

Analyzing of Barberbos Consumer Purchase Decision Stages In Picking Barberbshop

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Abstract

This research aims to explore the entire consumer purchasing decision process in choosing Barberbos, from problem recognition to post-purchase. The method used is qualitative with a case study approach, the sample was taken by purposive sampling, namely 23 people who were consumers who had tried Barberbos services. Data collection was carried out using interviews, literature studies, documentation studies, and online search methods, then the data was analyzed using thematic analysis. The results show that in the first stage, the need and desire to shave one's hair was triggered internally by the interviewees himself, there was no encouragement from other people. Information search stages: sources know Barberbos through location, word of mouth, and social media. At the alternative evaluation stage, only some went through this stage and interviewee consideration was the results of the shaving, followed by the place, then some said there was no particular reason and there were those who were invited by friends. The reason the interviewees chose Barberbos was because it was famous, the shave results, the service and the place was nice. For the final stage, all interviewees felt very satisfied, satisfied, and quite satisfied with the shave they got.

Keywords: purchase decision; word of mouth; marketing; barberbos; places.

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Introduction

Technology provides many benefits to humans in various aspects of life, including economic aspect. The benefits of technological advances provide a breath of fresh air for business people in all industries, especially in the barbershop industry. In the past, the services offered were only hair shaving, nowadays they are more varied, such as in salons, in barbershops consumers can have their hair cream bathed, color their hair, and much more. This service offer emerged because of changes in people's lifestyles because people now think that hairstyles are a lifestyle, so people come to barbershops not only to shave but to care for or keep their hair maintained (Dicka Pratama & Gunady Ony, 2020). This lifestyle change is

supported by much more developed and better equipment (Takaeb & Kelen, 2021).

With technology, business owner in the barbershop industry can reach a wider market by showing their shaving results on social media, visible on Google, which makes it easier for potential consumers to search for their barbershops. With the internet and social media, potential consumers can see the services offered by the barbershop, the facilities provided by the barbershop, shaving results, and testimonials from customers who have had their hair shaved at the barbershop and order hair services without having to come to the barbershop (Ramadhan & Susianto, 2019) which can make potential consumers more interested, sure enough to try the services at a particular barbershop. It was different

in the past where barbershops (better known as barbershops) had a market limited by where the barbershop was located.

One of the barbershops in Bandung City is Barberbos which has been established since 2014 and currently has 8 branches spread across Bandung City, Cimahi City, and Purwakarta City. Services offered by Barberbos include hair cutting for adults and children, hair tattooing, hair coloring, hair cream baths, face wash, as well a hair spa.

Competition in the barbershop industry in the city of Bandung is increasingly competitive, with the number increasing every year. Table 1 proves that the barbershop business is very promising because the numbers are almost the same as salons and spas. Apart from that, from this data, we can see that there has been a change in consumer behavior among men, where they are now more concerned with their appearance.

Table 2 *Barbershop* in Bandung City from 2018-2022.

Year	Total <i>Barbershop</i>	Increase (%)
2018	79	↑ 10,96
2019	83	↑ 15,88
2020	88	↑ 5,25
2021	90	↑ 6,18
2022	93	

Source: Bandung City Union and UMKM Department (2023)

Table 1. Business Type Fashion Lifestyle in Bandung City Year 2022

No	Type of Business	Year 2022	Percentages (%)
1	Salon	100	35,50
2	SPA	97	33,10
3	<i>Barbershop</i>	93	31,40
Total		290	100

Source: Bandung City Union and UMKM Department (2023)

There is a development in the number of barbershops from 2018 to 2022 which can be seen in Table 2 as well as an initial interview with the owner of Barberbos where he mentioned that in one of his branches, a new barbershop has opened which more strategically located compared to the Barberbos location. Competition also occurs in several other cities such as West Kotamobagu in Mokoagow (2022), and in Medan City as in Syahfitri & Aslami (2022) research. Due to the increasing number of competitors in the barbershop industry, efforts need to be made so that Barberbos continues to exist in the city of Bandung. This is the reason for conducting this research.

