ANALYSIS OF EXPERIENTIAL QUALITY INFLUENCE AGAINST BEHAVIORAL INTENTION THROUGH PERCIEVED VALUE, TRUST, AND EXPERIENTIAL SATISFACTION ON THE ORIGINAL CUSTOMER BARBERSHOP IN SURABAYA

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Abstract

Fashion does not only talk about style, but also the style of accessories, cosmetics, hairstyles, and others that can enhance the appearance of a person. Research Quality on Behavioral Intentions through Perceived Value, Trust, and Experiential Satisfaction. The expected benefit of this research is the addition of knowledge in the field of management related to the Quality of Experiments improving the Quality of Behavior of Intentions through Perceived Values, Experience Quality, and Experiential Satisfaction which will ultimately increase the Understood Value, Experiential Quality, and Experiential Satisfaction of TOBS. This research is causal research. The research method used is a quantitative method with data processing using AMOS. Data collection was carried out by distributing questionnaires to 170 respondents with the characteristics of male respondents, 18-60 years old, understanding TOBS and doing hair cuts at The Original Barbershop at least 1 time in the last 3 months. The results showed that the Behavioral Intentions variable was established through the Experimental Satisfaction variable, the Experimental Satisfaction variable was formed by two variables namely the Perceived Value and the Trust Coefficient of the regression variable, the Prepared Value variable was related to the Experiential Quality variable, Confidence carried out through the Experiential Quality Experience variable ie Quality of Interaction with, Quality of Physical Environment, Quality of Results, and Access.

BACKGROUND:

Fashion comes from English, which means fashion, models, ways, styles or habits. Fashion does not only talk about the style of dress, but also the style of accessories, cosmetics, hairstyles, and others that can enhance the appearance of a person. Fashion itself develops with the development of the times, so that from year to year there must be a change in the style of community appearance. With the development of technology and information flow, the Indonesian people are now more open to knowledge and global developments. So it is undeniable that now the fashion trends in developing Indonesia

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are much influenced by western culture. (www.andywlms.com, downloaded on August 2, 2019).

Hairstyles are now following and adjusting to the ongoing fashion trends. Hairstyles that are the trend this year for example, not necessarily in the next year will remain a trend. Because hair trends usually will change from year to year. So that people are more inclined to match the hair style with their appearance. Not only women who pay attention to the appearance of their hair, but men also pay attention to the appearance of their hair. (lifestyle.bisnis.com, downloaded on August 2, 2019)

Therefore the increasing awareness of Indonesian men to look attractive at every opportunity, has a positive impact on the development of barbershop in Indonesia. Nick saw barbershop began to mushroom in Indonesia since 2011. The emergence of barbershop in Indonesia was inspired by the many barbershops in America, the mecca of industry and profession. Barbershop is present in Indonesia at the right time, because in addition to offering a unique, comfortable and attractive service concept, men in Indonesia also have long been waiting for a special grooming place for men with good and satisfying service. But not necessarily the strategy implemented in America can be directly applied in Indonesia. But it must be combined and adapted to the local culture. This has been proven, for example, such as massage services after shaving. Barbershop in America does not provide massage services after shaving, it is only popular in barbershop in the Asian region. (Www.cnnindonesia.com, downloaded on 2 August 2019)

Previous researchers stated that good experiential quality will further increase experiential satisfaction, so experiential quality is an important variable that must be considered in increasing experiential satisfaction (Gallan et al., 2013). Other researchers also provide different research results which state that experiential quality does not have a significant effect in increasing experiential satisfaction (Dib and Alnazer, 2013; Bawa et al., 2013). Further research is needed for deeper exploration to find answers to these differences.

