

SOCIAL MEDIA PLATFORM AND ITS IMPACT ON BUSINESS REPUTATION OF SELECTED SALONS AND SPA IN QUEZON CITY

ABSTRACT

AUTHORS

Maria She Barrera
Mark Rally Magtalas
Jamaica Rosco
John Lloyd Salibio
Andrea Santos

RESEARCH ADVISER

Dana Rae B. Baotis, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Marketing

KEYWORDS

*social media marketing;
business reputation; salons
and spas; digital feedback
management; online presence;
customer engagement*

ARTICLE ID

AASGBCPJMRA-B09530

This study explores the factors and challenges influencing public perception of salons and spas, particularly in Quezon City. The primary goal is to provide valuable insights to business owners and managers in the beauty and wellness industry to help improve service quality, enhance customer satisfaction, and foster stronger client relationships. The study focuses on establishments with varying service speed and customer volume to identify issues affecting business reputation. The research aims to offer practical solutions to strengthen brand image and overcome obstacles that may negatively impact online reputation. A descriptive-correlational research design was employed, using survey questionnaires distributed to 50 staff and customers. The data were statistically analyzed to explore the relationship between common social media challenges and online brand perception among selected salons and spas in Quezon City. The study, completed in March 2025, surveyed 50 customers of David's Salon and Nuat Thai. Results revealed that while both businesses acknowledge the role of social media in brand development, they face ongoing challenges such as negative feedback, fake reviews, and misleading advertisements. Respondents, primarily young adults aged 22–32 and predominantly male, strongly agreed on the importance of maintaining a proactive digital presence. Notable findings include positive ratings for content relevance and marketing value, particularly through consistent posting and informative visuals. The study recommends key strategies such as gathering authentic customer feedback, developing a consistent brand voice, and investing in staff training to improve customer interactions. The findings highlight the need for improved social media marketing strategies and enhanced customer service to maintain and strengthen business reputation. Salons and spas must adopt a comprehensive digital strategy that includes consistent content management, prompt feedback responses, and a customer-centric approach to online engagement. These efforts can significantly enhance brand credibility, build consumer trust, and improve overall performance in a competitive digital marketplace.

RECOMMENDED CITATION

Barrera, M. S., Magtalas, M. R., Rosco, J., Salibio, J. L., & Santos, A. (2025). Social Media Platform and Its Impact on Business Reputation of Selected Salons and Spa in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 113.