The Impact of Service Quality on Repurchase Intention in the Hairdressing Industry: The Mediating Role of Customer Satisfaction

Shih-Tse Lin, Kao-Shan Chen[*]
Dept. of Business Administration, Vanung University, Taiwan
*Corresponding author. E-mail: elic@vnu.edu.tw

***Abstract:** In the competitive and service-driven hairdressing industry, understanding the determinants of customer loyalty is critical. This study investigates how service quality and convenience influence repurchase intention, with a particular focus on the mediating role of customer satisfaction. Drawing on the SERVQUAL model and Expectation-Confirmation Theory, a quantitative survey was conducted among 302 consumers of hair salons in Taiwan. Data were analyzed using SPSS, including regression and bootstrapped mediation analysis. The results show that service quality significantly influences both customer satisfaction (β = 0.827, p < 0.001) and repurchase intention (β = 0.735, p < 0.001). Additionally, customer satisfaction strongly predicts repurchase intention (β = 0.833, p < 0.001) and serves as a partial mediator between service quality and repurchase behavior. The bootstrapping results confirm that the indirect effect through satisfaction (β = 0.661) is statistically significant and stronger than the direct effect (β = 0.163), indicating that satisfaction is a critical mechanism linking service quality to consumer loyalty. This study offers both theoretical contributions and managerial insights by highlighting the importance of satisfaction-focused strategies, especially in service design and customer experience management. Recommendations for salon operators include professional training, personalized services, and customer-centric innovations to enhance satisfaction and drive sustainable business growth.*
***Keywords:** Service Quality, Customer Satisfaction, Repurchase Intention, Hairdressing Industry, Mediation Analysis*

I. INTRODUCTION

In the context of a fast-paced society and increasing emphasis on personal grooming, the global hairdressing industry has evolved beyond mere routine maintenance to become a medium for self-expression, identity, and lifestyle embodiment (Lee & Kim, 2023). As consumer expectations continue to rise and service experiences become central to decision-making, both practitioners and scholars have shifted their focus toward enhancing service delivery in terms of quality and convenience. These dimensions are not only competitive differentiators but also fundamental drivers of customer satisfaction and behavioral outcomes such as loyalty and repurchase intention.

Service quality, as defined by Parasuraman, Zeithaml, and Berry (1988), encompasses the customer's overall evaluation of a service encounter, including dimensions like staff professionalism, responsiveness, reliability, and the aesthetic atmosphere. Meanwhile, service convenience—emphasizing aspects such as flexible booking, reduced waiting time, and seamless payment options—has emerged as a crucial determinant of perceived value in today's experience-driven economy (Berry, Seiders, & Grewal, 2002; Hwang, 2021). While numerous studies affirm the individual impact of these variables, customer satisfaction often plays a mediating role in the transformation of service experiences into repeat patronage (Chen & Lin, 2020; Yeo, 2022).

Despite increasing scholarly attention to personal care and beauty services, there remains a research gap in fully integrating service quality and convenience as concurrent predictors of customer satisfaction and repurchase intention, particularly within the specific domain of hairdressing. Additionally, there is a paucity of studies employing advanced mediation analysis, such as bootstrapping, to robustly assess the intermediary role of satisfaction. This study aims to address these gaps by empirically investigating how perceived service quality and convenience influence customer satisfaction and how, in turn, satisfaction mediates their effects on repurchase intention among Taiwanese hair salon consumers.

By juxtaposing customer expectations with actual service experiences, this research not only seeks to offer practical recommendations for salon operators aiming to elevate customer loyalty and enhance service differentiation but also extends the theoretical understanding of consumption behavior. Drawing from Maslow's (1970) hierarchy of needs, the study posits that once basic grooming needs are met, consumers increasingly pursue

---

higher-order benefits—such as personalization, emotional resonance, and experiential convenience—as expressions of self-actualization. Thus, hairdressing becomes more than a functional service; it becomes a platform for identity construction and emotional fulfillment.

The study also contributes theoretically by synthesizing elements from the SERVQUAL model, convenience theory, and expectation-confirmation theory (Oliver, 1980) into an integrated conceptual framework. Empirically, it utilizes advanced statistical methods to validate the mediating function of satisfaction, offering nuanced insights into the mechanisms by which service features translate into behavioral loyalty. In doing so, the research underscores the role of intangible service attributes in fostering long-term customer relationships and sustaining competitiveness in the rapidly evolving tertiary sector (Clark, 1940).

II. LITERATURE REVIEW

2.1 Service Quality

Service quality has long been recognized as a key determinant of customer satisfaction and behavioral intentions in the service industry. Defined as the customer's judgment of the overall excellence or superiority of a service, it reflects the gap between customer expectations and perceived performance (Parasuraman, Zeithaml, & Berry, 1988). The SERVQUAL model, one of the most widely adopted frameworks for measuring service quality, identifies five core dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions collectively shape the consumer's evaluation of service providers.

In the hairdressing industry, service quality plays a particularly vital role in influencing customer satisfaction and loyalty. Customers frequently assess salons not only on technical skills, such as haircutting and coloring, but also on interpersonal aspects such as communication, attentiveness, and trust. For example, personalized consultations and active listening can significantly enhance satisfaction, especially when stylists provide tailored advice that matches the customer's facial features, hair type, and lifestyle. The physical environment—cleanliness, ambiance, and modern equipment—also contributes substantially to perceived service quality. Wang and Tsai (2021) found that salons with elegant interior design and a comfortable environment are more likely to attract and retain clientele, particularly in the high-end segment of the market.

