

Service Quality and Customer Loyalty in a Selected Hair Salon in Valencia City, Bukidnon

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Abstract: The beauty industry faces intense competition, emphasizing the need for high service quality to foster customer loyalty in hair salons. This study was anchored on SERVQUAL Theory and Relationship Marketing Theory and the objective of the study included the identification of the demographic profile of respondents (age, sex, education, occupation, income, visit frequency), the level of quality of service (employee competencies, personal interaction, convenience, responsiveness, ambiance), customer loyalty (number of visits, availed services), and the relationships between demographics and loyalty, and service quality and loyalty. The data were gathered through survey and using a descriptive-correlational design; 100 customers of a selected hair salon were surveyed. Majority of the respondents were between 16-25 (53%), female (99%), college level (46%), student (44%), earning 5000-9999 (43%), and visiting once in a year (55%). The ratings of service quality were high (mean=4.29), ambiance, and personal interaction were the highest (mean=4.31), convenience (mean=4.26), and employee competencies/responsiveness (mean=4.24). The level of customer loyalty was high (mean=4.10), availed services high (4.21) and visits high (mean=3.98). There were partial significant correlations between demographics (occupation, age, income positive; sex, education, frequency insignificant), and service quality had a significant influence on loyalty ($r=0.598$), which were driven by ambiance and personal interaction.

Keyword: Personal Interaction, Ambiance, Employee Competencies, Spearman Rank Correlation, Demographic Profile, Beauty Industry.

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I. INTRODUCTION

The beauty and wellness industry has been becoming more globalized and competitive, and customers are offered a variety of options while becoming more demanding in terms of quality service. Jang and Park (2024) found that service expectations in skincare lead to loyalty in the international context and demonstrated that loyalty depends on perceived value and trust.

At the national level in the Philippines, the beauty industry is still growing, driven by increased consumer demand for grooming and wellness products. Nevertheless, salons are struggling with consistent customer retention, service uniformity, and customer loyalty issues. Research like that by Restiana (2021) reveals that the factors that comprise service quality in the Philippines are technical proficiency, physical health, degree of sanitation, degree of environment, and customer-service personnel relationship.

At the local level, hair salons in the City of Valencia, Bukidnon, face the same issues. Although they have a young, well-educated client base, loyalty is weak and unstable, as most of their clientele are low-income and visit only periodically. Local salons thus face a dilemma: being affordable while still offering quality service to help maintain customer loyalty and ensure future business. The lack of extensive research on the various dimensions of quality of service in the local setting only adds to the difficulty of the task of salon managers crafting an effective strategy.

This knowledge gap in the research leaves open the question of which factors have the most significant impact on loyalty and how they interact in the context of how a real-life salon should operate. According to Jeon and Park (2021), beauty services should be people-oriented, meaning they are delivered by employees who are socially competent and technically skilled to ensure emotional connection and loyalty.

The problem is significant because customer loyalty is directly related to business sustainability. When the only strategy is attracting new customers rather than retaining existing ones, revenue will be unstable, and you will miss out on referral opportunities. Repeat clients, on the other hand, build trust, foster commitment, and drive long-term profitability. Jang and Park (2024) also note that satisfaction with expectations in service leads to loyalty, demonstrating that perceived value is a necessary retention factor.

In support of this, Mangarin and Gonzaga (2021) found that equal technical and interpersonal capabilities combined with customer needs lead to satisfaction and loyalty. In this regard, service quality is the most effective means of customer retention in the Philippine environment. Salons that invest in employee training and customer-centered operations will be able to stay competitive and grow in the long run.

The purpose of this study is to bridge this gap by conducting a comprehensive quantitative investigation of service quality dimensions, namely, employee competence, personal interaction, convenience, responsiveness, and ambiance, addressed on customer loyalty in a sampled hair salon within Valencia City. Through the two aspects of the customers, number of visits and services taken, the study will strive to offer evidence-based recommendations covering the improvement of the quality of service and enhancing loyalty. The findings will support the development and sustainability of salons by providing practical information to managers, employees, and customers.

II. METHODOLOGY

➤ Objectives of the Study

The main objectives of this study are to investigate the relationship between service quality and customer loyalty in a selected hair salon in Valencia City.

Specifically, it aims to answer the following questions:

- What is the demographic profile of the respondents in terms of:
 - ✓ age;
 - ✓ frequency of salon visits;
 - ✓ highest educational attainment;
 - ✓ monthly income;
 - ✓ occupation; and
 - ✓ Sex?
- What is the level of service quality of the salon in terms of:
 - ✓ ambiance;
 - ✓ convenience;
 - ✓ Employee Competencies;
 - ✓ personal interaction; and
 - ✓ Responsiveness?
- What describes customer loyalty in the salon in terms of:

- ✓ availed services; and
- ✓ Number of visits?

- Is there a significant relationship between the demographic profile of the respondents and customer loyalty at the selected hair salon in Valencia City, Bukidnon?
- Is there a significant relationship between service quality and customer loyalty at the selected hair salon in Valencia City, Bukidnon?

