

## FACTORS INFLUENCING CUSTOMER SATISFACTION OF SOLUSI LAUNDRY BEKASI

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### ABSTRACT

*This study aimed to see the effect of service quality, perceived value, brand image and promotion to customer satisfaction with customization as the moderating variable for service quality and customer satisfaction in Solusi Laundry. Service quality is one of the most important things for service based business in order to survive. Perceived value is the trade-off between perceived benefits and perceived sacrifice, if customer do not get the benefit equal to the cost paid then customer will be dissatisfied. Brand image is the overall perception of the product or brand formed from information and past experience of the product or a brand, a strong brand image can provide the main advantages for the company one of which can create competitive advantage. The main purpose of promotion is to inform, persuade, and remind consumers of a product or service. Customization will delight the customer because of the individualized attention and solutions which make them feel special and the customer will feel satisfied.*

*This study emphasized that the higher and better the service quality, the better the perceived value, the better the brand image, and the better the promotion will increase the satisfaction of Solusi Laundry customer. This study also found that customization moderates the relationship between service quality and customer satisfaction. The number of samples were 150 customers of Solusi Laundry taken by purposive sampling method. The analytical method of this study uses MRA (Moderated Regression Analysis) and PROCESS analysis by AF Hayes with the SPSS 25 program which previously passed the classic assumption test.*

*Keywords: Service Quality, Perceived Value, Brand Image, Promotion, Customization, Customer Satisfaction.*

### INTRODUCTION

Indonesia is currently filled with people who have a busy life with many activities that make it difficult to divide time between work both at home and outside the home (Warta Ekonomi, 2018). The hustle and bustle of the majority of the Indonesian people, especially in big cities such as Bekasi, is causing changes to people's lifestyles, especially those who need everything that can be done quickly and practically with the aim of easing household tasks so that they can focus more on their office life. One of the needs that requires convenience and practicality is the activity of washing clothes and ironing, many people pay household assistants to do this task.

"This means that in that house no one will do household chores. Then, finding a household assistant is also getting more difficult. The trend in the future is that laundry is getting bigger. For example, for the lower class, laundry kilograms are now mushrooming. Level up is higher, laundry per day. pcs. That's for office people who need a tidier appearance. Then, foreign tourists are also getting more and more so hotel laundry is also growing. Hospital laundry is also due to high government health programs, private hospitals are also everywhere. it all needs laundry. Laundry world is getting bigger, " (Warta Ekonomi, 2018).

However, not a few also consider that paying household assistants to do the tasks of washing and ironing is too expensive. As an alternative to answer people's lifestyle needs, there are

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now many and growing service companies engaged in the field of washing clothes or what is often called laundry.

At this moment, Indonesia has 25,000 laundry outlets with a money velocity at Rp 46.8 trillion per year. The number of laundry outlet in Indonesia is still insufficient because it is estimated that in the near future, Indonesia needs at least 78,000 laundry outlets to meet market demand (Laundromat.id). Beforehand, laundry was first appeared with a system of washing per unit of clothes, but the price to pay is quite expensive. Along with the increasing needs and technological developments in the laundry industries, then emerge laundry services with the kiloan system. This system applies at a price per kilogram. "Kiloan" laundry service company serves the daily necessities of clean laundry, which is very helpful for individual who have many activities with an affordable price so that it could be reached by various group people. It is believed that the first "kiloan" laundry business in Indonesia originated from the city of Yogyakarta, namely Simply Fresh, which has obtained the Indonesian Record Museum Charter (MURI) as the first "kiloan" laundry in Indonesia (Waralaba Ku, 2013).

According to Indonesia Laundry Magazine, kiloan laundry in Indonesia first appeared in Jogjakarta, in which called as "kota pelajar". A kota pelajar is a city which holds a lot of students from across the country with the purpose of studying in numerous universities in Jogjakarta. Afterwards it developed into a promising business in all cities, especially in big cities such as Bekasi. Bekasi City as a densely populated satellite city of Indonesia, in 2020 Bekasi City has a population of 3,083,644 inhabitants filled with individuals who have sufficiently dense activities. This makes the need for washing clothes high and the demand for laundry services increased, therefore the laundry business is continuously developing. Large business opportunities make many entrepreneurs tempted to open a laundry service business. One of the developing laundry business in Bekasi is Solusi Laundry.

