

Title of Thesis	Study of Customer Satisfaction of Beauty Salon Outlets in Miri
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ABSTRACT

Beauty is not just a luxury, it is a necessity. The desire to beautify is the reason for the setting up of beauty services as the beauty salon is flourishing in Miri. Therefore, the purpose of this study aims at measuring the customer satisfaction of beauty salon outlets in Miri. For this research, the researcher adopted quantitative method and the collection was through self-designed questionnaire to get the research data. The data are collected and analysed using the simple statistic method.

The study revealed that most of the respondents usually visit beauty salon occasionally and one to two times per week and recommended by friends and family. Besides that, safety and hygiene score the top on the levels of customer satisfaction. Moreover, affordability is the most important attribute that the customer consider when choosing a beauty salon. Other than that, the result also shows that the beauty salon should put highest concern on their services which need to be value-for-money.

From the results, the researchers suggest several recommendations to be implemented. The recommendation advice service provider should improve in service quality to create positive word-of-mouth. Also suggest service operator and service provider should always aware on personal hygiene and set high standard in the environment such as sanitizing, disinfection and sterilizing. Besides that, the beauty salon owner should offer more affordable and different types of package

to different customer groups. Moreover, proper training should always provide to the service provider both in terms of skills and behaviour for value-of-money service quality.

Future research could open up the avenue for further research in this field of interest. Future studies can be conducted outside Miri to investigate these issues. This type of study can also be done for other service organizations.