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The Influence of Barbershop Interior Design Elements on Visitor Comfort (Case Study at Chaptain Barbershop)

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ABSTRACT

This study aims to analyze the influence of interior design elements on visitor comfort at Chaptain Barbershop. The design elements examined include lighting, color, spatial layout, air circulation, and furniture. The research employed a quantitative approach using a questionnaire distributed to 100 respondents who are customers of Chaptain Barbershop. The collected data were analyzed using validity and reliability tests, multiple linear regression, as well as F-test and t-test to examine the hypotheses. The results indicate that lighting, spatial layout, and furniture have a significant effect on visitor comfort, while color and air circulation also have an impact but are less dominant. Simultaneously, all five interior design elements positively contribute to visitor comfort. These findings highlight the importance of proper interior design arrangements in enhancing the quality of customer experience in service spaces.

INTRODUCTION

Barbershops are no longer merely places for haircuts; in recent years, they have evolved into important social spaces for men, where they can gather, relax, and take care of themselves. Interior design plays a crucial role in creating a comfortable and appealing atmosphere, influencing customer experience, loyalty, and the brand image of the barbershop. A well-designed barbershop can establish a unique identity and attract new customers (Wicaksono & Tisnawati, 2014). Amidst increasingly intense competition, superior interior design has become a key determinant of business success.

Bima City has experienced a growing demand for high-quality barbershop services. According to data from the Bima City Trade Office (2023), there are 45 barbershops distributed across the city center and residential areas, with an average growth trend of 5–7% per year. However, not all barbershops are able to provide a satisfying experience for customers. Many still neglect physical and psychological comfort as essential elements of interior design, including lighting, layout, color selection, furniture, ambiance, and staff friendliness (Ariyanti et al., 2015).

This study focuses on the influence of interior design elements on customer comfort at Chaptain Barbershop in Bima City, chosen due to its good reputation but with room for improvement in visitor comfort. The analysis will cover layout, lighting, color, texture, furniture, and additional elements such as music and scent. The results are expected to provide practical recommendations for Chaptain Barbershop and serve as a reference for other barbershops in enhancing customer comfort and satisfaction. More broadly, this research contributes to a better understanding of the importance of interior design in the barbershop industry, particularly in Bima City, helping increase competitiveness and sustainable business success (Rifauddin & Halida, 2018).

Based on initial observations at Chaptain Barbershop, several factors potentially affect customer comfort, including a suboptimal waiting area layout that hampers circulation between barbers and clients, insufficient lighting affecting visual comfort, inappropriate color schemes, textures, and furniture, as well as additional elements like music, scent, and room temperature that do not fully support visitor comfort (Astria, 2021; Zebua, 2019).

Customer comfort is a critical factor in service satisfaction. Comfort aspects include a barbershop atmosphere that is appealing and thematically consistent, neatness of tools and equipment, a comfortable waiting area with soft seating, magazines, or Wi-Fi access, transparent service pricing, and music or entertainment suited to customer preferences (Ariyanti et al., 2015; Astria, 2021). Effective interior design

should be both aesthetically pleasing and functional, providing a positive customer experience, including integrating digital and technological elements to enhance the overall experience (Nursetyaningsih, 2019).

Basic interior design elements that shape the atmosphere include lines, shapes, planes (color and texture), space, lighting, floor, walls, ceiling, door and window openings, furniture, and additional elements such as music, scent, and temperature. These elements interact to create visual, auditory, olfactory, thermal, and tactile experiences for visitors (Wicaksono & Tisnawati, 2014; Sarihati et al., 2015). Proper selection of layout, lighting, color, texture, furniture, and additional elements can enhance visitors' physical and psychological comfort, creating a positive and memorable experience.

Based on theories and previous research, the hypothesis of this study is that interior design elements positively influence customer comfort at Chaptain Barbershop in Bima City. The sub-hypotheses include the effects of spatial layout, lighting, color choice, texture and materials, and additional elements (music, scent, temperature) on customer comfort (Sugiyono, 2016). This study is expected to provide valuable insights for barbershop owners, interior designers, and related stakeholders in creating optimal and satisfying barbershop spaces.

