

PRICING AND CUSTOMER SATISFACTION AMONG SELECTED BARBERSHOPS IN VALENCIA CITY, BUKIDNON

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ABSTRACT

This study aimed to determine how pricing affects customer satisfaction among selected barbershops in Valencia City, Bukidnon. It was anchored on the Equity Theory by John Stacey Adams (1963), which states that customers feel satisfied when they believe they receive fair value for what they pay. The study employed a descriptive-correlational and descriptive-comparative research design, involving 120 respondents from Chuy Barbershop, The Boss Barbershop, and Duke Barbershop. Data were collected through a survey questionnaire and analysed using frequency, percentage, mean, standard deviation, Kruskal-Wallis test, Mann-Whitney U test, and Spearman's rank correlation. Results showed that most respondents were male students aged 13 to 24, followed by those aged 25 to 36, and the smallest number were aged 37 to 48. Findings revealed that pricing was rated very high, while customer satisfaction was highly satisfactory. There was also a significant relationship between pricing and customer satisfaction. It means that fair pricing contributes to higher customer satisfaction and loyalty. It is recommended that barbershops continue to maintain transparent pricing, improve haircut service quality, and provide a clean, comfortable environment to attract and retain more customers.

Keyword: Pricing, customer satisfaction, barbershops

1. INTRODUCTION

Customer satisfaction is a critical factor in service businesses, as it indicates whether patrons are content with the services provided. Customers expect high-quality service, equitable pricing, and good value for their expenditure. In barbershops, satisfaction is primarily determined by the overall experience, encompassing pricing and the quality of the haircut. Kotler and Keller (2019) stated that consumers compare their expectations with their expertise. When this experience meets their standards, customers develop trust in the business and are likely to return.

Around the world, customer satisfaction is a top priority for many service businesses. Fair and transparent pricing is important because it affects how customers judge the value of the service. The United Nations Guidelines for Consumer Protection (UNGCP) remind businesses to use honest pricing to protect customers internationally (United Nations, 2016). Studies show that people in different countries choose grooming services based on affordability, consistent service, and overall experience (Smith,

2020). As a result, many barbershops raise prices and improve services to keep customers satisfied (Sharma, 2020).

In the Philippines, customer satisfaction is also a concern, especially for small service businesses. The Department of Trade and Industry (DTI) reminds owners to use transparent and fair pricing, as required by the Consumer Act of the Philippines (DTI, 2023). Still, some shops struggle with pricing and service stability. It leads to customer complaints and affects satisfaction.

In Valencia City, many customers select barbershops based on pricing, quality of service, and the manner in which they are treated during their visit. Most establishments depend on walk-in clientele; therefore, transparent pricing and attentive service are essential (Marquez & Antonio, 2023). Nevertheless, some barbershops exhibit unclear pricing or inconsistent service quality, which may negatively impact customer satisfaction and loyalty.

Although customer satisfaction has been studied in many service industries, a gap remains for small

barbershops, especially in smaller cities like Valencia. Most studies focus on extensive companies or significant urban areas, so the situation of local barbershops in Valencia City has not been explored. Many studies do not focus on barbershop customers, who are primarily young people. In fact, Euromonitor International (2023) reported that about 67% of grooming service users in the Philippines are aged 15-29, but this group is rarely studied. Some research is needed to understand how pricing affects the satisfaction of barbershop customers in this setting.

This study examines customer satisfaction at selected barbershops in Valencia City, Bukidnon. Specifically, it aims to: (1) assess how customers view the fairness and clarity of pricing; (2) analyze how customers' age, occupation, and their ratings of pricing and service are associated with satisfaction; and (3) determine whether pricing is related to customer satisfaction. These objectives clarify the factors that influence the overall experience of barbershop customers in the city.

2. METHODOLOGY

2.1 Objectives of The Study

The main objective of this study is to comprehensively investigate how pricing impacts customer satisfaction among selected barbershops in Valencia City, Bukidnon, by addressing several specific research objectives.

Specifically, it aims to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1 Age, and
 - 1.2 Occupation?
2. What is the level of pricing of barbershops?
3. What is the level of customer satisfaction?
4. Is there a significant difference in customer satisfaction when grouped according to demographic profile?
5. Is there a significant relationship between pricing and customer satisfaction?

