Purpose: In this study, the correlation between Job Stress, Perceptions of Professionalism, and Job Satisfaction that people in the beauty industry, where there is a steady demand for manpower even in the era of the 4th industrial revolution. It aims to increase the public value of workers who do repetitive and emotional labor together. The purpose of this study is to understand the relationship between factors through empirical analysis and to obtain effective human management data for job satisfaction.

Method: This study was conducted for Korean Hair-beauty Shop workers, and to verify the research question, 611 questionnaires distributed and collected nationwide were used. Empirical statistical analysis was performed using SPSS 25.0 program, and frequency analysis, factor analysis were used. To understand the relationship between variables, multiple regression analysis and mediating effect analysis were performed. In the statistical analysis, statistical significance was determined based on the significance level of 5%.

Results: First, in the relationship between expert perception and Job Satisfaction, Use of Reference Groups, Service Belief, and Autonomy were found to have a significant positive(+) effect on Job Satisfaction. Second, Use of Reference Groups, Service Belief, Self-regulation and Autonomy were found to have a significant positive(+) effect on Welfare and Salary Satisfaction. Third, Use of Reference Groups, Service Belief, and Autonomy were found to have a significant positive(+) effect on Relationship Satisfaction. Fourth, Job Stress of Hair-beauty shop workers had a negative(-) effect on Job Satisfaction, and played a mediating role in the relationship between Perceptions of Professionalism and Job Satisfaction.

Conclusion: Since the hair and beauty industry has both emotional labor and professional attributes, the stress received from customers was generally large. In order to solve this problem, it is necessary to have professional knowledge and to explain or convince the customer. In addition, creating a work atmosphere where free communication is possible will help relieve stress and boost morale among employees. In addition, by increasing the Perceptions of Professionalism of Hair-beauty Shop workers, it is possible to not only increase Job Satisfaction but also to decrease Job Stress, and the lowered Job Stress can result in raising Job Satisfaction again. Therefore, professionalism and stress management of Hair-beauty shop workers can contribute to increasing the production efficiency of the shop by increasing Job Satisfaction.

Keywords: Hair-Beauty Shop, Worker, Perceptions of Professionalism, Job Satisfaction, Job Stress

1. Introduction

The present world is entering the 4th industrial revolution, and many changes are taking place in jobs due to automation and informatization[1]. Ultimately, the 4th Industrial Revolution is expected to bring about a major change in the industrial environment[2], and it is predicted that the majority of existing jobs will be able to be dealt with by artificial intelligence. It can be seen that the part with the highest expectations was the convenience of daily life, but the most worrying part was the
problem of a job that provides a livelihood[3].

The beauty industry is an industrial product created by combining tangible and intangible facilities with a service product, and it is highly dependent on human resources and human services[4]. The human resources problem in the beauty industry cannot be replaced by robots, and since it is an industry made up of human relationships, it can be maintained even in the changing industrial environment[5]. Hair-beauty shop workers in the beauty industry are less concerned about job problems compared to other industries, but they are professionals who need technical skills and communication skills with customers[6].

As the desire for beauty grows and the beauty industry develops as one of the high value-added businesses, segmentation and diversification are proceeding at a rapid pace, and the professionalism of the beauticians is emphasized and specialized[7][8]. According to this trend, the roles and functions of beauticians have become very important, and studies on the effects of job recognition and service level on sales performance are being actively conducted. The beauty industry requires high professionalism and consideration for customers[9], as well as aesthetic sense and artistic skills[10][11]. According to previous studies, the higher the professionalism of cosmetologists, the higher the service quality for customer satisfaction and a direct influence on sales performance[12][13].

In order to enhance their professionalism, hairdressers are learning and maintaining human relationships even when social changes change, and learning and acquiring new skills and knowledge that are rapidly increasing. They are experiencing high stress as they consume a lot of energy both mentally and physically[14][15]. Stress is also an unavoidable thing experienced in the process of living in an environment related to society or work, including in daily life of an individual[16][17][18].