According to Gerrard and Cunningham (2001) shows that employees who provide services have an important role in making customers satisfied. Employees who interact directly with customers will be a benchmark in satisfaction received by customers, because the perception of satisfaction or dissatisfaction customers will depend on the service received by customers through these employees. The Original Barbershop has a barberman who does his work with totality, customers who cut there will certainly interact directly with the barberman who cut it. Barberman there always invites talking to visitors who come so as not to get bored when cut his hair. Barberman will also offer to make coffee or tea for visitors who come, thus making the interaction between visitors and barberman become intertwined and feel more personal because visitors will feel cared for by Barberman.

According to Ryu & Han (2009), in a variety of situations, the atmosphere in a place can be an important aspect such as the product being sold (food and service) in a purchasing decision. The Original Barbershop not only sells maximum service but also provides a pleasant cutting atmosphere. The atmosphere there is made comfortable with brown accents and also a cool room along with strong wifi. This makes the Original Barbershop visitors become more comfortable when visiting there because the maximum service coupled with a pleasant and satisfying atmosphere.

Outcome quality is also commonly referred to as service delivery, where service delivery is a way of providing services at specific occasions, including role performances or scripts regarding the stages of service delivery and expectations of the role of employees and customers in service interactions (Tjiptono & Chandra, 2005). Here is proven by the existence of satisfying service and place to make the customer's expectations of The Original Barbershop premium barbershop is

fulfilled. Because The Original Barbershop also provides a relatively affordable price for premium barbershop, starting from 65,000 for adult haircuts.

According to Miro, 2004, the level of regional accessibility can be determined based on several variables, namely the availability of the road network, the number of transportation equipment, the length, width of the road, and the quality of the road. The Original Barbershop itself is located in a strategic place and is in an apartment which of course provides a lot of transportation and is also in a strategic place so that it is easily reached by the public.

LITERATURE REVIEW

Research according to Sweeney and Soutar (2001), states that good experiential quality will certainly increase the perceived value of consumers. So the better the experiential quality that is given will further increase the sense of consumer interest and a sense of belonging to a product a product. The research was conducted in the retailing industry in Australia. According to Gallarza and Saura (2006) which states a significant relationship between experiential quality on perceived value in the tourism industry in Spain. The research explains the competency of good tourism staff services will lead to a good relationship with the service provider company. Other research states that experiential quality has a positive effect on perceived value (Lai and Chen, 2011). The study was conducted on Kaohsiung Mass Rapid Transit System (KMRT) public transportation consumers in Taiwan.

H1: Experiential Quality has a significant effect on Perceived Value.

Reputation is one of the main contributors to the perceived quality of products carrying brand names, with customers expecting consistent quality supply from time to time (Milewicz & Herbig, 1994). The company's reputation has often been suggested as a factor that contributes to consumer confidence (Jin et al., 2008). Helm, Eggert, and Garnefeld (2010) analyze the relationship between reputation and company satisfaction and state company reputation as an antecedent of satisfaction. Organizations with good reputations tend to attract more customers, while they will lose their positive reputation and eventually develop a negative reputation if they repeatedly fail to fulfill the stated marketing intentions or signals (Milewicz & Herbig, 1994).

H2: Experiential Quality has a significant effect on Trust.

Research from Hume and Sullivan (2010), states that the relationship of an organization to experiential satisfaction has a positive effect. In this study explained that perceived value has a positive effect on experiential satisfaction. Perceived value is intended to engage audiences from performing arts in Brisbane, Australia such as feeling happy, wanting to do their best, and also being emotionally involved with the shows. Other researchers explain that good perceived value carried out by an organization will further increase experiential satisfaction in customers in the education sector in Turkey (Temizer and Turkyilmaz, 2012). Another study from Choi and Kim (2013), conducted at service companies in Korea stated that the existence of good emotional and social value to a company can increase experiential satisfaction.

H3: Perceived Value has a significant effect on Experiential Satisfaction.