III. MATERIALS AND METHODS

➤ Respondents

This study's respondents were one hundred (100) customers of a salon, selected randomly from the customer base of the salon. The customers were regular, occasional, or first-time customers of the salon. A variety of customers in the research ensured a comprehensive understanding of their opinions on the quality of the salon's services. The study accounted for multiple demographics, including age, sex, education level, occupation, monthly income, and frequency of visits and expenditures for salon services. Such diversity helped identify how the various segments contributed to service quality ratings and customer support through employee competency, salon environment, and tailored customer processes.

➤ Research Design

This study employed a quantitative, descriptive-correlational research design, suitable for systematically describing and analyzing the determinants of service quality and customer loyalty. Under the SERVQUAL model, the design provided a precise investigation into how the five most effective factors of tangibles, responsiveness, assurance, empathy, and Reliability were utilized in customer loyalty at a selected hair salon. The approach allowed for both the identification of existing service quality practices and the examination of their direct relationship to customer retention.

Furthermore, the study applied Relationship Marketing Theory to investigate customer loyalty, using the number of visits and the services availed as sub-variables. At the same time, trust, commitment, and communication were significant factors in building long-term loyalty. The descriptive aspect intends to present an accurate account of existing conditions, customer perceptions, and practices regarding service quality among salon clients. Meanwhile, the correlational aspect seeks to determine the relationships between service quality dimensions and indicators of customer loyalty, thereby identifying how specific factors contribute to sustained patronage.

➤ Instrument

The researchers used a self-developed survey questionnaire for data collection. The respondents' demographic profile was addressed in the first part, including age, sex, level of education, occupation, monthly income, and frequency of visiting salons. The second part assessed service quality on five factors: employee skills, personal interaction, convenience, responsiveness, and ambiance. The last part

assessed customer loyalty on two factors: number of visits and availed services using 35 items rated on a 5-point Likert scale (5 = Strongly Agree to 1 = Strongly Disagree). The 35 items were selected with utmost care to provide a thorough assessment of the variables that affect customer satisfaction and loyalty.

➤ *Scoring Procedure*

The rating scale instrument was used. Respondents' perceptions of service quality and customer loyalty in a selected hair salon were measured using a 5-point Likert scale. The scale ranged from 1 (Strongly Disagree) to 5 (Strongly Agree). Supporting interpretations were as follows: Very Low (1.00–1.50), Low (1.51–2.50), Moderately High (2.51–3.50), High (3.51–4.50), and Very High (4.51–5.00). Scoring Procedure for Service Quality

Table 1 5-Point Likert Scale on Service Quality and Customer Loyalty in a Selected Hair Salon in Valencia City.

Numerical Rating	Range	Verbal Description	Quantitative Interpretation
5	4.51-5.00	Strongly Agree	Very High
4	3.51-4.50	Agree	High
3	2.51-3.50	Neutral	Moderate
2	1.51-2.50	Disagree	Low
1	1.00-1.50	Strongly Disagree	Very Low

Table 2 5-Point Likert Scale on Service Quality and Customer Loyalty in a Selected Hair Salon in Valencia City.

Numerical Rating	Range	Verbal Description	Quantitative Interpretation
5	4.51-5.00	Strongly Agree	Very Highly
4	3.51-4.50	Agree	High
3	2.51-3.50	Neutral	Moderately
2	1.51-2.50	Disagree	Low
1	1.00-1.50	Strongly Disagree	Very Low

➤ *Statistical Treatment*

To obtain descriptive and significant information from the collected data, this study employed strict statistical analysis to ascertain the determinants of service quality and customer loyalty in a selected hair salon in Valencia City. The SERVQUAL model and Spearman's rank correlation were used to provide descriptive and significant information from the collected data.

The chosen methods aligned with the quantitative study design and were extremely vital in determining customer attitudes and loyalty trends. This ensured that the findings were both reliable and applicable in providing practical recommendations for improving service quality and sustaining customer loyalty.

For Problem 1, which identified respondents' demographic profile (age, gender, highest level of education, occupation, monthly income, and how often they go to salons), descriptive statistics were used. Mode, frequency, and percentages were the demographic measures that gave a picture of the respondent population. This allowed the study to establish the background characteristics of customers in a selected hair salon and how these may influence their perceptions.

For Problem 2, which investigated employee competencies, personal interaction, convenience, responsiveness, and ambiance as dimensions of service quality, the study calculated the mean and standard deviation for each dimension. The measures determined the average perception of the quality of service and the standard deviation of the responses in dimensions. This provided a clear assessment of how customers rated the service quality factors offered in the

selected salon. The results further demonstrated that variations across these dimensions reveal which aspects require improvement to enhance overall service delivery.

For Problem 3, which investigated customer loyalty in terms of the number of visits and services availed, the mean and standard deviation were used to estimate the overall level of customer loyalty and the dispersion in customer behavior. This assisted in determining customer visits and their use of the services. This helped the study measure the consistency of customer patronage and the extent of their engagement with the salon's services. The analysis confirmed that the frequency of visits and the diversity of services availed reflect the depth of customer loyalty.

For Problem 4, which examined how respondents' demographic profiles were related to customer loyalty, the Spearman rank correlation was used. This statistical method was the best for exploring ranked data and defining the power and direction of the relationships between demographic conditions and loyalty. This enabled the study to identify which demographic factors had the most decisive influence on loyalty patterns among salon clients.