In this research, researchers want to explore and analyze the purchasing decision process of consumers (resources) starting from regarding the problem, continuing with searching for information about Barberbos, evaluating other alternatives, purchasing Barberbos services, and impressions after purchasing Barberbos services.

Tjiptono (2014) formulates purchasing decisions as a set of stages starting from recognizing the problem to purchasing decisions. Some argue that consumers in purchasing a good or service go through several stages starting from problem recognition, information search, alternative evaluation, purchasing decision to post-purchase behavior (Phillip & G, 2018).

To understand consumer behavior so that in the future Barberbos can know and take appropriate action to get new consumers, retain consumers who have purchased Barberbos services, and add new consumers. Consumer behavior itself means that consumer behavior is the study of the process of individual or group involvement in selecting, purchasing, using, or disposing of a product, service, idea, or experience to satisfy their needs and desires according to Solomon (2018).

Because consumer who want to buy services have to depend on high-quality experience from previous consumer and credibility to evaluate service before buying because the risks are large. This factor has consequences. First, consumers depend on word of mouth regarding the services offered, rather than advertising from companies.

Supranto & Limakrisna (2011) stated that word-of-mouth communication is where there is interaction between individuals in exchanging information, especially about good things so that it can influence consumer decisions and will make the business successful.

After conducting online research, the researcher found numerous studies focusing on barber shops. Some of these studies were conducted by Ghufron (2019), Ramadhan & Susianto (2019), and Mokoagow (2022). Additionally, the researcher found several studies discussing purchase decisions, including those by Emeraldal et al (2020), as well as (Ani et al., 2021).

This research stands out due to its focus on Barberbos as the subject and its utilization of a qualitative approach and case study method.

To answer the stated research objectives, researchers will interview sources (consumers) who have purchased Barberbos services to find out their purchasing decision process. Apart from consumers, researchers will also interview barbers/capsters, managers, and Barberbos owners for complementary data. After the data is collected the data will be analyzed thematically and discussed using marketing management theory.

Literature Review

Tjiptono (2014) formulates purchasing decisions as a set of stages starting from recognizing the problem to purchasing decisions. There are also those who argue that consumers in purchasing a good or service go through several stages starting from problem recognition, information search, alternative evaluation, purchasing decision to post-purchase behavior (Phillip & G, 2018).

In the first stage (problem recognition), consumers recognize the problem or need that is triggered internally or externally. All humans have needs at certain times. A need becomes a motive when it increases to sufficient intensity to compel us to act. The famous theory explaining human motivation is Maslow's theory.

Maslow's theory attempts to explain the reasons why people act because they are driven by needs at a certain time (Kotler, 2009). The answer is that human needs are arranged in levels ranging from the most needed to the least needed - psychological needs, security needs, social needs, esteem needs, and self-actualization needs. People will satisfy the most important need according to themselves, and once satisfied, they will try to satisfy the next most important need.

Next, in the information search stage, consumers find out which barbershop can meet their needs and solve their problems. Sources of information for finding a barbershop according to Kotler (2009), Kotler & Armstrong (2018): (1) personal, (2) commercial, (3) public, and (4) experimental.

Continuing to the alternative evaluation stage, in this stage, the consumer is faced with several choices which will lead to one choice and the consumer will buy the product (Arfah, 2022). Kotler & Armstrong (2018) added that in the alternative evaluation stage, consumers process information and make a final assessment of the goods or services they will buy based on consumer beliefs and attitudes. After going through the alternative evaluation stages, if they have a good perception of a product, consumers will decide to make a purchase (Risti & Cahyanti, 2022). In the final stage, Kotler & Armstrong (2007) and Setiadi (2010) state that in the post-purchase stage consumers will feel satisfied or dissatisfied after deciding to buy.