In the Bekasi area there are seven branches of Solusi laundry which offer the same service, this is constituted by great opportunities. Basically, laundry business owners compete for the current market place or expanding their business into new market place. The competition occurs in many ways, especially in providing lower price yet still prioritizes the quality of service. Solusi Laundry that already have seven branches compete in the laundry business since 2009. Solusi laundry choose a strategic location for its outlets. Solusi Laundry outlets are located near densely populated housing and also in front of malls which target the mall workers such as Bekasi Metropolitan Mall, Bekasi Grand Metropolitan Mall, and also the Bekasi Cyber Park Mall. Therefore, researchers chose Solusi Laundry as a place of research.

The sales of Solusi Laundry is unstable and according to the owner of the Solusi Laundry, the ups and downs of customers are starting to appear. Complaints from Solusi Laundry customers reflect the lack of good services, which causes low Customer Satisfaction.

Service companies such as Solusi laundry must also be able to design appropriate marketing strategies to achieve the goals, one of the factors that can influence decisions in using services is the quality of service. In the mission of achieving customer satisfaction, seriousness is needed that contains reliable elements such as service quality, perceived value, brand image, and promotion. Researcher also add customization. So that great benefits will be obtained, especially customer satisfaction (Maharjan & Khadka, 2017).

Every service base business must think about how to keep their customers satisfied. Zairi, (2000) stated that customer satisfaction lead to repeat purchase, loyalty, and to customer retention. Solusi laundry offers a few service options for its customers. Customer can choose to wash their clothes by piece, kilos, or dry clean. By offering multiple option, customer can adjust their need for the clothes that may need special treatment and they can also adjust the price range depends on their financial condition.

For a service-based business, customer satisfaction is very important. Satisfaction influences repurchase intentions whereas dissatisfaction has been seen as a primary reason for defection or discontinuation of purchase (LaBarbera & Mazursky, 1983). In direct proportion to the statement, Solusi Laundry has a problem in retaining customers and also getting new customers in the midst of fierce Laundry competition in Bekasi.

With the intention of helping Solusi Laundry to increase the Customer Satisfaction and based on those background, the writer conducted this study to analyze the effect of Service Quality, Perceived Value, Brand Image, Promotion, and Customization to Customer Satisfaction of Solusi Laundry.

## **THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION**

### **The influence of Service Quality on Customer Satisfaction**

Lupiyoadi & Hamdani, (2006), stated that one way to create customer satisfaction is to improve service quality, because customers are the main focus when talking about satisfaction and loyalty. Lupiyoadi & Hamdani, (2006), also said that the quality of products / services provided by the company can create a positive perception of the customer towards the company, and will result in customer satisfaction. Furthermore according to Laksana (2008), that satisfaction is a comparison between the quality of the product / service perceived with the expected quality. If the perceived quality exceeds what was expected before, then a satisfaction will be felt. Conversely, if the perceived quality is lower than what was expected before, then the consumer will be disappointed as a form of dissatisfaction.

Bitner (1990) mentioned that good service quality leads to satisfaction and consumer satisfaction increased the evaluation of service quality again. Maintaining service quality at certain level and improving service quality must be life-time efforts to those companies who desire life time prosperity in customers heart (Lewis & Booms, 1983). Brady et al., (2002) and Taylor & Baker, (1994) stated that one of the most prominent drivers of satisfaction is service quality.

The existence of the research gap from the prior research, there are significant and insignificant influences, become one of the reasons to do further research regarding the influence of service quality on customer satisfaction. Moreover, there are still a few studies that examined customer satisfaction in Laundry industries, the hypothesis proposed in this study is as follows:

H<sub>1</sub>: Service Quality has a positive influence on Customer Satisfaction.

### **The influence of Perceived on Customer Satisfaction**

According to Yu et al. (2005) perceived value is part of the consumer satisfaction index model and one of the factors of overall customer satisfaction. Customer assessment of the quality of goods and services as a whole of excellence a service or product that is often inconsistent so that customers use intrinsic cues (output from service delivery and extrinsic cues (complementary elements of service) as a reference. The results of Malik's research (2012) ,show that perceived value (X1) has a positive effect on customer satisfaction, If consumers have high perceived value in the sense that the product purchased shows high quality can arouse the emotional side of consumers, then consumers are expected to have high customer satisfaction. G. H. G. Mcdougall & Levesque (2000) concluded in their research that perceived value is significant as determinant of customer satisfaction, even as a consistent influence on satisfaction. According to Raji (2016) perceived value overall has positive significant influence to customer satisfaction.

