

Marketing Major
Sarjana Ekonomi Thesis
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**Understanding the Influence of Cues from Other Customers in the Service
Experience: A Scale Development and Validation: Salon Case Study**
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Objectives – There are two objectives of this research, which are to analyze the importance of other customer perception dimensions in salon setting and to see the difference behavior between male and female customers.

Method – Field Survey in five competing salons. Tools analysis includes validity, reliability check, and multiple regression analysis in SPSS 17.0.

Results – The results show that approach play a big role in giving positive word of mouth and approach is influenced by similarity, physical appearance, suitable behavior, perceived service quality. Not so much influence on avoidance towards the variables studied.

Conclusion – Salons should focus on the 18-25 age segment because it is the most demanded by the customers in Jakarta.

Keywords – Customer Perception, Hair and Beauty Salon, Approach and Avoidance