

# Towards an Empowered Community on Entrepreneurial Skills Management: The Beauty Care Needs and Satisfaction in Surigao City

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**Abstract:** *This research project delves into the assessment of skill requirements and customer satisfaction within beauty care establishments situated in Surigao City. The primary objective is to explore the possible correlation between the skill demands of beauty care professionals and the level of satisfaction experienced by their clientele. Additionally, the study aims to contribute to the development of a comprehensive beauty care technology program, designed to promote the growth and longevity of these businesses. One of the key aspects of this investigation involves examining whether a significant relationship exists between the specific skills required by beauty care professionals and the degree of satisfaction reported by their customers. By establishing this connection, we can better understand how enhancing the skills and expertise of beauty care practitioners can directly impact customer contentment. Furthermore, this research seeks to identify any noteworthy disparities among the various skill requirements demanded by different beauty care establishments and variations in the levels of satisfaction expressed by their respective clienteles. This will enable us to pinpoint specific areas where improvements can be made to enhance the overall quality of beauty care services in Surigao City. This study endeavors to assess the skill needs and service satisfaction levels within Surigao City's beauty care industry. It not only explores the potential relationship between these two factors but also strives to develop a strategic beauty care technology program to advance and sustain the businesses in this sector. Additionally, it identifies and analyzes differences in skill demands and clientele satisfaction levels among the diverse beauty care establishments in the city, ultimately aiming to improve the quality of services provided across the industry.*

**Keywords:** beauty care, service satisfaction, beauty care skill, beauty care technology

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