Reputation is one of the main contributors to the quality of products that carry a brand name, with customers who expect quality that is consistent over time (Milewicz & Herbig, 1994). Company reputation is often suggested as a factor that contributes to consumer confidence (Jin et al., 2008). Helm, Eggert, and Garnefeld (2010) analyze the relationship between

reputation and company satisfaction and state company reputation as an antecedent of satisfaction. Organizations with good reputations tend to attract more customers, while they will lose their positive reputation and eventually develop a negative reputation if they repeatedly fail to fulfill the stated marketing intentions or signals (Milewicz & Herbig, 1994).

H4: Trust has a significant effect on Experiential Satisfaction.

According to Anderson and Sullivan (1993) stated that a positive correlation between experiential satisfaction with behavioral intention. The research was conducted on the service sector which was conducted empirically in validating the relationship between satisfaction and behavioral intentions such as customer retention such as customer retention. Other research from Hart and Johnson (1999) also adds that one of the main requirements of behavioral intention is maximal experiential quality.

H5: Experiential Satisfaction has a significant effect on Behavioral Intelligence.

RESEARCH MODEL
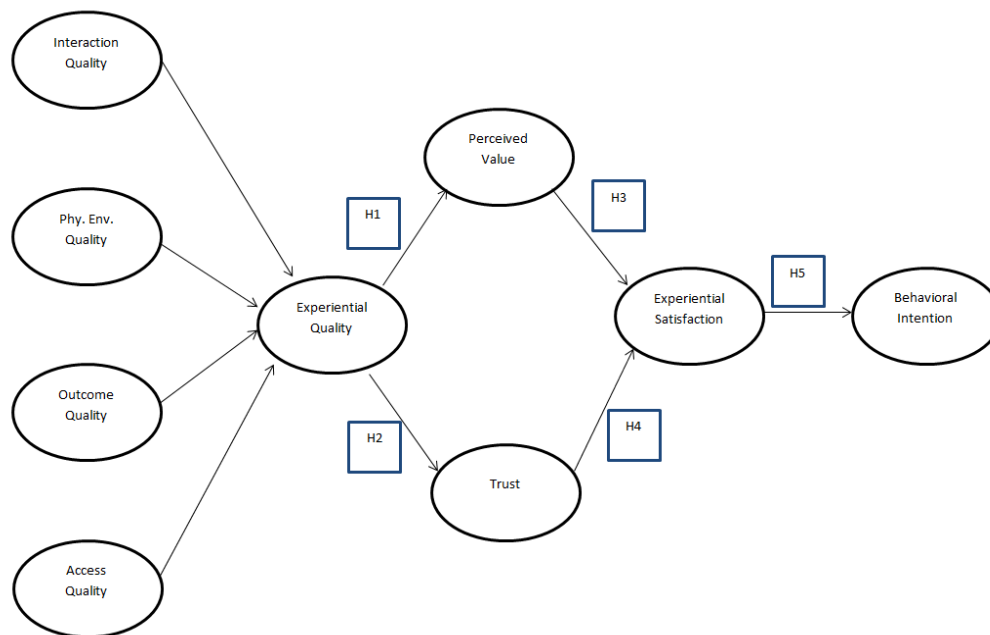
Figure 1. Research Model

RESEARCH METHOD

This research is causal research, because it is used to develop existing research models to test the research hypotheses that are determined based on literature review to answer the problems identified in the previous chapter. The research method used in this study is a quantitative method, where this method is a scientific approach to managerial and economic decision making. Quantitative methods are used because the results of analysis can be obtained accurately when used according to rules, can measure the interaction of relations between two / more variables and can simplify the reality of complex and complex problems in a model (Syamrilaode, 2011).

The method used in this study will refer to references that can carry out a simultaneous analysis process associated with a multi-variable research model namely Structural Equation Model (SEM) using AMOS 20.0 software. This research model is expected to be able to explain the relationship between variables in order to understand the factors that influence behavioral intention from using Experential Quality, perceived value, trust, and experiential satisfaction at The Original Barbrershop in Surabaya while making an implication that the results will approach the terms of a measurement which will be illustrated through a research design.