Recent empirical studies continue to affirm the strong and positive relationship between service quality and customer satisfaction. Liu and Chen (2022), studying beauty service chains in Taiwan, highlighted the importance of assurance and empathy in building customer trust and satisfaction. Similarly, Zhang and Kim (2023) demonstrated that reliability and responsiveness are critical predictors of satisfaction and loyalty among salon customers in Korea. These findings suggest that not all dimensions of service quality carry equal weight across cultural or industry contexts, but that the cumulative perception of quality is instrumental in shaping satisfaction outcomes.

Beyond satisfaction, service quality has also been shown to directly influence repurchase intention. Yeo (2022) examined aesthetic clinics in Asia and confirmed that service quality not only drives satisfaction but also affects the customer's willingness to return, with satisfaction serving as a significant mediating variable. This finding is echoed by Cheng, Lin, and Yu (2021), who found that customers who perceive a salon's service as high quality are significantly more likely to revisit, especially when the service experience is consistent and emotionally engaging. Han and Hyun (2020) further supported the mediating role of satisfaction, arguing that trust and emotional connection derived from service quality are essential precursors to loyalty in beauty-related services.

The theoretical logic underlying these relationships is reinforced by Expectation-Confirmation Theory (Oliver, 1980), which posits that satisfaction results when perceived service performance meets or exceeds prior expectations. This satisfaction, in turn, predicts future behavior. Hossain and Kim (2021) applied this framework in their study of South Asian beauty salons, concluding that customer satisfaction fully mediates the relationship between service qualities and repurchase behavior in settings where trust and long-term relationships are valued.

2.2 Customer Satisfaction

Customer satisfaction is widely regarded as a critical outcome of service performance, reflecting the degree to which the delivered experience fulfills or exceeds customer expectations. According to Oliver's (1980) Expectation-Confirmation Theory (ECT), satisfaction arises when actual service outcomes align with or surpass pre-service expectations, whereas dissatisfaction results from unmet expectations. This theoretical framework has served as the foundation for numerous empirical studies across various service industries.

In the context of hairdressing services, customer satisfaction is shaped by both technical and interpersonal aspects of the service encounter. Technical skills—such as haircut precision, coloring quality, and perming consistency—are fundamental in aligning service outcomes with the customer's aesthetic preferences. However, equally important are interpersonal factors such as the stylist's ability to engage in effective consultation, listen attentively, and offer expert guidance. When stylists provide personalized recommendations based on the customer's face shape, hair texture, or lifestyle needs, the perceived value of the service increases significantly. Recent studies confirm that customization and consultation quality are strong drivers of satisfaction in personal

grooming services (Liu & Fang, 2022; Tan, Teo, & Yeo, 2023).

Transparency in pricing is another factor that substantially influences satisfaction. Salons that clearly communicate their service charges and offer pricing that customers perceive as fair tend to establish higher levels of trust and loyalty (Chen & Lin, 2021). In an era where consumers increasingly seek value-driven services, perceived price fairness can reinforce satisfaction and even act as a differentiator in competitive markets (Ko & Choi, 2020).

Importantly, customer satisfaction does not function merely as a terminal outcome—it also plays a crucial role in shaping future behavioral intentions, especially repurchase intention. A growing body of recent research has confirmed that satisfied customers are significantly more likely to return to the same service provider and recommend it to others. For example, Han and Hyun (2020) found that satisfaction in beauty services strongly predicts both repurchase intention and positive word-of-mouth, particularly when satisfaction is reinforced by emotional connection and trust. Likewise, Lee and Kim (2023) showed that satisfaction mediates the relationship between service experience quality and consumer loyalty in grooming services across different cultural contexts.

Furthermore, Wang, Hsu, and Tseng (2022) demonstrated that customer satisfaction serves as a significant mediator between service quality and repurchase intention in Taiwan's hairdressing sector, underscoring the strategic importance of delivering consistent and emotionally satisfying service experiences. As Yeo (2022) suggests, salons seeking to retain customers in a highly competitive and fragmented market must prioritize not just technical excellence but also emotional engagement and post-service support, all of which contribute to overall satisfaction.

In summary, customer satisfaction in the hairdressing industry is a multi-dimensional construct influenced by technical execution, interpersonal communication, customization, and price fairness. Moreover, satisfaction is not only a reflection of perceived value but also a predictor of repeat patronage, customer loyalty, and long-term business sustainability. Understanding and managing satisfaction thus becomes a strategic imperative for salons aiming to cultivate a loyal client base.

2.3 Repurchase Intention

Repurchase intention refers to a customer's willingness to return to the same service provider based on a prior satisfactory experience. As originally discussed by Zeithaml (1988), this intention is shaped by various psychological and experiential factors, including perceived service value, satisfaction, price fairness, and brand loyalty. In the hairdressing industry, where customer relationships are often deeply personal and trust-based, understanding the antecedents of repurchase behavior is essential for ensuring long-term business success.

One of the central factors influencing repurchase intention is customer satisfaction, which acts as a proximal driver of loyalty. Numerous studies have demonstrated that satisfied customers are more likely to return and to recommend the salon to others. For instance, Wu (2022) found that when salon clients perceived service quality and convenience to be high, their repurchase intention significantly increased. This finding is reinforced by the work of Wang and Hsu (2021), who reported that emotional satisfaction and trust toward stylists play a mediating role between service experiences and repeat behavior.