Thus, it can be concluded that Perceived Value can increase Customer Satisfaction, therefore the hypothesis proposed in this study is as follows:

H<sub>2</sub>: Perceived Value has a positive influence on Customer Satisfaction.

### **The influence of Brand Image on Customer Satisfaction**

According to Khodadad Hosseini & Behboudi (2017) customers will be satisfied with good service, friendly workers and a comfortable place so as to form a brand image that is embedded in the minds of customers. This is supported by research conducted by C. Wu (2011) explaining that there is a positive influence of brand image on customer satisfaction. A positive brand image is a major factor in increasing customer satisfaction. Stan et al. (2013) also stated that there is an influence of brand image on customer satisfaction. Customers who consume products, both goods and services with a good brand image will get more satisfaction. The result also shown that Product Quality, and Relationship Marketing individually influence Customer Satisfaction (Okaviadri, 2017). Chandra Wahyu Pradana (2018) stated that Brand Image can create customer satisfaction.

Thus, it can be concluded that Brand Image can increase Customer Satisfaction, therefore the hypothesis proposed in this study is as follows:

H<sub>3</sub>: Brand Image has a positive influence on Customer Satisfaction.

### **The influence of Promotion on Customer Satisfaction**

Marketing communication in the form of promotional activities has a positive influence on customer satisfaction (Bakator et al., 2018). Promotion affect consumer satisfaction (Alipour et al., 2018) and (Wahab et al., 2016). Without promotion, don't expect customers to get to know the products offered. Promotion is a way to attract attention and retain customers. One of the objectives of the promotion is to inform about the products offered with the aim of providing customer satisfaction. To retain customers and customers are expected to make a repeat purchase. In addition to promotions, producers must also provide good services to create customer satisfaction (Ronald Aprianto, 2016).

Promotion is an activity of communicating information from the seller to the buyer or other parties in the channel to influence attitudes and behavior (Jerome McCarthy & William D. Perreault, Jr. (1993). Promotion is very important in marketing activities, without the promotion of the existence of the product it might not get enough attention from consumers Customers who do not know a product will reduce or eliminate the possibility to become loyal and loyal customers (Kotler Philip, 2005). If the customer feels satisfied, they will also tend to give good references to the product to others. Promotion and service have a significant effect on Customer Satisfaction (Aprianto, 2016).

Thus, it can be concluded that Promotion can increase Customer Satisfaction, therefore the hypothesis proposed in this study is as follows:

H<sub>4</sub>: Promotion has a positive influence on Customer Satisfaction.

### **The influence of Customization as Moderating Variable**

The relationship between motivation that influences the desire to do something usually has other factors that can strengthen or weaken it, as well as the relationship between service quality and customer satisfaction in consumers. Product or service adjustments inherit personal character for customers that results in stronger emotional ties. Fels et al., (2017), assumes that a product that is customized or customized according to customer desires increases satisfaction. High customization through the discovery of latent needs and the provision of tailored solutions can increase customer satisfaction (Uma & Chandramowleeswaran, 2015).

Bettencourt & Gwinner (1996) conclude that consumers who get adjusted services will be more satisfied than those who get standard service. The findings of Coelho & Henseler (2012) also support the idea that service customization can be a competitive advantage (Huffman & Kahn, 1998). It is significant to notice that customization creates positive impact towards the service evaluation dimensions like service quality and customer satisfaction. Customization also creates direct positive impact towards customer outcomes like trust and loyalty. (Uma & Chandramowleeswaran, 2015) suggest that sales and service companies should continuously focus on service customizing during happening of sales to ensure customers specific needs are met.