In this study, the correlation with Job Satisfaction according to Perceptions of Professionalism of Hair-beauty shop workers was identified, and the mediating effect of Job Stress was analyzed to find out data on effective human management for Job Satisfaction. While most of the studies analyzed customer-centered beauty services, this study is valuable in that it studied more than 600 hair and beauty shop workers residing across the country.

2. Research Method

2.1. The subject of the study

The survey period for data collection was from August 1, 2019 to September 30, 2019. Questionnaires were distributed to all local hair shops and beauty associations, and finally, 611 copies of responses from Hair-beauty shop workers were used for empirical analysis. The items suitable for the study were extracted and analyzed once again through validity and reliability analysis.

2.2. Survey design and definition of variables

The contents of the questionnaire were modified and supplemented to meet the research purpose by referring to the results of previous research. The questions consisted of a total of 49 questions and were measured on a 5-point Likert scale(45 questions)and Nominal scale(4 questions)

1) Definition and understanding of Perceptions of Professionalism

Expertise refers to skills or knowledge in a field acquired through education, training, research, and experience[19][20]. Occupational professionalism is the attitude and ideology of the members of the profession that they feel after the fact, and it is not a profession that refers to objective requirements[21]. Therefore, in this sense, this study also tries to view professionalism as the attitude that professional members feel toward their occupation among the approaches in the scale that divides professionalism into professional and general occupations.
To measure this, a scale modified and supplemented to fit the professional consciousness of Hair-beauty shop workers was used. Use of Reference Groups 5 items, Service Belief 3 items, Self-regulation 3 items, Vocational Calling 3 items, Autonomy 4 items, total of 5 factors, 18 items. Perceptions of Professionalism is a 5-point Likert scale, with higher scores indicating higher levels of perception.

2) Definition and understanding of Job Satisfaction
It is defined as an emotionally positive pleasurable emotional state that is suppressed through satisfaction with work as a result of evaluation by an individual's job or experience [22].
Occupation is not a single entity because it is interrelated with various characteristics such as tasks, roles and responsibilities, or interactions and incentives and rewards [23], and job satisfaction factors also consist of various dimensions [24][25].
It consists of 2 factors, 9 items of welfare and salary satisfaction, and 3 items of Relationship Satisfaction and 12 items.

3) Definition and understanding of Job Stress
Stress is a complex aspect that occurs in emotional states, physical reactions, and thoughts that occur in response to external demands. indicates a threat [26].
Job stress is defined as a state of dissonance that occurs when there is an excessive demand from an individual in the workplace [27], psychologically or physically, when the situation is like that, and when an action is artificially created while suppressing one's feelings [28]. Although job stress is also analyzed in several dimensions, this study consisted of 15 items of one factor as a parameter.
Job Stress is a 5-point Likert scale, with higher scores indicating higher levels of stress.

2.3. Research model
In this study, based on previous studies, the independent variable was Perceptions of Professionalism, and the sub-factors were the use of Use of Reference Groups, Service Belief, Self-Control, Vocational Calling, and Autonomy. The dependent variable is job satisfaction, and a multiple regression model was used to analyze the relationship. In addition, the second model was established for the purpose of examining whether Job Stress plays a mediating role between Perceptions of Professionalism and Job Satisfaction. The research model is shown in <Figure 1> and <Figure 2>.

Figure 1. Research model 1.
### 2.4. Data analysis

The following statistical analysis was performed on the data of this study using the SPSS 25.0 program.

First, Exploratory Factor Analysis (EFA) was performed to analyze the validity of the measurement tool, and the reliability of factors constituting the factors was analyzed using Cronbach's alpha coefficient.

Second, frequency analysis was performed to understand the general characteristics of the study subjects, and descriptive statistical analysis was performed to understand the level of the study variables.

Third, to understand the relationship between variables, multiple regression analysis and mediating effect analysis were performed. In the statistical analysis, statistical significance was determined based on the significance level of 5%.