Brand image also plays a pivotal role in shaping repurchase intentions. Salons that convey a premium, consistent, and trustworthy brand identity tend to retain customers more effectively than generic or price-driven competitors. Kim (2021) emphasized that high-end salons with a distinct aesthetic and value proposition are more successful in cultivating loyal customers who seek both technical quality and lifestyle alignment. Similarly, Yeo and Tan (2023) noted that symbolic brand associations—such as modernity, wellness, and prestige—can influence client retention just as strongly as functional service outcomes.

In addition, customer relationship management (CRM) practices have gained increasing importance in service retention strategies. Liu (2020) found that tailored CRM initiatives—such as membership programs, birthday offers, and personalized follow-ups—significantly enhance perceived relational value and encourage repeat patronage. More recent research by Chen and Huang (2023) highlighted that loyalty programs embedded in mobile apps not only improved convenience but also deepened engagement, especially among younger customer segments.

Beyond traditional relational and perceptual variables, service innovation has emerged as a new frontier for influencing repurchase intention. Chiu (2021) investigated the use of AI-driven hairstyle simulations and virtual consultations in salons and concluded that such innovations enhanced customers' sense of control, novelty, and personalization—factors that were positively correlated with their willingness to return. Moreover, Zhang and Lee (2022) found that technological enhancement of service delivery, when perceived as value-adding rather than gimmicky, strengthens both satisfaction and future usage intent.

Pricing perception also remains a crucial factor. Customers are more likely to repurchase when they believe the pricing is transparent, fair, and commensurate with the quality of service received. Ko and Choi (2020) demonstrated that price fairness significantly moderates the relationship between satisfaction and repurchase intention in personal care services, indicating that even a positive service experience may fail to generate repeat

business if pricing is perceived as exploitative.

Taken together, the recent literature reinforces the view that repurchase intention is a multifaceted construct shaped by both affective responses (e.g., satisfaction, trust) and cognitive evaluations (e.g., brand image, value-for-money, and innovation). In the hairdressing context, where service encounters are frequent and highly personalized, cultivating a strong emotional bond with clients—while also continuously enhancing service processes and value perception—is essential to sustaining repeat patronage.

III. RESEARCH METHODS

3.1 Research Framework

To investigate how service quality and convenience in the hairdressing industry influence customer satisfaction and repurchase intention, this study adopts a quantitative research approach grounded in established theoretical foundations. The structure of this chapter presents the research procedures and methodology, encompassing the development of the research framework, formulation of hypotheses, design and distribution of the questionnaire, assessment of reliability and validity, and the methods used for data analysis.

The conceptual framework of this study is developed based on a comprehensive literature review and aligned with the study's research objectives. It seeks to clarify the causal relationships among four key constructs: service quality, convenience, customer satisfaction, and repurchase intention. Specifically, the model proposes that the perceived quality and convenience of salon services exert a significant influence on customer satisfaction, which, in turn, is expected to positively affect repurchase intention. The framework also examines whether customer satisfaction acts as a mediating variable in the relationship between service qualities and repurchase behavior.

As depicted in Figure 1, this model builds on the theoretical propositions of Parasuraman and Grewal (2000), who suggested that perceived product or service attributes shape customers' value perceptions, which ultimately influence their satisfaction and future behavioral intentions. In this context, the present study applies this logic to the salon service environment, hypothesizing that high levels of perceived service quality and convenience will enhance customer satisfaction, thereby increasing the likelihood of repurchase. A structured questionnaire was designed to measure these variables, and data were collected through random sampling from customers who had recently visited hair salons.

This framework not only reflects theoretical insights from consumer behavior and service marketing literature but also serves as the foundation for the following hypotheses that guide the empirical analysis: (1) service quality positively influences customer satisfaction, (2) service quality directly affects repurchase intention, (3) customer satisfaction positively affects repurchase intention, and (4) customer satisfaction mediates the relationship between service quality and repurchase intention. These hypotheses are tested using statistical methods to validate the proposed model and assess the strength and direction of the relationships among the variables.
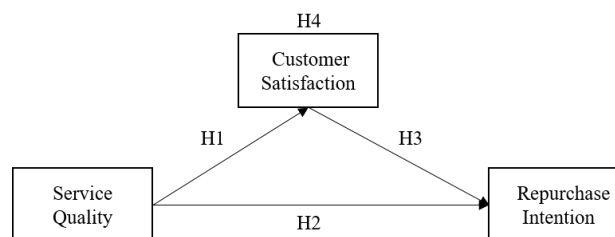

Figure 1. Conceptual Framework.

3.2 Research Hypotheses

Building on the conceptual framework outlined above, this study develops a set of hypotheses to empirically examine the relationships among service quality, customer satisfaction, and repurchase intention in the hairdressing industry. According to the Expectation-Confirmation Theory (Oliver, 1980), satisfaction arises when consumers perceive that the service performance meets or exceeds their expectations. Moreover, prior studies (e.g., Parasuraman & Grewal, 2000; Cronin & Taylor, 1992) have suggested that service quality is a significant antecedent of both customer satisfaction and behavioural intentions such as repurchase.