2.1 Participants of the Study

The research involved nine (9) grantees who were students at the Philippine College Foundation and

were randomly chosen to be interviewed deeply to investigate their academic experience. The group consisted of three (3) second-year, three (3) third-year, and three (3) fourth-year students.

To represent the departments, 3 grants were from Hospitality Management (HM), 3 from Education, 1 from Criminology (Crim), 1 from Bachelor of Science in Business Administration (BSBA), and 1 from Bachelor of Science in Office Administration (BSOA).

3. MATERIALS AND METHODS

3.1 Respondents

The respondents were 120 male customers who visited the three selected barbershops in Valencia City, Bukidnon. They were individuals aged 13 and above who had recently received haircut or grooming services. Their responses provided information about pricing and customer satisfaction in each barbershop.

3.2. Research Design

The study used a descriptive-correlational design to determine the relationship between pricing and customer satisfaction among selected barbershops in Valencia City. This design was appropriate because it described existing conditions and examined how two variables were related, without manipulating them, as per Bhandari (2021). Furthermore, a descriptive-comparative design was used to compare customer satisfaction among different demographic groups. This design is used to identify differences between groups based on their characteristics, as described by Palaganas (2021).

3.3. Instrument

This study utilized a self-designed questionnaire to collect data on pricing and customer satisfaction among selected barbershops in Valencia City, Bukidnon. The questionnaire was divided into three sections: (1) demographic profiles of respondents, (2) pricing, and (3) levels of consumer satisfaction. It contained 18 questions in total. Responses were measured using a 5-point Likert scale to evaluate perceptions and satisfaction. Experts validated the instrument to ensure its clarity and relevance.

3.4. Scoring Procedure

The study's scoring procedure involved assigning numerical values to survey responses using a 5-point Likert scale. Each response was coded and analyzed to measure the impact of pricing on customer satisfaction. The collected data were statistically analyzed to interpret the results accurately.

Table 1: Scoring Procedure for Pricing

Scale	Range	Verbal Description	Qualitative Interpretation
5	4.51-5.00	Strongly Agree	Very High
4	3.51-4.50	Agree	High
3	2.51-3.50	Neutral	Moderately
2	1.51-2.50	Disagree	Low
1	1.00-1.50	Strongly Disagree	Very Low

Table 2: Scoring Procedure for Customer Satisfaction

Scale	Range	Verbal Description	Qualitative Interpretation
5	4.51-5.00	Strongly Agree	Highly Satisfied
4	3.51-4.50	Agree	Satisfied
3	2.51-3.50	Neutral	Moderately Satisfied
2	1.51-2.50	Disagree	Less Satisfied
1	1.00-1.50	Strongly Disagree	Not Satisfied at All

3.5. Statistical Treatment

For problem 1, the demographic profile of respondents, including age and occupation, was analyzed using frequencies and percentages. This would help determine the distribution of respondents based on these characteristics.

For problems 2 and 3, the mean and standard deviation were used to analyze the pricing in barbershops. This analysis provides insights into how customers perceived the pricing and the

quality of haircut offered by the barbershops. This would identify any significant correlations between pricing and customer satisfaction.

For problem 4, to compare customer satisfaction scores between different demographic profiles, the researchers used the Kruskal-Wallis Test for age and the Mann-Whitney U Test for occupation. This would test if there are significant differences and satisfaction levels between these groups.

For problem 5, the relationship between pricing and customer satisfaction was analyzed using Spearman's Rank Correlation. This would identify whether pricing significantly impacts customer satisfaction.

4. RESULTS AND DISCUSSION

This chapter presented the data, analysis, and interpretation of the findings. The data were systematically organized into tables to address the problem statements. An in-depth interpretation of the corresponding findings follows each table.

