

ANALYSIS OF THE ROLE OF RESERVATION SYSTEMS IN IMPROVING CUSTOMER EXPERIENCE IN THE SALON AND SPA INDUSTRY: LITERATURE REVIEW

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ABSTRACT

This research paper aims to analyze the role of reservation systems in enhancing the customer experience in the salon and spa industry through a comprehensive literature review. The study adopts a qualitative research approach utilizing a systematic review of relevant academic articles, books, and research reports. The research focuses on identifying the benefits and challenges associated with reservation systems, as well as best practices and trends in the industry. The findings contribute to the understanding of the impact of reservation systems on customer experience and provide recommendations for improving reservation system effectiveness in the salon and spa industry.

KEYWORDS

reservation systems, customer experience, salon, spa, literature review



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INTRODUCTION

Today, the salon and spa industry is striving for the best service using Information and Communication Technology (ICT) to its customers because ICT enables them to enhance customer experience, operational efficiency and competitiveness in an increasingly competitive market. (Cvitanović, 2018; Perera, Gunatilake, & Wanniarachchi, 2021). One of the key factors in achieving this is through an effective and efficient reservation system (Aryani, 2022; Maryani, Nindito, & Alianto, 2019). In the early 2000s, salon and spa reservation technology was limited. Generally, reservations are made by phone or in person at the salon and spa. Some salons and spas may use a manual, logbook or calendar based reservation system. In the mid-2000s, internet technology began to develop rapidly. Some salons and spas are starting to adopt an online reservation system that allows customers to make reservations via the salon's website. While still limited, use of online reservation systems is becoming more common. In the early 2010s, technological developments increasingly made it possible to use more sophisticated reservation systems. Mobile applications are being introduced, giving customers the ability to make reservations

through their mobile devices. Some salons and spas are starting to adopt special mobile applications that provide additional features, such as notifications and reminders of reservations. In the mid to late 2010s, the use of online reservation systems became more widespread in the salon and spa industry.

Online booking platforms that integrate with various salons and spas are becoming popular. Customers can easily search for available salons and spas, view availability schedules, and make reservations with a few clicks. Currently, reservation systems in the salon and spa industry have become highly developed. Salons and spas use a variety of online reservation solutions, mobile applications, or booking platforms that are integrated with other management systems, such as inventory, payment, or customer management (Nadeem, Zahra, & Munir, 2018; Thai En, Vistro, & Abidin, 2021). Salon and spa owners are realizing the huge benefits that reservation systems offer in enhancing customer experience and operational efficiency. More and more salons and spas are adopting online reservation solutions, mobile applications or ordering platforms to make it easier for customers to make reservations quickly and easily (Fitrianingrum, 2022). This phenomenon not only provides convenience for customers, but also helps salons and spas to manage schedules more efficiently, increase customer engagement, and obtain valuable data for business decision making (Magaba & Mupambwa, 2017; Moon & Yang, 2021).

This study aims to conduct an in-depth analysis of the role of reservation systems in improving customer experience in the salon and spa industry. Through a comprehensive literature review, this research will collect, analyze, and synthesize existing knowledge about the use of reservation systems to improve customer experience. This study will analyze the latest trends in reservation system technology and their impact on the customer experience. In this research, special attention will be paid to the customer perspective. The analysis will involve an in-depth understanding of the customer's preferences, their expectations of the reservation system, and their experience with using the current reservation system. This will provide a better understanding of the extent to which reservation systems can meet customer needs and expectations, and the factors that can improve their experience.

The results of this study are expected to provide significant benefits for the salon and spa industry. The discoveries will provide insight into best practices in reservation system use, challenges faced, and recommendations for improving the customer experience. This research can also be a valuable source of information for business owners and managers of salons and spas in developing marketing strategies, optimizing operations, and increasing customer satisfaction. By identifying the key factors that affect customer experience, this research will provide guidance for practitioners and academics in the development of better reservation systems, as well as provide impetus to improve service quality in the salon and spa industry.

RESEARCH METHOD

In this part of the methodology, this study will adopt a literature review approach to analyze the utilization of digital reservation systems in salons and spas. This methodology will involve a careful thematic synthesis of the findings found in the review literature.