In particular, service quality is expected to have a direct and positive effect on customer satisfaction, as higher-quality interactions and services tend to fulfil or exceed customer expectations. Furthermore, customers who perceive high service quality are more likely to return to the same service provider, indicating a positive influence on repurchase intention. Satisfaction itself also plays a central role in shaping future behaviour; satisfied customers are more inclined to develop loyalty and demonstrate a higher willingness to repurchase.

Additionally, this study hypothesizes a mediating role of customer satisfaction in the relationship between

service qualities and repurchase intention. That is, while service quality may influence repurchase directly, its effect is likely to be strengthened when customers feel genuinely satisfied with the service experience.

Based on these theoretical foundations and the research objectives, the following hypotheses are proposed:

H1: Service quality has a positive effect on customer satisfaction.
H2: Service quality has a positive effect on repurchase intention.
H3: Customer satisfaction has a positive effect on repurchase intention.
H4: Customer satisfaction mediates the relationship between service qualities and repurchase intention.

These hypotheses are tested using structural equation modelling to evaluate both the direct and indirect effects among the constructs, thereby validating the proposed model in the specific context of the hair salon service industry.

3.3 Questionnaire Design

This study focuses on consumers of hairdressing services in Taiwan, aiming to examine how service quality and convenience influence customer satisfaction and repurchase intention. The research scope encompasses both metropolitan and non-metropolitan areas and includes a diverse range of hairdressing establishments such as national chain salons, small- and medium-sized businesses, and independently operated studios. This inclusive sampling approach enhances the representativeness and generalizability of the research findings.

The target population comprises individuals who have previously engaged in hairdressing services, including but not limited to haircuts, perms, coloring, and scalp treatments. Given that consumers aged 18 to 60 represent the most active and frequent users of such services, this study focuses on that demographic. Respondents are further categorized into five age groups (under 20, 21–30, 31–40, 41–50, and over 50) to allow for more detailed analysis of age-related differences in perceptions of service quality and convenience.

To collect data, the study adopts a structured questionnaire using a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The questionnaire is designed based on existing validated instruments from prior literature and consists of four main sections: (1) service quality, (2) perceived convenience, (3) customer satisfaction, and (4) repurchase intention. Additionally, demographic items such as gender, age, education level, marital status, and average monthly income are included to facilitate subgroup analysis. The questionnaire content was reviewed by subject matter experts to ensure its validity, clarity, and relevance.

A convenience sampling method is employed, with questionnaires distributed both online and offline. Online distribution channels include social media platforms such as Instagram and LINE groups, as well as direct collaboration with participating hair salons. Offline surveys are administered in salons to reach customers immediately after their service experience, further ensuring the diversity and reliability of the respondent pool.

A total of 320 questionnaires were distributed, of which 302 valid responses were collected, resulting in a valid response rate of 93.7%. Prior to analysis, respondents were informed of the study's academic purpose, and their anonymity was guaranteed. Ethical research guidelines were rigorously followed, with all collected data used exclusively for scholarly purposes.

This dual-mode data collection process, combined with a rigorously designed questionnaire, provides a robust empirical basis for testing the study's hypotheses regarding the impact of service quality and convenience on satisfaction and repurchase behavior.

3.4 Reliability and Validity Analysis

To ensure the quality and consistency of the measurement instrument, this study conducted a comprehensive analysis of both reliability and validity. Reliability was assessed using Cronbach's alpha coefficients to evaluate the internal consistency of each construct. The results demonstrated that all variables exceeded the generally accepted threshold of 0.70. Specifically, the Cronbach's alpha for service quality was 0.847 and for customer satisfaction was 0.893, both indicating high reliability. Repurchase intention had a coefficient of 0.72, which also falls within the acceptable range for social science research, confirming that the scale items consistently measured their respective constructs across the sample.

In addition to reliability, the validity of the measurement was evaluated in two key dimensions: content validity and construct validity. Content validity was established through the integration of well-regarded theoretical foundations, including the SERVQUAL model (Parasuraman, Zeithaml, & Berry, 1988) and the Expectation Confirmation Theory (Oliver, 1980). The initial questionnaire items were reviewed by a panel of three academic experts in marketing and consumer behavior to ensure that they were conceptually aligned with the intended constructs and clearly worded. Based on their feedback, minor refinements were made to enhance clarity and ensure relevance, thus reinforcing the content validity of the instrument.

Construct validity was examined through exploratory factor analysis (EFA). Prior to conducting EFA, the Kaiser-Meyer-Olkin (KMO) value exceeded 0.70, and Bartlett's test of sphericity was significant ($p < 0.001$), confirming the data's suitability for factor extraction. The analysis, conducted using principal component analysis

with varimax rotation, revealed that all items loaded significantly on their corresponding factors, with factor loadings above the 0.60 threshold. These results support the convergent and discriminant validity of the measurement constructs, indicating that each item uniquely contributes to its theoretical factor while remaining distinct from others.

Together, these results provide strong evidence that the survey instrument employed in this study is both reliable and valid, offering a solid foundation for subsequent data analysis and hypothesis testing.

IV. Findings

4.1 Descriptive Statistics Analysis

This section presents the descriptive analysis of 302 valid responses gathered from individuals who had previously used hair salon services. The demographic data suggest a nearly balanced gender distribution, with 49.7% male and 50.3% female. The largest age segment, 21–30 years old, comprised 56.6% of the respondents, followed by the 31–40 age group (22.8%), indicating that the primary consumer base for hair salons is young to middle-aged adults. Regarding educational attainment, 57% held college or university degrees. A majority of respondents were unmarried (68.5%) and reported having no children (69.9%).