The population that will be used in this study are visitors from The Original Barbershop in Surabaya consisting of men aged 18-60 years where the age is an early adulthood (Kotler and Armstrong, 2010), using cutting services from The Original Barbershop within three months lastly. It is assumed that consumers have good knowledge about the services provided by The Original Barbershop so that it can bring up behavioral intention. In addition, in this age it can be assumed to think well in filling out the questionnaire, so that the data obtained is valid.

The number of indicators used in this study is 31 indicators, therefore the minimum number of samples needed is 180-360 respondents, and for this study a total number of respondents will be set as many as 180 respondents. This is due to the complexity of the model which requires more samples. The sample used was 180 respondents, then the questionnaire distributed 180 or more questionnaires because not all questionnaires were successfully collected in accordance with what was expected. This process is repeated until the expected number of samples are met.

The scale used in this study is a Likert Scale, where answers are provided at intervals from strongly disagree (STS) to strongly agree (SS). Statements are made using a scale of 1-5 to obtain data that is internal and rated as Figures 1 through 5 indicate an assessment of the question about the object under study, where the greater the score or number chosen indicates the higher assessment. Vice versa, the smaller the score or number chosen indicates a lower assessment.

RESULTS

			Estimate	S.E.	C.R.	P	Std. Estimate
Trust	<---	Experiental_Quality	,115	,053	2,195	,028	,255
Perceived_Value	<---	Experiental_Quality	,317	,071	4,442	***	,484
Experiental_Satisfaction	<---	Trust	,410	,111	3,698	***	,369
Experiental_Satisfaction	<---	Perceived_Value	,451	,078	5,775	***	,588
Behavioral_Intention	<---	Experiental_Satisfaction	,402	,117	3,438	***	,384
Phy_Env_Quality	<---	Experiental_Quality	,147	,048	3,045	,002	,353
Outcome_Quality	<---	Experiental_Quality	,226	,044	5,088	***	,692
Interaction_Quality	<---	Experiental_Quality	,195	,050	3,900	***	,450
Access_Quality	<---	Experiental_Quality	,296	,050	5,871	***	,781
X17	<---	Outcome_Quality	1,000				,554
X16	<---	Outcome_Quality	1,513	,244	6,189	***	,696
X15	<---	Outcome_Quality	1,301	,214	6,091	***	,660
X14	<---	Outcome_Quality	1,303	,219	5,955	***	,662
X13	<---	Outcome_Quality	1,290	,226	5,722	***	,624
X22	<---	Access_Quality	1,000				,650
X21	<---	Access_Quality	1,309	,189	6,924	***	,629
X20	<---	Access_Quality	1,216	,162	7,527	***	,698
X19	<---	Access_Quality	1,521	,188	8,113	***	,753
X18	<---	Access_Quality	1,353	,176	7,674	***	,731
X30	<---	Trust	1,037	,167	6,200	***	,710
X24	<---	Perceived_Value	,908	,107	8,524	***	,773
Y2	<---	Behavioral_Intention	1,233	,179	6,872	***	,824
X27	<---	Experiental_Satisfaction	,697	,114	6,108	***	,573
X6	<---	Interaction_Quality	,953	,148	6,436	***	,583
X5	<---	Interaction_Quality	1,051	,143	7,333	***	,672
X4	<---	Interaction_Quality	,901	,138	6,531	***	,608
X3	<---	Interaction_Quality	,933	,128	7,274	***	,660
X2	<---	Interaction_Quality	1,027	,146	7,056	***	,656