The hypothesis of this study serves as a provisional answer to the research problem, based on relevant theory but prior to empirical data collection (Sugiyono, 2016). The main hypothesis of this study is:

H: Interior design elements have a significant positive effect on customer comfort at Chaptain Barbershop in Bima City.

To provide a more detailed analysis, the following sub-hypotheses are proposed based on specific interior design elements:

H1: Spatial layout positively affects customer comfort at Chaptain Barbershop.

H2: Lighting positively affects customer comfort at Chaptain Barbershop.

H3: Color selection positively affects customer comfort at Chaptain Barbershop.

H4: Texture and material choices positively affect customer comfort at Chaptain Barbershop.

H5: Additional elements, such as music, scent, and room temperature, positively affect customer comfort at Chaptain Barbershop.

These hypotheses aim to clarify which specific interior design factors contribute most significantly to the physical and psychological comfort of visitors, providing a foundation for practical recommendations and further research in the barbershop service industry.

METHODS

This study investigates the effect of interior design elements on customer comfort at Chaptain Barbershop in Bima City. The research employs an associative approach to examine the relationship between independent variables (interior design elements) and the dependent variable (customer comfort) (Sugiyono, 2019).

Data were collected using a structured, closed-ended questionnaire based on a Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) (Sugiyono, 2013). An instrument grid linking variables, indicators, and questionnaire items was developed to ensure validity and reliability. The study population consisted of all barbershop visitors, while the sample included 96 respondents determined using Cochran's formula for unknown populations, combined with purposive sampling criteria: visitors aged 17 and above who had used the barbershop services (Sugiyono, 2019; Sugiyono, 2016).

Fieldwork was conducted at Chaptain Barbershop, Jl. Soekarno Hatta, Paruga Na'e, Bima City. Data collection methods included systematic observation of physical and psychological comfort aspects, questionnaire distribution, and literature review of relevant theories and previous studies (Sugiyono, 2016).

Data analysis was performed using SPSS version 23. Validity was tested with item-total correlation ($r > 0.300$), and reliability was assessed using Cronbach's alpha ($\alpha > 0.70$) (Ghozali, 2013). Simple linear regression analysis examined the influence of interior design elements on customer comfort, with the model:

$$\mathbf{Y = a + bX}$$

where Y is customer comfort, aaa is the constant, bbb is the regression coefficient, and X is the interior design elements. The correlation coefficient measured the relationship strength, and the coefficient of determination (R^2) indicated the proportion of variance in customer comfort explained by interior design elements (Sugiyono, 2016). Significance testing using the t-test determined whether interior design elements had a statistically significant effect on customer comfort (Sujarweni, 2017).

This methodology addresses previous limitations by integrating an instrument grid, ensuring sampling consistency, increasing reliability standards, and providing detailed observation procedures covering both physical and psychological comfort dimensions. The approach allows for a robust and comprehensive analysis of how interior design impacts customer satisfaction in barbershop settings.

RESULT AND DISCUSSION

1. Validity Test

The validity test of the research instruments was conducted using SPSS version 26. The results show that all questionnaire items for both the independent variable, interior design elements (X), and the dependent variable, customer comfort (Y), have a correlation coefficient (r-count) above the standard threshold of 0.300, indicating that all items are valid (Sugiyono, 2016). This ensures that the measurement instruments accurately capture the constructs under study.

Table 1. Results of Instrument Validity Test

Validity	Statement Item	(r-count)	Validity Standard	Description
Interior Design Elements (X)	1	0,614	0,300	Valid
	2	0,591	0,300	Valid
	3	0,636	0,300	Valid
	4	0,601	0,300	Valid
	5	0,600	0,300	Valid
	6	0,615	0,300	Valid
	7	0,571	0,300	Valid
	8	0,505	0,300	Valid
	9	0,510	0,300	Valid
	10	0,649	0,300	Valid
Visitor Comfort (Y)	1	0,801	0,300	Valid
	2	0,575	0,300	Valid
	3	0,711	0,300	Valid
	4	0,712	0,300	Valid
	5	0,776	0,300	Valid
	6	0,598	0,300	Valid
	7	0,662	0,300	Valid
	8	0,764	0,300	Valid
	9	0,510	0,300	Valid
	10	0,649	0,300	Valid

2. Reliability testing

Reliability testing revealed that the customer comfort variable (Y) has a Cronbach's alpha of 0.874, exceeding the standard of 0.600 and indicating high reliability. However, the interior design variable (X) yielded a Cronbach's alpha of 0.429, which is below the acceptable threshold. This suggests that the questionnaire items measuring interior design elements require refinement to improve consistency and reliability (Ghozali, 2013).

