

ANTICIPATING COMPETITION IN SERVICE BUSINESS WITH PENETRATION STRATEGIES AND STRENGTHENING ADVANTAGES

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Abstract

The large number of requests for public barbering services, especially adult men at this time, has an impact on the competition for barbershop outlets that continue to grow which are ready to serve the needs of men's haircut services following the trends and styles that are currently hits. Furthermore, to meet changing consumer demands, current barbershop owners are required to continue to make changes and innovations as well as provide the best service so that consumers are satisfied with the services offered to consumers. With good service quality, consumers will be satisfied with the services provided. The relationship between quality and satisfaction is that satisfaction helps customers in revising their perceptions of service quality.

Keywords: Market penetration, Price penetration, Promotion massive, Interaction marketing, Customer

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