For Problem 5, which investigated the correlation between service quality dimensions and customer loyalty, Spearman's rank correlation was again used to measure the relationship between specific service quality dimensions and customer loyalty. This allowed the study to determine which aspects of service quality most significantly contributed to sustaining customer loyalty in the selected salon. The analysis further revealed that specific dimensions exerted a greater influence, underscoring their role as key drivers of sustained customer retention.

IV. RESULTS AND DISCUSSION

This chapter explains how the collected data are presented, provides a comprehensive discussion, interpretation,

and implications of the study's findings among respondents. The results presentation was done in the order of the problem statements.

Table 3 Profile of the Respondents

Profile Age	Frequency	Percentage
16-25	53	53%
26-35	27	27%
36-45	10	10%
46-55	7	7%
56-65	2	2%
66+	1	1%
TOTAL	100	100%

In terms of age, the dominant group was 16–25 years old, with 53 respondents (53%). This shows that the majority of customers in the selected salon were youth, reflecting their strong interest in grooming and styling services. The next-largest group was 26–35 years old, with 27 respondents (27%), while the smallest group was 66 years old and above, with only one respondent (1%).

The age breakdown shows that younger customers, particularly those aged 16–35, made up the core of the salon's client base. This bracket represents students and young professionals who are more inclined to experiment with innovative styling trends and frequent salon visits. Their

dominance highlights the relevance of youth-oriented services in sustaining customer loyalty and shaping the salon's market focus.

According to Park and Jin (2022), younger populations, particularly those aged 16–35, are more active in consuming beauty content on social media, which in turn fuels their desire for salon procedures such as rebonding and coloring. In this study, the 16–35 age group represents the target population for trendy grooming services. The findings confirm that the younger generation is more inclined to innovative styling trends and repeat visits, emphasizing the salon's focus on youth-oriented services.

Table 4 Profile of the Respondents

Profile	Frequency	Percentage
Frequency of Salon Visits		
Once a Week	13	13%
Once a Month	11	11%
Once Every Three Months	5	5%
Once Every Six Months	9	9%
Once a Year	55	55%
Other	7	7%
TOTAL	100	100%

In terms of frequency, the dominant group was those who visited the salon once a year, with 55 respondents (55%). This means that the majority of customers were occasional patrons, often driven by special events such as weddings, holidays, or other special occasions. The next-largest group was once a week, with 13 respondents (13%), while the smallest group was once every three months, with only five respondents (5%).

The findings reveal that salon patronage is largely occasion-driven, with annual visitors forming the largest segment of the clientele. This indicates that most customers do not visit regularly but instead prioritize grooming services during memorable or meaningful events. Smaller groups of

weekly and monthly visitors highlight the presence of loyal customers who value consistent grooming and styling services.

According to Hapsari et al. (2024), positive previous experiences in service environments may encourage sporadic users to revisit, which aligns with the study's results. The substantial portion of annual visitors reflects the typical cycle of beauty services, where excellent experiences can lead to openness for more frequent visits. The results suggest that loyalty programs and targeted promotions could convert occasional customers into more regular clients, enhancing overall participation and retention.

Table 5 Profile of the Respondents

Profile	Frequency	Percentage
Highest Educational Attainment		
Elementary	2	2%
High School	29	29%
College Level	46	46%

College Graduate	23	23%
TOTAL	100	100%

In terms of education, the dominant group was college-educated, with 46 respondents (46%). This means that the majority of customers in the selected salon were well-educated individuals who are more likely to demand professional services that meet their informed expectations. The next-largest group was the high school level, with 29 respondents (29%), while the smallest group was the elementary level, with only two respondents (2%).

The findings reveal that the salon appeals strongly to a well-educated customer base, most of whom are highly aware of service quality and grooming standards. This profile indicates that the clientele represents a high-end group that values deep consultations and customized recommendations.

Their educational background contributes to higher satisfaction, but does not solely determine customer retention.

According to Patel (2021), people with higher levels of education are more likely to demand customized beauty services, consistent with their awareness and expectations. In this study, the large percentage of educated respondents guarantees that the information reflects a demographic interested in quality grooming services. The results confirm that education level increases satisfaction but plays a secondary role compared to other loyalty-generating factors, aligning with the salon's business model of targeting a well-informed customer base.

Table 6 Profile of the Respondents

Profile	Frequency	Percentage
Monthly Income		
₱5,000.00-₱9,999.00	13	13%
₱10,000.00-₱19,999.00	11	11%
₱20,000.00-₱29,999.00	5	5%
₱30,000.00-₱39,999.00	9	9%
₱40,000.00 & above	55	55%
TOTAL	100	100%

In terms of income, the dominant group was in the ₱5,000–₱9,999 bracket, with 43 respondents (43%). This means that the majority of customers at the selected salon were moderate- to low-income individuals who preferred inexpensive grooming services. The next-largest group was the ₱10,000–₱19,999 bracket, with 32 respondents (32%), while the smallest group was the ₱40,000 and above bracket, with only four respondents (4%).

The findings reveal that most respondents came from mid-range and lower-income categories, which represent the core market for cost-effective beauty services. Their preference for affordable yet quality grooming methods highlights the importance of inclusive pricing strategies. Higher-income respondents, though fewer in number, have access to more services, but they do not dominate the customer base. This

underscores that affordability and accessibility remain the strongest drivers of customer loyalty and sustained patronage in the salon industry.