### 3. Results

#### 3.1. General characteristics of the study subjects

The general characteristics of the study subjects are as follows.

By gender, there were 70 males (11.5%) and 541 females (88.5%), and the age was 54 people (8.8%) in their 20s, 142 people in their 30s (23.2%), and 206 people in their 40s (33.7%) and 209 people (34.2%) over 50 years old. As for the position, 27 people (4.4%) were staff, 96 people (15.7%) were middle-high (middle designer level), 230 people (37.6%) were designers (beautician, head of department, etc.), and 258 people (42.2%) were directors. 66 people (10.8%) worked in the beauty industry for less than 3 years, 69 people (11.3%) for 3 to 5 years, 186 people (30.4%) for 5 to 10 years or more, 290 people (30.4%) for 10 years or more (47.5%).

#### 3.2. Validity and reliability analysis

Exploratory factor analysis was performed to verify the validity of the measurement tool used in this study. Principal component analysis and Varimax rotation analysis methods were used. The condition for factor classification is that the eigen value must be 1 or more, and when the factor loading exceeds .40, it is classified as a relevant factor. To verify the reliability, Cronbach's alpha coefficient was calculated.

1) Perceptions of Professionalism
The KMO measure was .872, and Bartlett’s sphericity test showed a significant result($\chi^2=4014.070, p<.001$), so the factor analysis model was judged to be suitable. Five factors showed about 62.996% of variance explanatory power.

As a result of the reliability analysis, it can be said that reliability was secured because the reliability of all factors exceeded 0.6 with Use of Reference Groups 0.791, Service Belief 0.721, Self-regulation 0.629, Vocational Calling 0.718, and Autonomy 0.761.

2) Job Satisfaction
The KMO measure was .947, and Bartlett’s sphericity test showed a significant result($\chi^2=6408.302, p<.001$), so the factor analysis model was judged to be suitable.

It was divided into two factors, and the two factors showed about 72.646% of variance explanatory power.

As a result of the reliability analysis, welfare and Salary Satisfaction 0.945 and Relationship Satisfaction 0.862 showed that the reliability of all factors exceeded 0.6, so it can be said that reliability was secured.

3) Job Stress
The KMO measure was .910, and Bartlett’s sphericity test showed a significant result($\chi^2=5479.416, p<.001$), so the factor analysis model was judged to be suitable. The three factors showed a variance explanatory power of about 66.041%. As a result of the reliability analysis, it can be said that reliability is secured because the reliability of the factor exceeds 0.6.

Job Stress is a 5-point Likert scale, with higher scores indicating higher levels of stress.

3.3. Multiple regression analysis results

1) Effect of Perceptions of Professionalism on Job Satisfaction
Multiple regression analysis was performed to verify the effect of Perceptions of Professionalism on Job Satisfaction, and the results are shown in <Table 1>.

As a result of verifying the regression model, it was found that the regression equation was suitable with $F=134.090(p<.001)$, and the $R^2$ of the model was .526, which was 52.6% of explanatory power. In addition, the variance expansion index(VIF) was all less than 10, indicating that there was no multicollinearity problem.

As a result of testing the significance of the regression coefficient, it was found that Use of Reference Groups, Service Belief, and Autonomy had a significant positive(+) effect on Job Satisfaction. That is, the higher the Use of Reference Groups, Service Belief, and Autonomy, the higher the Job Satisfaction.

Use of Reference Groups($\beta=.419, p<.001$), Service Belief ($\beta=.288, p<.001$), Autonomy($\beta=.188, p<.001$) The positive(+) effect on Job Satisfaction of Self-regulation and Vocational Calling was not significant.

