

Research Article

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The Influence of Service Quality, Customer Trust and Customer Satisfaction on Customer Loyalty for Laundry Services

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Abstract: *The aim of this research is to evaluate the impact of service quality, customer trust and customer satisfaction on customer loyalty to Laundry 88 services. The research method used is a quantitative method. The population in this study includes all customers or consumers who have used Laundry 88 services. The sampling technique was carried out using purposive sampling, with a total sample of 84 respondents. The main data source used in this research is primary data. Data collection was carried out through distributing questionnaires online using Google Form, and data analysis using Multiple Linear Regression. The research results show that service quality has a significant influence on customer loyalty, while customer trust has a positive and significant influence on customer loyalty, and customer satisfaction also has a positive and significant influence on customer loyalty.*

Keywords: *service quality, customer trust, customer satisfaction, customer loyalty.*

Introduction

In the age of ongoing globalization, today's life can be considered as the latest. The business situation becomes very competitive between one company and another, so that the level of competition eventually reaches a high level (Rahmat et al., 2022). One of them is progress in completing daily household tasks that we previously handled ourselves but can now be done easily using company services. The key to maintaining customer loyalty is to consistently provide satisfaction to customers when they make purchases or use products or services, so that customer loyalty can be formed (Aprileny et al., 2022). The existence of customer loyalty is a critical aspect for the success of a company. The high level of customer loyalty reflects the company's success (Rahmayanti & Ekawati, 2021). The factor that influences loyalty is the level of customer satisfaction. Customers who feel satisfied tend to repurchase from the company and will not switch to foreign products (Haryono & Octavia, 2020). Loyal customers typically exhibit repeat purchasing behavior, positive recommendations, better willingness, and less opportunity to use or purchase competitors' products and services (Chun et al., 2019).

Nowadays, many laundry companies are competing to offer the best quality service to customers. Good service quality has a big influence on customer satisfaction. High service quality is an important factor in creating consumer satisfaction (Urfany, 2022). Continuous improvement in service quality results in more customer satisfaction and loyalty. When customers are satisfied with the experience they get, they will be more likely to choose to reuse the company's products or services (Chikazhe et al., 2021). Service quality acts as a strong source of competitive advantage in the service industry (Rahman et al., 2020; Woratschek et al., 2020).

Customer satisfaction is the main key in retaining customers. When customers are satisfied with the products or services provided, companies can build long-term relationships with customers and win competition in the market. Satisfied customers are an advantage for the company because they do not easily change suppliers (Harzaviona & Syah, 2020; Nikou & Khiabani, 2020). Customer satisfaction does not stop

at one point. Customer satisfaction always moves and changes according to the level of product or service quality and the expectations that develop in the minds of consumers (Kotler et al., 2013). Companies that succeed in providing satisfaction to their customers are generally influenced by the level of quality provided (Rahmayanti & Ekawati, 2021). Apart from that, satisfied customers will also recommend the laundry to their friends or family.

Apart from service quality and customer satisfaction, customer trust also plays an important role in building consumer loyalty to laundry. Customers need to feel confident that the laundry will keep their clothes clean and quality. Trust plays a very important role in increasing sales effectiveness and efficiency, because trust creates hope that the service provider can be relied on and has the ability to fulfill the promises made (Hermawati, 2023). Trust is a strong determinant of customer decisions and loyalty (Choi et al., 2015). Customers have a high level of trust in a company or brand, they tend to have a stronger intention to make return visits (Wu et al., 2018). This trust can be formed through previous positive experiences or recommendations from other people.

Previously there had been research that discussed several factors related to customer loyalty such as service quality and customer satisfaction (El-Adly, 2019; Gong & Yi, 2018; Izogo, 2017; Modica et al., 2020; Rasoolimanesh et al., 2016), but in this research customer trust was added. Customer trust is added because trust is a factor that can lead to intentional behavior, high trust will result in higher intention to revisit (Soonsan, 2022; Wu et al., 2018). Previous research has studied the banking services industry, but this research attempts to focus on customer behavior in the laundry services industry.

The large number of laundry service businesses that have sprung up has become a problem related to the ease with which customers move to other laundry places, so there is a need for research regarding the influence of service quality, trust and satisfaction on laundry service customer loyalty. It is hoped that this research can make a positive contribution to studies related to consumer behavior.