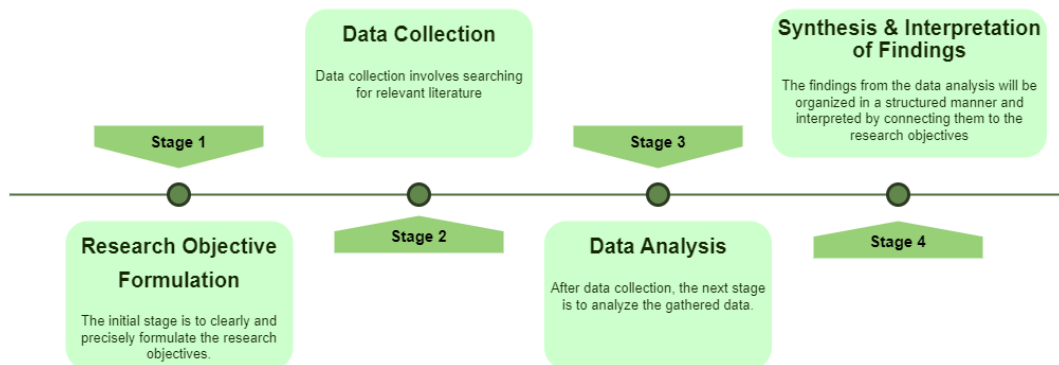


Figure 1. The Research Stage

The research process involves several stages. These stages include:

- (1) **Research Objective Formulation.** The initial stage is to clearly and precisely formulate the research objectives. The research objectives include identifying the benefits of reservation systems in enhancing the customer experience, examining the challenges associated with the implementation and usage of reservation systems, exploring best practices and trends in the industry, assessing the impact of reservation systems on customer experience, and providing recommendations for improving reservation system effectiveness.
- (2) **Data Collection.** Data collection involves searching for relevant literature using academic databases such as SINTA, Garuda, and Scopus, as well as other literature sources including books, journal articles, and research reports. The search is conducted using appropriate keywords related to the research topic, such as "reservation systems," "customer experience," "salon," and "spa." The collected data consists of relevant literature that will be used as the basis for analysis and synthesis in this research.
- (3) **Data Analysis.** After data collection, the next stage is to analyze the gathered data. Data analysis is conducted using content analysis methodology. In this stage, the selected literature will be systematically analyzed to identify common themes, benefits, challenges, best practices, and trends associated with the role of reservation systems in enhancing customer experience in the salon and spa industry. Data analysis aims to extract relevant information and gain in-depth understanding of the research topic.
- (4) **Synthesis and Interpretation of Findings.** After data analysis, the findings are synthesized and interpreted. The findings from the data analysis will be organized in a structured manner and interpreted by connecting them to the research objectives. This will lead to clear conclusions and relevant recommendations regarding the role of reservation systems in enhancing customer experience in the salon and spa industry.

By going through these stages, the research aims to provide a better understanding of the role of reservation systems in enhancing customer experience in the salon and spa industry and offer valuable recommendations for business owners and managers to improve the effectiveness of their reservation systems.

RESULT AND DISCUSSION

(1) Research Objective Formulation

In this stage, the main objectives of this research will be explained in detail. These objectives can be seen in Table 1.

Table 1. The Main Purpose of Research

Code	Main Purpose
A1	Identify the benefits of reservation systems within the salon and spa industry.
A2	Examines the challenges associated with the implementation and use of reservation systems.
A3	Exploring best practices and trends in reservation system use.
A4	Evaluate the impact of the reservation system on the customer experience.
A5	Provide recommendations to improve the effectiveness of the reservation system.

(2) Data Collection

This section will describe the detailed process used in collecting literature data for this study. Literature data is taken from various sources that are relevant to the research topic. This research literature data was obtained from scientific articles containing elements of system development in salons and spas, and reviews the impact of the digital system in salons and spas. The literature found will be reviewed and selected based on quality, novelty, and relevance. This process ensures that the literature used supports the analysis to be performed. The literature used as the basis for the review in this study can be seen in Table 2.

