

Impact of Price, Service, Environment and Facilities on Customer Satisfaction in Beauty Parlors “A Case of Istanbul Turkey”

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Abstract

This study was investigated to determine the factors that influence customer satisfaction on Beauty parlors in Istanbul Turkey. Quantitative research was conducted from four famous Beauty parlors of Istanbul city are Sach Beauty Parlor, Capa Beauty Parlor, Le Modern Hair salon, and Galaxy Beauty Parlor. The data was collected from one hundred respondents, twenty-five from each of the four beauty parlors and hair salons. The purposive sampling technique was used in data collection. Data were analyzed in SPSS 22.0 software. Variables were tested through Cronbach's alpha that indicates an excellent internal consistency of all scales which were adopted and tested (0.892). Co-relation Pearson method used to determine the relationship among Price, Quality, Environment and Facilities and customer satisfaction variables. Demographic profiles of Respondents were shown by Frequency Tables. The two factors “Quality Service and Rates” highly influence customer satisfaction, Regression analysis shows the positive effect of price, quality, environment, and facilities on customer satisfaction. This study further suggests that improve more quality of services to satisfy the customers as well as to get more success in the business of beauty parlors.

Keywords: Customer Satisfaction, Quality, Rates, Environment, Facilities, Service.

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INTRODUCTION

The lifestyle of the people of Turkey has changed rapidly over the past few years. People are realizing the importance of good health and presentation (Akter, 2008). Thus beauty care industry is one of the fastest-growing industries of our country because the people have more and more concerned about their health and beauty (Akter S. 2009). The personal care industry is now ground to attain the competitive edge (Mick, 1999). Beauty and salons help women to enhance their beauty by making them more beautiful. Good care consciousness leads to increased knowledge of grooming technology and hygienic level. Females are using parlor services for grooming purposes previously essential services like threading, facial, touch up waxing, etc. the beauty salons and parlors are growing industry nowadays. There has been evidence that when customers' perception of service quality is positive it shows a strong relationship with the saloons (Bitne, 2003). Customer satisfaction leads to the business's success. Secondly, when the customer perception is negative and unfavorable it leads to a bad and weak relationship with the organization (Alexandris, 2005). Customer satisfaction leads to customer loyalty that's why customer satisfaction is major and important output (Oliver, 1980) that's why it is very critical for the saloon to identify the dimension of service which leads to customer satisfaction. Customer satisfaction is related to service quality and product (Guthrie, 2008). Customer satisfaction is base of any successful business (Kotler, 2009). Profit profits Consumers make customers the foundation of any successful business because customer satisfaction leads to brand loyalty and positive word of mouth. Today companies face their toughest competition because they move from a product and sales philosophy to a marketing philosophy, which gives a better opportunity to compete with the company. (Goode. M, 1996). Satisfaction is a customer's behavior to provide a service, or between the emotional reactions between it and what they expect about the needs, goals, or fulfillment of the requirements. (Thornton, 2004). "Terms are customer satisfaction and quality concept labels that we use to summarize the alleged action related to product or service. (Zekiri, 2011).

1.1) Research Aim

The main objective of this research is to explore the factors that lead to customer satisfaction, also the service quality of women's beauty parlors and hair saloons of Istanbul city. This assessment can facilitate customer satisfaction and create a loyal customer.

Research objectives

To find out ratio of women's parlors and hair salons in Istanbul City.

To find out the factors affecting customer satisfaction in beauty parlors.

To find out quantity dimensions in beauty parlors.

1.3 Limitations of the study

Researchers could not go for all women beauty parlors of Istanbul due to shortage of time and also not easily reachable but have significantly gathered data only from

four parlors of Istanbul that are listed below:

Sach Beauty Parlor,
Capa Beauty Parlor,
Le Modern Hair salon,
Galaxy Beauty Parlor.