X1	<---	Interaction_Quality	1,000				,688
X12	<---	Phy_Env_Quality	1,000				,640
X11	<---	Phy_Env_Quality	1,086	,151	7,178	***	,748
X10	<---	Phy_Env_Quality	,999	,151	6,611	***	,651
X9	<---	Phy_Env_Quality	,884	,141	6,266	***	,589
X8	<---	Phy_Env_Quality	,909	,143	6,365	***	,604
X7	<---	Phy_Env_Quality	,992	,131	7,557	***	,622
X23	<---	Perceived_Value	1,000				,824
X25	<---	Perceived_Value	,747	,092	8,078	***	,679
X29	<---	Trust	,837	,139	6,022	***	,641
X31	<---	Trust	1,000				,697
X26	<---	Experiental_Satisfaction	1,000				,712
X28	<---	Experiental_Satisfaction	,777	,135	5,765	***	,618
Y1	<---	Behavioral_Intention	1,000				,707
Y3	<---	Behavioral_Intention	,702	,106	6,592	***	,606

C.R. value for each relationship between the variables tested are shown in table 4.27. Causality relationship between variables Experiential Quality of Trust, Experiential Quality of Perceived Value, Trust of Experiential Satisfaction, Perceived Value of Experiential Satisfaction, Experiential Satisfaction of Behavioral Intention, Experiential Quality of Physical Environment Quality, Experiential Quality of Outcome Quality, Experiential Quality of Experiential Satisfaction Interaction Quality, and Experiential Quality to Access Quality have a significant relationship because CR values above 2.00.

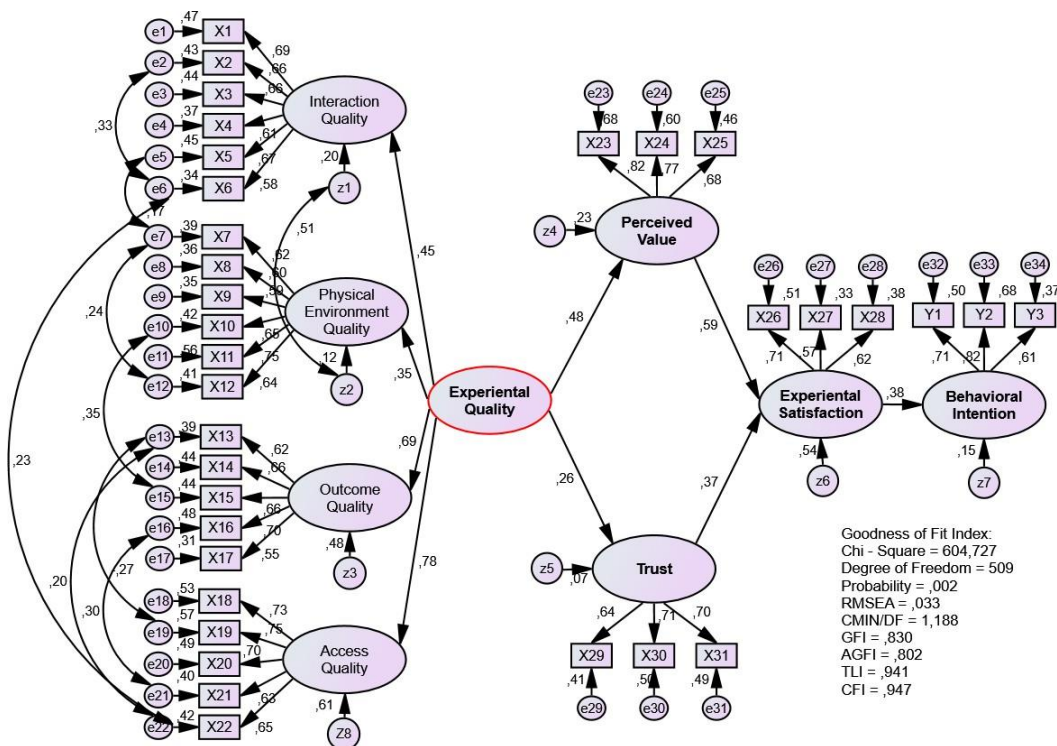| Hypothesis	Analisis
H_1 : Experiential Quality has a significant effect on Perceived Value	Received
H_2 : Experiential Quality has a significant effect on Trusts Received	Received
H_3 : Perceived Value has a significant effect on Experiential Satisfaction Received	Received
H_4 : Trust has a significant effect on Experiential Satisfaction Received	Received
H_5: Experiential Satisfaction has a significant effect on Behavioral Intention	Received