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>R</th>
<th>S.E</th>
<th>$\beta$</th>
<th>t</th>
<th>p</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>0.207</td>
<td>0.210</td>
<td>0.988</td>
<td>0.323</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of reference groups</td>
<td>0.473</td>
<td>0.040</td>
<td>-0.419</td>
<td>11.725*** &lt;.001</td>
<td>1.631</td>
<td></td>
</tr>
<tr>
<td>Service belief</td>
<td>0.286</td>
<td>0.036</td>
<td>0.288</td>
<td>8.001*** &lt;.001</td>
<td>1.657</td>
<td></td>
</tr>
<tr>
<td>Self-regulation</td>
<td>0.072</td>
<td>0.041</td>
<td>0.055</td>
<td>1.752</td>
<td>0.080</td>
<td>1.264</td>
</tr>
<tr>
<td>Vocational calling</td>
<td>-0.158</td>
<td>0.044</td>
<td>-0.116</td>
<td>-3.598*** &lt;.001</td>
<td>1.333</td>
<td></td>
</tr>
<tr>
<td>Autonomy</td>
<td>0.271</td>
<td>0.055</td>
<td>0.188</td>
<td>4.950*** &lt;.001</td>
<td>1.832</td>
<td></td>
</tr>
</tbody>
</table>

$F=134.090(p<.001)$, $R^2=.526$, adjusted $R^2=.522$, Durbin-Watson=1.517

Note: *** p<.001
2) Effect of Perceptions of Professionalism on Welfare and Salary Satisfaction

Multiple regression analysis was performed to verify the effect of Perceptions of Professionalism on Welfare and Salary Satisfaction, and the results are shown in <Table 2>.

As a result of testing the regression model, it was found that the regression formula was suitable with $F=116.642(p<.001)$, and the $R^2$ of the model was .491, which showed 49.1% explanatory power. Also, all variance inflation factors(VIFs) were less than 10, indicating that there was no problem of multicollinearity.

As a result of testing the significance of the regression coefficients, it was found that Use of Reference Groups, Service Belief, Self-regulation, and Autonomy had a significant positive(+) effect on Welfare and Salary Satisfaction. In other words, the higher the Use of Reference Groups, Service Belief, Self-regulation, and Autonomy, the higher the Welfare and Salary Satisfaction.

Use of Reference Groups($\beta=.417$, $p<.001$), Service Belief($\beta=.275$, $p<.001$), Autonomy($\beta=.162$, $p<.001$), Self-regulation($\beta =.076$, $p<.05$) was found to have an effect on Welfare and Salary Satisfaction, and the positive(+) effect of Vocational Calling on Welfare and Salary Satisfaction was not significant.

Table 2. Effects of perceptions of professionalism on welfare and salary satisfaction.

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>B</th>
<th>S.E</th>
<th>$\beta$</th>
<th>t</th>
<th>p</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-0.141</td>
<td>0.240</td>
<td>-.587</td>
<td>.558</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of reference groups</td>
<td>0.519</td>
<td>0.046</td>
<td>.417</td>
<td>11.246***</td>
<td>&lt;.001</td>
<td>1.631</td>
</tr>
<tr>
<td>Service belief</td>
<td>0.301</td>
<td>0.041</td>
<td>.275</td>
<td>7.362***</td>
<td>&lt;.001</td>
<td>1.657</td>
</tr>
<tr>
<td>Self-regulation</td>
<td>0.110</td>
<td>0.047</td>
<td>.076</td>
<td>2.326*</td>
<td>.020</td>
<td>1.264</td>
</tr>
<tr>
<td>Vocational calling</td>
<td>-0.182</td>
<td>0.050</td>
<td>-.121</td>
<td>-3.617***</td>
<td>&lt;.001</td>
<td>1.333</td>
</tr>
<tr>
<td>Autonomy</td>
<td>0.259</td>
<td>0.063</td>
<td>.162</td>
<td>4.138***</td>
<td>&lt;.001</td>
<td>1.832</td>
</tr>
</tbody>
</table>

F=116.642($p<.001$), $R^2=.491$, adjusted $R^2=.487$, Durbin-Watson=1.520

Note: *$p<.05$ ***$p<.001$.

3) Effect of Perceptions of Professionalism on Relationship Satisfaction

Multiple regression analysis was performed to verify the effect of Perceptions of Professionalism on Relationship Satisfaction, and the results are shown in <Table 3>.