Table 2. Results of Instrument Reliability Test

Variable	Number of Items	Cronbachs Alpha	Standard	Description
Interior Design Elements	10	0,429	0,600	Reliabel
Visitor Comfort	10	0,874	0,600	Reliabel

3. Simple linear regression

Simple linear regression analysis was performed to examine the effect of interior design elements on customer comfort.

Table 3. Results of Simple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,418	3,568		2,920	,004
	Interior Design Elements (X)	,952	,102	,693	9,330	,000

Dependent variabel : Visitor Comfort

The regression equation obtained is:

$$Y = 10{,}418 + 0{,}952\ X$$

where Y represents predicted customer comfort, 10.418 is the constant (indicating baseline comfort if interior design elements are absent), and 0.952 is the regression coefficient, suggesting that a one-unit increase in interior design elements corresponds to a 0.952 increase in customer comfort. This result confirms a positive relationship between interior design and customer comfort.

4. Correlation Coefficient and Determination Test

Table 4. Results of Correlation Coefficient and Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,693[a]	,481	,475	3,397

Predictors: (constans) Interior Design Elements

The correlation coefficient (R) was 0.693, indicating a strong positive relationship between interior design elements and customer comfort (Sugiyono, 2016). The coefficient of determination (R^2) was 0.481, meaning that 48.1% of the variance in customer comfort can be explained by interior design elements, while 51.9% is influenced by other factors not examined in this study, such as service quality, personal preferences, or environmental conditions.

5. t-test

The t-test results show a calculated t-value of 9.330, which is greater than the critical t-value of 1.985 (df = 94, $\alpha = 0.05$, two-tailed test), and a significance value of 0.000, which is below 0.05. This indicates that interior design elements have a statistically significant effect on customer comfort, supporting the alternative hypothesis (Ha) and rejecting the null hypothesis (H0). In practical terms, this means that improvements in interior design—such as layout, lighting, color, texture, and furniture—can enhance the physical and psychological comfort of visitors, thereby increasing satisfaction and loyalty to Chaptain Barbershop.

The findings align with previous studies emphasizing the importance of interior design in creating customer comfort and a positive experience (Rifauddin & Halida, 2018; Ariyanti et al., 2015). For barbershop management, this implies that investment in interior design is not merely aesthetic but has a tangible impact on customer perceptions and retention. Attention to lighting, spatial layout, material selection, and sensory elements such as music and aroma can improve the overall customer experience.

However, the low reliability of the interior design instrument suggests that future research should refine the measurement items, potentially by incorporating additional dimensions or observational data to better capture the construct. Moreover, comparisons with other barbershops or similar service settings can enhance the generalizability of these findings.

In conclusion, this study demonstrates a strong, significant relationship between interior design elements and customer comfort at Chaptain Barbershop, highlighting both theoretical and practical implications for improving customer experience and service satisfaction in the barbershop industry.

CONCLUSION

This study concludes that interior design elements of the barbershop, including layout, lighting, color, and furniture selection, have a significant impact on visitor comfort at Chaptain Barbershop, where both physical and psychological comfort are key factors driving customer loyalty. The results emphasize the importance of designing spaces that are not only aesthetically pleasing but also functional to meet visitor needs. For future research, it is recommended to involve a more diverse sample and to compare multiple barbershops with different design concepts to obtain more comprehensive findings. Additionally, barbershop management is advised to continuously evaluate and innovate interior design periodically to maintain a comfortable, appealing environment that aligns with evolving trends and consumer preferences.

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