Source: Amos 22.0 Analysis Result, 2019

Figure 2: Full Structural Equation Model Source: Amos 22.0 Analysis Result, 2019

DISCUSSION

The results of data processing using AMOS 20.0 software shows five hypotheses proposed in this study. These results can be described as follows, the Behaviioral Intention variable is formed through the Experiential Satisfaction variable with a regression coefficient of 0.384 and C.R. 3,438; Experiential Satisfaction variable is formed by two variables, namely Perceived Value with a regression coefficient of 0.588 and C.R. of 5,775 and the Trust coefficient of regression variables is 0.369 and C.R. in the amount of 3,698; Perceived Value variables are formed through Experiential Quality variables with a regression coefficient of 0.484 and C.R. amounted to 4,442; Trust is formed through the Experiential Quality variable with a regression coefficient of 0.255 and C.R. in the amount of 2,195; Experiential Quality is formed through four dimensions, namely Interaction Quality with a regression coefficient of 0.450 and C.R. for 3,900, Physical Environment Quality with a regression coefficient of 0.353 and C.R. of 3,045, Outcome Quality with a regression coefficient of 0.692 and C.R. amounted to 5,088, and Access Quality with a regression coefficient of 0.781 and C.R. of 5,871. Based on the results of the existing regression coefficients, it can be seen that the influence of Experiential Quality on Access Quality has the greatest influence (0.781), then the second largest influence is Experiential Quality on Outcome Quality (0.692) and the third largest influence is Perceived Value on Experiential Satisfaction (0.588).

Variables that affect Behavioral Intention are Experiential Satisfaction with a regression coefficient of 0.384. This explains that when wanting to increase TOBS consumer Behavior Intention, the thing to note is how to meet customer expectations, offer an interesting cutting experience, and give a good impression for visitors when cutting at TOBS because this is part of Experiential Satisfaction.

Variables that affect Experiential Satisfaction are Perceived Value and Trust. Based on the results of the

regression coefficient that there is the greatest influence, namely the Perceived Value of Experiential Satisfaction of 0.588. This explains that when wanting to increase Experiential Satisfaction

consumers of TOBS, the main thing to note is the price that is affordable, the price that competes with competitors, and what benefits and quality can be provided by TOBS for visitors. The second effect on the Experiential Satisfaction variable is Trust towards Experiential Satisfaction with a regression coefficient of 0.369. This explains that when wanting to increase consumer Experiential Satisfaction on TOBS, the second thing that becomes the focus is to pay attention to what is the customer's needs, gain customer confidence in the business of cutting hair, and provide convincing services for TOBS visitors.

Perceived Value has a greater influence on Experiential Satisfaction than Trust because there are currently more barbershop visitors who are young adults, so the price given and the benefits that customers get are more important points in gaining satisfaction. Because among young or millennial adults they are more likely to compare whether the price they pay is in accordance with the quality of service they get. So it needs to be considered whether the price given by Barbershop is in accordance with the quality of service they provide.