Table 3: Demographic Profile of Respondents in terms of Age

Scale	Range	Verbal Description	Qualitative Interpretation
5	4.51-5.00	Strongly Agree	Very High
4	3.51-4.50	Agree	High
3	2.51-3.50	Neutral	Moderately
2	1.51-2.50	Disagree	Low
1	1.00-1.50	Strongly Disagree	Very Low

The results in Table 3 show that most respondents are aged 13-24, accounting for 69.2% of the total sample. This indicates that barbershops attract younger clients who are more conscious of personal appearance and modern grooming styles. This aligns with Euromonitor International's (2023) report, which found that Generation Z and young millennials are key drivers of the grooming market in the Philippines due to their social media influence and self-expression trends. Respondents aged 25-36 (27.5%) are young professionals who likely visit barbershops to maintain a neat, professional appearance. According to Ryu et al. (2021), working individuals prioritize grooming

as part of their professional identity and social image, making them an essential secondary market segment for barbershops. Only 3.3% of the respondents belong to the 37-48 age group. This suggests that older adults may have more established grooming routines or prefer home-based haircare. Han and Lee (2023) note that older customers often show brand loyalty but visit less frequently due to lifestyle changes and financial priorities. Overall, the dominance of younger respondents reflects that barbershops should continue innovating services that appeal to youth preferences, such as trendy hairstyles and student-friendly promotions.

Table 4: Demographic Profile of Respondents in terms of Occupation

Occupation	Frequency	Percentage
Unemployed	85	70.8%
Employed	35	29.2%
Total	100	100.00%

The findings in Table 4 reveal that most respondents 70.8% are unemployed, while the remaining 29.2% are employed. It suggests that school-based clients or unemployed customers highly frequent barbershops. According to Rani and Sharma (2021), students are more likely to visit nearby grooming establishments that offer affordable pricing, accessibility, and trendy hairstyles suited to their preferences. The presence of employed customers (29.2%) indicates that barbershops also cater to professionals seeking neat, formal appearances for work presentations. Han and Lee (2023) emphasize that employees often perceive grooming as essential for maintaining confidence and professionalism in their careers. Barbershops may consider offering packages tailored to both employed and unemployed individuals to enhance satisfaction. The mixed clientele indicates that barbershops serve as inclusive spaces that accommodate diverse grooming needs and lifestyle preferences. This diversity in patronage can help barbershops expand their market reach and strengthen their brand reputation among different social groups. By maintaining affordable prices and modern design, these establishments can sustain student loyalty while also appealing to employed individuals who prioritize quality professional service.

Table 5: Level of Barbershops in terms of Pricing

STATEMENTS	MEAN	SD	QUALITATIVE INTERPRETATION
1. The pricing of services reflects their quality and value.	4.68	0.635	Very High
2. The prices charged are fair for the services I received.	4.63	0.634	Very High
3. The prices makes the services competitive in the market.	4.58	0.681	Very High
4. The prices reflect the skill and expertise of the barber.	4.54	0.672	Very High
5. I find the pricing appropriate for the location and ambiance of the barbershop.	4.52	0.830	Very High
6. The pricing are consistent and transparent.	4.55	0.776	Very High
7. The pricing encourages me to return to the barbershop.	4.61	0.770	Very High
8. The prices reflect the quality of the services provided.	4.59	0.761	Very High
9. I am willing to pay more for better service in this barbershop.	4.57	0.719	Very High
10. I am aware of the barbershop's pricing before receiving services.	4.66	0.680	Very High
Legend:	Range	Description	Interpretation
—	4.51-5.00	Strongly Agree	Very High
—	3.51-4.50	Agree	High
—	2.51-3.50	Neutral	Moderately
—	1.51-2.50	Disagree	Low
—	1.00-1.50	Strongly Disagree	Very Low

Table 5 presents the pricing levels of barbershops. The overall mean score of 4.59, interpreted as Very High, indicates that respondents strongly agree that the barbershops' pricing is fair, competitive, and transparent. Customers believe the prices reflect service quality, skill level, and value for money. Al-Msallam (2020) highlights that when customers perceive pricing fairness, their trust and loyalty toward the business increase, leading to repeat patronage.

The highest mean of 4.68 was obtained from the statement "The pricing of services reflects their quality and value. This result indicates that most customers strongly agree that the prices they pay align with the level of service and quality they receive. This finding supports the study by Anam et al. (2024), which found that value-based, transparent pricing enhances customer satisfaction and loyalty in service-oriented businesses. Likewise, Budiarto et al. (2024) emphasized that aligning pricing with perceived quality creates stronger customer trust and repeat patronage in small enterprises. These results imply that customers perceive the barbershops' pricing as a reflection of professional service quality and value for money.

