

IMPLEMENTING QUALITY SERVICE MANAGEMENT IN HAIR Shaving BUSINESS IN JAKARTA

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Abstract

Barbershop appears to be a trend in the field of men's hairstyles and business today. Unlike the usual salons and barbershops, Barbershops appear with a more modern impression and concept compared to regular barbershops and are more masculine than salons. Not only that, in terms of services offered in general. Barbershops do not only offer hair cutting services, but also offer other services such as hair washing, massage, hair color, and mustache/beard cutting as a complementary service that differentiates them from ordinary haircuts. Barbershops are one of the top choices for men who want to shave their hair in a more trendy style in the hands of people who are considered more proficient. In terms of meeting consumer needs, the Barberman's or barber's ability to process various hairstyles is one of the Barbershop's added values in meeting consumer needs.

Keywords: Barber business, quality of shaving, friendliness of service, convenience of place, price

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