The Experiential Quality variable affects two variables, namely the Perceived Value and Trust variables. Based on the results of the regression coefficient there is the greatest influence, Experiential Quality on Perceived Value of 0.484. This explains that when wanting to increase consumers' perceived value of TOBS, barbershop staff must be able to interact well with visitors such as being friendly, responsive, being professional, etc. Barbershop must also provide a place and facilities that are appropriate and comfortable, barbershop staff must also understand what consumers want, and barbershop locations must be easily accessible and strategically located so that customers find it easy to go to TOBS. The second effect on the Experiential Quality variable is Experiential Quality on Trusts

0.255. Here it is seen that the effect of Experiential Quality on Perceived Value is greater than Experiential Quality on Trust, this because in Perceived Value people think more about what they pay in accordance with what they get, therefore Experiential Quality has a greater effect on Perceived Value. Because in Experiential Quality is more emphasized on the quality of the experience gained by visitors when cut in TOBS so that people will feel the price they pay in accordance with the quality of service they can.

The Experiential Qualtity variable is influenced by four dimensions, namely Interaction Quality, Physical Environment Quality, Outcome Quality, and Access Quality. Based on the results of the regression coefficient that there is the greatest influence namely Access Quality on Experiential Quality of 0.781, this explains that when wanting to improve the Experiential Quality of consumers to TOBS, the main thing to note is the location of barbershop that is easily accessible, barbershop has clean toilets, staff barbershop can provide reliable information, barbershop staff can provide accurate time information, and barbershop staff understand the information that customers need. Access Quality has the most influence on Experiential Quality because the majority of millennial children today are children who are not happy with something that is not efficient, so the choice of strategic location or having easy access is the main point in setting up barbershop. So people who want to go to shave their hair at TOBS find it easy and not be lazy to go, because if there are competitors or competitors who have more accessible places or many bypassed modes of transportation will make people go to these competitors.

The second biggest influence on the Experiential Quality variable is Outcome Quality on Experiential Quality 0.692. This explains that when wanting to improve the Experiential Quality of consumers to TOBS, the second thing to note is that barbershop understands that waiting time is important for visitors, the reservation service provided can help reduce the line of haircuts, barbershop staff provide the best service, barbershop understands services expected by

visitors, and the services provided by Barbershop are delightful. This is because barbershop sells services, so service is one of the important points that must be considered after access. Because in shaving the hair there will be two possibilities for visitors to be satisfied with the services provided or not, because when visitors get to barbershop they may not immediately cut because they are still waiting in line. Therefore here must be

given the best service, because waiting time will be very boring if you do not get good service, for example by giving free coffee while waiting in line etc. so that people do not feel lazy to wait because there is good service provided by TOBS to visitors.

The third biggest influence on the Experiential Quality variable is Interaction Quality to Experiential Quality with a regression coefficient of 0.450. This explains that when wanting to improve the Experiential Quality of consumers to TOBS, the third thing to note is the barbershop staff who work with enthusiasm, be friendly to customers, always be able to respond to customer needs, staff look professional in their fields, can provide hair recommendations according to customers, and staff have high empathy in serving customers. Interation Quality occupies the third position in the dimension that affects Experiential Quality because after easy barbershop access and good service, visitors are cut off and it usually takes a long time. Therefore the interaction here has just been noticed by consumers, whether staff are friendly when cutting visitors' hair, whether working with enthusiasm. Because this will affect the mood of the visitors themselves. If no interaction is established during the haircut process, it will reduce customer satisfaction while the haircutting process is.

The last biggest influence on the Experiential Quality variable is Physical Environment Quality on Experiential Quality with a regression coefficient of 0.353. This explains that when wanting to improve the Experiential Quality of consumers towards TOBS, the last thing to note is a clean place, complete facilities and cutting tools, comfortable room design, good service quality, comfortable seating, and complete and good cutting facilities. Physical Environment Quality becomes the last because after the facility will be the last point that consumers pay attention to after the three points above. Visitors in the case of services such as barbershop will prioritize access and services so that facilities do not significantly influence as long as the access and services provided are satisfying barbershop visitors.