Table 2. Data Collection

Code	Reference	Impact of Digital System	Developing a Digital System
C1	(Lilleleht, 2017)	√	
C2	(Monalisa, Marlina, & Rastic, 2023)		√
C3	(Setianni & Syahputri, 2019)		√
C4	(Perera et al., 2021)		√
C5	(Maryani et al., 2019)		√
C6	(Angraini, Verawati, & Sihotang, 2017)		√
C7	(Fitrianingrum, 2022)	√	√
C8	(Akshay, Kumar S., Alagappan, & Gnanavel, 2019)		√
C9	(Smit, 2023)	√	√
C10	(Sarwindah, Marini, Hengki, & Febriyanti, 2020)	√	√
C11	(Haleem, 2021)	√	√
C12	(Gibson, 2021)	√	
C13	(Dharma Krisna Putra, Piarsa, & Sukarsa, 2020)	√	√
C14	(Thai En et al., 2021)	√	
C15	(Saputra, Eng, Purnama, & Galinium, 2020)	√	

(3) Data Analysis

This subchapter will synthesize the results of the analysis of literature data. These results will be presented in the form of key findings that support the aims and research questions. Based on the collected data, we found several findings, which have been summarized and can be seen in table 3.

Table 3. Data Analysis

No	Findings	Code
1	The existence of systems and technologies in reservations (which may also be integrated with other systems) helps in increasing operational efficiency	A1, A3, A4, A5
2	A reservation system that is implemented on a platform close to the user is able to improve the customer experience thereby reducing cancellations, no-shows and rejections made by customers	A1, A3, A4, A5
3	A reservation system with a good history makes it easy to personalize services	A1, A3, A4, A5
4	A reservation system with integrated and consistent services, enabling better customer data management	A1, A3, A4, A5
5	The reservation system allows storing a lot of customer transaction and behavior data so that it can be used as a basis for data analytics in terms of decision making	A4
6	It is important for salons and spas to be prepared in terms of using technology and preparing infrastructure	A2
7	Staff competency in terms of using new systems and technologies needs attention in order to maintain the continuity of the system.	A2, A5
8	The existence of an online-based system requires maximum vigilance and efforts to protect data and information security.	A2

(4) Synthesis and Interpretation of Findings

In this section, the results of the synthesis of the findings presented in the previous stage will be explained. This synthesis will be described according to the main questions in the research. The results of the synthesis can be seen in Table 4

Table 4. Synthesis and Interpretation of Findings

Findings	Description	Main Purpose
Operational Efficiency Improvement	The reservation system provides convenience and accessibility for customers in making salon and spa service reservations. Research shows that with a reservation system, salons and spas can better manage schedules, avoid schedule conflicts, reduce waiting times, and optimize the use of resources such as staff, equipment, and space. This increases the convenience and flexibility of customers in selecting schedules and services that suit their preferences.	A1, A4
Customer Experience Improvements	Research shows that customers are more satisfied and engaged with services that utilize reservation systems. Customers can easily make reservations according to their preferences, see real-time availability of schedules, and get confirmations or reminders of reservations. This provides comfort and convenience for customers.	A1
Personalization of Services	Research shows that by leveraging customer data, such as service history or preferences, salons and spas are able to provide services that are better suited to individual needs. This personalization includes relevant service recommendations, customized services based on customer preferences, or special offers based on customer profiles.	A1, A3, A4, A5
Improved Customer Data Management	Research shows that with reservation systems, salons and spas can easily track service history, manage customer contact information, and utilize customer data for analysis and marketing strategies. Proper management of customer data also contributes to maintaining better relationships with customers.	A1, A5
Data Analytics for Decision Making	With reservation systems that can generate data and reports, salons and spas can analyze trends, customer preferences or business performance to inform marketing strategies, service improvements or other data-driven decision-making.	A3, A5
Reminders for Cancellations and No-shows Deductions	Research shows that by using a reservation system that is integrated with reservation reminders and confirmations, salons and spas can reduce unwanted customer absences, improve time utilization efficiency, and reduce losses due to unfilled schedules. Research also shows that customers value confirmation notices, which help ensure that	A1, A3, A5