According to McKinsey (2024), younger consumers with relatively low incomes in emerging markets such as the Philippines focus on affordable beauty products and practical services rather than high-end offerings. This supports the study's results, showing that budget-conscious customers remain loyal when services are convenient and reasonably priced. The findings confirm that the salon's sustainability depends on serving this economically diverse clientele through value-driven and accessible grooming services. This highlights that inclusive pricing and practical service options are essential strategies for maintaining competitiveness and ensuring long-term customer loyalty.

Table 7 Profile of the Respondents

Profile	Frequency	Percentage
Occupation		
Student	44	44%
Employed	39	39%
Unemployed	5	5%
Self-Employed	8	8%
Retired	4	4%

In terms of occupation, the dominant group was students, with 44 respondents (44%). This means that the majority of customers at the selected salon were young individuals who preferred fast, effective grooming methods that fit their schedules. The next-largest group was the employed, with 39 respondents (39%), while the smallest group was the retired,

with only four respondents (4%).

The findings reveal that students and employed individuals formed the core audience of the salon's clientele. Their busy, time-conscious lifestyles make them highly sensitive to convenient, efficient services, which directly

influence their loyalty. Smaller segments, such as unemployed and retired respondents, represent potential markets that can be approached to expand the customer base.

According to Thompson (2024), individuals in working-age categories value simplified services that fit their busy schedules, which aligns with the results of this study. The large

proportion of students and employed respondents confirms that the salon's strategies must focus on time-efficient grooming services to sustain loyalty. The results emphasize that convenience and flexibility are key drivers of customer retention, thereby supporting the salon's competitive advantage in serving dynamic, high-demand customers.

Table 8 Profile of the Respondents

Profile	Frequency	Percentage
Sex		
Male	1	1%
Female	99	99%
TOTAL	100	100%

In terms of sex, the dominant group was female respondents, with 99% of respondents. This means that the majority of customers at the selected salon were women, reflecting strong demand for grooming and styling services. The smallest group was male respondents, with only 1 or 1%, showing a clear imbalance in the clientele. This distribution highlights the salon's primary market orientation toward female clients, which is consistent with industry trends in beauty and personal care services.

The findings reveal that the salon appeals strongly to women, who are more engaged in beauty and personal care activities compared to men. This female majority explains why the salon's services are tailored to women's unique grooming needs and preferences. Their responsiveness to personalized, empathetic service underscores the importance of maintaining

high-quality experiences to sustain loyalty. This trend underscores the salon's strategic focus on cultivating long-term relationships with its primary female clientele.

According to NielsenIQ (2025), the beauty and personal care industry is dominated by women who indulge in grooming activities to boost self-esteem and attractiveness. This supports the study's results, showing that women are the primary patrons of salons and prefer individualized procedures that make them feel valued. The results confirm that the salon's focus on female-based products and services aligns with the loyalty drivers of its primary market. This alignment demonstrates how industry-wide consumer behavior patterns are directly reflected in the salon's clientele, reinforcing the validity of the study's findings.

Table 9 Level of Service Quality In Terms Of Ambiance.

Indicators	Mean	SD	Quantitative Interpretation
Question 1	4.51	0.611	Very High
Question 2	4.44	0.625	High
Question 3	4.38	0.693	High
Question 4	4.34	0.670	High
Question 5	4.41	0.668	High
Overall	4.42	0.56	High

Legend:

Range	Verbal Description	Quantitative Interpretation
4.51-5.00	Strongly Agree	Very High
3.51-4.50	Agree	High
2.51-3.50	Neutral	Moderate
1.51-2.50	Disagree	Low
1.00-1.50	Strongly Disagree	Very Low

Table 9 shows that the highest mean score was for Indicator 1, "The environment was clean and well-maintained," at 4.51, interpreted as Strongly Agree/Very High. This indicates patrons were delighted with cleanliness and maintenance, a strong sign of environmental quality. As Blessy et al. (2023) note, hygienic and relaxing environments create emotional ease through cleanliness, directly influencing loyalty. This affirms that cleanliness is not only a fundamental expectation but also a decisive factor in sustaining customer satisfaction and repeat engagement.

The next highest was Indicator 2, "The environment was comfortable and inviting" with a mean of 4.44, followed by Indicator 5, "The environment enhanced my overall experience" with a mean of 4.41, both interpreted as Agree/High. These results show customers valued comfort, inviting surroundings, and enhanced overall experience. Blessy et al. (2023) emphasized that pleasant environments increase repeat visits, reinforcing the importance of ambiance to retention. This suggests that maintaining comfort and atmosphere is not only a source of satisfaction but also a strategic driver of loyalty.

The lowest scores were Indicator 3, "The environment was conducive to a positive experience," with a mean of 4.38, and Indicator 4, "The environment was aesthetically pleasing," with a mean of 4.34, still Agree/High but relatively lower. This suggests ambiance was strong overall, though aesthetic design could be improved to create a more engaging space. Enhancing visual appeal and experiential design would further elevate customer satisfaction and emotional connection. Such improvements would position ambiance as a competitive advantage, ensuring stronger retention and repeat patronage.