2. LITERATURE REVIEW

Look beautiful and better and women are very conscious about their beauty and their presentation that's why the beauty care industry gained more popularity in Turkey. Women frequently visit the beauty parlors either she is a working woman or house wife. People are conscious about a good look that's why every organization is concerned with the customer because the customer is key to the market. Manufacturing and service organizations have become more concerning customer satisfaction and customer value. Customers focused on service Rate, service quantity environment, and so many factors (Schwer, 2000) Customer satisfaction is an important element to developing brand image and building better and strong relationship with the organization for a long period within a short period (Siddiqui, 2007), this study indicates the highly affective factors that influencing the customer satisfaction of the beauty parlors. Customer satisfaction with a product or service may be purchased and promoted to the positive word for purchase of mouth (N, 1965). Customer satisfaction is recognized as an important factor in the behavior of behavioral behavior for a product/service for future purchasing intentions (Baker, 1994).

(Malik, M. E., Ghafoor, M. M., & Hafiz, K. I., 2012) conducted a study on customer satisfaction in the telecommunication sector of Pakistan and shows that positive and significant relationship between Price, Quality, and brand image on customer satisfaction. (Razak, I., Nirwanto, N., & Triatmanto, B., 2016) done a study on customer satisfaction by keeping Quality and Price as independent variables and customer satisfaction as dependent variables but they used also mediating variable Customer Value. This study was based on the Toothpaste market in Indonesian Metropolitan Cities. The data was analyzed by SEM model and shows that Price and Quality have a positive relationship when they use mediating variables as Customer value. (Ryu, K., & Han, H., 2010) studied environment factor, price, and food quality on customer satisfaction in the Foodservice industry, and supported all their hypotheses that Price, quality, and environment has a positive and significant effect on customer satisfaction. (Hui, E. C., Zhang, P. H., & Zheng, X., 2013) has conducted a study on shopping malls and measure the Facilities Variable have a positive effect on customer satisfaction their study was in Hong-Kong and they used Step-Wise Regression. Many factors are influencing customer satisfaction some of the factors are discovered by the research and some are still discovered that also affect the customer's selection, most of the variables are effect on the satisfaction mainly they are discussed as below:

2.1 Service Quantity

The importance of service quality was realized by the trend of service quality pioneered in 1880 (Van der Wal, 2002) Manufacturing firm and service sectors' success and failure depends upon service quality. (Mintel, 2005). An organization's sustainable, competitive advantage is concerned with service quality. high level of service quality leads to high customer satisfaction and also customer loyalty (Kumar, 2009). For any marketing activity, customer satisfaction is a big product (Oliver, 1980). Gauri Survey Regarding women's views regarding the brand's face and cosmetic use of women's views, they found that the quality of service contained user preferences for any service related to the quality of service. According (to Khan P. I., 2011) it has revealed that demographic protocols, service consumption, and expense exposure, to evaluate the importance of different attributes that make a customer choose a salon and show important factors to select a salon. Consequently, many businesses are paying significant attention to improving the quality of service. (Gupta, 2005) It has been said that the quality of service is difficult to measure due to its different features, such as incredible, thermal, incredible, and destructive. (Zeithmal, 2003) Remarked that service features make customer service positive. Later on, (Siddiqui N. K., 2007)

2.2 Rates

A rate is an important tool in customer satisfaction in the beauty care industry because through examining the rate people purchase the service. According to many researchers, the rate of any service can be established and also down the standard of service (Howard John, 1969). The rate of services is directly affecting the customer that's why the rate is playing a more important role in customer satisfaction. Customer rendered the service when it is low rate and it leads to customer satisfaction and they render the service again and again.

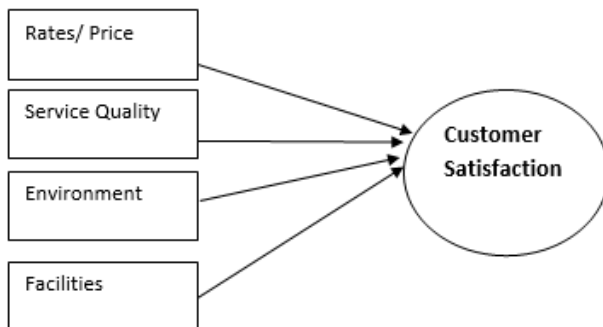
2.3) Environment

The environment of the beauty parlor affects customer satisfaction like staff behavior, decoration of the beauty parlor, these all create positive thoughts as well as a positive image of the beauty parlor in minds of the customers (Khan, 2010). The environment is the variable that affects customer satisfaction. Due to changes in lifestyle and betterment of personality people rush to a beauty parlor and want a better environment. This factor leads to customer satisfaction.