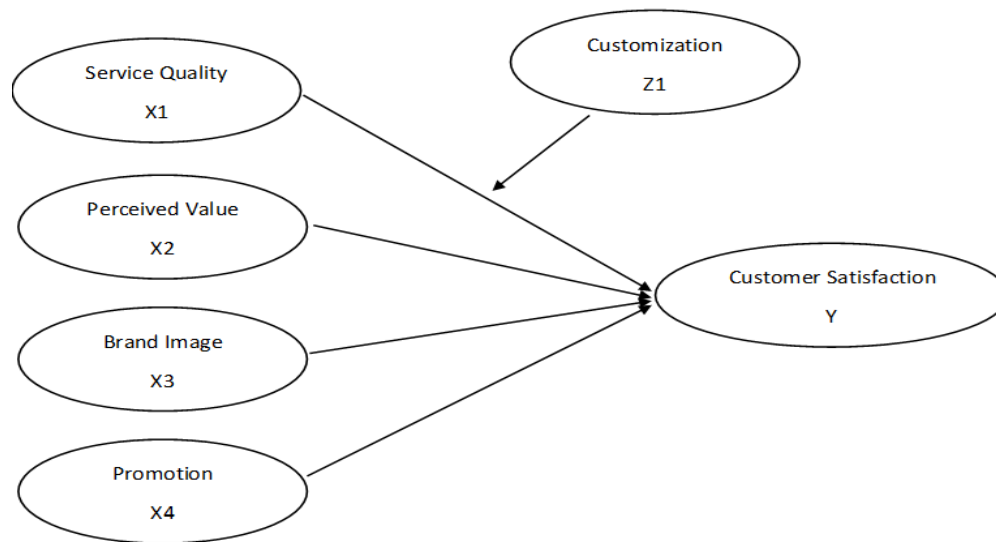
Customization creates positive impact towards the service evaluation dimensions such as customer satisfaction. The result also show that customization creates positive impact on service quality. Good service quality will increase customer satisfaction and if there is customization, the relationship between service quality and customer satisfaction will be stronger (Uma & Chandramowleeswaran, 2015).

Thus, it can be concluded that Customization moderates the relationship between Service Quality and Customer Satisfaction, therefore the hypothesis proposed in this study is as follows:

H<sub>5</sub>: Customization Moderates the Relationship Between Service Quality and Customer Satisfaction.

## THEORETICAL FRAMEWORK

Image 1  
Theoretical Framework



Source: Framework developed for this research

## RESEARCH METHODOLOGY

This research applied quantitative research analysis with SPSS as the method to analyze the data. Variables used in this research are Service Quality (X1), Perceived Value (X2), Brand Image (X3), Promotion (X4), as the independent variables, Customization (Z) as moderating variable, and the dependent variable Customer Satisfaction (Y). The population used in this study is Solusi Laundry consumers. The criteria specified for samples are customers who have visited and use the service of Solusi Laundry at least twice.

In this study the population has a number large enough so that researchers have limitations to study everything in the population, so researchers take samples obtained from that population. Therefore, the sample drawn from the population must be truly representative. The population used is the Solusi laundry users in the city of Bekasi and at least have use the service twice in the Solusi Laundry, therefore this study uses a sampling technique with non-probability sampling. Non-probability sampling is a technique that does not provide the same opportunity for each member of the population selected as a sample. Researchers also use a purposive sampling method where in determining the sample must use certain criteria or considerations, namely consumers who have use the service of Solusi Laundry at least twice.

In the SPSS method, the use of the Maximum Likelihood (ML) estimate for sample size ranges from 100 to 200. The number of samples depends on the number of indicators used across all variables multiplied by 5 to 10. The number of samples used in this study is 25 indicators x 6 = 150 the sample. Based on these calculations, this study used a sample of 150 respondents.

The data collection method use is to spread questionnaire to the selected correspondent. The questionnaire is a set of question forms prepared according to the research variables and is specifically made to be answered by correspondents, which usually in accordance with the alternative of close choice (Sekaran, 2013).



The questionnaire is a method of collecting data by providing a questionnaire to the respondent to answer the respondent's identity and responses about Service Quality, Perceived Value, Brand Image, Promotion, Customization, and Customer Satisfaction. There are only 1 types of questions asked which is closed questions. The questionnaire in this study using Likert scale at intervals of 1-5.

## RESULTS AND DISCUSSION

Population used is Solusi Laundry consumers while the sample used is 150 Solusi Laundry customers who have fulfilled the requirement as the sample of this research. The respondents in this study were mostly customers aged 26-35 years.