Table 3. Effects of perceptions of professionalism on relationship satisfaction.

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>B</th>
<th>S.E</th>
<th>$\beta$</th>
<th>t</th>
<th>p</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1.253</td>
<td>0.199</td>
<td>.338</td>
<td>6.310***</td>
<td>&lt;.001</td>
<td></td>
</tr>
<tr>
<td>Use of reference groups</td>
<td>0.334</td>
<td>0.038</td>
<td>.338</td>
<td>8.763***</td>
<td>&lt;.001</td>
<td>1.631</td>
</tr>
<tr>
<td>Service belief</td>
<td>0.240</td>
<td>0.034</td>
<td>.277</td>
<td>7.110***</td>
<td>&lt;.001</td>
<td>1.657</td>
</tr>
<tr>
<td>Self-regulation</td>
<td>-0.040</td>
<td>0.039</td>
<td>-.035</td>
<td>-1.034</td>
<td>.301</td>
<td>1.264</td>
</tr>
<tr>
<td>Vocational calling</td>
<td>-0.087</td>
<td>0.042</td>
<td>-.073</td>
<td>-2.084*</td>
<td>.038</td>
<td>1.333</td>
</tr>
<tr>
<td>Autonomy</td>
<td>0.306</td>
<td>0.052</td>
<td>.242</td>
<td>5.913***</td>
<td>&lt;.001</td>
<td>1.832</td>
</tr>
</tbody>
</table>

F=98.047($p<.001$), $R^2=.448$, adjusted $R^2=.443$, Durbin-Watson=1.696

Note: *$p<.05$ ***$p<.001$. 

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As a result of testing the regression model, it was found that the regression equation was suitable with F=98.047(p<.001), and the R2 of the model was .448, which showed 44.8% of explanatory power. In addition, the variance expansion index(VIF) was all less than 10, indicating that there was no multicollinearity problem.

As a result of testing the significance of the regression coefficients, it was found that Use of Reference Groups, Service Belief, and Autonomy had a significant positive(+) effect on Relationship Satisfaction. can be seen to increase.

Use of Reference Groups(β=.338, p<.001), Service Belief(β=.277, p<.001), Autonomy(β=.242, p<.001) in the order of influence on Relationship Satisfaction , and the positive(+) effect on Relationship Satisfaction of Self-regulation and Vocational Calling was not significant.

From the above results, it was found that Use of Reference Groups, Service Belief, and Autonomy had a significant positive effect on Job Satisfaction among the sub-factors of Perceptions of Professionalism of Hair-beauty Shop workers. In detail, Use of Reference Groups showed a significant positive effect on Welfare and Salary Satisfaction and Relationship Satisfaction, Service Belief showed a significant positive effect on Welfare and Salary Satisfaction and Relationship Satisfaction, and Self-regulation showed a significant positive effect on Welfare and Salary Satisfaction. It showed a significant positive effect, and Autonomy showed a significant positive effect on Welfare and Salary Satisfaction and Autonomy.

In particular, Use of Reference Groups, Service Belief, and Autonomy had a significant effect on both sub-factors of Job Satisfaction and Job Stress, and the Use of Reference Groups had the greatest influence, showing that in Perceptions of Professionalism of Hair-beauty Shop workers, was found to be the most important variable.

This is similar to Kwon's research on cooks[29], Kim, who studied casino hair-beauty shop workers[30], and Park's research on nursing officers[31]. The results of previous studies showed that Perceptions of Professionalism had a positive effect on Job Satisfaction in various occupations. Therefore, in order to make Hair-beauty shop workers more satisfied with their jobs, only those who have received professional training can open a hair salon to improve public awareness, or to make it easier to access beauty-related news or information, or You need to get advice or help. To this end, if you encourage people to join meetings or social media and create an environment that is easy to work with, it will help to raise the level of Job Satisfaction of Hair-beauty shop workers.

