

**ANALISA PERSEPSI KUALITAS DAN PERSEPSI NILAI MENGGUNAKAN ANALISA IPA PADA BARBERSHOP VONNETTE DI MANADO***THE ANALYSIS OF PERCEIVED QUALITY AND PERCEIVED VALUE USING IPA ANALYSIS AT VONNETTE BARBERSHOP IN MANADO*

by :

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**Abstrak:** Kepuasan dapat didefinisikan sebagai suatu kondisi ketika pelanggan merasakan hasil dari evaluasi keseluruhan aspek membangun suatu hubungan. Kualitas yang dirasakan didefinisikan sebagai penilaian konsumen tentang keunggulan atau keunggulan produk. Nilai yang dirasakan merupakan trade-off antara kualitas atau keuntungan yang mereka rasakan dari produk dan pengorbanan yang mereka rasakan dengan membayar harganya. Di era globalisasi saat fashion ini penting, membuat manusia juga suka menjadi apa yang mereka inginkan, terutama tentang gaya rambut. Rambut adalah mahkota untuk kepala orang-orang itulah sebabnya mengapa tukang cukur menawarkan pria progresif saat ini tempat berlindung di mana dia bisa duduk santai, bersantai dan merasakan seni "perawatan" kelas dunia dan perawatan di atmosfer pria terhormat, yang maskulin dan terapeutik. Tujuan penelitian ini adalah untuk analisis perceived quality dan perceived value dengan menggunakan analisis IPA pada Vonnette Barbershop, Manado. Populasi penelitian ini adalah pelanggan yang pernah merasakan layanan oleh Vonnette Barbershop di Manado. Sampel penelitian ini menggunakan random sampling dengan 100 orang yang mengalami layanan oleh Vonnette Barbershop, Manado. Penelitian ini telah mengidentifikasi 8 elemen persepsi kualitas dan perceived value yaitu: Keandalan, daya tanggap, kepastian, empati, harga moneter, harga perilaku, reputasi, dan respon emosional.

**Kata Kunci:** persepsi kualitas, persepsi nilai, analisis kepentingan dan kinerja

**Abstract:** Satisfaction may be defined as a condition when the customers perceive the results from the evaluation of the whole aspects of building a relationship. Perceived quality was defined as consumers' judgment about products' excellence or superiority. Perceived value represents a trade-off between quality or benefit they perceived from the product and the sacrifice they perceive by paying the price. In this globalization era when fashion is important it makes human also like to be what they want to be, especially about hairstyle. Hair is crown for the people head that's why barbershop offer today's progressive gentlemen a haven where he can sit back, relax and experience the "World Class" art of grooming and services in a gentleman's club atmosphere, which is masculine and therapeutic. The aim for this study is to analysis of perceived quality and perceived value using IPA analysis at Vonnette Barbershop, Manado. The population of this research is customer ever can feel the service by Vonnette Barbershop in Manado. The sample of this research using random sampling with 100 people who experience the services by Vonnette Barbershop, Manado. This research has identified 8 elements of perceived quality and perceived value which are: reliability, responsiveness, assurance, empathy, monetary price, behavioral price, reputation, and emotional response

**Keywords:** perceived quality, perceived Value, importance and performance analysis

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## INTRODUCTION

### Research Background

In this globalization era when fashion is important it makes human also like to be what they want to be, especially about hairstyle. Hair is crown for the people head that's why barbershop offer today's progressive gentlemen a haven where he can sit back, relax and experience the "World Class" art of grooming and services in a gentleman's club atmosphere, which is masculine and therapeutic. exclusive market and a discerning customer base, and will add tremendous value to community while offering a combination of "World Class Services" not currently being offered by any competitor in the greater .