**Table 1**  
**Profile of Solusi Laundry Customer Respondents**

<b>Gender</b>	<b>f</b>	<b>%</b>
Male	88	58,7%
Female	62	41,3%
Total	150	100,0%
<b>Age</b>	<b>f</b>	<b>%</b>
< 26 years	25	16,7%
26-35 years	51	34,0%
36-45 years	33	22,0%
46-55 years	29	19,3%
> 55 years	12	8,0%
Total	150	100,0%
<b>Profession</b>	<b>f</b>	<b>%</b>
Housewife	17	11,3%
Government employees	16	10,7%
Private company employees	73	48,7%
Entrepreneur	28	18,7%
Student	11	7,3%
Others	5	3,3%
Total	150	100,0%
<b>Expenditures per month</b>	<b>f</b>	<b>%</b>
Rp. 1.000.000 - Rp.2.500.000	33	22,0%
Rp.2.500.000-Rp.5000.000	35	23,3%
Rp.5.000.000- Rp.10.000.000	39	26,0%
> Rp.10.000.000	43	28,7%
Total	150	100,0%

Source: Primary Data Processed, 2020

## Discussion of Research Results

Prior to the multiple linear regression analysis, the classical assumption test was carried out Namely the normality test, heteroscedasticity test, and multicollinearity test on this research. The results of the classical assumption test stated that all data passed were proven from the classical assumption test.

**Hypothesis Test Result**

Hypothesis testing in this study was conducted using multiple regression analysis models (without interaction) and regression analysis with interaction or MRA (Moderate Regression Analysis) on Service Quality variables on Customer Satisfaction with Moderation Customization. Hypothesis testing is done through testing the Goodness of Fit, namely the coefficient of determination test, the F statistical test and the t statistical test.

**1. Correlation Coefficient Test and Determination Coefficient (Adjusted R<sup>2</sup> Test)**

The coefficient of determination (R<sup>2</sup>) test is carried out to measure the ability of the independent variable in explaining the variation of the dependent variable. The test results of the coefficient of determination can be seen in table 4.17.

**Table 2**  
**Determination Coefficient Test Results (Model 1)**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.825 <sup>a</sup>	.681	.673	1.65699

a. Predictors: (Constant), Promotion, Service Quality, Perceived Value, Brand Image

b. Dependent Variable: Customer Satisfaction

Source: Data Processing Results through SPSS v3.5.

Table 2 shows the results that the adjusted R<sup>2</sup> value in the regression model is 0.673. This indicates that variations in the variable Service Quality, Perceived Value, Brand Image and Promotion can explain 67.3% of the variation in the Customer Satisfaction variable. While the rest, 32.7% is explained by other variables outside this study.

**Table 3**  
**Determination Coefficient Test Results**  
**(Model 2)**

Test(s) of highest order unconditional interaction(s) :					
	R2-chng	F	df1	df2	p
X*W	,0085	4,0988	1,0000	146,0000	,0447

Source: Data Processing Results through SPSS PROCESS analysis AF Hayes v3.5.

The amount of R square change is 0.0085 which means that the customization moderation can increase the effect of Service Quality on Customer Satisfaction by 0.85%. A significant increase in influence (p = 0.0447 <5%) due to moderation proves that Customization is able to moderate the relationship of Service Quality to Customer Satisfaction.

**2. Simultaneous Regression Coefficient Test (Test F)**

The research model must be tested whether the research regression model is feasible to use or not in the research conducted, so it needs to be tested F.

**Table 4**  
**F Test Results (Model 1)**  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	851.357	4	212.839	77.519	.000 <sup>b</sup>
Residual	398.116	145	2.746		
Total	1249.473	149			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Promotion, Service Quality, Perceived Value, Brand Image  
 Source: Data Processing Results through SPSS v3.5.

Table 4 shows the significance value of the F test results of 0,000 less than 0.05 so it can be concluded that the variable Service Quality, Perceived Value, Brand Image and Promotion simultaneously influence the dependent variable, namely Customer Satisfaction.

**Table 5**  
**F test Result (Model 2)**  
**Model Summary**

Model Summary						
R	R-sq	MSE	F	df1	df2	p
,8345	,6963	2,5990	111,5834	3,0000	146,0000	,0000

Source: Data Processing Results through SPSS PROCESS analysis by AF Hayes v3.5.

Table 5 shows the significance value of the F test results of 0,000 less than 0.05 so it can be concluded that the Service Quality, Customization, and Service Quality \* Customization variables simultaneously influence the dependent variable, namely Customer Satisfaction.

**3. Partial Regression Coefficient Test (t-test)**

T-test or partial test is a test of the effect of one independent variable individually on the dependent variable. The following table 4.19 partial test results (t test):

**Table 6**  
**T Test Analysis Results (Model 1)**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.000	.953		4.198	.000
Service Quality	.214	.064	.251	3.329	.001
Perceived Value	.420	.111	.285	3.798	.000
Brand Image	.305	.084	.289	3.608	.000
Promotion	.107	.039	.147	2.747	.007

a. Dependent Variable: Customer Satisfaction

Source: Data Processing Results through SPSS v3.5.