On the other hand, the lowest mean of 4.52 was noted in the statement "I find the pricing appropriate for the location and ambiance of the barbershop." Although the rating remains Very High, customers are less convinced that the price perfectly matches the barbershop's location and physical ambiance. This result aligns with Lai and Lee (2022), who found that customers' perceptions of price fairness depend not only on service quality but also on contextual factors such as environment, location, and atmosphere. Therefore, barbershops may further enhance customer perception by ensuring that pricing reflects not only service quality but also the physical setting and comfort offered.

The findings emphasize that transparent and fair pricing plays an essential role in strengthening customer trust and loyalty. When customers clearly understand how prices reflect the quality and value of services, they are more likely to perceive the business as credible and dependable.

Table 6: Level of Barbershops in terms of Customer Satisfaction

STATEMENTS	MEAN	SD	QUALITATIVE INTERPRETATION
1. I feel valued as a customer.	4.75	0.554	Highly Satisfied
2. The services are performed efficiently and effectively.	4.72	0.537	Highly Satisfied
3. The barbers are skilled and professional.	4.66	0.601	Highly Satisfied
4. I am loyal to this barbershop because they are friendly and helpful.	4.73	0.590	Highly Satisfied
5. The barbershop maintains a clean and comfortable environment.	4.62	0.688	Highly Satisfied
6. My needs and preferences are considered in the services provided.	4.67	0.585	Highly Satisfied
7. The barbershop atmosphere is pleasant and relaxing.	4.72	0.597	Highly Satisfied
8. I am satisfied with the overall experience provided by the barbershop.	4.64	0.696	Highly Satisfied
TOTAL	4.69	0.484	Highly Satisfied

Legend:

Range	Description	Interpretation
4.51-5.00	Strongly Agree	Very High
3.51-4.50	Agree	High
2.51-3.50	Neutral	Moderately
1.51-2.50	Disagree	Low
1.00-1.50	Strongly Disagree	Very Low

overall mean of 4.67, indicating "Highly Satisfied". This result shows that customers generally feel satisfied with the services provided by barbershops. The high mean score indicates that customers agree that the services meet their needs and expectations.

Among the satisfaction indicators, the highest mean score was 4.75, which shows that customers are most satisfied with this specific aspect of the

service. Barbershops perform very well in this area, which may be related to service quality, staff skills, or the overall service experience. A high score means that customers strongly agree with positive statements about the service. On the other hand, the lowest mean score was 4.62, which still falls within the "highly satisfied" level. It shows that even the least-rated aspect of customer satisfaction is still viewed positively by customers. The small difference between the highest and lowest mean scores suggests that satisfaction levels across all indicators are consistent and stable.

The high ratings across all satisfaction indicators suggest that customers feel the services they receive are acceptable and valuable. According to Kotler and Keller (2021), customer satisfaction occurs when service performance matches customer expectations, which leads to positive service evaluations. In service businesses, customer satisfaction is influenced by both the quality of service and the value received. Recent studies also explain that high customer satisfaction is common in services establishments that focus on meeting customer needs and maintaining service quality. Zeithaml et al. (2020) stated that customers who experience satisfactory service are more likely to give positive ratings. Similar findings were reported by Hanaysha (2022), who emphasized that service quality plays a vital role in shaping customer satisfaction.

Table 8: Mann-Whitney U Test by Occupation

Variable	Z	Significant t	Interpretation
Occupation	-0.712	0.471	Not Significant

Table 8 shows the Mann-Whitney U test results for customer satisfaction, grouped by occupation. The test yielded a Z value of -0.712 and a significance value of 0.471. Since the p-value is greater than 0.05, the result is interpreted as not significant. This result indicates that there is no significant difference in customer satisfaction between employed and unemployed customers. Both groups have similar satisfaction levels with barbershop services. This finding suggests that employment status does not influence customer satisfaction. Zeithaml et al. (2020) explained that

customer satisfaction in service businesses is mainly influenced by service experience and value rather than customer background characteristics. Similarly, Cavusgil et al. (2022) explained that while demographics may shape preferences, they rarely change how customers judge the quality of service once they experience it firsthand. Therefore, the barbershop's ability to provide consistent service quality plays a more critical role than customer demographics in achieving satisfaction.