2.4) Facilities:

Facilities lead to customer satisfaction because facilities catch customer attraction and build the brand image of an organization in the minds of customers, in the service sector facility consists of separate service rooms, location of parlor, air-conditioned rooms. facility matters for the women. So, facility related to customer satisfaction and customer satisfaction leads to customer loyalty.

2.5 Conceptual frame work



(Figure1: Research Model)

3. METHODOLOGY OF STUDY

3.1 Sample size

Purposive sampling was carried out and the questionnaires were personally administrated with 100 customers from four beauty parlors of Istanbul, Turkey explaining the purpose of this study. Questionnaires were designed for the general customer of Istanbul beauty parlors. On the Likert scale used for questionnaires, respondents ticked options according to their choice. Questionnaires are composed in the Turkish language which is easy and easily understood by the respondents. Data collected between 13/02/2021 to 14/04/2021 purposive sampling was used. For data analysis, we used SPSS 22.0 version software to get an accurate result.

3.2 Participants

The sample selected 100 people, that consist of women some of them are working women and some are housewives some are youngsters, teenagers sometimes even celebrities and they frequently visit the beauty parlors and hair salons of Istanbul Province.

3.4 Questionnaire Design

Questionnaires were structured to get the opinion of the respondents and distributed among all participants. 100 questionnaires were designed based on the factors that are affecting customer satisfaction, it consists of four variables that are; 1) Rate 2) service quality 3) environment 4) facilities and also four questions of demographic are included that are Age, Occupation, etc., and the questionnaires were designed in the Turkish language.

3.5 Implementation of Research

The data was collected between 13/11/2021 to 14/12/2021 and data were collected from women of Istanbul city, total of 100 questionnaires was given to them to fill up. After that, the filled questionnaires were collected then results were interpreted in SPSS (Statistical Package for Social Sciences) software 22.0 version.

3.6 Research hypothesis

H1=There is significant relationship between Rates and Customer satisfaction of beauty parlors in Turkey.

H2= There is significant relationship between Service Quality and Customer Satisfaction of beauty parlors in Turkey.

H3= There is significant relationship between Environment and Customer Satisfaction of beauty parlors in Turkey.

H4= There is significant relationship between Facilities and Customer Satisfaction of beauty parlors in Turkey.

RESULT AND DISCUSSIONS

All data put in SPSS 22.0 version; Got reliability test via different tools of the software, this test shows the internal consistency of the items. In this process we checked the validity of the likert type questionnaires and data result is (0.982) which is acceptable and shows excellent level of their internal consistency of selected samples.

4.1: Descriptive Analysis:

(Table 1: Age of Respondents results)

Age	Frequency	Percent	Cumulative Percent
10-20	23	22.5	23.0
21-30	61	59.8	84.0
31-40	8	7.8	92.0
41-50	8	7.8	100.0
Total	100	100	

(Table 2: Occupation of respondent's results)

Occupation	Frequency	Percent	Cumulative Percent
Student	62	60.8	62.0
Employee	15	14.7	77.0
Business Women	5	4.9	82.0
House Wife	16	15.7	98.0

Others	2	2.0	100.0
Total	100	100	

(Table 3: Visited Parlors in Istanbul results)

Visit Parlors	Frequency	Percent	Cumulative Percent
Yes	25	25.5	25.0
No	37	37.3	62.0
Sometimes	20	19.6	82.0
Regularly	9	8.8	91.0
Occasionally	9	8.8	100.0
Total	100	100.0	

(Table 4: Frequently visit Parlors in Istanbul results)

Frequently visit Parlors	Frequency	Percent	Cumulative Percent
Daily basis	3	2.9	3.0
Twice in a week	14	14.7	17.0
Weekly	8	7.8	25.0
Monthly	57	56.9	82.0
Once a year	18	17.6	100.0
Total	100	100.0	