To better understand consumer behavior, Barberbos aims to identify and take relevant actions to acquire new consumers, retain existing ones, and attract additional consumers who have used Barberbos services. Consumer behavior itself means is study of the process of individual or group involvement in selecting, purchasing, using, or disposing of a product, service, idea, or experience to satisfy their needs and desires according to Solomon (2018).

According to Fadhli et al. (2021), Several factors influence consumer purchasing behavior, Such as, firstly culture, this is the fundamental determinant of an individual's desires to use a product. Secondly social factors, consumers' responses to products and brands are influenced by social, family, and reference group dynamics. Thirdly, personal factors, buyers' decisions are influenced by personal characteristics such as occupation, age, and life cycle. Fourthly psychological factors, these are related to a person's psychology and can drive them to make a purchase.

When prospective consumers want to buy a product or service, they will of course take into account the total benefits that will be received by the consumer, which can be seen in the marketing mix which contains what products/services will be sold, the place where the product or service offered will be sold. Then, determine the price that must be paid by potential consumers, and finally what kind of promotion so that consumers know about the product or service being offered. What was mentioned above is known as the 4p marketing mix. whereas in service marketing there are several additions such as people, physical evidence, and processes, so it is known as the 7p marketing mix.

Because consumer who want to buy services have to depend on high-quality experience from previous consumer and credibility to evaluate service before buying because the risks are large. This factor has consequences. First, consumers depend on word of mouth regarding the services offered, rather than advertising from companies. Wisarfah and Nanda (2011), stated that word-of-mouth communication is where there is interaction between individuals in exchanging information, especially about good things so that it can influence consumer decisions and will make the business successful. Similarly, Hasan & Lim (2021) refers WOM as the sharing of product-related information between consumers. It strongly influences consumer behavior, brand awareness, and the perceived value of the product.

There are two types of word of mouth, namely organic where recommendations are based on one's own wishes, and amplified word of mouth where the company encourages consumers to do word of mouth, (Prasetyo, 2018).

According to Sernovitz (2009), there are five basic aspects of word of mouth known as 5T, Talkers, Topics, Tools, Talking part, and Tracking. These 5 aspects explain which parties are involved in word of mouth as well as what is done and how the message is conveyed.

Methods

From the objectives stated in the introduction, the researcher decided to use a qualitative approach to answer the research objectives that were stated.

According to Moloeng (2000), states that "Qualitative is a research approach that produces data in the form of words from research sources". A qualitative approach was chosen so that the Barberbos consumer purchasing decision process is understood and described clearly and thoroughly.

For the method that will be used, the case study method, the case study method means, a research method that allows a complex phenomenon to be explored through the identification of various factors that interact with each other. The case observed is a real situation expressed by Sugiyono P. D (2013). This research method was chosen so that the consumer purchasing decision process can be understood thoroughly from the moment the need or desire to shave arises or the introduction of a problem, looking for information about Barberbos, deciding to shave at Barberbos to the impression after shaving at Barberbos. Samples were taken using a purposive sampling method to find sources who had used Barberbos services. Because they are the ones who go through the entire purchasing decision process, they are the ones who deserve to be used as sources to answer the research objectives that have been prepared. Apart from

consumers, researchers will also interview barbers, managers, and owners of Barberbos for complementary data. According to Suryadi et al. (2020), purposive sampling is sampling based on certain criteria that have been determined by researchers.

For data collection techniques, semi-structured interview techniques were used. Semi-structured interviews are slightly different, where the difference lies in the questions asked which may be outside the interview guidelines that have been created (Creswell, 2007; Daymon & Holloway, 2008; Emzir, 2010; Moloeng, 2004; Mulyana, 2003). The advantage of this type of interview is that it is more in-depth and the data obtained is more complete. Apart from interviews, researchers will also use online data tracing methods, which are a medium for searching for secondary data regarding theoretical information from within and outside the country that can help understand and explain the best marketing for Barberbos (Bungin, 2007).

The data analysis technique that will be used to analyze the data obtained is the thematic content analysis technique, namely detailed analysis based on predetermined themes and then coding based on the data obtained (Roberts & Pettigrew, 2007; Vaismoradi et al., 2013). The stages of thematic data analysis are: (1) understanding the data, (2) coding, (3) searching for themes, (4) reviewing selected themes, and (5) writing a research report.