Overall, the computed mean of 4.42 with a standard deviation of 0.56 was interpreted as Agree/High. This confirms that service quality in terms of ambiance was rated High, with cleanliness, comfort, and overall experience as the strongest contributors, while aesthetics and conduciveness remain areas for enhancement. This underscores that ambiance is a critical dimension of service quality, directly influencing loyalty and repeat patronage. Enhancing ambiance further through aesthetic improvements and sensory design can elevate customer satisfaction and secure long-term competitiveness.

Table 10 Level of Service Quality in Terms of Convenience.

Indicators	Mean	SD	Quantitative Interpretation
The service was easily accessible	4.32	0.665	High
The service was located conveniently.	4.35	0.672	High
The service was available when I needed it.	4.28	0.697	High
Using the service felt straightforward and hassle-free.	4.18	0.744	High
The service saved me time and effort.	4.16	0.735	High
Overall	4.26	0.60	High

Legend:

Range	Verbal Description	Quantitative Interpretation
4.51-5.00	Strongly Agree	Very High
3.51-4.50	Agree	High
2.51-3.50	Neutral	Moderate
1.51-2.50	Disagree	Low
1.00-1.50	Strongly Disagree	Very Low

Table 10 shows that the highest mean score was recorded for Indicator 2, "The service was located conveniently," with a mean of 4.35, interpreted as Agree/High. This demonstrates strong approval of the salon's location, indicating excellent accessibility in service provision. According to Yang and Jin (2023), access in the beauty sector increases satisfaction and fosters loyalty through feasible arrangements, encouraging repeated visits. This confirms that strategic location is a critical factor in sustaining competitiveness and ensuring consistent customer patronage.

The lowest scores were Indicator 4 "Using the service felt straightforward and hassle-free" with a mean of 4.18 and Indicator 5 "The service saved me time and effort" with a mean of 4.16, still interpreted as Agree/High but relatively lower compared to other indicators. This implies that while services were generally straightforward and time-saving, some customers observed minor inefficiencies, particularly in reducing wait times. Addressing these small gaps in convenience would further enhance customer perceptions of efficiency and reliability.

The next highest score was Indicator 1, "The service was easily accessible," with a mean of 4.32, followed by Indicator 3, "The service was available when I needed it," with a mean of 4.28, both interpreted as Agree/High. These results suggest that customers valued ease of access and timely availability, reflecting the salon's ability to meet client expectations promptly. Yang and Jin (2023) emphasized that convenience and availability reduce barriers and enhance overall service experience, reinforcing customer satisfaction. This indicates that accessibility and timely service are strategic assets that directly support retention and repeat patronage.

Overall, the computed mean of 4.26 with a standard deviation of 0.60 was interpreted as Agree/High. This confirms that convenience was consistently recognized by customers, highlighting the need to improve efficiency further to sustain satisfaction and loyalty. Enhancing convenience through streamlined processes and shorter wait times can strengthen customer trust and repeat patronage. Moreover, positioning convenience as a core service attribute ensures competitiveness and long-term sustainability in the beauty industry.

Table 11 Level of Service Quality in Terms of Employee Competencies.

Indicators	Mean	SD	Quantitative Interpretation
The employees possessed the necessary skills to handle my request	4.28	0.740	High
The employees demonstrated expertise in their area of responsibility	4.24	0.683	High
The employees provided accurate and reliable information.	4.25	0.757	High
The employees efficiently completed the task required	4.24	0.767	High
The employees were able to answer all my questions accurately	4.18	0.757	High
Overall	4.24	0.64	High

Legend:

Range	Verbal Description	Quantitative Interpretation
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4.51-5.00	Strongly Agree	Very High
3.51-4.50	Agree	High
2.51-3.50	Neutral	Moderate
1.51-2.50	Disagree	Low
1.00-1.50	Strongly Disagree	Very Low

Table 11 shows that the highest mean score was recorded for Indicator 1, "The employees possessed the necessary skills to handle my request," with a mean of 4.28, indicating Agree/High. This suggests that customers strongly recognized the competence of salon staff, which built confidence and trust in the services provided. Similarly, To Won and Lee (2023) emphasized that professionalism and competence are critical for retaining beauty clients, as skilled staff attract repeat visits and increase satisfaction, thereby predicting loyalty.

The following highest scores were Indicator 3 "The employees provided accurate and reliable information" with a mean of 4.25, and Indicators 2 "The employees demonstrated expertise in their area of responsibility" and 4 "The employees efficiently completed the task required" both with a mean of 4.24, all interpreted as Agree/High. These results suggest that customers valued the accuracy of information, employees' expertise, and their efficiency in completing tasks. In the same way, Manafe et al. (2024) highlighted that long-term training enhances precision and prevents inaccuracies, supporting the importance of these competencies in sustaining customer trust. This confirms that continuous employee development and skill reinforcement are essential strategies for maintaining service reliability and strengthening customer loyalty.

The lowest score was Indicator 5, "The employees were able to answer all my questions accurately," with a mean of 4.18, still interpreted as Agree/High but lower than other indicators. This implies that while staff were generally competent, some customers observed weaknesses in responsiveness, particularly in busy environments. Likewise, Kim (2021) noted that guidance and communication in beauty businesses enhance staff capacity to shape client perceptions and promote consistent service quality, highlighting the need for greater responsiveness.

