CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1   Conclusion

To summarize this research was done with 150 respondents with the objective was to find the impact of other customer to salon industry. Therefore the key findings of the analysis conducted from this research are:

5.1.1   Similarity affects Approach.

- Salons need to focus on Similarity more because Similarity has a huge influence on Approach.
- Example 1, Salons can use the products that the targeted customers like, Rudy Hadisuwarno products for example for the senior people and tony and guy products for the young people.
- Example 2, Focus on one segment for the salon for example, only for teens, or only for senior people, then, there will not be a mixture of customer segment but very focus to the one group of age segment. This will create similarity in terms of age and lifestyle.
- Example 3, Creating same hobby for another segment with the example of creating a salon that has pingpong tables where people can enjoy going to the salon and be entertain by the games, food and drinks and relax in the salon while enjoying the salon services. This is inspired by Comic Café and Pong Restaurant that is using hobby as in comic superheroes and sport to be inserted in a service context which is restaurant.

5.1.2   Physical appearance affects Approach.

- Salons need to focus on the physical appearance of the employees to be more attractive to the customers in a positive way for example, dressing neatly and fresh.
- The physical appearance of the building, exterior and interior
- Being careful in choosing the right customers who dresses according to the target market of the salon for example, young executives, this can create the image of successful business people coming to the salon and have the opportunity to get connection or exchanging their businesses.

5.1.3   Suitable behavior affects approach.

- Suitable behavior in this context would be to train the employees to have right behavior when serving the customers for example being friendly and able to explain everything that the salon offers.
- Including being in a proper manner when doing a service like massage, for not violating the salon rules in terms of behaving appropriately and not allowing any customer misconduct sexually inside the salon setting.

5.1.4   Perceived service quality affects approach.

- This means that the salons need to deliver the service as it is promised for example if the massage is promised to be done in 30 minutes then it should end in 30 minutes.
- Salons can improve the services promised to the customers such as refilling their water for drink when it is empty; therefore happy customers will impact in positive perceived service quality of other customers. For example, if people go to the salon and other customers there feel happy and satisfied. This will influence customers perception of perceived service quality.

5.1.5   Similarity affects avoidance.

- We can see that customer's similarity does not influence avoidance too much. The research result shows that the more similarity of customers effecting positive to approach. For example a Nancy salon customer is having a similarity in other customer's lifestyle, same religion for example. This can create a negative effect of avoidance.

5.1.6   Physical appearance affects avoidance.

- We can see that physical appearance of customers has a negative influence on avoidance. The more the other customers like the other customers physical appearance, the more the other customers will approach instead of avoid it. For example, a customer likes other customer's apparels because they are using the same brand, this can create a negative effect of avoidance.

5.1.7   Suitable behavior affects avoidance.

- Suitable behavior of other customers is not affecting avoidance too much. Suitable behavior in Nancy salon would be people who are customers or employee has a friendly attitude and proper for the salon setting, so they don't talk negative, cursing or damaging the physical facilities in the salon. This hypothesis shows that suitable behavior has negative effects towards avoidance.

5.1.8 Perceived service quality affects avoidance.

- The perceived service quality of other customers does not effecting avoidance too much. For example, if Nancy salon customers have a good perceived service quality that means the less likely the customers would avoid the salon.

5.1.9   Approach affects positive word of mouth.

- The approach intention of other customers influences greatly the other customer's positive word of mouth intention. For example if the Nancy Salon customers want to approach the salon, it will have a positive effect on positive word of mouth intention.

5.1.10 Avoidance affects positive word of mouth.

- The more people avoid a salon for example Nancy Salon, the more negative influence for the positive word of mouth because they will talk bad or just be quiet about their bad experience.

Table 5.1 Hypothesis Results

Hypothesis	Table results
H1	Accepted
H2	Accepted
H3	Accepted
H4	Accepted
H5	Accepted
H6	Accepted
H7	Accepted
H8	Accepted

H9	Accepted
H10	Accepted

5.2 Managerial Implication

- Understand that the market in Jakarta is mostly demanded to the age segment of 18-25 and especially for the gender of female.
- To attract them the salons need to consider the similarity, physical appearance and the suitable behavior of the salon marketing strategy including similar products that the young people like, for example Rudy Hadisuwarno products, bright interior design, attractive physical appearance of employees and being activein social media marketing to communicate with the young people.
- Focus on how to make the young people approach the salon including attractive promotion and staying true to the services promised to make a good perceived service quality, therefore the customers will promote to others.
- Accommodate customers who are >55 years old with more care and intention, for example, give special discount for senior customers and senior events such as beauty senior community fellowship.
- Accommodate female young customers with promotions that attract them to come back and friend their friends to the salon for example giving a free service with the purchase of 1 million rupiah in a month, making a loyalty membership club partnering with other companies for other discounts, for example partnering with celebrity fitness, or a shampoo company, or a sports club, bookstores and others.
- Building and training the employees to speak English and behave in a manner that is appropriate in a salon industry.

5.2.1. Customer segmentation, targeting and positioning

- Most of the customers in salon are young people with the education of Sd/Smp/Sma simply because they have more time. From that conclusion we can make a segmenting, targeting, positioning for young people. For example, for marketing in tagline, brochure, website, and other things, can use an informal words. Also can work better if using artist who is popular to the young customers for brand ambassadors.

5.3 Limitation

- The limitation of this research is limited to time, first is when gathering the information for salon background, the author finds it that if there is more time; the author can get more information. Also for questionnaire distribution, the author has to

do it through Google drive, whereas it is more effective and reliable using an offline questionnaires. Some respondents also find it hard to understand some of the questions from the questionnaires, and the questions are too many, maybe it would be better if the author reduced the questions to half so that the respondents take only 5 minutes on max to fill it in.

5.4   Further Recommendation

- Entering into other cities of Jakarta
- Enlarging the survey
- Comparing with other salon types (a,b,c,d)