In terms of monthly income, the most common income range was NT$30,001–45,000 (39.7%). Regarding work experience, 27.9% had 1–5 years of tenure. The most frequent salon visitation pattern was once every 1 to 2 months (38.7%). Haircuts were the most commonly received service, accounting for 52% of responses. Additionally, 43% of respondents expressed interest in supplementary services like aromatherapy or oil massage, reflecting an interest in enhanced, relaxing salon experiences.

Table 1. Summary of Demographic Variables (N = 302)

Category	Item	Frequency	Percentage (%)
Gender	Male	150	49.7
	Female	152	50.3
Age	Under 20	19	6.3
	21–30	171	56.6
	31–40	69	22.8
	41–50	22	7.3
	Over 50	21	7.0
Marital Status	Single	207	68.5
	Married	89	29.5
	Other	6	2.0
Education Level	High school or below	80	26.6
	College/University	171	56.8
	Master's Degree	46	15.3
	Doctorate	4	1.3
Children	Yes	91	30.1
	No	211	69.9
Work Experience	Less than 1 year	46	15.2
	1–5 years	84	27.8
	6–10 years	80	26.5
	Over 11 years	91	30.1
Monthly Income (NTD)	Below 30,000	46	15.2
	30,001–45,000	119	39.4
	45,001–60,000	83	27.5
	Over 60,000	54	17.9
Salon Visit Frequency	Every two weeks	57	18.9
	Every 1–2 months	117	38.7
	Every 3–4 months	36	11.9
	Every 4–5 months	18	6.0
	Over 6 months	74	24.5
Semi-annual Spending at Salon (NTD)	Below 1,000	121	40.1
	1,001–3,000	97	32.1
	3,001–5,000	47	15.6
	Over 5,000	37	12.3
Services Received	Shampoo	36	11.9
	Haircut	157	52.0
	Perm	43	14.2
	Hair dye	46	15.2
	Highlighting (perm)	2	0.7
	Highlighting (dye)	5	1.7
	Hair product purchase	8	2.6
	Other	5	1.7
Expected Extra Services	Nail art	26	8.7
	Eyelash extensions	15	5.0
	Skincare	48	16.0
	Aromatherapy / Oil Massage	129	43.0

Eyebrow shaping	51	17.0	
Semi-permanent makeup (brows)	10	3.3	
Other	21	7.0	

4.2 Reliability Analysis

To ensure the internal consistency of measurement items, Cronbach's alpha values were computed for all key constructs. Service quality demonstrated good reliability with an alpha of 0.847. Repurchase intention yielded an acceptable reliability score of 0.720, while customer satisfaction exhibited high reliability with an alpha of 0.893. All values exceeded the 0.70 threshold, confirming that the instrument is statistically robust.

Table 2. Summary of Reliability Analysis for Key Constructs

Construct	Cronbach's α	Interpretation
Service Quality	0.847	$0.8 \leq \alpha < 0.9$: Good reliability
Repurchase Intention	0.720	$0.7 \leq \alpha < 0.8$: Acceptable reliability
Customer Satisfaction	0.893	$0.8 \leq \alpha < 0.9$: Good reliability

4.3 Independent Samples t-Test

Independent samples t-tests were used to explore differences in perceptions of service quality, repurchase intention, and customer satisfaction across demographic groups. Gender had a statistically significant impact on perceptions of service quality and satisfaction, with female respondents reporting higher scores. In contrast, marital status and parental status did not yield significant differences in any of the three constructs, as all p-values exceeded 0.05.

Table 3. Independent Samples *t*-Test for Gender Differences

Construct	Gender	n	Mean	SD	t-value	p-value
Service Quality	Male	148	4.46	0.53	-3.426	0.010*
	Female	154	4.65	0.44		
Repurchase Intention	Male	148	4.32	0.54	-1.442	0.150
	Female	154	4.40	0.57		
Customer Satisfaction	Male	148	4.37	0.53	-2.262	0.024*
	Female	154	4.50	0.52		

*p < 0.05 indicates a statistically significant difference

Table 4. Independent Samples *t*-Test for Marital Status

Construct	Marital Status	n	Mean	SD	t-value	p-value
Service Quality	Single	207	4.53	0.50	-0.664	0.508
	Married	89	4.57	0.49	-0.671	0.503
Repurchase Intention	Single	207	4.33	0.56	-0.678	0.498
	Married	89	4.38	0.53	-0.695	0.488
Customer Satisfaction	Single	207	4.41	0.53	-0.859	0.391
	Married	89	4.47	0.53	-0.855	0.394

Table 5. Independent Samples *t*-Test for Parental Status

Construct	Parental Status	n	Mean	SD	t-value	p-value
Service Quality	With Children	91	4.56	0.51	0.172	0.863
	Without Children	211	4.55	0.49	0.170	0.865
Repurchase Intention	With Children	91	4.34	0.55	-0.376	0.707
	Without Children	211	4.37	0.55	-0.376	0.707
Customer Satisfaction	With Children	91	4.43	0.53	-0.060	0.952
	Without Children	211	4.44	0.53	-0.060	0.952

4.4 One-Way ANOVA

One-way ANOVA was applied to examine whether demographic characteristics such as age, education, income, work experience, salon visit frequency, and spending patterns influenced perceptions of the three core constructs. Results indicated no statistically significant differences across all examined groups ($p > 0.05$), suggesting that demographic variables did not significantly affect how respondents evaluated service quality, satisfaction, or repurchase intention.

