

## ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi preferensi pelanggan (kebutuhan dan keinginan pelanggan) berdasarkan *voice of customer customers* serta *technical requirement* yang dibutuhkan pada layanan Barbershop sehingga dapat dirumuskan strategi yang sesuai untuk masing-masing pemilik Barbershop dalam memenangkan persaingan bisnis dengan memanfaatkan preferensi pelanggan.

Penelitian dilakukan pada pelanggan Low and Slow Barbershop Candi Gebang, Low and Slow Barbershop Instiper dan AB Barbershop dengan metode pengumpulan data dan informasi secara survei melalui kuesioner menggunakan pendekatan kuantitatif. Jumlah responden yang terlibat sebanyak 100 responden dengan status pelanggan Low and Slow Barbershop Candi Gebang, Low and Slow Instiper dan AB Barbershop. Analisis data menggunakan *tools* House Of Quality.

Berdasarkan hasil penelitian didapatkan 18 atribut yang paling diinginkan pelanggan dari layanan sebuah Barbershop yaitu komunikasi kapster pada saat bertugas, ruangan yang nyaman, pengetahuan kapster akan model rambut, kemampuan kapster bertanya detail keinginan dan kepuasan pelanggan, layanan *hairstyling*, koneksi WiFi, terdapat gratis air mineral dan permen, kecepatan saat pelayanan, pengelolaan antrian, jam operasional yang baik, pelayanan yang sopan dan ramah, respon baik untuk keluhan tersedia mushola, toilet, parkir yang nyaman, tersedianya layanan konsultasi melalui Whatsapp, kemudahan pembayaran, tersedianya majalah dengan model rambut terkini dan juga games untuk pelanggan yang menunggu, harga dan promo, serta air hangat untuk keramas.

Untuk dapat memenuhi preferensi pelanggan tersebut, maka dirumuskan 22 respon teknis yang dapat dilakukan oleh pihak Barbershop yaitu Barbershop buka setiap hari jam 10.00 - 22.00, membuat SOP kehadiran pegawai, ruangan ber-AC, kursi tunggu berupa sofa yang empuk, kursi Barbershop berkualitas, membuat SOP dan *checklist* pemeliharaan kebersihan ruangan, toilet dan mushola, tersedia petugas pemeliharaan kebersihan, menyediakan lahan untuk parkir, tersedia pembayaran melalui QRIS, tersedia petugas kasir, menyediakan program *membership*, bekerja sama dengan penyedia layanan WiFi yang berkualitas, menyediakan air mineral dan permen, menyediakan 1 nomor tersendiri untuk layanan konsultasi Whatsapp, menyediakan majalah dengan model rambut terkini, menyediakan *uno stacko*, *uno card*, catur, dan kartu remi, menyediakan *water heater*, menyediakan layanan *aftersales service*, membuat SOP *service excellent*, menerapkan disiplin antrian dengan menggunakan kartu antri, kapster berpengalaman, melakukan *training* keahlian mencukur dan *hairstyling* kepada kapster secara berkala.

Kata Kunci: HOQ, Preferensi Pelanggan, Barbershop, Cukur Rambut, Kapster.

## **ABSTRACT**

*This research aims to identify customer preferences (customer needs and desires) based on the voice of customer customers and the technical requirements needed for Barbershop services so that appropriate strategies can be formulated for each Barbershop owner in winning business competition by utilizing customer preferences.*

*Research was conducted on customers of Low and Slow Barbershop Cabang Candi Gebang, Low and Slow Cabang Front Grha Instiper and AB Barbershop using survey data and information collection methods through questionnaires and a quantitative approach. The number of respondents involved was 100 respondents which is customer of Low and Slow Barbershop Cabang Candi Gebang, Low and Slow Cabang Front Grha Instiper and AB Barbershop. Data analysis using House of Quality.*

*Based on the research results, it was found that the 18 attributes that customers most want from a barbershop service are the barber's communication while on duty, a comfortable room, the kapster's knowledge of hair styles, the kapster's ability to ask for detailed customer wishes and satisfaction, hairstyling services, WiFi connection, free mineral water. and sweets, speed of service, queue management, good operating hours, polite and friendly service, good response to complaints, available prayer rooms, toilets, comfortable parking, availability of consultation services via Whatsapp, ease of payment, availability of magazines with the latest hair styles and also games for waiting customers, prices and promotions, as well as warm water for washing hair. To be able to meet these customer preferences, 22 technical responses were formulated that can be carried out by the Barbershop, namely the Barbershop is open every day from 10.00 - 22.00, making SOPs for employee attendance, air-conditioned rooms, waiting chairs in the form of soft sofas, quality barbershop chairs, making SOP and checklist for maintaining cleanliness of rooms, toilets and prayer rooms, cleaning maintenance officers available, providing space for parking, payment via QRIS available, cashier available, providing membership program, collaborating with quality WiFi service providers, providing mineral water and sweets, providing one separate number for Whatsapp consultation services, providing magazines with the latest hair styles, providing uno stacko, uno cards, chess and playing cards, providing water heaters, providing aftersales service, creating excellent service SOPs, implementing queuing discipline by using queuing cards, Experienced kapster, regularly provide training in shaving and hairstyling skills to the captains.*

**Keywords:** *HOQ, Customer Preferences, Barbershop, Haircut, Kapster.*