

ABSTRAK

Fashion berasal dari bahasa Inggris yang berarti mode, model, cara, gaya ataupun kebiasaan. Fashion tidak hanya berbicara tentang gaya berpakaian saja, tetapi juga gaya aksesoris, kosmetik, model rambut, dan lainnya yang dapat meningkatkan penampilan dari seseorang. Selain itu, gaya rambut juga dipengaruhi oleh perkembangan trend fashion. Sehingga gaya rambut pun sekarang mengikuti dan menyesuaikan dengan trend fashion yang sedang berlangsung.

Penelitian ini bertujuan untuk mengetahui bagaimana hubungan pengaruh *Experiential Quality* terhadap *Behavioral Intention* melalui *Perceived Value*, *Trust*, dan *Experiential Satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Experiential Quality* sehingga meningkatkan *Behavioral Intention* melalui *Perceived Value*, *Experiential Quality*, dan *Experiential Satisfaction* yang pada akhirnya akan meningkatkan *Perceived Value*, *Experiential Quality*, dan *Experiential Satisfaction* dari TOBS.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 170 responden dengan karakteristik responden pria berumur 18-60 tahun, mengetahui TOBS dan melakukan memotong rambut di The Original Barbershop minimal 1 kali dalam 3 bulan terakhir.

Kata kunci: *Interaction Quality, Physical Environment Quality, Outcome Quality, Access Quality, Perceived Value, Experiential Satisfaction, Trust, dan Behavioral Intention.*

ABSTRACT

Fashion comes from English, which means fashion, models, ways, styles or habits. Fashion does not only talk about the style of dress, but also the style of accessories, cosmetics, hairstyles, and others that can enhance the appearance of a person. In addition, hair style is also influenced by the development of fashion trends. So that any hair style now follows and adapts to the ongoing fashion trends.

This study aims to determine how the relationship between the influence of Experiential Quality on Behavioral Intention through Perceived Value, Trust, and Experiential Satisfaction. The expected benefit of this research is to increase the repertoire of knowledge in the field of management, especially how much influence Experiential Quality has so that it increases Behavioral Intention through Perceived Value, Experiential Quality, and Experiential Satisfaction, which in turn will increase Perceived Value, Experiential Quality, and Experiential Satisfaction from TOBS .

This research is causal research. The research method used is a quantitative method with data processing using AMOS. Data collection was carried out by distributing questionnaires to 170 respondents with the characteristics of male respondents aged 18-60 years, knowing TOBS and cutting hair at The Original Barbershop at least 1 time in the last 3 months.

Keywords: Interaction Quality, Physical Environment Quality, Outcome Quality, Access Quality, Perceived Value, Experiential Satisfaction, Trust, and Behavioral Intention.