Overall, Table 11 shows that the mean score of 4.24 across all indicators was interpreted as Agree/High, confirming that customers consistently recognized employee competencies. Therefore, the results recommend continuous training and monitoring to further enhance staff skills, responsiveness, and communication. This would strengthen the positive correlation between service quality and loyalty, thereby increasing customer satisfaction and repeat visits to the salon. Ultimately, investing in employee development fosters a culture of excellence that sustains long-term competitiveness in the beauty and personal care industry.

Table 12 Level of Service Quality in Terms of Personal Interaction

Indicators	Mean	SD	Quantitative Interpretation
The employees were friendly and approachable.	4.30	0.674	High
The employees communicated clearly and effectively.	4.24	0.740	High
The employees were polite and respectful.	4.30	0.772	High
The employees listened attentively to my concerns.	4.34	0.728	High
The employees created a positive and welcoming atmosphere.	4.35	0.657	High
Overall	4.31	0.58	High

Legend:

Range	Verbal Description	Quantitative Interpretation
4.51-5.00	Strongly Agree	Very High
3.51-4.50	Agree	High
2.51-3.50	Neutral	Moderate
1.51-2.50	Disagree	Low
1.00-1.50	Strongly Disagree	Very Low

Table 12 shows that the highest mean score was recorded for Indicator 5, "The employees created a positive and welcoming atmosphere," with a mean of 4.35, interpreted as Agree/High. This indicates that clients were very pleased with the welcoming atmosphere fostered by employees, which created a sense of comfort and emotional connection during salon visits. Butt et al. (2023) emphasized that employee engagement, through empathy and friendliness, strengthens satisfaction and loyalty, underscoring the importance of this finding. This affirms that cultivating a welcoming atmosphere is a strategic service asset that enhances customer retention and long-term competitiveness.

The next highest score was Indicator 4, "The employees listened attentively to my concerns," with a mean of 4.34, followed by Indicators 1, "The employees were friendly and approachable," and 3, "The employees were polite and respectful," both with a mean of 4.30, all interpreted as Agree/High. These results suggest that clients valued attentiveness, politeness, respect, and approachability, which enhanced trust and reliability in staff interactions. This highlights that interpersonal qualities are central to building rapport and fostering long-term customer relationships.

The lowest score was Indicator 2, "The employees communicated clearly and effectively," with a mean of 4.24, still interpreted as Agree/High but lower than other indicators. This implies that while communication was generally clear, minor inconsistencies were observed, particularly in busy environments. Improving communication consistency, especially during peak service hours, would further strengthen customer confidence and satisfaction. Clear and consistent communication ensures reliable service delivery, reducing misunderstandings and enhancing trust.

Overall, the computed mean of 4.31 with a standard deviation of 0.58 was interpreted as Agree/High. This confirms that personal interaction was a significant strength of the salon, demonstrating its substantial impact on customer satisfaction, loyalty, and repeat patronage. This affirms that effective staff interaction is a strategic advantage, positioning the salon to sustain competitiveness and long-term client retention. Strong interpersonal engagement also differentiates the salon from competitors, creating a unique service identity that reinforces customer loyalty.

Table 13 Level of Service Quality In Terms of Responsiveness.

Indicators	Mean	SD	Quantitative Interpretation
The employees responded promptly to my inquiries.	4.24	0.712	High
The employees addressed my issues in a timely manner.	4.25	0.783	High
The employees kept me informed about the progress of my request.	4.25	0.744	High
The employees proactively resolved any problems that arose.	4.20	0.696	High
The employees were quick to resolve any issues or concerns.	4.27	0.723	High
Overall	4.24	0.63	High

Legend:

Range	Verbal Description	Quantitative Interpretation
4.51-5.00	Strongly Agree	Very High
3.51-4.50	Agree	High
2.51-3.50	Neutral	Moderate
1.51-2.50	Disagree	Low
1.00-1.50	Strongly Disagree	Very Low

Table 13 shows that the highest mean score was recorded for Indicator 5, "The employees were quick to resolve any issues or concerns," with a mean of 4.27, interpreted as Agree/High. This demonstrates that clients were satisfied with the speed of issue resolution, a vital aspect of handling problems during salon visits. According to Chitra and Kannan (2023), swift and effective solutions are essential in retaining both new and repeat customers, as they directly enhance satisfaction and loyalty. This highlights that rapid issue resolution is a cornerstone of customer trust and long-term engagement.

The highest scores were Indicators 2 ("The employees addressed my issues in a timely manner") and 3 ("The employees kept me informed about the progress of my request"), both with a mean of 4.25, interpreted as Agree/High. These results suggest that customers valued timely responses to their issues and being kept informed about the progress of their requests, reflecting consistent service delivery. This affirms that transparency and timeliness in communication strengthen customer confidence and reinforce perceptions of reliability. Such consistency in handling customer concerns ensures dependable service experiences that build lasting trust and loyalty.

The lowest scores were Indicator 1 "The employees responded promptly to my inquiries" with a mean of 4.24 and Indicator 4 "The employees proactively resolved any problems that arose" with a mean of 4.20, still interpreted as Agree/High but relatively lower compared to other indicators. This implies that while responsiveness was generally substantial, minor variations were observed in predictive problem-solving and promptness of replies. Addressing these gaps in proactive service would further enhance responsiveness and elevate overall customer satisfaction. Strengthening proactive measures and immediate replies can transform responsiveness into a competitive edge that differentiates the salon's service quality.