Table 3 Research sources

No	Code	Information
1	O	Owner
2	M	Manager
3	C1 A	Consumer 1 (Barberbos Naripan)
5	C3 B	Consumer 3 (Barberbos Cihanjuang)
6	C4 B	Consumer 4 (Barberbos Cihanjuang)
7	C5 B	Consumer 5 (Barberbos Cihanjuang)
12	C10 D	Consumer 10 (Barberbos Moh. Ramdan)

14	C12 E	Consumer 12 (Barberbos Batununggal)
15	C13 E	Consumer 13 (Barberbos Batununggal)
16	C14 E	Consumer 14 (Barberbos Batununggal)
19	C17 F	Consumer 17 (Barberbos Mekarwangi)
21	C19 G	Consumer 19 (Barberbos Rajawali)

Results and Discussion

The number of resource persons (consumers) interviewed was 23 people taken from all Barberbos branches. From each branch, the researcher took two, three, or four people to be interviewed regarding the purchasing decision stages that the resource person went through. Apart from the sources (consumers), the researchers also interviewed 8 barbers. The aim of interviewing barbers, managers, and owners is to verify the purchasing decision stages that consumers who are the sources of this research go through.

From the results of the interviews that have been conducted, each resource person has their own experience in going through all stages of a purchasing decision. Where the majority of interviewees are customers who have often shaved at Barberbos, so they went through the stages of searching for information and evaluating alternatives. Only a few sources (5 people) went through all stages of the purchasing decision.

In the first stage (problem recognition), Kotler & Armstrong say that the process of purchasing services or goods begins when consumers recognize a problem or need that is stimulated internally or externally (Phillip & G, 2018). The reason the interviewee shaved his head was firstly because his hair was long, as stated by one of the interviewees (consumer) as follows,

”If I feel bothered, mostly at collar. And from looks I feel ugly”. (C14 E)

The second reason is because they feel uncomfortable, as mentioned by one of the source (consumer) as follows,

“Because I feel uncomfortable whe my hair a little bit long”. (C12 E)

The third reason is because they want it to be neat and pleasing to the eye, as stated by one of the sources (consumers) as follows.

”To be neat, to be handsome, to be comfortable in the heart if it's like that” (K1 A)

And the last reason is that they want to change your hairstyle as mentioned by one of the sources (consumer) as follows,

”Quickly get bored with the hairstyle. Just want to change it. And when it comes to hairstyle, i like different styles”. (C10 D)

From the answers given by the interviewee, it can be concluded that the need and desire to shave one's hair was triggered internally by the interviewee himself, there was no encouragement from other people.

The next stage (search for information) is a stage that can be controlled by Barberbos and is important to know how to communicate to market effectively so that potential consumers know about it and attract interest in shaving their hair at Barberbos. It would be a shame if Barberbos had good service but no one knew about it. Each source had their own answer on how they found out about Barberbos because some were trying the Barberbos service for the first time, and some had subscribed to buy the Barberbos service. Some have been shaving at Barberbos for one year, some have been shaving for more than two years, and some have been shaving at Barberbos for more than three years. There are several reasons why interviewees return to having their hair shaved at Barberbos, namely, because the results are good, and because the place is comfortable, and because Barberbos is located close to home or work.