Literatur Review

Service Quality

Service quality or service quality is a proportion of how well the level of service provided meets customer assumptions (Tjiptono, 2022). Service quality is the capacity of business actors to provide services to customers regarding labor and products (Mutiawati et al., 2022). Likewise, Manengal et al. (2021) say that service quality is a unique condition that is closely related to products, services, human resources as well as cycles and conditions that can basically meet or even exceed the desired quality. Service quality is the result of evaluations carried out by customers regarding the influence between their assumptions and the actual experience felt from the services offered by supporting providers, whether estimated to a certain extent or completely (Sasongko, 2021). The quality of service offered to customers empowers organizations to survey the nature of the effectiveness achieved (Fadlilah et al., 2019). Services that provide good quality will be very valuable for the long-term impact of the company. The services provided by service company employees determine their impact on the business. Customers who receive excellent service will most likely continue to use the service, thereby generating profits for the business (Lubis & Andayani, 2017).

Customer Trust

In research conducted by Haron et al. (2020) customer trust can also be described as the belief that a business actor's statement or commitment can be relied upon and that the business actor will fulfill its responsibilities in relationships with customers. Customer confidence in a company is a factor in increasing

product or service marketing (Hafidz & Muslimah, 2023). Trust is defined as the knowledge held by customers regarding a product or service, as well as the conclusions they draw regarding related objects, attributes and benefits (Supertini et al., 2020). Consumer trust is consumers' positive expectations of producers for their ability to produce products that satisfy customers (Knight et al., 2017). According to Kotler & Keller (2016), consumer trust is a company's willingness to depend on business partners.

Customer Satisfaction

Customer satisfaction is a person's evaluation of the performance or results of a product compared to their expectations which can cause feelings of happiness or disappointment (Tjiptono, 2022). Satisfaction is a positive or negative emotion that arises in someone after comparing the results or performance of a product with the expectations they have (Sasongko, 2021). as stated by Sunyoto et al. (2019) that consumer satisfaction is the main factor influencing customers' decisions to choose to shop somewhere. Because, if buyers are satisfied, they will buy in the future or provide suggestions to other expected customers. According to Kotler & Armstrong (2018) customer satisfaction is one of the key factors that establishes long-term relationships between companies and customers. Customer satisfaction includes meeting needs, evaluating final results and actual experiences, as well as evaluating desires. This assessment of the purchasing experience is focused on measuring the level of customer satisfaction with the company's products and capabilities (Bassan & Kathuria, 2016). In this way, customer satisfaction is also closely related to customer service which can provide many benefits for consumers and the organization it self.

Customer Loyalty

Customer loyalty is a customer's willingness to maintain a relationship with a company and continue to use its services and products (Lovelock & Wright, 2002; Zaini et al., 2020). Behavioral loyalty benefits organizations through increased sales resulting from repeat purchases. Loyalty is a combination that combines measures of attitudinal and behavioral loyalty (Iordanova, 2017; Liu et al., 2020). Loyalty blends are valuable because they enable more sales through a strong trusted customer base (Rasoolimanesh et al., 2019). Customer loyalty is a firmly held obligation to purchase or support a product or service again in the future, even though the impact of the situation and promotional efforts may actually make customers switch (Kotler & Keller, 2016).

Hypothesis Development

Relationship between Service Quality and Customer Loyalty

Providing consistently good quality service will have an impact on forming a high level of loyalty from customers towards the company (Chomvilailuk & Butcher, 2014; Hafidz & Muslimah, 2023). Based on research, it is revealed that the influence of satisfaction and service quality influences consumer loyalty (Cheng & Rashid, 2013). Likewise, Izogo (2017) shows that service quality is a strong construct for customer loyalty. In a study by Gong & Yi (2018), service quality and consumer loyalty have a positive relationship. This discussion shows that the quality of each service positively influences customer loyalty. Therefore, the research assumes the following hypothesis:

H¹: Service Quality has a positive effect on Customer Loyalty

Relationship between Customer Trust and Customer Loyalty

The research results show that the analysis carried out partially shows that the trust variable has a positive and significant effect on customer loyalty (Kusumawardhani et al., 2023). Trust grows into loyalty and is an important feature in the relationship between service providers and customers (Haron et al., 2020). Trust is important in the relationship between future customer behavior. This trust is strong evidence for creating consumer satisfaction and loyalty (Choi et al., 2015; Martínez, 2015). Management must pay great attention to this trust factor, and they must think of ways to build customer trust so that they are willing to use services (Liang et al., 2018). Additionally, Wu et al. (2018) say that beliefs have an important role in influencing intentional behavior. The higher the level of trust, the greater it will result in consumers visiting again. Therefore, the hypothesis built in this research based on the findings above is:

H²: Customer Trust positively influences Customer Loyalty

Relationship between Customer Satisfaction and Customer Loyalty

The results of statistical analysis state that there is a direct positive influence of satisfaction on loyalty (Siswadi, 2020). Customer satisfaction plays an important role in influencing customer loyalty in the banking sector (El-Adly, 2019; Rahayu et al., 2020; Raza et al., 2020). Satisfaction formed by a friendly attitude and good atmosphere has an important influence on customer loyalty (Soonsan, 2022). Thakur's (2014) research on improving the relationship between satisfaction and loyalty, found that customer satisfaction has a positive effect on customer loyalty. Likewise, El-Adly (2019) found a relationship between customer perceived value that customer satisfaction had a significant positive effect on customer loyalty. The positive relationship between customer satisfaction and loyalty has been confirmed by several studies (Kim et al., 2013; Modica et al., 2020; Rasoolimanesh et al., 2016). Therefore, the third hypothesis of this study:

H³: Customer Satisfaction has a positive relationship with Customer Loyalty

The relationship between Service Quality, Trust and Customer Satisfaction on Customer Loyalty

Based on the research results of Syarifah & Dewi (2023), it shows that product quality, trust and customer satisfaction influence customer loyalty. In a research study conducted by Dharma (2017), it was revealed that service quality, trust and customer satisfaction significantly and positively influence customer loyalty. Likewise, research by Asmarani (2015) shows that there is a significant influence between service quality, trust and customer satisfaction on customer loyalty. Therefore, it is hypothesized that:

H⁴: Service Quality, Trust and Customer Satisfaction have a significant effect on Customer Loyalty

Based on this framework, the research model includes:

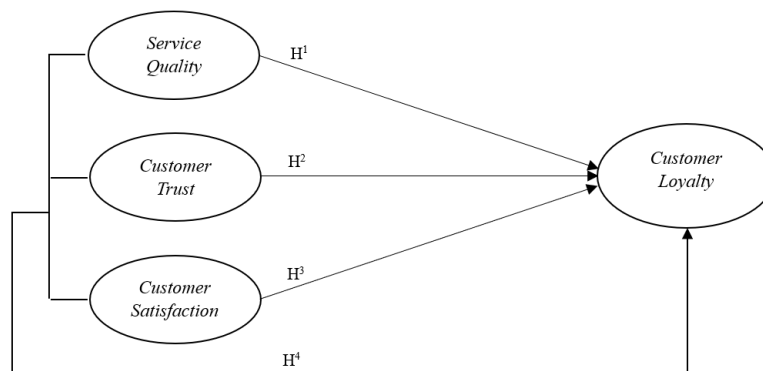


Figure 1. Research Model

Method

This research data collection applies a survey method by distributing questionnaires online in Google form format to respondents. All questions in the questionnaire were scored using a 4 level Likert scale, where a score of 4 was strongly agree (SS) and a score of 1 was strongly disagree (STS). The measurement of variables related to service quality was adopted from Amoako (2022) with 4 statements. The trust variable adopted from Soonsan (2022) consists of 6 statements. The customer satisfaction variable was adopted from Chikazhe et al. (2021) consists of 5 statements. The consumer loyalty variable is measured by 6 statements adopted from (Chikazhe et al., 2021). Variable The total measurement is 21 statements in the questionnaire.

The data collection method in this research is based on a survey by providing a questionnaire link via Google Form format to respondents using WhatsApp. The population in this study are customers who frequently use Laundry 88 services with the sample in this study being 4 indicators multiplied by variables of 21 statements, so the minimum sample required is 84 respondents (Setyawan et al., 2018). Respondents were selected using the purposive sampling method as a method for selecting samples with sample criteria, namely customers who live in South Tangerang aged 15 to 60 years, men and women, and frequently use laundry services 2 - 4 times a week for the last 3 months.

Data analysis in this research is in the form of quantitative research using the Multiple Linear Regression method. The research carried out validity and reliability tests using factor analysis using SPSS. Validity testing uses the Pearson Product Moment correlation technique, while reliability testing is carried out by calculating Cronbach's alpha.

Result and Discussion

Based on the results of distributing questionnaires carried out online via Google Form, 84 respondents were obtained who met the predetermined requirements. From the data obtained, 71% of the respondents were female and 29% male, who lived in South Tangerang. All respondents were aged 15 – 60 years with the majority working as students, private employees and housewives at 29% each. From the data obtained, the frequency of using Laundry 88 services can increase customer loyalty, where the biggest results show that the average frequency of using Laundry 88 services is more than 2 times in a period of 1 week.