Table 1 is presenting the age of respondents who are customers in beauty parlors in Istanbul, this data was collected from women of Istanbul city and four demographic questions are included. Age is one of them from these four demographic questions. it shows that 23% of respondents which lays between 10-20,61% lay between 21 to 30, and some of them 8% lay between 31to 40, and the rest of them are 8% which are at the age of 41 to50. Table 2 results are representing the occupation of customers who are visiting the beauty parlors, among table are showing the 62%of the students and the ratio of employees which is 15% business women's ratio is 5% also showing the ratio of a housewife which is 16% rest of them the 2% leads to other those includes some big business owners because mostly they are busy in their work but often, they visit the parlors. The highest ratio is students and mostly they are international coming from different countries and using the parlors here for Medicare, glowing skin, eyebrows settings, eyelashes, nail paintings, feet massages, face massage, and such like other services. Table 3 shows the respondents visiting the beauty parlors in Istanbul. 25%ratios leads to yes option women student mostly visited the parlors and 37% of respondents do not visit the beauty parlors, they using the makeup and caring products at their homes or sometimes they call to parlor girl for their grooming at t their homes instead of visiting parlors, 20% ratio leads to sometimes visit the beauty parlors, 9% respondents' visit the daily basis and rest of the 9% leads to occasionally. Table 4 shows the frequently visit beauty

parlors in Istanbul and this is included daily basis customers ratio is 3%, customer ratio is 14% leads to twice in a week they are coming for their grooming, weakly respondents are 8%, monthly visited parlor leads 57% having a high ratio to this, and rest of the 18% are once a year

4.2 Reliability Test among all the Variables:

All the data were put in the SPSS 22.0 version software for checking the reliability test with the help of Cronbach's alpha. Through, this tool was used to measure internal consistency among all the items. We checked the validity of questionnaires which is Likert type question. The result of this test is (0.892) which is 89% this figure leads to acceptable and highlight the excellent internal consistency among 29 Item. The reliability table is given below

:

(Table 5: Reliability Statistics test estimation results)

Cronbach's Alpha	N of items
0.892	29

Table 5 presents the reliability of all the 29 questions that were used to collect data that consist of all the four variables that make participants on Customer satisfaction. The result of these 29 items is (0.892) which means 89%, which means there is strong integrity among all the items.

4.3: Correlation Analysis:

(Table 6: Correlation analysis estimation results)

	R a t e s / Price	Service Quality	Environment	Facilities	Custom- er Satis- faction
Rates/ Price	1.00				
Service Qual- ity	0.929**	1.00			
Environment	0.878**	0.946**	1.00		
Facilities	0.918**	0.871**	0.803**	1.00	
C u s t o m e r Satisfaction	0.934**	0.883**	0.909**	0.915**	1.00

(Correlation is significant at the level 0.01 level (2-Tailed))

In this study, there are four variables so the researcher tested these variables through a correlation test. Co-relation is the tool of inferential statistics used to determine the relationship among dependent variables (customer satisfaction) and independent variables are rate/price, environment, facilities, and service quality.

Normally correlation is ranging from -1.00 to +1.00. The correlation between Rates/Prices and service quality is 0.929 which means a strong and positive co-relation between Rate and Service Quality. The correlation between Rates/Price and Environment is 0.878 which means a strong and positive co-relation between Rate and Environment. The correlation between Environment and service quality is 0.946 which means a strong and positive co-relation between Environment and service quality. The correlation between Rates/Prices and Facilities is 0.918 which means a strong and positive co-relation between Rates/Price and Facilities. The correlation between service quality and Facilities is 0.871 which means a strong and positive correlation between service quality and Facilities. The correlation between Environment and facilities is 0.803 which means the strong and positive co-relation between Environment and Facilities. The correlation between Rates/ Prices and Customer Satisfaction is 0.934 which means a strong and positive co-relation between Rates/ Prices and Customer Satisfaction. The correlation between Service Quality and Customer Satisfaction is 0.883 which means a strong and positive co-relation between Service Quality and Customer Satisfaction. The correlation between Environment and Customer Satisfaction is 0.909 which means the strong and positive co-relation between Environment and Customer Satisfaction. The correlation between Facilities and Customer Satisfaction is 0.915 which means the strong and positive co-relation between Facilities and Customer Satisfaction.