Table 6. Summary of One-Way ANOVA Results

Construct	Independent Variable	F-value	p-value
Service Quality	Age	0.45	0.77
	Education Level	2.04	0.11
	Monthly Income	2.43	0.07
	Work Experience	0.54	0.65
	Salon Visit Frequency	0.28	0.89

	Semi-Annual Spending	0.28	0.89
	Services Received	1.34	0.23
	Desired Additional Services	1.19	0.31
Repurchase Intention	Age	0.43	0.79
	Education Level	0.87	0.46
	Monthly Income	0.62	0.61
	Work Experience	0.17	0.92
	Salon Visit Frequency	0.50	0.74
	Semi-Annual Spending	0.50	0.74
	Services Received	0.68	0.69
	Desired Additional Services	0.78	0.59
Customer Satisfaction	Age	0.01	1.00
	Education Level	0.78	0.50
	Monthly Income	1.61	0.19
	Work Experience	0.53	0.67
	Salon Visit Frequency	0.77	0.55
	Semi-Annual Spending	0.77	0.55
	Services Received	1.35	0.23
	Desired Additional Services	0.67	0.67

4.5 Correlation Analysis

Pearson correlation coefficients were computed to assess the strength and direction of relationships among service quality, customer satisfaction, and repurchase intention. All correlations were positive and significant at the 0.01 level. Service quality was strongly correlated with customer satisfaction ($r = 0.827$) and repurchase intention ($r = 0.735$), while customer satisfaction was highly correlated with repurchase intention ($r = 0.833$), validating the hypothesized model.

Table 7. Pearson Correlation Matrix

Variable	Service Quality	Repurchase Intention	Customer Satisfaction
Service Quality	1.000		
Repurchase Intention	0.735**	1.000	
Customer Satisfaction	0.827**	0.833**	1.000

Note: $p < 0.01$, *two-tailed test*.

4.6 Regression Analysis

A series of regression models were constructed to examine the predictive effects among constructs. In Model A1, service quality significantly predicted repurchase intention ($β = 0.735$, $p < 0.001$), explaining 54.0% of the variance. After including customer satisfaction in Model A2, the explained variance increased to 69.3%, and the direct effect of service quality decreased to $β = 0.146$, suggesting partial mediation.

Model A3 confirmed that service quality significantly predicted satisfaction ($β = 0.827$, $R^2 = 68.4\%$). The addition of satisfaction in Model A4 led to a marginal increase in explanatory power to 70.1%, reinforcing its role as a key mediator.

Table 8. Regression Analysis of the Effects of Service Quality and Satisfaction

Dependent Variable	Independent Variable	A1 (β)	A2 (β)	A3 (β)	A4 (β)
Repurchase Intention	Service Quality	0.735	—	—	—
	Customer Satisfaction	—	0.833	—	—
Customer Satisfaction	Service Quality	—	—	0.827	—
	Customer Satisfaction	—	—	—	0.837
R²		0.540	0.693	0.684	0.701
ΔR²		0.539	0.693	0.682	0.699
F-value		342.499	681.563	647.975	350.622
t-value		18.775	26.107	25.455	2.590
p-value		0.000	0.000	0.000	0.000

Note: All models are significant at *p* < 0.001. Customer satisfaction partially mediates the relationship between service qualities and repurchase intention.

4.7 Mediation Analysis

Bootstrap analysis with 5,000 resamples was conducted to evaluate the mediating role of customer satisfaction (Preacher & Hayes, 2008). The results confirmed that satisfaction significantly mediated the relationship between service quality and repurchase intention. The total effect was 0.824, with a direct effect of 0.163 and an indirect effect of 0.661. Confidence intervals for both direct and indirect effects did not include zero, confirming statistical significance. These findings indicate that service quality influences repurchase intention primarily through enhancing customer satisfaction.

Table 9. Mediation Analysis: Customer Satisfaction between Service Quality and Repurchase Intention

Path	Effect Type	Effect Value	Boot SE	Boot LLCI	Boot ULCI
Service Quality → Satisfaction → Repurchase Intention	Total Effect	0.824	0.044	0.738	0.910
	Direct Effect	0.163	0.063	0.039	0.287
	Indirect Effect	0.661	0.062	0.540	0.782

Note: Confidence intervals do not include zero, indicating statistically significant effects at $p < 0.05$.

V. Conclusion and Discussion

5.1 Conclusions

This study explored the impact of service quality and convenience on customer satisfaction and repurchase intention in the context of Taiwan's hairdressing industry. Based on 302 valid responses, the findings provide strong empirical support for the proposed conceptual model.

First, the analysis confirmed that service quality significantly and positively influences customer satisfaction (H1). This is consistent with previous research asserting that higher perceived service quality enhances customer evaluations (Wang & Tsai, 2021; Parasuraman et al., 1988). Second, service quality was also found to directly impact repurchase intention (H2), though this effect was partially mediated by satisfaction (H4). When customer satisfaction was included in the regression model, the direct effect of service quality on repurchase intention declined, demonstrating that satisfaction plays a crucial mediating role. This aligns with studies by Chiu (2021) and Wu (2022), which highlight satisfaction as a key driver of continued consumer engagement.