In validity testing using the Pearson Product Moment correlation technique on the variables of service quality, customer trust, customer satisfaction and customer loyalty, the results show that all statements in the questionnaire are considered valid with a significant value lower than 0.05. This indicates that the correlation between these variables is statistically significant. Furthermore, in reliability testing with a Cronbach's alpha value > 0.60 for the service quality variable (X_1) it was 0.771, customer trust (X_2) was 0.826, customer satisfaction (X_3) was 0.857, and customer loyalty (Y) was 0.837. These values indicate that all variables are reliable.

This research also carries out classical assumption tests to ensure the reliability of the analysis method applied, so that the resulting regression equation can provide accuracy in assessment and consistency. The first classical assumption test is the normality test using the One-Sample Kolmogorov-Smirnov test. The results of the normality test show that the significant value is $0.066 > 0.05$, so it is considered normally distributed. Furthermore, the multicollinearity test involves assessing the Tolerance Value and using Variance Inflation Factors (VIF), with multicollinearity test results that have a tolerance value > 0.10 , or a VIF value < 10 , it can be concluded that there are no symptoms of multicollinearity or that it passes the

multicollinearity test. Lastly is the heteroscedasticity test, all variables have a sig value > 0.05 which can be concluded that there are no symptoms of heteroscedasticity or have passed the heteroscedasticity test.

Next, the results of the hypothesis test which includes the coefficient of determination test by looking at the R^2 value in the Adj R Square value is 0.704 or 70.4%. The determination value shows that service quality (X_1), customer trust (X_2), customer satisfaction (X_3) are able to explain the customer loyalty variable (Y) by 70.4%, while the remaining 29.6% is explained by other variables not studied. in this research.

In the F test, the analysis test results show that the calculated F value is 63.325 $>$ the F value is 2.718 and the sig value. namely 0.000 $<$ 0.05. Then the influence of the independent variable on the dependent variable partially is the calculated t value of the Service Quality variable (X_1) of 2.990 $>$ the t table value of 1.989 and the sig value. namely 0.004 $<$ 0.05. The calculated t value of the Customer Trust variable (X_2) is 3.072 $>$ the t table value is 1.989 and the sig value. namely 0.003 $<$ 0.05. The calculated t value of the Customer Satisfaction variable (X_3) is 2.775 $>$ the t table value is 1.989 and the sig value. namely 0.007 $<$ 0.05.

Table 1. Hypothesis Test Results

	Hypothesis	T-Value Count	Sig.	Information
SQ \rightarrow CL	H1	2.990	0.004	The data support the hypothesis
CT \rightarrow CL	H2	3.072	0.003	The data support the hypothesis
CS \rightarrow CL	H3	2.775	0.007	The data support the hypothesis
SQ, CT, CS \rightarrow CL	H3	3.325	0.000	The data support the hypothesis

Source: Researcher-processed data findings, 2024

Furthermore, the results of the t test aim to determine the magnitude of the influence of each independent variable individually (partially) on the dependent variable. Based on testing with SPSS, the results of individual testing of the service quality variable (X_1) show that H_0 is rejected and H_a is accepted, which means that the service quality variable has an effect on customer loyalty. The results of individual testing of the customer trust variable (X_2) show that H_0 is rejected and H_a is accepted, which means that the customer trust variable has an effect on customer loyalty. The results of individual testing of the customer satisfaction variable (X_3) show that H_0 is rejected and H_a is accepted, which means that the customer satisfaction variable has an effect on customer loyalty. The F test aims to determine whether the independent variables jointly (simultaneously) influence the dependent variable. Based on testing with SPSS, the results showed that H_0 was rejected and H_a was accepted, which means that the variables of service quality, customer trust and customer satisfaction have a significant effect on customer loyalty. Thus the data in this study supports the hypothesis made.

The results of this research prove the first hypothesis which states that service quality has a positive impact on customer loyalty. This means that when a laundry service provides high quality service to its customers, this tends to influence customers to remain loyal to the service. Service quality is a crucial factor in determining customer loyalty, because high quality service has the potential to create and maintain customer loyalty. In other words, the superior the quality of service provided, the level of customer loyalty can be increased (Pertiwi et al., 2022). Positive service quality can also increase customer confidence in laundry services. This trust is an important factor in forming loyalty, because customers who trust tend to be more loyal and willing to return to use the same service. Service quality can be more easily realized when consumers feel that overall, the laundry service provides benefits that meet their expectations. Thus,

consumers who are loyal to laundry services can have a positive impact on the company's financial stability in the long term.