Overall, Table 13 shows that the mean score of 4.24 was interpreted as Agree/High, confirming that responsiveness was consistently recognized by customers and highlighting its importance in building loyalty and satisfaction through effective service delivery. It further underscores that responsiveness is a critical dimension of service quality, ensuring reliability and reinforcing customer confidence in salon services. This demonstrates that responsiveness not only resolves immediate concerns but also builds enduring customer relationships and competitive advantage.

Table 14 Level of Customer Loyalty in Terms of Availed Services.

Indicators	Mean	SD	Quantitative Interpretation
I have enjoyed a variety of services while visiting the salon	4.21	0.756	High
The variety of services provided by the salon is satisfactory and expected.	4.24	0.698	High
I appreciate the quality of the availed services as a reason to revisit.	4.17	0.739	High
The salon offers services tailored to my unique needs	4.20	0.725	High
I am content with the outcome of the services I have enjoyed.	4.25	0.783	High

Overall	4.21	0.64	High
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Legend:

Range	Verbal Description	Quantitative Interpretation
4.51-5.00	Strongly Agree	Very High
3.51-4.50	Agree	High
2.51-3.50	Neutral	Moderate
1.51-2.50	Disagree	Low
1.00-1.50	Strongly Disagree	Very Low

Table 14 shows that the highest mean score was recorded for Indicator 5, "I am content with the outcome of the services I have enjoyed," with a mean of 4.25, interpreted as Agree/High. This indicates that patrons were very pleased with the services they received, which strongly contributes to loyalty and repeat visits. Baldwin et al. (2021) emphasized that broader service offerings and promotional packages help build trust in treatments and enhance loyalty in the beauty industry, highlighting the importance of service outcomes for customer retention.

The following highest scores were Indicator 2 "The variety of services provided by the salon is satisfactory and expected" with a mean of 4.24 and Indicator 1 "I have enjoyed a variety of services while visiting the salon" with a mean of 4.21, both interpreted as Agree/High. These results suggest that customers were satisfied with the variety of services offered and enjoyed the diversity available during their visits, reinforcing their loyalty to the salon. Buckley (2024) similarly noted that promotions and diverse offerings can boost trial rates, leading to higher levels of customer satisfaction and retention.

The lowest scores were Indicator 4 "The salon offers services tailored to my unique needs" with a mean of 4.20 and

Indicator 3 "I appreciate the quality of the availed services as a reason to revisit" with a mean of 4.17, still interpreted as Agree/High but relatively lower compared to other indicators. This implies that while clients valued quality and tailored services, these were not the strongest drivers of revisit intentions, showing that diversity alone may not persuade all customers. Hapsari et al. (2024) noted that service diversity evokes positive customer reactions and influences decisions, suggesting that extending customizable solutions and deals would further enhance attraction, loyalty, and long-term commitment.

Overall, the computed mean of 4.21 with a standard deviation of 0.64 was interpreted as Agree/High. This confirms that customer loyalty in terms of availed services was consistently recognized by patrons, highlighting the importance of service outcomes, variety, and customization in shaping loyalty. It further underscores that diversifying and tailoring services are essential strategies for sustaining satisfaction, repeat patronage, and competitiveness in the beauty and personal care industry. This reinforces that loyalty is strengthened when services evolve with client preferences, ensuring adaptability and long-term relevance in a dynamic market.

Table 15 Level of Customer Loyalty In Terms of Number of Visits.

Indicators	Mean	SD	Quantitative Interpretation
I prefer this salon more than other salons for frequent visits.	4.12	0.913	High
My visit frequency indicates how satisfied I am with the services of the salon.	4.13	0.960	High
The salon has become part of my routine now.	3.89	1.034	High
I go to the salon whenever grooming or relaxation therapy is required.	3.92	1.012	High
The salon's regular service encourages me to visit regularly.	3.86	1.045	High
Overall	3.98	0.86	High

Legend:

Range	Verbal Description	Quantitative Interpretation
4.51-5.00	Strongly Agree	Very High
3.51-4.50	Agree	High
2.51-3.50	Neutral	Moderate
1.51-2.50	Disagree	Low
1.00-1.50	Strongly Disagree	Very Low

Table 15 shows that the highest mean score was recorded in Indicator 2, "My visit frequency indicates how satisfied I am with the services of the salon" with a mean of 4.13, followed closely by Indicator 1, "I prefer this salon more than other salons for frequent visits" with a mean of 4.12, both interpreted as Agree/High. This indicates that patrons' visit frequency reflects their satisfaction and preference for the selected hair salon over other salons, which is a critical factor for sustaining business in a competitive beauty industry. According to

Lopez-Jauregui et al. (2019), positive experiences are essential in boosting visit rates, as satisfaction and recommendations directly influence loyalty.

The following highest scores were Indicator 4 "I go to the salon whenever grooming or relaxation therapy is required" with a mean of 3.92 and Indicator 3 "The salon has become part of my routine now" with a mean of 3.89, both interpreted as Agree/High. These results suggest that many clients already

consider the salon part of their routine and visit it whenever grooming or relaxation therapy is needed, though regularity varied. Similarly, Lopez-Jauregui et al. (2019) emphasized that reliable and encouraging environments help retain both new and old customers, reinforcing the importance of routine and habit in loyalty formation.