As previously mentioned, only 5 people were shaving their hair for the first time at Barberbos. The rest are old customers. From the diversity of answers available, they can be grouped into three, namely: (1) because of passing (location), as stated by one of the sources as follows,

“Just passing by, I happen to often pass by when I go to my mother in-laws' house” (C4 B)

The next answer was that the interviewee found out about Barberbos through other people (word of mouth), as stated by one of the interviewees as follows,

“I knew Barberbos from a friend, then I tried it. It turned out to be suitable. The previous one was replaced. Because at that time there was no work so I never went there again”

Finally, the source found out about Barberbos through social media. As stated by one of the sources as follows,

“Because ads from tiktok, and Instagram.”. (C17 F)

The third stage is alternative evaluation, in this stage the consumer is faced with several choices which will culminate in one choice and the consumer will buy the product (Arfah, 2022). Kotler & Armstrong (2018) added that in the alternative evaluation stage, consumers process information and make a final assessment of the goods or services they will purchase based on consumer beliefs and attitudes. a clean, comfortable place, apart from that the shaving results are good and neat. Barbershop which is another option besides Barberbos is also not far from Barberbos. C19 G has a unique answer where he decided to shave at Barberbos initially because of the name Barberbos, seen from the number of Barberbos branches. He assumed that he would get a good shave that met his expectations.

The next stage is the purchasing decision, if consumers have a good perception of all the information obtained from various sources, and consider all the possibilities of a product, then they will decide to purchase according to Lelyanan & Cahyanti (2022). The reason the interviewee chose to shave at Barberbos was because Barberbos was already well known in Bandung (C19 G), apart from that the place was nice, clean, and comfortable, as stated by one of the interviewees as follows,

“Compared to others, Barberbos is located close to home, the place is clean, and the service is good. The employees are friendly, the cuts are according to what we want “(3 B)

Then another reason is because the barberbos shaving results are good, according to what you want, adjusted to the shape of your face, the experience when shaving is also impressive.

After deciding to buy a product or service, consumers will then enter the final stage, namely post-purchase behavior. Kotler & Armstrong (2007) and Setiadi (2010) state that at the post-purchase stage consumers will feel satisfied or dissatisfied after deciding to buy. The answers from the sources interviewed by researchers varied, but there were no negative answers regarding the results of shaving hair at Barberbos. Some feel very satisfied with the results of their shaving. As stated by one of the informants as follows,

“Very satisfying, that’s why I come back again.” (5 B)

Some felt satisfied with the results of their shaving, this was stated by the majority of interviewees. As stated by one of the informants as follows,

“For this price. The prices paid are standard with other barbers. As expected. I asked for short

haircut. Yes, the results are okay too. I am not disappointed”. (C13 E)

After describing the results of interviews with consumers, the researcher will then link it to the theory that has been chosen to analyze and describe the purchasing decision process that the resource person (consumer) goes through.

Maslow's theory attempts to explain the reasons why people act because they are driven by needs at a certain time (Kotler, 2009). The answer is that human needs are arranged in levels ranging from the most needed to the least needed - psychological needs, security needs, social needs, esteem needs, and self-actualization needs. People will satisfy the most important need according to themselves, and once satisfied, they will try to satisfy the next most important need. If the answer from the interviewee regarding problem recognition is related to this theory, the answer because it is long and feels uncomfortable is included in psychological needs, while the answer of wanting to be neat and pleasing to the eye and wanting to change your hairstyle is included in self-actualization.

At the information search stage, the factors that influence the purchasing behavior of the interviewee are social factors where the answers that often appear are word of mouth, so the interviewee are informed by those closest to them, namely family or relatives. Personal factors influenced the interviewees' reasons for shaving their hair, as well as the hairstyle they wanted. Because some of the interviewee (consumers) are students and office workers, barbers are required to be able to adjust hairstyles that suit them.

When prospective consumers want to buy a product or service, they will of course take into account the total benefits that will be received by the consumer, which can be seen in the marketing mix which contains what products/services will be

sold, the place where the product or service offered will be sold. Third, determine the price that must be paid by potential consumers, and finally what kind of promotion so that consumers know about the product or service being offered. What was mentioned above is known as the 4p marketing mix. whereas in service marketing there are several additions such as people, physical evidence, and processes, so it is known as the 7p marketing mix.

1. Location according to Lupiyoadi (2008) is related to where the company must be headquartered and carry out its operational activities. According to Kotler (2004), place is one way of determining the market. Looking at the answers from sources that often appear because of location. Where the interviewee chooses a barbershop based on a location that is not far from themselves or is within reach when they go to school or work. Some see the Barberpole and the Barberbos sign and then try the Barberbos service.

