DETERMINANTS OF CONSUMER DECISION IN SELECTING BEAUTY PARLOR AND SALON IN MANADO
(Case Study of St Laurent Beauty Parlor and Salon in Manado)

FAKTOR FAKTOR YANG MEMPENGARUHI KEPUTUSAN PELANGGAN DALAM MEMILIH SALON KECANTIKAN DI MANADO
(Studi Kasus: St. Laurent Beauty parlor and Salon)

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Abstract: Physical Beauty is an advantage as being beautiful gives a person much more confidence it is also become a significant importance at personal, social and professional level. St Laurent Beauty Parlor and Salon is popular place for people in Manado to get beauty treatments at. This research aims to identify the determinants of consumer decision in selecting beauty parlors and salons in Manado with the study case being St. Laurent Beauty Parlor and Salon. Knowing these determinants, marketers can better understand them using them to their advantage to gain more customers. In order to define these determinants this research takes a quantitative approach by obtaining data through questionnaires using convenience sampling in which 100 customers of St. Laurent Beauty Parlor and Salon are the respondents. To analyze the data this research uses Factor Analysis as the research method. There are 20 variables included in the analysis, and the results show that all 20 variables correlate with the other factors. From the results of the factoring process there are 3 factors formed which are: Customer Satisfaction, Customer Relationship and Promotion. St Laurent Beauty Parlor and Salon should have the presence of a pleasant aroma around the salon because it has positive effects on consumers. Customers will want to stay longer in a good smelling store and the stimulating fragrance makes them comfortable with this place.

Keywords*: st. laurent beauty parlor and salon, consumer decision, factor analysis*

Abstrak: *Kecantikan Fisik adalah keuntungan dimana cantik memberi seseorang jauh lebih percaya diri. St Laurent Beauty Parlor and Salon adalah tempat yang populer bagi orang-orang di Manado untuk mendapatkan perawatan kecantikan. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor penentu keputusan konsumen dalam memilih salon kecantikan di Manado dengan studi kasus adalah St Laurent Beauty Parlor and Salon. Mengetahui faktor penentu ini, pemasar dapat lebih memahami mereka menggunakan mereka untuk keuntungan mereka untuk mendapatkan lebih banyak pelanggan. Untuk menentukan determinan ini, penelitian ini mengambil pendekatan kuantitatif dengan memperoleh data melalui kuesioner menggunakan convenience sampling di mana 100 pelanggan dari Laurent Beauty Parlor and Salon adalah responden. Untuk menganalisis data penelitian ini menggunakan Analisis Faktor sebagai metode penelitian. Ada 20 variabel yang termasuk dalam analisis, dan hasilnya menunjukkan bahwa semua 20 variabel berkorelasi dengan faktor-faktor lain. Dari hasil proses anjak ada 3 faktor yang terbentuk yaitu: Kepuasan Pelanggan, Hubungan Pelanggan dan Promosi. St Laurent Beauty Parlour dan Salon harus memiliki aroma yang menyenangkan di sekitar salon karena memiliki efek positif pada konsumen. Pelanggan akan ingin tinggal lebih lama di toko yang beraroma baik dan aroma yang menstimulasi membuat mereka merasa nyaman dengan tempat ini.*

Kata Kunci: *st.laurent beauty parlor and salon, keputusan pelanggan, analisis faktor.*

INTRODUCTION

Research Background

The fashion segment in Indonesia is developing to become a global contender. Indonesia is proving that their fashion industry has a great influence and is a significant driver in Indonesia's creative economy. It cannot be denied that looks and appearance is a part of self-actualization to make people have self-confidence.

Physical Beauty is an advantage as being beautiful gives a person much more confidence it is also become a significant importance at personal, social and professional level. Lifestyles have changed, People have more access to information and media like Instagram, Facebook, Whatsapp and other social media application which makes them more conscious about their well-being, leading to a change in perception, people are realizing the importance of good look and thus becoming more and more concerned about their beauty.