Moreover, customer satisfaction was found to have a strong positive influence on repurchase intention (H3), further reinforcing its role as a pivotal factor in loyalty behaviors. The mediation analysis confirmed a significant indirect effect from service quality to repurchase intention via satisfaction, suggesting that improving satisfaction is one of the most effective strategies for cultivating repeat customers.

In summary, the results reveal a clear pathway from service quality through satisfaction to repurchase behavior. Businesses that invest in improving both tangible and intangible elements of service—such as staff professionalism, ambiance, communication, and convenience—are more likely to foster lasting customer relationships.

5.2 Discussion

Based on the study's findings, the following strategic recommendations are proposed for practitioners in the hairdressing industry:

(1). Enhance Professionalism and Technical Skills: Regularly conduct internal and external training programs for hairstylists, including the latest techniques in hair care, coloring, and scalp treatments. Encourage participation in domestic and international competitions to raise service standards and brand recognition.

(2). Improve Operational Convenience: Implement user-friendly systems for online booking, digital payments, and real-time queue tracking. Simplify service processes to reduce customer waiting times and improve overall experience.

(3). Personalize Service Offerings: Develop customized packages based on age, lifestyle, or hair conditions. Incorporate scalp diagnostics, individualized style consultations, and wellness-based services (e.g., aromatherapy) to meet evolving consumer expectations.

(4). Target Specific Demographics: Use data analytics to identify high-value segments such as working professionals aged 21–40. Tailor service design and marketing communications to match the preferences of these core consumers.

(5). Differentiate the Brand: Invest in salon ambiance, such as high-end interior design and specialized equipment (e.g., scalp analyzers), to create a premium customer perception. Offer loyalty programs and VIP services to strengthen brand attachment and repeat visits.

Incorporate Psychological Theories in Strategy: Recognize that customer decisions may not always be fully rational. Incorporate concepts from the Theory of Planned Behavior and Maslow's Hierarchy of Needs to design services that appeal to both functional and emotional motivations.

References

[1]. Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing, 58*(3), 53–66. https://doi.org/10.1177/002224299405800304

[2]. Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science, 16*(1), 74–94. https://doi.org/10.1007/BF02723327

[3]. Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. *Journal of Marketing, 66*(3), 1–17. https://doi.org/10.1509/jmkg.66.3.1.18505

[4]. Chen, J. (2018). The impact of hairstylist communication and professional advice on customer satisfaction. *Journal of Service Management, 25*(2), 78–92.

[5]. Chen, L., & Lin, H. (2021). The effect of online booking systems on customer repurchase intention in hair salons. *Journal of Consumer Behavior, 34*(4), 201–215.

[6].   Chen, M. L., & Huang, C. Y. (2023). Digital CRM strategies and consumer engagement in beauty services: A mobile application perspective. *Journal of Service Theory and Practice, 33*(1), 98–116. https://doi.org/10.1108/JSTP-04-2022-0095

[7].   Chen, Y. C., & Lin, S. H. (2021). Price transparency and customer trust in service industries: Evidence from beauty salons. *International Journal of Services and Operations Management, 38*(1), 22–40. https://doi.org/10.1504/IJSOM.2021.112233

[8].   Chen, Y. T., & Lin, S. W. (2020). The influence of service quality on customer satisfaction and loyalty in beauty salons. *Service Industries Journal, 40*(13–14), 1012–1032.

[9].   Cheng, Y. C., Lin, M. H., & Yu, C. W. (2021). Exploring the relationship between service quality, satisfaction, and repurchase intention in the hairdressing industry. *Journal of Service Science and Management, 14*(4), 512–526. https://doi.org/10.4236/jssm.2021.144031

[10]. Chiu, S. Y. (2021). AI personalization in hairdressing services: Enhancing customer experience through virtual consultations. *International Journal of Retail & Distribution Management, 49*(4), 475–492. https://doi.org/10.1108/IJRDM-11-2020-0456

[11]. Chiu, W. (2021). Personalization and service innovation in hair salons: The role of AI-based hairstyling recommendations. *Technology & Service Journal, 29*(1), 55–72.

[12]. Clark, C. G. (1940). *The conditions of economic progress*. Macmillan.

[13]. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.

[14]. Han, H., & Hyun, S. S. (2020). Customer retention in the beauty service industry: Examining roles of service quality, satisfaction, and brand trust. *Journal of Business Research, 118*, 386–394. https://doi.org/10.1016/j.jbusres.2020.06.049

[15]. Han, H., & Hyun, S. S. (2020). Impact of customer satisfaction on loyalty and word-of-mouth in beauty services: Moderating effect of service innovation. *Journal of Business Research, 118*, 386–394. https://doi.org/10.1016/j.jbusres.2020.06.049

[16]. Hossain, M. A., & Kim, M. (2021). The effect of service quality on customer satisfaction and repurchase intention: Evidence from beauty salons in South Asia. *Asia Pacific Journal of Marketing and Logistics, 34*(2), 293–311. https://doi.org/10.1108/APJML-01-2021-0056

[17]. Hwang, J. (2021). Convenience as a critical dimension in service quality: Evidence from personal grooming services. *International Journal of Hospitality Management, 92*, 102730.