Satisfaction may be defined as a condition when the customer perceive the results from the evaluation of the whole aspects of building a relationship (Savert, 2002 in Casalo. 2011) and it has been considered as the key antecedent of trust (Bauer. 2002). Several authors conclude that satisfaction is determined by customer value as the comparison between the perceived attributes and the exchanging processes in marketing or the comparison between the perceived benefits and the spent cost. quality was seen as the superiority of a certain product or service in a broad sense. Perceived quality was defined as consumers' judgment about products' excellence or superiority. Parasuraman, Zeithmal and Berry (1985) proposed that perceived service quality is determined by the difference between expected services and perceived services. In many past studies, value was simply considered a trade-off between quality and price. Perceived value represents a trade-off between quality or benefit they perceived from the product and the sacrifice they perceive by paying the price . Many later studies, however, claimed that consumers' perceived value should be explained not through a trade-off between price and quality but a multidimensional construct. It means that one of the most powerful ways to understand consumers is to understand their values and value systems (Durgee, 1996) and that the value results from consumers' belief or behavior (Carlson, 2000).

### Research Objective

1. The importance of perceived quality and perceived value at Vonnette Barbershop in Manado
2. The performance perceived quality and perceived value at Vonnette Barbershop in Manado

## THEORETICAL FRAMEWORK

### Marketing

In the review of literature, there are several theories explained that are related to this research. According to definition by Philip Kotler, Kotler (2003) defined "marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others." According to Kotler and Armstrong (2006) broadly defined marketing as "a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with customers. Marketing as the process by which companies create a value for customers and build strong relationships in order to capture value from customers in return".

### Service Marketing

Service marketing is a process of perceiving, understanding, stimulate and satisfy the needs of the target market that is chosen specifically to channel resources for an organization to meet these needs. Thus, marketing management services is an alignment process of an organization's resources to market needs. Marketing paying attention to the dynamic interrelationship between products and services, customer needs and requirements as well as the activities of competitors.

### Perceived Quality

Perceived quality is the consumer's judgment about an entity's overall excellence or superiority (Zeithaml, 1988). Perceived Quality is the characteristics of the products in the ability to meet the needs that have been determined and are latent..

### Perceived Value

On perceived value has focused on the fourth definition (Bojanic, 1996; Zeithmal, 1985). The most common definition such of value is the ratio or trade-off between quality and price (Monroe, 1991), which is a

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value-for-money conceptualization. Clearly, these two components (quality and price) have different and differential effects on perceived value for money

**Customer Satisfaction**

Zeithaml and Bitner (2000:75) define “Satisfaction as the customer’s evaluation of a product and service in terms of whether that product or service has met their needs and expectation. Failure to meet need and expectation is assumed to result in dissatisfaction with service or product. Customer satisfaction is also an evaluative judgment related to the level of consumer expectation rather than to actual product performance. Satisfaction is a function of the discrepancy or contrast between obtained and expected outcomes.