4.4: Regression Analysis:

(Table 7: Regression analysis estimation results)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Rates/ Price	-0.523547	0.073118	1.689685	0.078
Service Quality	0.434089	0.092808	2.522281	0.000
Environment	0.497683	0.093977	1.039441	0.000
Facilities	0.310905	0.100627	7.064790	0.000
Constant	0.629693	0.137239	0.945019	0.000
R-Square	0.966615	Adjusted R-Square	0.965371	
Durbin Watson	1.942388	F-Statistics	782.1340	

R square is 0.9666 which means Rates/ Prices, Service quality, environment, and facilities are declared 96.66% variations in customer satisfaction since the overall model is also statistically significant. Adjusted R square is more trustable hence the result is almost the same 0.975371. Beta coefficient 1 is 0.523 which means if parlors in Turkey increases 1 Lira in Rate/Price then Customer satisfaction will be decreased by 52.23% since the P-Value of this is 0.078 and it is above 0.01 at a 1% significance level so it first hypothesis will reject that means there is a negative significant relationship between Rates / Prices and Customer satisfaction. Beta coefficient 2 is 0.4334 which means if parlors in Turkey increases 1 unit in Service quality, then Customer satisfaction will be increased by 43.34% since the P-Value of this is 0.000 and it is below 0.01 at 1% significance level so it supports

the second hypothesis and it will be accepted and there is a significant relationship between Service Quality and Customer satisfaction. Beta coefficient 3 is 0.4976 which means if parlors in Turkey increases 1 unit in Environment than Customer satisfaction will be increased by 49.76% since the P-Value of this is 0.000 and it is below 0.01 at 1% significance level so it supports the third hypothesis and it will be accepted and there is a significant relationship between Environment and Customer satisfaction. Beta coefficient 4 is 0.310 which means if parlors in Turkey increases 1 unit in Facilities, then Customer satisfaction will be increased by 31% since the P-Value of this is 0.000 and it is below than 0.01 at 1% significance level so it supports the fourth hypothesis and it will be accepted and there is a significant relationship between facilitates and Customer satisfaction.

CONCLUSION:

This study has been reached a conclusion that tells the factors that influence customer satisfaction and how much the customers rely on these factors. This research study is based on four famous beauty parlors of Istanbul city. So, this study talks about the customers of those four beauty parlors and hair salons and what the factors that influence customer satisfaction the most are. Therefore, that four factors are included 1: Rate 2: environment 3: facilities 4: service quality these are factors that influence customer satisfaction. Firstly, is Rate, that factor is plying more important role in any organization. when customers purchase or rendered the service the Rates matters that situation because the low rate of product or service leads to high customer satisfaction and high customer satisfaction leads to customer loyalty that's why the Rate highly influences the customer satisfaction. Secondly the environment when the survey was conducted from Istanbul city we come to know that environment of beauty parlors really matters for the women because good environment attracted to customer so in this research environment has positive relation with the customer satisfaction .thirdly facilities this factor is are also tested with co- relation test and we come to know that the facilities has positive relationship with customer and it leads to customer satisfaction because the facilities attracted the customer attention towards the organization and facilities consist location ,separate room service air conditioned room these are all attract the customer through these facilities customer can be satisfied .fourth service quality this factor is also plying more important role in any organization either that organization is manufacturing organization or service sector this factor is basis of any organization's success and service quality built the brand image of company in the minds of customers and create positive perception towards the organization because customer is the king of market as well as customer always right so customer always concern about the service quality and in beauty care industry growing now a days because people want to look better and healthy so people are very concern about service quality and this research is shows to strong and positive relationship between service quality and customer satisfaction. High service quality leads to customer satisfaction.

Recommendations for Practice and Future Research

This study suggests several recommendations for customer satisfaction and future research.

This research is conducted from Istanbul city but some specific regions like in Taksim and Florya, Bakirkoy, Kucukcekmece, Besiktas region so it recommended working on customer satisfaction in other big cities of Turkey like Izmir, and Ankara. This research is also suggested that rate and service quality is highly influencing customer satisfaction and the environment and facilities also have a positive relationship with customer satisfaction, improving service quality because improved service quality leads to high customer satisfaction.

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