St. Laurent Beauty Parlor and Salon is one of the most complete beauty salon with international quality products in Manado that officially running in November 2015 located in Mall and Shopping Center area of Manado Town Square 3 with 134 square meters area. Interior of St. Laurent Beauty Parlor and salon is uniquely styled, inspired by the interior concept of the Moulin Rouge in Paris. Since the first year until now, St. Laurent remains one of the favorite salon for people of Manado city it is because the great service from the well-trained employees, reasonable price, high quality product that the salon offer to their customers and also the comfortable place. Based on all the services that St. Laurent beauty parlor and salon offer to customers, it all came out with personal preferences of consumers. It has been part of consumer decision to choose and decide which beauty parlor and salon that suitable with them.

Research Objective

According to the research problem that have been stated above, the main purpose of this research is to find out the determinants of Consumer Decision in Selecting Beauty Parlor and Salon at St. Laurent Beauty Parlor and Salon.

THEORETICAL REVIEW

Marketing

Marketing defined by Kotler and Amstrong (2010) is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "meeting needs profitably".

Marketing involves more than just activities performed by a group of people in a defined area of department. Marketing entails processes that focus on delivering value and benefits to customer, not just selling goods, service, and/or ideas. It uses communication, distribution, and pricing strategies to provide customers and other stakeholders with the goods, services, ideas, values, and benefits they desire when and where they want them. It involves building long-term, mutually rewarding relationships when these benefit all parties concerned. Marketing also entails an understanding that organizations have many connected stakeholder "partners" including employees, suppliers, stockholders, distributors, and society at large (McDaniel, Lamb, and Hair 2011).

Consumer Behavior

According to Belch and Belch (2012) consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

Consumer Buying Behavior

According to Kotler and Keller (2012), consumer buying behaviour is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions.

Consumer Preference

This is used primarily to mean an option that has the greatest anticipated value among a number of options. This is an economic definition and does not tap into 'wishes' or 'dreams' but for all practical purposes is an appropriate definition. Preference and acceptance in certain circumstances can mean the same thing but it is useful to keep the distinction in mind with preference tending to indicate choices among neutral or more

valued options with acceptance indicating a willingness to tolerate the status quo or some less desirable option (Kotler and Amstrong (2012).

Consumer Buying Decision

Consumer has buying decision process before they decide which product that they want to buy and this process will leads consumer from identifying their needs, providing options, evaluating the options then choosing a specific one Kotler (2011).

Previous Research

Brahmbhatt (2017). This research is about to identify the factors influencing service quality of local beauty parlours. The findings of this study stated that customer satisfaction of local beauty parlours is depended on four factors: Charges, Credence, Convenience, and Certitude Service. These factors are derived from various variables like as environment, materials, accurate service, prompt service, complaint handling, service provider's knowledge etc. Local beauty parlours are preferred due to its price and convenience.

Ali (2011). This article reports results of a confirmatory factor analysis performed to cross-validate the factor structure of the Educators' Attitudes Toward Educational Research Scale. The original scale had been developed by the author and revised based on the results of an exploratory factor analysis. In the present study, the revised sca- le was given to 564 PreK-12 in-service educators (teachers, school counselors, administrators, etc.