2. Physical evidence (Physical Evidence) which includes the design of the appearance of the service, from buildings, landscaping, vehicles, equipment, staff uniforms, and others that appear to provide real evidence of the quality of the company's services, service facilities, and guide consumers through the service process. ➤ The indicators for physical evidence are as follows: 1) Land 2) Room 3) Cleanliness. In the opinion of Tjiptono, (2014) consumers rely on physical evidence in evaluating a service before purchasing and evaluating during and after purchasing the service.

As previously mentioned, the majority of interviewees knew Barberbos because the location, building, and distinctive sign were visible to the interviewees, so they shaved at Barberbos. Apart from that, they also added that there were several regular barbers there, and they answered that the reason they shaved again at

Barberbos was that the place was nice, comfortable, and clean.

3. People (People) A group of people (cashiers and barbers) as front liners who face consumers who need excellent interpersonal skills and a positive attitude so that consumers feel comfortable and provide the best experience when shaving their hair. The seven elements of the marketing mix are related to creating an effective marketing strategy that is desired by the target market and ultimately creates satisfaction for consumers. ➤ The indicators for people are: 1) Insight 2) Appearance 3) Concern.

From interviews and observations conducted by researchers on consumers, managers, barbers, and owners. Apart from the place that made the interviewee return to Barberbos, it was because of the treatment of Barberbos employees when shaving their hair, their attitude, where the barbers were communicative during the shaving process and the results of the shave were satisfactory. This was confirmed by the barbers, owner, and manager where when the owner and manager wanted to recruit a barber/capster, there was a selection process for several days to test the skills of the prospective Barberbos barber/capster. After being accepted, there is some training from Barberbos when there are new products. Apart from the Barberbos, barber from different branch also share knowledge about hair. The manager and owner also added that in the SOP, barbers are required to be interactive with consumers so that the shaving process is not boring for consumers.

Continuing to the alternative evaluation stage, in this stage, consumers are faced with several choices which will culminate in one choice and the consumer will buy the product (Arfah, 2022). Then Kotler & Armstrong (2018) added that in the alternative evaluation stage consumers process information and make judgments the final product or service that they will buy is based on the consumer's beliefs and attitudes. The small number of sources who

went through the alternative evaluation stage, only 4 people out of 23 sources, their consideration was based on the place which is clean and comfortable, apart from that the shaving results are good and neat. Barbershop which is another option besides Barberbos is also not far from Barberbos. 1 source had a unique answer where he decided to shave at Barberbos initially because of the name Barberbos, judging by the number of Barberbos branches he will get a good shave that meets his expectations.

The fourth stage is the purchasing decision. Setiadi (2010), stated that at this purchasing decision stage consumers make purchases after carrying out various evaluations about the products being offered. This is not far from the opinion of Kotler & Armstrong (2007) where according to him at this stage consumers form a tendency towards brands that are in the sales stage.

The experiences experienced by the interviewees were positive, as seen from the shaving results that the interviewees got. Apart from the shaving results, a positive impression arises from the service of the capster and cashier. Lastly, the positive impression felt by the interviewee arises from the fact that the place is nice, clean, and comfortable, and the facilities are complete and good. From the interviewee's answers, it can be seen that Barberbos has carried out external marketing by having Instagram where he can show the results of shaving, and testimonials from consumers who have been to Barberbos. Barberbos has also been detected by Google, just like Instagram, potential consumers can see the location of the Barberbos branch they want to go to, where it is, and how it is located. Apart from that, potential consumers can see reviews given by consumers who have shaved at Barberbos.

Apart from external marketing, Barberbos has carried out internal marketing where Barberbos carries out training for prospective capsters and

after being accepted there is also training for capsters if Barberbos decides to use a new product.