CONCLUSION

This model was developed in the context of the Original Barbershop Behavioral Intention research in Surabaya. This research model is formed from the relationship between the influence of Experiential Quality on Behavioral Intention through Perceived Value, Trust, and Experiential Satisfaction. The formulation of the problem in this study is whether the Experiential Quality variable has a significant effect on Perceived Value and Trust, the Perceived Value variable has a significant effect on Experiential Satisfaction, the Trust variable has a significant effect on Experiential Satisfaction, and the Experiential Satisfaction variable has a significant effect on Behavioral Intention. Based on the data processing, the final result is that from the 5 hypotheses submitted, all hypotheses are accepted.

Penelitian Sekarang	Implikasi Manajerial
Interaction quality is a dimension of Experiential quality	• Be friendly to visitors • Staff learn the latest hair models so they can recommend the latest hair variations to customers who come to TOBS

Physical Environment Quality is a dimension of Experiential Quality	• Continue to bring the seats provided so that the seats remain comfortable and are in good and well-maintained condition • Can be complemented by looking at existing facilities in barbershop abroad and determining which ones can be adapted at TOBS
Outcome Quality is a dimension of Experiential Quality	• Optimizing existing reservation services by ordering using WA • Paying attention to visitors' habits when they arrive so that they understand more about what visitors need when they arrive at TOBS
Access Quality is a dimension of Experiential Quality	• Pay more attention to the cleanliness of toilets with the condition of a toilet that is always maintained and looks clean by itself will increase customer awareness • When expanding or opening new branches must find a strategic location and easily accessible by public transportation or private vehicles
Experiential Satisfaction is one of the elements that is the focus in the process of increasing Bheavioral Intention	• Pay more attention to experiential quality
Perceived Value and Trust are two elements that are the focus in the process of increasing Experiential Satisfation	• Pay more attention to experiential quality

RECOMMENDATION

Seeing the results of existing research where there are still many limitations on the research conducted by the author, recommendations that can be submitted by the author are as follows:

1. Seeing the limitations of the research object that only takes respondents, namely consumers from TOBS in Surabaya, it is hoped that subsequent studies using the same or modified models can be applied to different objects to get more general results on the factors that influence Behavioral Intention.

2. Further research is expected to be able to complete the variables that already exist in this research so that it can further enhance understanding of the factors that influence Behavioral Intention, such as advertising, and brand image.

3. Further research can be developed by linking the factors that influence Behavioral Intention based on income levels. Future research can also broaden the scope of respondents to be studied, or conduct research in areas that are different from current research. So that further research carried out increasingly provides a broad picture of Behavioral Intention.

4. In addition, it is expected to also be able to use the Structural Equational Model (SEM) but by using the Lisrel software in further research.

APPENDIX

Indikator *Interaction Quality*
X1: Work with enthusiasm
X2: Be friendly
X3: Always able to respond to needs
X4: Look professional
X5: Can provide appropriate hair recommendations
X6: Have high empathy
Indikator *Physical Environment Quality*
X7: Have a clean place
X8: Has complete cutting tools and facilities
X9: Have a comfortable room design
X10: Providing good quality service
X11: Have a comfortable seat
X12: Provides complete cutting facilities
Indikator *Outcome Quality*
X13: Pay attention to waiting times
X14: Provide conservation services
X15: Always provide the best service
X16: Provide services as expected
X17: Pleasant service
Indikator *Access Quality*
X18: The location is easy to reach
X19: Have a clean toilet
X20: Reliable information
X21: Accurate time information
X22: Understand the information customers need
Indikator *Perceived Value*
X23: Affordable price

X24: Offering a better price than others	
X25: Provides benefits and better quality than others	
Indikator *Experential Satisfaction*	
X26: Exceeded my expectations	
X27: Very like the experience provided	
X28: A memorable shaving experience	
Indikator *Trust*	
X29: Paying attention to customer needs	
X30: Trusting to cut my hair	
X31: Confident of barbershop in serving visitors	
Indikator *Behavioral Intention*	
X32: Recommend a friend to cut here	
X33: Pay attention to the latest information	
X34: The first choice in cutting ramut	

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