer Satisfaction at Val Barbershop in Solok City. From the results of multiple linear regression analysis, it was also found that the effect was positive. The higher the servicescape at Val Barbershop in Solok City, the higher the customer satisfaction will be. Job Skills and Servicescape simultaneously

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influence Consumer Satisfaction at Val Barbershop in Solok City. The higher the employee job skills and servicescape at Val Barbershop in Solok City, the higher the customer satisfaction will be.

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