Also, Use of Reference Groups was found to have the greatest influence among the sub-factors of Perceptions of Professionalism on Welfare and Salary Satisfaction and Relationship Satisfaction, which are sub-factors of Job Satisfaction. will have to put effort into

Lastly, Vocational Calling was found to have an adverse effect on Job Satisfaction, which is judged to be a phenomenon that occurs when one is not satisfied with the result while the goal or standard for the job is high. This phenomenon can be viewed as a positive evaluation point, as it comes from a high sense of improvement and thorough self-evaluation.

3.4. Mediating effect of job stress on the relationship between perceptions of professionalism and job satisfaction

In order to verify the mediating effect of Job Stress in the effect of sub-factors of Perceptions of Professionalism on Job Satisfaction, the bootstrap verification proposed by Hayes was conducted, and the results are shown in <Table 4>. As a result of the analysis, Use of Reference Groups( In the effects of B=0.385), Service Belief(B=0.341), Self-regulation(B=0.349), Vocational Calling(B=0.328), and Autonomy(B=0.535) on Job Satisfaction, the confidence interval for Job Stress was 0. Since it does not include , the mediating effect was found to be statistically significant.
Table 4. Results of verification of mediating effect of job stress between sub-factors of perceptions of professionalism and job satisfaction.

<table>
<thead>
<tr>
<th>Path</th>
<th>B</th>
<th>SE</th>
<th>95% CI(bias-corrected)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of reference groups→ job stress→ job satisfaction</td>
<td>0.385*</td>
<td>0.037</td>
<td>0.316 (LLCI) 0.462 (ULCI)</td>
</tr>
<tr>
<td>Service belief→ job stress→ job satisfaction</td>
<td>0.341*</td>
<td>0.038</td>
<td>0.272 (LLCI) 0.421 (ULCI)</td>
</tr>
<tr>
<td>Self-regulation→ job stress→ job satisfaction</td>
<td>0.349*</td>
<td>0.036</td>
<td>0.278 (LLCI) 0.417 (ULCI)</td>
</tr>
<tr>
<td>Vocational calling→ job stress→ job satisfaction</td>
<td>0.328*</td>
<td>0.049</td>
<td>0.235 (LLCI) 0.425 (ULCI)</td>
</tr>
<tr>
<td>Autonomy→ job stress→ job satisfaction</td>
<td>0.535*</td>
<td>0.052</td>
<td>0.439 (LLCI) 0.644 (ULCI)</td>
</tr>
</tbody>
</table>

Note: *p<.05.

The Sobel test was conducted to verify the effect of sub-factors of Perceptions of Professionalism on Job Satisfaction by mediating Job Stress, and the results are shown in Table 5. As a result of the analysis, the Z value of Use of Reference Groups, Service Belief, Self-regulation, Vocational Calling, and Autonomy exceeded the absolute value of 1.96, indicating that the mediating effect was significant.

Table 5. Sobel test verification results of job stress between sub-factors of perceptions of professionalism and job satisfaction.

<table>
<thead>
<tr>
<th>Path</th>
<th>Z</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of reference groups→ job stress→ job satisfaction</td>
<td>13.060***</td>
<td>.001</td>
</tr>
<tr>
<td>Service belief→ job stress→ job satisfaction</td>
<td>12.817***</td>
<td>.001</td>
</tr>
<tr>
<td>Self-regulation→ job stress→ job satisfaction</td>
<td>8.883***</td>
<td>.001</td>
</tr>
<tr>
<td>Vocational calling→ job stress→ job satisfaction</td>
<td>7.933***</td>
<td>.001</td>
</tr>
<tr>
<td>Autonomy→ job stress→ job satisfaction</td>
<td>13.089***</td>
<td>.001</td>
</tr>
</tbody>
</table>

Note: ***p<.001.

In the above results, in the relationship between Perceptions of Professionalism and Job Satisfaction of Hair-beauty Shop workers, a partial mediating effect of Job Stress was confirmed. Significant indirect effects were found in the relationship between Use of Reference Groups, Service Belief, Autonomy and Job Satisfaction.