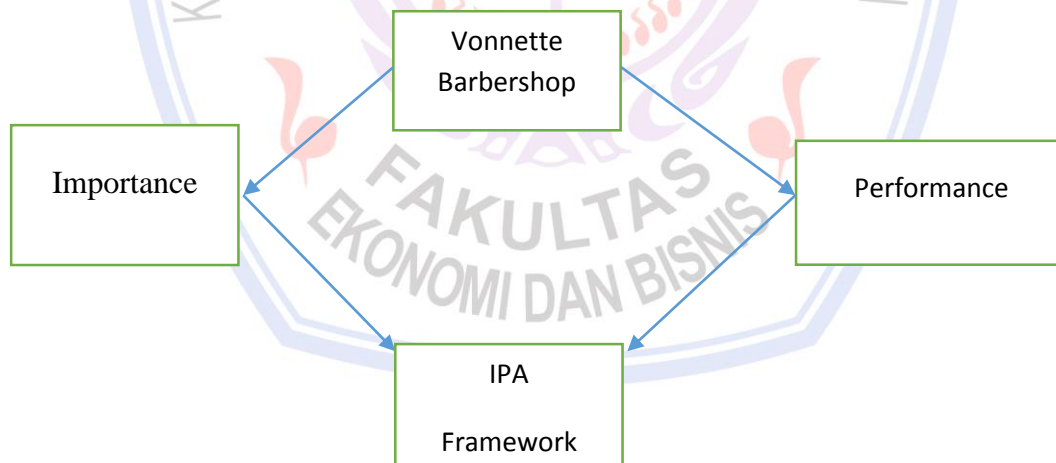
**Previous Research**

Dr. Hannan surfin Dr. Budi Suharjo Prof. Rita Nurmalina and Dr. Kirbrandoko entitled The Influence of Perceived Quality and Perceived Value, and customer Expectation on Customer Satisfaction: an Empirical study on Independent Surveyor Industry in Indonesia was analyzed Perceived Quality, Perceived Value, Customer Expectation, and Customer Satisfaction the result customer satisfaction is influenced by perceived quality, perceived value and customer expectation. Perceived quality and customer expectation variables also influence customer’s satisfaction through perceived value. Perceived quality is significant influenced reliability , responsiveness, assurance and empathy.

Nazri Mohd Abdul Raji, and Artinah Zainal entitle The Effect of Customer Perceived Value on Customer Satisfaction: A case study of Malay Upscale Restaurant was analyzed Perceived Value, and Customer Satisfaction the result This is because customer satisfaction will lead to determinant of repeat sales, positive word of mouth , and customer loyalty.

Eun Jung Choi and Soo- Hyun Kim entitle The Study of the Impact of Perceived Quality and Value of Social Enterprise on Customer Satisfaction and Re-Purchase Intention was analyzed Perceived Quality ,Value, Customer Satisfaction and Re -purchase Intention the result The perceived quality of social enterprise product has positive effect on perceived value. The higher the perception of quality is the higher the perceptions of functional, emotional and social value are.

**Conceptual Framework**



**Table1. Conceptual framework**  
 Source: Data processed 2017

**RESEARCH METHOD**

**Type of Research**

This research is descriptive study with a quantitative approach. Quantitative research relies on deductive reasoning or deduction (Sekaran and Bougie, 2010) and make us of variety of quantitative analysis techniques

that range from providing simple descriptive of the variables involved, to establishing statistical relationships among variables through complex statistical modeling (Saunders, 2009).

### **Place and Time of Research**

This research is conducted in Manado city. These research uses for costumers ever can feel the service by Vonnette barbershop Manado city as the respondent. This research will be held from February – July 2017

### **Population and Sample**

population is the group you want to According Sekaran (2010), population is “the entire group of people, events, of things of interest that the researcher wishes to investigate”. A population is a group of experimental data, persons, etc. The population in this study is costumers ever can feel the service by Vonnette barbershop in Manado.

This research is based on simple random sampling technique of Nonprobability sampling method. In Non-probability sampling designs, the elements in the population do not have any probabilities attached to their being chosen as sample subjects (Sekaran, 2009). The sample size of this research is 100 people who experience the services by Vonnette Barbershop in Manado.

### **Data Collection Method**

The source of data used in this research are taken from primary and secondary data. The primary data of this study gets from the results of questionnaires. While the secondary data collected in varied of sources and the sources are books, journals, articles, thesis, and websites.

### **Operational Definition of Research Variable**

**1. Perceived Quality** is the characteristics of the products in the ability to meet the needs that have been determined and are latent. There are four dimensions that has been constructed to measure this scale which are reliability, responsiveness, assurance, and empathy to the believability of the product information embodied in a brand.

**2. Perceived Value** the consumer’s overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given. There are four dimensions that has been constructed to measure this scale which are emotional response, monetary price, behavior price, and reputation of brand associations that consumers retain in their memory about a brand.

