

ABSTRAK

Skripsi dengan judul “Strategi Mempertahankan Loyalitas Pelanggan Pada Usaha *Barbershop* (Studi pada Barbershop Daebak Desa Tunjung, Kecamatan Udanawu, Kabupaten Blitar)” yang ditulis Mohammad Arik Nasrul, NIM. 126405212117, Program Studi Manajemen Bisnis Syariah, Jurusan Manajemen, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dengan pembimbing Galih Pradananta, S.Si., M.Si.

Kata Kunci: Strategi, Loyalitas

Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan di industri jasa Barbershop, di mana pelanggan memiliki banyak pilihan dan mudah berpindah ke tempat lain. Barbershop Daebak, yang berlokasi di Desa Tunjung, menghadapi tantangan dalam mempertahankan loyalitas pelanggan di tengah persaingan harga dan kualitas layanan. Untuk itu, diperlukan strategi yang tepat guna meningkatkan kepuasan dan menciptakan hubungan jangka panjang dengan pelanggan. Penelitian ini difokuskan untuk mengkaji strategi serta faktor pendukung dan penghambat dalam mempertahankan loyalitas pelanggan di Barbershop Daebak.

Penelitian ini bertujuan untuk mengetahui strategi dalam mempertahankan loyalitas pelanggan serta untuk mengetahui faktor pendukung dan penghambat pelaksanaan strategi dalam upaya mempertahankan loyalitas pelanggan pada usaha Barbershop Daebak Desa Tunjung, Kecamatan Udanawu, Kabupaten Blitar.

Penelitian ini menggunakan metode kualitatif dengan jenis penelitian deskriptif. Sumber data yaitu data primer dan data sekunder. Teknik pengumpulan data melalui wawancara, observasi dan dokumentasi.

Hasil penelitian menunjukkan bahwa strategi yang diterapkan Barbershop Daebak dalam mempertahankan loyalitas pelanggan berfokus pada peningkatan kepuasan melalui pelayanan yang berkualitas, pendekatan personal, serta penciptaan nilai tambah seperti bonus layanan dan suasana yang nyaman. Strategi ini diperkuat melalui promosi berbasis media sosial, program loyalitas, serta peningkatan kompetensi sumber daya manusia. Faktor pendukung keberhasilan strategi meliputi konsistensi layanan, hubungan interpersonal yang baik, lokasi strategis, dan komitmen manajerial. Adapun faktor penghambat antara lain persaingan usaha yang ketat, perubahan tren gaya rambut, perkembangan digital marketing pesaing, serta kondisi eksternal seperti ekonomi dan cuaca.

ABSTRACT

The thesis with the title “Strategies for Maintaining Customer Loyalty in Barbershop Businesses (A Study on Daebak Barbershop in Tunjung Village, Udanawu Subdistrict, Blitar Regency)” written by Mohammad Arik Nasrul, Student NIM 126405212117, Sharia Business Management Study Program, Department of Management, Sayyid Ali Rahmatullah State Islamic University Tulungagung, with supervisor Galih Pradananta, S.Si., M.Si.

Keywords: Strategy, Loyalty

This research is motivated by the increasingly fierce competition in the barbershop service industry, where customers have many options and tend to easily switch providers. Daebak Barbershop, located in Tunjung Village, faces challenges in maintaining customer loyalty amid price and service quality competition. Therefore, appropriate strategies are needed to enhance customer satisfaction and build long-term relationships. This study aims to identify the strategies used to retain customer loyalty and to examine the supporting and inhibiting factors in implementing these strategies at Daebak Barbershop in Udanawu Subdistrict, Blitar Regency.

The aim of this study is to identify strategies used to maintain customer loyalty and to explore supporting and inhibiting factors in the implementation of these strategies at Daebak Barbershop in Tunjung Village, Udanawu Subdistrict, Blitar Regency.

This research employs a qualitative descriptive method. The data sources consist of primary and secondary data. Data collection techniques include interviews, observations, and documentation.

The results of the study indicate that the strategies implemented by Daebak Barbershop to maintain customer loyalty focus on enhancing satisfaction through quality service, personal approaches, and the creation of added value such as complimentary services and a comfortable atmosphere. These strategies are reinforced through social media-based promotions, loyalty programs, and the development of human resource competencies. Supporting factors include service consistency, strong interpersonal relationships, strategic location, and managerial commitment. Meanwhile, inhibiting factors include intense business competition, rapidly changing hairstyle trends, competitors’ more aggressive digital marketing, as well as external conditions such as economic instability and weather disruptions.