The sign of the indirect effect was found to be static, and it was confirmed that Perceptions of Professionalism increased the positive influence on Job Satisfaction. This result supports the previous studies of Kim Um-kwon[30], Lee Chan-young[32], and Jung Won-young[33]. As in previous studies, Perceptions of Professionalism plays a positive role in Job Satisfaction and lowers Job Stress. Therefore, in this relationship, if the level of Perceptions of Professionalism of Hair-beauty shop workers is increased, Job Stress naturally decreases and Job Satisfaction increases, so it can be seen that Perceptions of Professionalism is very important. Or, if it is difficult to increase Perceptions of Professional-ism, you can find ways to increase Job Satisfaction by resolving stressors.

Among the sub-factors of Perceptions of Professionalism, Use of Reference Groups, Service Belief, Self-regulation, Vocational Calling, and Autonomy showed significant mediating effects, and the indirect effect of Autonomy was the path that mediates Job Stress to affect Job Satisfaction. Since the size is the largest, if you choose to increase the Perceptions of Professionalism of Hair-beauty shop workers to lower the Job Stress and increase the Job Satisfaction, it will be
effective to make each individual have a sense of professionalism and ownership. In order to develop a sense of ownership, you can use incentives, empowerment, promotions according to length of service or events. If you get a reward according to your work, your authority is extended, or if you feel that the shop cares about you and takes care of you, you will feel responsible for your work and your attachment to the shop will increase. Or, if you are a founding member, you can have a sense of ownership by increasing your stake by investing in the shop.

As a measure to increase Perceptions of Professionalism, hair salons are still trying to increase their professionalism through education or seminars for designers, but there is a tendency to occasionally provide education on holidays. Although this increases professionalism, it has the potential to cause increased stress. This method should be avoided as much as possible, as it can offset the positive effect of professionalism on job satisfaction.

4. Conclusion

Perceptions of Professionalism of Hair-beauty had a positive effect on Job Satisfaction. Also, Job Stress had a negative effect on Job Satisfaction, and played a mediating role in the relationship between Perceptions of Professionalism and Job Satisfaction. Since the hair and beauty industry has both emotional labor and professional attributes, the stress received from customers was generally large. In order to solve this problem, it is necessary to have professional knowledge and to explain or convince the customer. In addition, creating a work atmosphere where free communication is possible will help relieve stress and boost morale among employees. In addition, by increasing the Perceptions of Professionalism of Hair-beauty Shop workers, it is possible to not only increase Job Satisfaction but also to decrease Job Stress, and the lowered Job Stress can result in raising Job Satisfaction again. Therefore, the professionalism and stress management of Hair-beauty shop workers can contribute to increasing the production efficiency of the shop by increasing Job Satisfaction.

This study aims to improve the quality of domestic Hair-beauty shop workers in the beauty industry and improve customer service by further researching the incomplete studies of Perceptions of Professionalism for domestic hair-beauty shop workers, both practically and theoretically. It is judged that it can be used as empirical data that can improve the performance and expectations of beauty companies by increasing the satisfaction of the reception, making human resource management more efficient, and through human resource management. In the future, it is suggested that research comparing the difference between the careers of hairdressers and the size of the store and expanding the research to other beauty fields is proposed.

5. References

5.1. Journal articles


5.2. Thesis degree


6. Appendix

6.1. Author’s contribution

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<thead>
<tr>
<th>Initial name</th>
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<tr>
<td>Lead Author</td>
<td>MS</td>
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<td>- Set of concepts ☑</td>
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<td>- Play a decisive role in modification ☑</td>
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<td>- Significant contributions to concepts, designs, practices, analysis and interpretation of data ☑</td>
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<td>- Participants in Drafting and Revising Papers ☑</td>
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<td>- Someone who can explain all aspects of the paper ☑</td>
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<td>Corresponding Author*</td>
<td>EC</td>
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