	their reservation has been recorded correctly. Reservation reminders also help customers better remember and prepare for their visit. The reservation system can send reminders via text message, email, or app notifications to customers to remind them of reservations that have been made. Confirmation of reservations is also important to ensure that customers and salons or spas have accurate records of reservations made.	
Technology and Infrastructure Readiness	Not all salons and spas have sufficient access or understanding of the technology required for reservation systems. Infrastructure limitations, such as slow or limited internet connectivity, can also be a barrier to implementing an effective reservation system.	A2
Customer Acceptance and Customization	Some customers may be more comfortable with traditional methods, such as making reservations by telephone or coming to salons and spas in person. Educating and helping customers in using the new reservation system can be a challenge in changing their habits.	A2
Staff Training and Knowledge	Effective training is necessary to ensure staff understand and are able to operate the system properly, including managing schedules, processing payments, and interacting with customers through the system.	A2, A5
Security and Data Privacy	Research shows that salons and spas need to ensure the security of customer data that is stored in reservation systems. This involves the protection of customers' personal data and the secure management and compliance with applicable privacy regulations.	A2
Maintenance and Technical Support	Salons and spas need to ensure the reservation system runs smoothly, address any technical issues that may arise, and provide support to staff and customers if there are any questions or problems regarding the use of the system.	A2, A3
Online and Mobile Based Reservation System	Research shows there is a trend of using online and mobile based reservation systems. Salons and spas are likely to adopt reservation solutions that allow customers to make reservations through the salon's website and mobile application. This provides better accessibility for customers, so they can easily make reservations anytime and anywhere.	A3
Integration with Other Management Systems	The best practice is to integrate reservation systems with other management systems, such as payment systems, inventory or customer management. This integration helps in increasing operational efficiency and customer data management. For example, integration with a payment system allows customers to make payments directly through a reservation system, while integration with an inventory system assists in managing product or equipment stocks.	A3, A5
Ease of Payment	Some reservation systems also facilitate easy payment for customers. With the integration of the payment system, customers can pay directly through the reservation system. This reduces barriers and increases convenience in the checkout process, as well as providing a smoother experience for customers.	A4
Intuitive Use of User Interface	Ensure that the reservation system has an intuitive user interface and is easy for customers to use. This involves a simple design, clear navigation, and a structured reservation process. Using icons, dropdown options, accessible calendars, and clear forms can help customers make reservations easily and seamlessly.	A5

CONCLUSION

This research has succeeded in identifying five things about the reservation system in salons and spas, including the benefits of reservation systems, challenges of implementation and use, best practices and trends in the use of reservation systems, the impact of reservation systems on customer experience, and recommendations to increase the effectiveness of reservation systems.

The benefits of reservation systems in the salon and spa industry are increasing operational efficiency in salons and spas, improving customer experience in terms of

making reservations according to their preferences, viewing real-time schedule availability, and getting reservation confirmations or reminders, as well as enabling salons and spas to being able to personalize services, manage customer data better, and help reduce customer cancellation or no-show rates.

The challenge that needs to be prepared before implementing a reservation system is that salons and spas must prepare technology and infrastructure, adapt to customer reception and adjustments, prepare training and knowledge for their staff, improve data security and privacy, and be fully committed to maintenance and technical support for the continuity of the system.

Some best practices and trends in the use of reservation systems are reservation systems used to facilitate salons and spas in personalizing services, making data and information contained in the reservation system as a basis for strategic decision making, reservation systems are equipped with reminders and notifications that allow customers to remember their reservation, the reservation system is implemented online and mobile to make it easier to build relationships with customers, and the reservation system is optimized to have superior service features by integrating the reservation system with other management systems.

The impact of the reservation system on customer experience is to increase customer convenience and flexibility, the services provided by salons and spas are in accordance with customer preferences, as well as a reservation system that is equipped with digital payments that will make it easier for customers to pay directly.

Recommendations for increasing the effectiveness of the reservation system are increasing features that allow salons and spas to be more flexible in personalizing services to customers, adding features related to data analytics, adding variations to notification models and reservation reminders, as well as seeking training and knowledge of staff in system operation and maintenance, integrate reservation systems with payment, inventory, or customer management systems to improve operational efficiency, and provide customers with intuitive user interfaces.

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