

ANALISIS DESAIN JASA BERDASARKAN *CUSTOMER EXPERIENCE* PADA MARK THE BARBER YOGYAKARTA

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INTISARI

Mark The Barber merupakan pionir *barbershop* premium sejak 2014 di Yogyakarta. Menyambut usianya yang hampir satu dekade, diperlukan evaluasi menyeluruh terhadap performa jasanya. Penelitian ini bertujuan memahami pengalaman konsumen Mark The Barber agar diketahui potensi optimalisasi pengalaman melalui pengembangan desain jasa *barbershop*. Penelitian ini dilakukan dengan pendekatan kualitatif melalui observasi dan wawancara mengacu pada lima dimensi *experiential marketing* terhadap 15 informan (konsumen Mark The Barber). Hasil wawancara diolah menggunakan metode *grounded theory* memanfaatkan *software* ATLAS.ti versi 9.1.3.0 di komputer. Pada dimensi *sense*, konsumen menilai baik keseluruhan jasa yang dirasakan oleh indra manusia. Konsumen juga menyarankan untuk dilengkapi dengan *welcoming drink*. Pada dimensi *feel*, konsumen merasa puas dengan keseluruhan pelayanan, hasil pangkas, dan kedekatan personal yang diberikan Mark The Barber. Adapun perasaan buruk terjadi pada aspek antrean, ruang tunggu bersama, dan lain halnya. Pada dimensi *think*, konsumen menilai sesuai untuk harga, kualitas, dan pelayanan, serta merasa cukup untuk konsultasi pangkas rambut. Adapun kanal Instagram dinilai kurang aktif berinteraksi dengan konsumen. Pada dimensi *act*, konsumen menilai alur jasa, perilaku karyawan, dan fasilitas pendukung sudah cukup baik. Adapun kendala terjadi pada kurang transparannya antrean yang sedang berlangsung. Pada dimensi *relate*, konsumen merasa sudah cukup terhubung dengan budaya lokal. Mark The Barber juga memberikan kepuasan, kebanggaan, dan rasa percaya diri pada konsumen. Pada akhirnya, Mark The Barber perlu menimbang lebih lanjut untuk memprioritaskan peningkatan yang telah direkomendasikan.

Kata kunci : *Desain jasa, pengalaman konsumen, experiential marketing, barbershop, pangkas rambut.*

SERVICE DESIGN ANALYSIS BASED ON CUSTOMER EXPERIENCE AT MARK THE BARBER YOGYAKARTA

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ABSTRACT

Mark The Barber has been a premium barbershop pioneer since 2014 in Yogyakarta. As it is almost a decade in business, a comprehensive evaluation of its service performance is needed. This research aims to understand Mark The Barber's customer experience in order to identify the potential optimization of experience through the development of barbershop service design. This research was conducted with a qualitative approach through observations and interviews based on experiential marketing theory towards 15 informants. The results of the interviews were processed through the grounded theory method using ATLAS.ti 9.1.3.0 on a computer. In the sense dimension, consumers appraise the overall service that is felt by the human senses. Consumers also suggest to be supplemented with welcoming drinks. In the feel dimension, consumers are satisfied with the overall service, barber results, and personal relationship by Mark The Barber. The bad feelings occur in the aspects of queuing, joint waiting room, and others. In the think dimension, consumers think it is suitable for price, quality, and service, and feel sufficient for barbershop consultation. The Instagram is considered less active in interacting with consumers. In the act dimension, consumers see that the service flow, employee behavior, and supporting facilities are good. The obstacle occurs in the lack of transparency of the ongoing queue. In the relate dimension, consumers feel that they are well connected to local culture, feel satisfaction, pride, and confidence. In the end, Mark The Barber needs to consider more further to prioritize the improvements that have been recommended.

Keyword : *Service design, customer experience, experiential marketing, barbershop*