Arifin (2005). This study was conducted by distributing questionnaires randomly to 115 employees in MPPP. The target respondents were employees in MPPP who is ranked below Director of the department down to the clerical staff. Data collected were analyzed using Multiple Regression. The findings revealed that interpersonal skill are positively related to Perceived Service Quality and employee competencies are also significantly related to Perceived Service quality. In order to achieve competencies in MPPP, employees should be given exposure to many aspects to make them a better performer. Management style of public sector in Malaysia especially MPPP needs to be revised to more applicable in recent scenario of life.
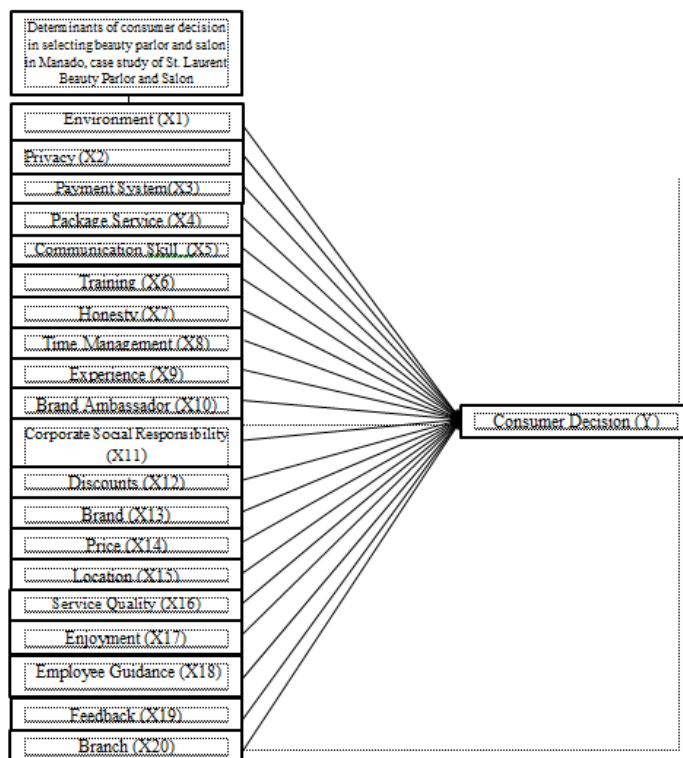
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Analysis Method (2018)

RESEARCH METHOD

Type of Research

In order to collect data this research uses a quantitative approach. Aliaga and Gunderson (2002) states that quantitative research is explaining a phenomena by collecting numeric data that are analyzed using mathematically based methods (in particular statistics). This research in the field of marketing management analyzed the factors that influence consumer decision in selecting beauty parlor and salon in Manado.

Population, Sample and Sampling Technique

A population is a group of experimental data or persons. Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003). the population of this research is customer of St. Laurent Beauty Parlor and Salon Manado.

A sample is the selected people chosen for participation in a study. A sample is a subset of the population (Sekaran and Bougie, 2009). This research will conduct probability sampling which is uses simple random sampling techniques to create a sample. Simple random sampling is a subset of a statistical population these people are refered to as subjects or participants that actually possess the same characteristics as the population. in which each member of the subset has an equal probability of being chosen (Investopedia, 2017).

Data Analysis Method
Validity and Reliability Test

Validity test is used to measure the legitimacy or validity of a questionnaire. The validity test is the degree to which a test procedure accurately measures what was designed to measure. Validity is the strength of our conclusion, inferences of preposition. Validity means the instrument can be used to measure what should be measured (Sugiyono, 2003).

Confirmatory Factor Analysis

Confirmatory factor analysis is a tool that is used to confirm or reject the measurement theory. According to Child (1990), confirmatory factor analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed variables. CFA allows the researcher to test the hypothesis that a relationship between observed variables and their underlying latent constructs exists. Confirmatory factor analysis researchers can specify the number of factors required in the data and which measured variable is related to which latent variable. CFA is often the analytic tool of choice for developing and refining measurement instruments, assessing construct validity, identifying method effects, and evaluating factor invariance across time and groups (Brown, 2006).

RESULT AND DISCUSSION

The data was collected from 100 respondents that have gotten beauty treatments at St. Laurent Beauty Parlor and Salon. The data was analyzed with IBM SPSS (Statistical Package for Society Science) version 22.0 program and by using Factor Analysis Method.

There are several characteristics of respondents in this research discussion. Characteristics of the respondents that are discussed in this research include gender, age, educational background, occupation, monthly income, average monthly expenditure on beauty treatments at St. Laurent Beauty Parlor and Salon. These 100 respondents have gotten treatments beauty treatments at St. Laurent Beauty Parlor and Salon.

Factor Analysis

There are 4 steps for conducting factors analysis, (1) data collection method and generate the correlation matrix, (2) extraction or initial factor solution, (3) rotation and interpretation, and (4) construction of scales or factor scores to use in further analysis. For this factor analysis, there are 20 variables in this research with 20 indicators.