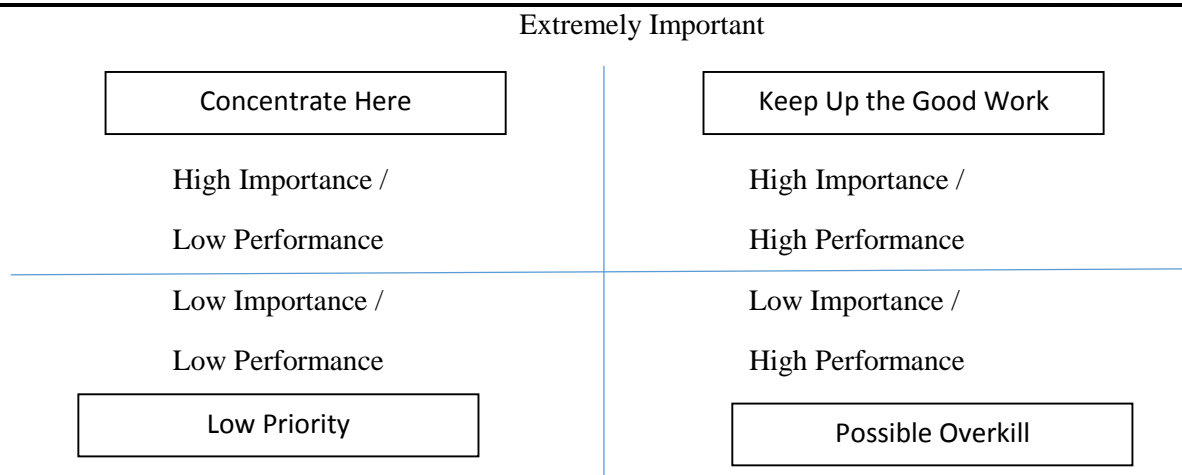
### **Data Analysis Method**

#### **Validity and Reliability**

Validity is a characteristic of measurement concerned with the extent that a test measures what the researcher actually aim to measure. Based on the above definition, the validity can be interpreted as a characteristic of the size associated with the measurement of a test instrument (questionnaires) to measure correctly what the researcher wants to measure. analysis is an exploratory data technique used to analyze categorical data (Benzecri, 1992). It is used in many areas such as marketing and ecology.

#### **Importance and Performance**

The Importance Performance Analysis (IPA) framework was introduced by (Martilla and James, 1977:77) in marketing research in order to assist in understanding customer satisfaction as a function of both expectations concerning the significant attributes and judgments about their performance. According to Downes & Hemmasi (2012:79), analyzed individually, importance and performance data may not be as meaningful as when both data sets are studied simultaneously. Hence, important and performance data are plotted on a two dimensional with importance on the y-axis and performance on the x-axis. The data are then mapped into four quadrants (Bacon, 2003; Martilla& James, 1997:79)



**Figure.2. The Original IPA Framework**

Source: Martilla, J., and James, J., (1977).

## RESULT AND DISCUSSION

### Validity Test

**Table 1. Validity Test**

		Importance	Performance	Importance Performance
<b>Importance</b>	<b>Pearson Correlation</b>	1	.653(**)	.657(**)
	<b>Sig. (2-tailed)</b>		.000	.000
	<b>N</b>	100	100	100
<b>Performance</b>	<b>Pearson Correlation</b>	.662(**)	1	.657(**)
	<b>Sig. (2-tailed)</b>	.000		.000
	<b>N</b>	100	100	100
<b>Importance Performance</b>	<b>Pearson Correlation</b>	.657(**)	.657(**)	1
	<b>Sig. (2-tailed)</b>	.000	.000	
	<b>N</b>	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output 2017

By comparing correlation index in Pearson Product Moment Correlation Coefficient to test the validity of variables, with significance level of 5% it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

### Reliability Test

Reliability test is to measure if one item of question tested several times would give consistent value. Reliability analysis was using the Alpha Cronbach Analysis.

The interpretation of Alpha Cronbach (Sekaran, 2009) is :

- < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable
- 0.7 indicates that the data are acceptable
- > 0.8 indicates a good internal consistency or consider that the data resulted is reliable.