The results of this research prove the second hypothesis which states that customer trust has a positive influence on customer loyalty. This means that customer loyalty is influenced by customer trust. Judging from the response of customers who feel satisfied and receive assistance from the quality of service provided by the laundry service, such as express washing service, free delivery, responsiveness of employees in dealing with customers and reliability in emergency situations. This indicates that when customers feel confident in a product or service, they tend to have a higher level of loyalty to that company or brand. This result is supported by previous research which states that as the level of customer trust in a brand or service increases, the possibility of having higher customer loyalty will also increase (Ernawati & Wijaya, 2023). Customers who are confident can lead the company more smoothly in selling the products and services provided, because customers already have confidence that the products and services they will purchase will definitely meet their expectations (Hafidz & Muslimah, 2023). The trust that has been built between parties who know each other both in the interaction and the interaction process in this context, laundry customers has created customer satisfaction. The trust that has been established in a company by customers will make it easier to form bonds that have a positive influence on customers' expectations.

The next result, customer satisfaction has a significant positive influence on customer loyalty. The level of customer satisfaction with laundry services has a significant positive impact on the extent to which customers will remain loyal and choose to use the laundry service again. From the results of previous research, it is explained that the level of customer satisfaction with services and products has a positive correlation with the level of customer loyalty. This means that the higher the customer satisfaction with the services and products provided by the product, the greater the possibility of having higher customer loyalty (Ernawati & Wijaya, 2023). Basically, the main goal of a business is to create satisfaction for customers. Achieving customer satisfaction has a number of benefits, including establishing a harmonious relationship between the company and customers, forming a solid basis for repeat purchases and encouraging the creation of customer loyalty. In addition, consciously or unconsciously, customer satisfaction can also be a trigger for customers to promote the services of their choice through word-of-mouth recommendations, which ultimately benefits the company (Annas et al., 2019). The level of customer satisfaction functions as an indicator used by companies to assess the extent to which consumer expectations are met or not (Hafidz & Muslimah, 2023).

The level of consumer satisfaction will influence the extent of consumer trust and confidence in the laundry services provided, determining whether they will trust and be confident in the services they receive from these services. In this research, trust is created through customer satisfaction towards consumer loyalty. This can be caused by laundry customer satisfaction with the services they receive. Satisfaction or conformity to expectations received by customers can trigger customer trust in laundry.

Closing

Conclusion

All hypotheses show that the research conducted has succeeded in proving the existence of a relationship between the variables studied, namely service quality, customer trust, customer satisfaction and customer loyalty at Laundry 88. This shows that the research has succeeded in confirming the influence of service quality, trust and customer satisfaction on customer loyalty of Laundry 88 services. This research

was successful because it paid attention to the elements that influence and trigger customer loyalty at Laundry 88.

Limitation

This study has several limitations or limitations that can be corrected in future research. First, this research was conducted only in the South Tangerang area, so the generalization of the results is limited to that area. To overcome this, future research can involve samples from various regions or even across regions to gain a broader understanding of the phenomenon under study. Second, data collection was carried out online using a questionnaire, which may have resulted in some shortcomings in the data obtained. To improve data quality, future research can use different data collection methods or carry out additional validation of the data obtained. Apart from that, the use of more specific respondents and better measurement techniques can also increase the validity and reliability of research results. By overcoming these limitations, it is hoped that future research can make a greater contribution to the understanding of the relationship between the variables studied and expand the generalisability of the research results.

Managerial Implications

This research has several managerial implications that can improve their business performance and success. Several managerial implications from this research are: first, the research results show that service quality has a significant influence on customer loyalty. Therefore, companies need to ensure that the services provided to customers are of high quality standards. This can be done by training employees, improving service processes and ensuring consistency in providing positive experiences to customers. Second, customer trust has also been proven to have a positive impact on customer loyalty. Companies need to pay attention to efforts to build and maintain customer trust by providing transparency, consistency and integrity in every interaction with customers. Honest and responsive communication can also help in strengthening customer trust. Third, customer satisfaction is also an important factor that influences customer loyalty. Companies must continuously monitor customer satisfaction levels and take steps to improve them. This can involve listening to customer feedback, customizing products or services according to customer needs and preferences, and providing effective solutions to problems as they arise. Fourth, because this research was conducted in the South Tangerang area, companies need to understand that market conditions and customer preferences may be different in other regions. Therefore marketing, service and customer retention strategies need to be adapted to the market characteristics and needs in each location. Fifth, managerial implications also include using more effective data collection methods to gain a better understanding of customers and markets. Companies may consider using more direct data collection methods, such as interviews or direct observation, to gain deeper and more accurate insights into customer preferences, needs and behavior.

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