Table 9: Correlation Between Pricing and Customer Satisfaction

Variables	Correlation Coefficient (rho)	p-value	Interpretation
Pricing & Customer Satisfaction	0.797	0.000	Significant

The Spearman rank correlation coefficient, $r = 0.797$, $p = 0.000$, indicates a strong and significant positive relationship between pricing and customer satisfaction. This means that when customers see pricing as fair, transparent, and reasonable, satisfaction increases. This pattern suggests that pricing plays a vital role in shaping customers' overall experience in barbershops. This result aligns with the findings of Noorsyah et al. (2024), who found that customers are more satisfied when prices are perceived as fair, as fair pricing fosters trust and increases positive feelings toward a business.

Customer satisfaction in this study refers to the level of happiness customers feel after getting their haircut, especially when the service meets their expectations. Customers enter a barbershop with clear expectations about the haircut style, service quality, and price. When the actual service matches or exceeds these expectations, customers feel satisfied and leave with a positive impression of the barbershop. The findings show that satisfaction depends on how well the barbershop delivers what customers expect. If the haircut quality and pricing are fair and reasonable, customers feel happy and content with their experience. It confirms that meeting customer

expectations is essential in improving satisfaction, encouraging repeat visits, and building trust between customers and barbershops.

The result also aligns with Indajang and Prabandari (2023), who reported that the grooming industry relies heavily on value perception. When the cost matches the quality received, customers are more satisfied and more willing to return. In addition, Al-Msallam (2020) stated that price fairness directly affects satisfaction because customers compare prices with their expectations and with competitors. When the price meets customer expectations, satisfaction becomes higher. Also, Rani and Sharma (2021) found that younger customers in grooming establishments are more price-sensitive. When prices remain affordable, satisfaction increases, even among budget-conscious groups such as students. The findings show clearly that pricing decisions strongly influence satisfaction. Fair, transparent, and value-based pricing improves customer satisfaction and encourages repeat visits. It helps build trust, and customers are more likely to return because they know they are paying the right amount for the service they receive. According to Monroe (2020), customers tend to feel more satisfied when prices are perceived as fair and reasonable because pricing strongly affects how value is judged in service transactions. When customers believe that the price matches the quality of service received, satisfaction levels increase, especially in personal service businesses such as barbershops.

Many customers also look for barbershops that give good value for their money. When the price is right and matches the service they receive, customers feel happy and satisfied. Even small things like fixed prices, simple packages, or clear price lists go a long way. These practices make customers think the barbershop is honest and fair, encouraging them to return and recommend it to others.

5.CONCLUSIONS

This study showed that pricing and customer satisfaction are strongly connected among the selected barbershops in Valencia City, Bukidnon. The results revealed that customers believed the prices were fair, transparent, and reasonable based on the service they received. As a result, customers felt the barbershops provided good value for their money, which increased their trust

and satisfaction. The findings also showed that customers were highly satisfied with the services, especially the friendliness, skills, and professionalism of the barbers, as well as the clean, comfortable shop environment.

The study found that customer satisfaction did not differ based on age or occupation. It means that regardless of whether customers were young or old, employed or unemployed, they felt almost the same level of satisfaction. It shows that good service and fair pricing matter more to customers than their personal characteristics. What most influenced their satisfaction was the quality of their experience in the barbershop.

Finally, the study confirmed a strong positive relationship between pricing and customer satisfaction. It means that when barbershops set prices that match the quality of their services, customers become happier and more loyal. The results show that fair pricing and excellent service must go hand in hand to keep customers satisfied and encourage them to return. With this, barbershops can build stronger customer relationships and improve business success.

6. RECOMMENDATIONS

1. Barbershop owners may regularly collect customer feedback through surveys, suggestion boxes, or brief conversations. Acting on feedback can improve pricing, service quality, and waiting times, thereby increasing customer satisfaction and loyalty.
2. Barbershop employees may continue their services, maintain a clean and comfortable environment, and provide professional service. Regular training for barbers may help improve service quality.
3. Future researchers may include more barbershops in different areas, compare urban and rural settings, and explore other factors such as shop ambiance, barber-customer relationships, and use of technology.

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