Barberbos has also carried out interactive marketing, where the owner and manager emphasize the capsters to interact with consumers to get a good impression when shaving at Barberbos. When researchers interview and observe, this is done by barbers. The interaction between the caster and the source varies, at the beginning of the course the capster asks what model the source wants. Then, during the shaving process, many things were discussed by barber and interviewees. Starting from daily life, the latest news, and much more that is discussed. However, of the 23 sources, only 1 person was rarely invited to interact, and another 1 was invited to interact but only moderately because the barber also adjusted, if the response was not good, the barber would not force it. The attitude of the barber was also praised by the interviewees (consumers), where all the interviewees revealed that the attitude of the barber at Barberbos was good, friendly, and polite.

In the final stage, the post-purchase stage, some consumers were very satisfied with the results of their shaving, this was mentioned by 5 people. Some felt satisfied with the results of their shaving, which was mentioned by the majority of the interviewees, numbering 17. Meanwhile, 3 people felt quite satisfied with the results of their shaving. As previously mentioned, there were no negative responses from the sources. However, that doesn't mean all the interviewees are sure to shave their heads again at Barberbos. 18 sources were sure they would return to Barberbos if they wanted to shave their hair. The rest are uncertain about going back to having their hair shaved at Barberbos. From the interviewee's answers, it can be seen that when a company (in this research, Barberbos) provides satisfaction to consumers by providing a shave that matches the interviewee's expectations, providing comfort while waiting for their turn, and during the shaving process, it will have an impact on consumer loyalty, which the majority of interviewees believe is true. will return

to Barberbos if they want to shave their heads in the future.

Furthermore, of all the sources there were 12 sources (consumers) who had shared their experiences of shaving at Barberbos which is known as word of mouth. This shows that Barberbos can provide good service to its customers. Creates a positive impression in the minds of consumers, so consumers are happy to share their experiences with their family or relatives without being asked, which is known as word of mouth, namely organic (Prasetyo, 2018).

Conclusions

After taking the data into the field and processing it, it can be concluded that in the problem recognition stage, the desire to shave one's hair was triggered internally by the source himself, there was no encouragement from other people. In the next stage, the stage of searching for information from sources' answers varies but can be grouped into three, namely: (1) because of passing (location), (2) from other people (word of mouth), and (3) from social media. In the next stage, only a small number passed the alternative evaluation stage, only 4 people. The material for consideration by the majority of interviewees was the results of the shaving, followed by the place, then some said there was no particular reason and one person was invited by a friend. They see that Barberbos has a clean, comfortable place, besides that the shave is good and neat. Barbershop which is another option besides Barberbos is also not far from Barberbos. 1 interviewee had a unique answer where he decided to shave at Barberbos initially because of the name Barberbos, seen from the number of Barberbos branches. He assumed that he would get a good shave that met his expectations. After going through the alternative evaluation stage, the resource person then decided to choose the barbershop they would go to the reason the resource person chose to decide to buy Barberbos services was that Barberbos was already well-known in Bandung, apart from that because

the barberbos shaving results were good, according to what was desired, adjusted to the shape of the face, the experience when shaving was also impressive (12 people), then another reason was because of the good service (11 people). And the final reason is that the place is nice, clean and comfortable (10 people). For the final stage, namely post-purchase, some sources were very satisfied with the results of their shave, this was mentioned by 5 people. Some felt satisfied with the results of their shaving, this was stated by the majority of the interviewees, 17 interviewee. Meanwhile, those who felt quite satisfied with the results of their shaving were 3 people, namely. The reason consumers are satisfied with their shaving results is because the first shaving results were good, neat, and according to their expectations.

Due to the limitations in this research, future researchers can use a different approach, between quantitative or mixed methods, and add research objects to use as comparisons. The theory used to analyze problems can also use other theories because in each region the conditions are different, there is also the possibility that conditions in the future will be different so it is necessary to use other theories to describe and analyze consumer behavior and the purchasing decision process.

Choosing another approach, adding research objects, and using different theories so that consumer behavior in deciding to purchase services in the barbershop industry can be described and explained comprehensively.

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