**Table 2. Reliability Statistics**

Cronbach's Alpha	N of Items
.877	16

Source: SPSS Output, 2017

**Importance Performance Analysis of Perceived Quality and Perceived Value**  
**Table 3. Attributes, Importance Mean, Performance Mean, Quadrant**

Perceived Quality and Perceived Value Attributes	Importance Mean	Performance Mean	Quadrant
Reliability of Vonnette Barbershop	4.17	3.85	2
Responsiveness of Vonnette Barbershop	3.95	3.84	2
Assurance of Vonnette Barbershop	4.05	3.92	2
Empathy of Vonnette Barbershop	4.22	4.01	2
Monetary Price of Vonnette Barbershop	4.18	3.73	2
Behavioral Price of Vonnette Barbershop	3.84	3.53	3
Reputation of Vonnette Barbershop	3.7	3.73	3
Emotional Response of Vonnette Barbershop	4.29	4.02	1
Average	32.4	30.63	

Source: data processed, 2017

### Discussion

This study will attempt to answer the research problem as has been stated earlier in this thesis, and again will be mentioned as follows:

1. What is the importance of perceived quality and perceived value at Vonnette Barbershop Manado?
2. How is the performance perceived quality and perceived value at Vonnette Barbershop Manado?

In order to answer the problem, this research uses perceived quality and perceived value dimension to analyze the perceived quality and perceived value using IPA analysis at Vonnette Barbershop. The attributes of perceived quality and perceived value dimension that are used in this research are as follows: Reliability, Responsiveness, Assurance, Empathy, Monetary Price, Behavioral Price, Reputation, and Emotional Response. This study has considered all those attributes which come from theories, books, journal and other supporting sources in constructing this research. These attributes become the foundation of questionnaires used to collect the data. The collected data are scored with the Likert scale and are then tabulated and analyzed with Importance and Performance Analysis. The result of this research shows the importance of the attributes to the customers and how well the performance of the Vonnette Barbershop is according to the customers' satisfaction as seen on the quadrant.

Emotional response referred to how a product made the consumer feel. This means that attributes of perceived quality and perceived value to be very important to the customers but the performance levels are assessed lower. These result show how the important of emotional response make a customer satisfaction. The empathy, reliability, assurance, monetary price and responsiveness, are located in Quadrant 2. Empathy is defined as the ability to take care of customer's attention individually in providing service to customers. Quadrant 2 means that it has a high importance to the customer and also achieves high performance according to the customer. In short, attributes that located in this quadrant means that the customer already satisfied with Vonnette Barbershop performance and the Vonnette Barbershop needs to maintain and keep this customer's satisfaction. These result shows that Vonnette deliver the performance as good as the customer' satisfaction. The next quadrant is Quadrant 3 and the attributes that located in this quadrant are behavioral price and reputation. Attributes located in this quadrant have a low importance to the customers and also has low performance in those attributes. So, the attributes located in this quadrant are not a priority to the Vonnette Barbershop. These result the attributes located in this quadrant are not a priority to the Vonnette Barbershop. The last quadrant is Quadrant 4, there is no attributes in this quadrant. Attributes that are located in this quadrant mean that it has low importance to the customers but the performance of the Vonnette Barbershop in that attributes is high.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Perceived quality and perceived value, there are eight attribute that's importance and performance to the customer which are customer feel comfortable or safe when using the service by vonnette barbershop. in quadrant 1 which is the emotional response shows that the Vonnette Barbershop deliver a deficient performance to customer satisfaction. In quadrant 2 which are the empathy, reliability, assurance, monetary price and responsiveness, these result shows that Vonnette Barbershop deliver the performance as good as the customer satisfaction. In quadrant 3 which are the behavioral price and reputation when the important and performance values are in low level. There are no attributes in this quadrant means that the Vonnette Barbershop did not deliver such as useless service to the customers.

### **Recommendation**

The researcher provide recommendation to the company in service to improve the perceived quality and perceived value by looking in the discussion and the result of the research, some recommendation has been made as listed below: Even though there is only 1 attributes that plotted in this quadrant which is the quality but the Vonnette Barbershop still need to attention because quality is important for the service. The Vonnette Barberhop only has to keep its usual performance for the attributes in quadrant 2 and 3, even better Vonnette Barbershop can improve those service quality to the customer to make them more satisfied and loyal in order to achieve the Vonnette Barbershop's goals.

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