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.906	
Bartlett's Test of Sphericity	**Approx. Chi-Square**	1326.430

	Df	190
	Sig.	.000

Source: IBM SPSS 22 Output (2018)

The value of KMO and Bartlett's Test for correlation between required variables is over 0.5. The significance of the study required is over 0.05. From the above results obtained the KMO value is 0.844. The results of the SPSS calculation calculated the Bartlett Test of Sphericity value as 902.762 with a significance value of 0.000. The Bartlett Test of Sphericity meets the requirements because the significance value is below 0.05 (5%). With the results above, it can be said that the variables and samples are allowed for further analysis.

Table 2. Measures of Sampling Adequacy

Variable	MSA Value	Variable	MSA Value
Environment	.882	Corporate Social Responsibility	.812
Privacy	.911	Discounts	.790
Payment System	.950	Brand	.885
Package Service	.927	Price	.918
Communication Skill	.931	Location	.923
Training	.951	Service Quality	.880
Honesty	.915	Enjoyment	.899
Time Management	.956	Employee Guidance	.882
Experience	.950	Feedbacks	.899
Brand Ambassador	.856	Branch	.922

Source: IBM SPSS 22 Output (2018)

Based on Table 2 the output of all the data that has been processed through IBM SPSS Statistics 22 are all the variables' MSA values are over 0.5; therefore, all 20 variables are correlated to process for further tests and analysis.

Table 3. Communalities

Variable	Initial	Extraction	Variable	Initial	Extraction
Environment (X1)	1.000	.643	Corporate Social Responsibility (X11)	1.000	.746
Privacy (X2)	1.000	.651	Discounts (X12	1.000	.701
Payment System (X3)	1.000	.658	Brand (X13)	1.000	.719
Package Service(X4)	1.000	.601	Price (X14)	1.000	.501
Communication Skill(X5)	1.000	.597	Location (X15)	1.000	.603
Training (X6)	1.000	.575	Service Quality (X16)	1.000	.659
Honesty (X7)	1.000	.805	Enjoyment (X17)	1.000	.722
Time Management (X8)	1.000	.645	Employee Guidance (X18)	1.000	.643
Experience (X9)	1.000	.534	Feedbacks (X19)	1.000	.734
Brand Ambassador (X10)	1.000.	728	Branch (X20)	1.000	.627

Source: IBM SPSS 22 Output (2018)

Based on Table 3. It can be seen from the results of extraction that the variance of Environment (X1) is 0.643 which means that 64.3% of variance from this variable can be explained by the factors to be formed. The extraction of Privacy (X2) is 0.651 which means 65.1% of variance of this variable can be explained by the factors, and so on until the last variable (X20). The extraction value all 20 variables meet the suggested minimum of 0.5, so all 20 variables can be used for factor extraction.

Table 4. Rotated Component Matrix

Variable	Component		
	1	2	3
Environment (X1)	,459	,625	,204
Privacy (X2)	,127	,788	,123
Payment System (X3)	,359	,612	,393
Package Service (X4)	,597	,431	,243
Communication Skill (X5)	,722	,260	,083
Training (X6)	,620	,416	,132

Honesty (X7)	,476	,580	,175
Time Management (X8)	,648	,421	,217
Experience (X9)	,602	,402	,098
Brand Ambassador (X10)	,040	,362	,772
Corporate Social Responsibility (X11)	,024	,335	,796
Discounts (X12)	,355	-,189	,735
Brand (X13)	,667	,158	,500
Price (X14)	,451	,215	,502
Location (X15)	,745	,080	,205
Service Quality (X16)	,746	,311	,071
Enjoyment (X17)	,797	,214	,204
Employee Guidance (X18)	,536	,580	,141
Feedbacks (X19)	,460	,684	,141
Branch (X20)	,279	,517	,531

Source: IBM SPSS 22 Output (2018)

Based on Table 4, all the variables have loading values higher than 0.5 which means all 20 variables will be used for the next analysis. Variables X 4, 5, 6, 8, 9, 13, 15, 16 and 17 all are under factor 1. Variables X 1, 2, 3, 7, 18 and 19 are all independent variables of factor 2. Variables X 10, 11, 12, 14 and 20 fall under factor 3.

