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| Title of Thesis | The Study Of Customer's Satisfaction Of Hair Salons Services In Miri |
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ABSTRACT

The purpose of this research is to study and research about the hair salons business in Miri. The study is to find out what are the customer requirement and the hair salons business strategies.

For this research, 50 questionnaires were distributed; all were returned and utilized for this research. The sample was limited to a population that was easily accessible. A questionnaire was developed and used to gather data for this research. The data for the research was analyzing using tables by finding the percentage.

Based on the data analyzed, most of the customer are aim for pricing and good quality to choose their current hair salon. Most of the customer also will leave the hair salons with pool services and not reasonable price. Most of the hair salons will provide discount or promotion strategies to attract the customer.

Therefore, the owner of the hair salons business in Miri should be careful with the pricing and the quality of services have to be good. The owner of the hair salons also have to do improvement so that can meet customer requirement.