The lowest score was Indicator 5, "The salon's regular service encourages me to visit regularly," with a mean of 3.86, still interpreted as Agree/High but lower than other indicators. This implies that while regular services encouraged repeat visits, some clients showed less consistency in their behavior, leaving room for improvement in strengthening habitual loyalty. This suggests that the salon must innovate its routine offerings to make them more compelling and habit-forming for customers. Developing loyalty programs and personalized service packages can turn routine visits into consistent customer habits, thereby strengthening retention.

Overall, Table 15 shows that the mean score of 3.98 was interpreted as Agree/High, confirming that customer loyalty through visitation was positively recognized and suggesting that developing stronger routines and impressions will further promote regular visits, long-term commitment, and sustained business growth. Enhancing customer engagement strategies, such as loyalty programs or personalized scheduling, could reinforce these routines. Moreover, aligning these initiatives with Relationship Marketing Theory ensures that trust and satisfaction remain the foundation of repeat patronage.

V. CONCLUSIONS

Based on the findings, the majority of respondents at the Selected Hair Salon in Valencia City, Bukidnon were young adults aged 16–35, predominantly female, with high educational attainment, either employed or students, earning low to middle income, and visiting infrequently. This profile indicates that youthful, educated, and budget-conscious individuals form the core clientele, shaping their loyalty behaviors in a competitive beauty market. This suggests that tailoring marketing strategies to young, educated, and price-sensitive customers can maximize engagement and retention.

The overall service quality was rated High, with ambiance scoring highest, followed by personal interaction, convenience, and employee competencies and responsiveness. These dimensions demonstrate strong performance in creating appealing environments and interactions that align with expectations for reliable grooming experiences. Maintaining excellence across these dimensions ensures that the salon consistently meets customer expectations and builds a reputation for dependable service.

Customer loyalty was rated High overall, with availed services taking precedence over visit frequency. This reflects a solid commitment among clients, though occasional patronage highlights opportunities to increase regular engagement and strengthen repeat visits. Developing strategies that encourage more frequent visits, such as loyalty rewards or bundled service packages, can transform occasional clients into regular patrons.

Demographics partially influenced customer loyalty, with occupation, age, and income showing positive, significant relationships, while sex, education, and visit frequency did not. This indicates that broader factors beyond personal demographics drive loyalty, suggesting that service enjoyment transcends individual profiles. This highlights that service quality and customer experience are more decisive than demographic traits in shaping loyalty outcomes.

Service quality significantly and positively predicted customer loyalty, with strong correlations for availed services and visits, driven by ambiance and personal interaction. This confirms that quality dimensions are key to fostering retention and repeat behavior, establishing service quality as the primary driver of customer loyalty. This reinforces that prioritizing ambiance and personal interaction is a strategic investment that secures long-term competitiveness in the beauty industry.

RECOMMENDATIONS

- The study revealed that most respondents were young adults, female, educated, and budget-conscious, and that they visited infrequently. To address this, managers are encouraged to design affordable service packages, student promotions, and loyalty programs to increase visit frequency. Employees should adjust service delivery to meet diverse demographic needs, ensuring flexibility and inclusivity. Customers benefit from accessible, budget-friendly services tailored to their profiles. At the same time, future researchers are advised to explore more profound demographic influences on loyalty, particularly occupation, age, and income, which showed significant effects.
- Service quality was rated High, with ambiance emerging as the strongest factor, followed by personal interaction, convenience, and employee competencies. Managers should invest in improving ambiance through privacy screens, seating, and relaxing interiors to strengthen competitiveness. Employees must maintain strong personal interaction, responsiveness, and professional competencies to reinforce satisfaction. Customers enjoy improved comfort and satisfaction, which sustains repeat patronage. At the same time, future researchers may examine how specific service quality dimensions evolve as customer expectations change, ensuring the SERVQUAL model remains relevant in contemporary contexts.
- Customer loyalty was rated High, with availed services reaching Very High, though visits remained occasional. Managers are advised to encourage feedback through digital platforms and introduce loyalty programs and referral incentives to strengthen engagement. Employees should build stronger client relationships through personalized offerings and consistent service, while customers receive tailored services that reinforce trust, satisfaction, and engagement. For future researchers, this opens opportunities to investigate long-term loyalty patterns and the role of digital engagement strategies in sustaining customer relationships.
- The relationship between demographic profile and customer loyalty showed that occupation, age, and income influenced loyalty, while sex, education, and visit frequency were not

significant. Managers should focus more on service quality than demographics to ensure equal treatment, while employees must deliver consistent service across all groups. Customers benefit from reliable experiences regardless of age, sex, or education. At the same time, future researchers are encouraged to conduct further studies on demographic variables that demonstrated significant influence, particularly occupation, age, and income.

- Service quality strongly predicted loyalty, especially ambiance and personal interaction, with strong correlations confirmed by non-parametric analysis. Managers should invest in continuous employee training to improve competence, responsiveness, and interpersonal skills. Employees gain professional growth and enhance interpersonal skills to build trust, while customers receive consistent, high-quality services that encourage repeat visits. Future researchers may validate these correlations using advanced statistical methods and expand the scope to other service industries, thereby strengthening generalizability of the findings.

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