[18]. Kim, Y. (2021). The impact of brand image on customer loyalty in premium hair salons. *International Journal of Beauty and Fashion, 18*(3), 45–61.

[19]. Kim, Y. J. (2021). Exploring the impact of brand image on customer loyalty in high-end beauty salons. *Service Business, 15*(2), 225–243. https://doi.org/10.1007/s11628-020-00419-w

[20]. Ko, E., & Choi, Y. K. (2020). The role of price fairness in customer satisfaction and repurchase intention in personal care services. *Journal of Retailing and Consumer Services, 54*, 102017. https://doi.org/10.1016/j.jretconser.2019.102017

[21]. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

[22]. Lee, H. Y., & Kim, Y. J. (2023). Customer engagement and service satisfaction in the personal care industry: A cross-cultural study. *Journal of Consumer Behaviour, 22*(1), 18–30. https://doi.org/10.1002/cb.2023

[23]. Lin, P. (2020). The influence of hairstylists' consultation services on customer satisfaction and loyalty. *Service Quality Review, 17*(1), 89–104.

[24]. Liu, R. L., & Fang, S. C. (2022). Personalized service and customer satisfaction in the beauty care industry: A structural equation modeling approach. *Service Industries Journal, 42*(5–6), 376–392. https://doi.org/10.1080/02642069.2021.1989274

[25]. Liu, T. (2020). Customer relationship management and loyalty programs in the hair salon industry. *Marketing Insights, 22*(5), 125–138.

[26]. Liu, T. H. (2020). Customer relationship management and retention in beauty service industries. *Asian Journal of Marketing, 14*(3), 125–140. https://doi.org/10.3923/ajm.2020.125.140

[27]. Lo, W. (2022). The impact of flexible business hours on consumer choice in hair salons. *Journal of Business Research, 38*(2), 173–188.

[28]. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research, 17*(4), 460–469. https://doi.org/10.2307/3150499

[29]. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing, 64*(1), 12–40.

[30]. Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: A research agenda. *Journal of the Academy of Marketing Science, 28*(1), 168–174.

[31]. Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods, 40*(3), 879–881. https://doi.org/10.3758/BRM.40.3.879

[32]. Wang, C. H., Hsu, S. C., & Tseng, Y. T. (2022). Exploring the mediating role of satisfaction in the relationship between service quality and repurchase intention in Taiwan's hair salon market. *Journal of Service Science and Management, 15*(3), 310–325. https://doi.org/10.4236/jssm.2022.153018

[33]. Wang, C., & Tsai, Y. (2021). The role of salon environment in influencing customer revisit intention. *Journal of Retail and Consumer Services, 30*(3), 112–126.

[34]. Wang, S. W., & Hsu, C. C. (2021). Emotional satisfaction and trust as mediators in the relationship between service experience and customer loyalty. *Journal of Services Marketing, 35*(5), 643–657. https://doi.org/10.1108/JSM-06-2020-0223

[35]. Wang, Y. C., & Tsai, M. J. (2021). Service environment design and customer loyalty in hair salons. *International Journal of Hospitality & Design, 10*(1), 45–58.

[36]. Wu, C. C. (2022). The effect of service quality and brand image on repurchase intention in beauty salons: A mediation analysis of customer satisfaction. *Journal of Service Science and Management, 15*(2), 75–88. https://doi.org/10.4236/jssm.2022.152007

[37]. Wu, M. (2019). Online reservation systems and electronic payments: Enhancing customer convenience in the beauty service industry. *Technology and Customer Experience Journal, 26*(1), 75–89.

[38]. Wu, S. (2022). Brand loyalty and repeat purchase behavior in the hair salon industry. *Marketing & Consumer Studies, 31*(4), 150–165.

[39]. Wu, Y. H. (2022). Examining the role of service quality and convenience in repurchase behavior among hair salon clients. *Journal of Consumer Behaviour, 21*(6), 1209–1222. https://doi.org/10.1002/cb.2022

[40]. Wu, Y. H., & Chen, M. C. (2022). How service quality dimensions drive satisfaction and loyalty in beauty care services: Evidence from Taiwan. *Asian Business & Management, 21*(3), 345–368.

[41]. Yeo, V. C. S. (2022). Service value and loyalty in aesthetic clinics: Mediating role of satisfaction. *Journal of Services Marketing, 36*(7), 909–921. https://doi.org/10.1108/JSM-12-2021-0497

[42]. Yeo, V. C. S., & Tan, L. S. (2023). The symbolic impact of brand associations on repurchase intention in wellness services. *Asia Pacific Journal of Marketing and Logistics, 35*(3), 415–431. https://doi.org/10.1108/APJML-09-2022-0681

[43].   Zhang, H., & Kim, J. Y. (2023). Service quality dimensions and consumer loyalty in the beauty service sector. *International Journal of Consumer Studies, 47*(2), 213–225. https://doi.org/10.1111/ijcs.12841
[44].   Zhang, L., & Lee, H. R. (2022). Technological innovation in personal care services and its impact on loyalty behavior. *Service Industries Journal, 42*(7–8), 543–560. https://doi.org/10.1080/02642069.2022.2051769
[45].   Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing, 52*(3), 2–22. https://doi.org/10.1177/002224298805200302
[46].   Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing, 60*(2), 31–46. https://doi.org/10.1177/002224299606000203