Table 5. Regressio Models and Variables

Regression Model	Dependent Variable	Independent Variable
First Factor	Customer Satisfaction	Package Service
		Communication Skill
		Training
		Time Management
		Experience
		Brand
		Location
		Service Quality
		Enjoyment

Second Factor	Customer Relationship	Environment
		Privacy
		Payment System
		Honesty
		Employee Guidance
		Feedbacks
Third Factor	Promotion	Brand Ambassador
		Corporate Social Responsibility
		Discounts
		Price
		Branch

Source: Data Processed (2018)

Discussion

The sampling technique used in this research is convenience sampling. While conducting the required tests and analyses, there is no variable that eliminated after the communalities analysis. Based on the result of the output from the 20 variables, those 20 variables can be grouped into 3 factors. According to the Principal Component Analysis, there are 3 components with an eigenvalue above 1. Therefore, the factoring process will be based off of 3 factors.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the analysis and discussion, there are 3 factors that drive Consumer Decision in Selecting Beauty Parlor and Salon in Manado (Case Study of St Laurent Beauty Parlor and Salon). The first factor is Customer Satisfaction. The second factor is Customer Relationship. The third factor is Promotion.
1. The first factor is Customer Satisfaction. There are 9 variables categorized in this factor. Those 9 independent variables are: Package Service, Communication Skill, Training, Time Management, Experience, Brand, Location, Service Quality and Enjoyment.
2. Customer Relationship is the name of the second factor that drives Consumer Decision in Selecting Beauty Parlor and Salon. There are 6 variables grouped together to form this factor. Those 6 independent variables are: Environment, Privacy, Payment System, Honesty, Employee Guidance and Feedbacks.
3. The third factor is promotion. There are 5 variables included in this factor. Those 5 independent variables are: Brand Ambassador, Corporate Social Responsibility, Discounts, Price and Branch.

Recommendations

Based on the conclusion, the following recommendations can be proposed. In order to drive Consumer Decision in Selecting Beauty Parlor and Salon, then it is recommended St Laurent Beauty Parlor and Salon to take the following recommendations for each factor into consideration:
1. Package Service : Providing a package including hair stylist so the customer will easy to choose.
2. Time Management : Customer will satisfy if the employee tell first before start the treatment.
3. Service Quality : Before start the treatment the employee should ask to customer about customers wants.
4. Communication Skill: Employee should learn how to speak well in English.
5. Training : St Laurent Beauty Parlor and Salon should explore the employee through sending to international fashion week

6. Experience : Following National or International Fashion Festival.
7. Brand : Brands in St Laurent Beauty Parlor and Salon should keep up their standards in quality .
8. Location : The Location of St Laurent Beauty Parlor and Salon is very strategic.
9. Enjoyment : St Laurent Beauty Parlor and Salon should make consumers' treatment experience more enjoyable.
10. Environment : St Laurent Beauty Parlor and Salon should have the presence of a pleasant aroma .
11. Privacy : Providing Consultation room will makes the customer comfort.
12. Payment System : Giving more options about payment system through debt / credit card.
13. Honesty : Employee of St Laurent Beauty Parlor and Salon should be more brave.
14. Employee Guidance : St Laurent Beauty Parlor and Salon should provide customer service.
15. Feedbacks : A suggestion box for customer should be provide by St Laurent Beauty Parlor.
16. Brand Ambassador : The Ambassador of St Laurent Beauty Parlor and Salon should be more up to date in social media.
17. Discounts : St Laurent Beauty Parlor and Salon should give more exposure when having sales on treatment products
18. Price : St Laurent Beauty Parlor and Salon should keep the price standard or keep the affordable price
19. Corporate Social Responsibility : St Laurent Beauty Parlor and Salon should explore about this social responsibility
20. Branch : The presence of branches in each city will greatly help St Laurent Beauty Parlor and Salon in terms of promotion and ease of customer in getting treatment

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