Table 6 above shows the results of the t test between the independent variables and the dependent variable. Service Quality variable has a t values of 3.329 with a significance level of 0.001 (<0.05). Thus H<sub>a</sub> is accepted, so it can be said that Service Quality has an influence and significant effect on Customer Satisfaction.

The t test results for the Perceived Value variable had a t value of 3.798 with a significance level of 0.000 (<0.05). Thus H<sub>a</sub> is accepted, so it can be said that perceived value has an influence and significant effect on Customer Satisfaction.

T test results for Brand Image variables have a t value of 3.608 with a significance level of 0,000 (<0.05). Thus H<sub>a</sub> is accepted, so it can be said that Brand Image has an influence and significant effect on Customer Satisfaction.

T-test results of the Promotion variable have a t value of 2.747 with a significance level of 0.007 (<0.05). Thus H<sub>a</sub> is accepted, so it can be said that Promotion has an influence and significant effect on Customer Satisfaction.

Based on table 6 above, the regression equation model 1 can be obtained for this study as follows:

$$CS = 0,251SQ + 0,285PV + 0,289BI + 0,147P$$



**Table 7**  
**T Test Analysis Result (Model 2)**

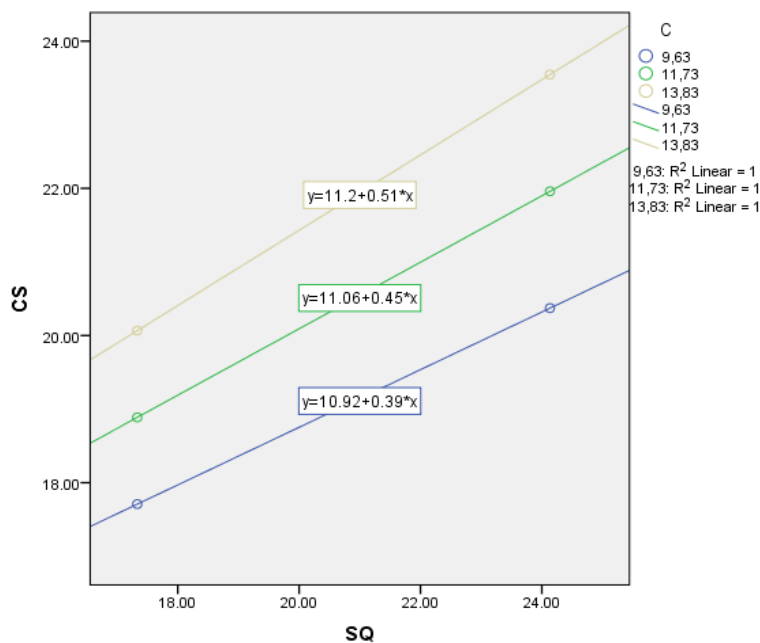
Model						
	coeff	se	t	p	LLCI	ULCI
constant	10,2881	3,2592	3,1566	,0019	3,8467	16,7295
SQ	,1162	,1669	,6963	,4874	-,2137	,4461
C	,0657	,2869	,2290	,8192	-,5012	,6326
Int_1	,0286	,0141	2,0246	,0447	,0007	,0565

Source: Data Processing Results through SPSS PROCESS analysis by AF Hayes v3.5

T test results for Service Quality \* Customization variable which is an interaction between Service Quality and Customization variables have a t value of 2.0246 with a significance level of 0.0447 (<0.05). To see the effect of moderation, we can just look at the **int\_1**. Thus, H<sub>5</sub> is accepted, so it can be said that Service Quality has significant effect on Customer Satisfaction by being moderated by the Customization variable.

Based on table 4.22 above, the regression equation model 2 can be obtained for this study as follows: **CS=10,2881+ 0,1162SQ + 0,0657C + 0,0286SQ\*C**

**Image 2**  
**Moderator Visualization**



From the picture above it can be concluded that in the high customization group (yellow), there is a positive relationship between Service Quality and Customer Satisfaction. The higher the Service Quality, the higher the Customer Satisfaction. In the moderate customization group (green), there is a positive relationship between Service Quality and Customer Satisfaction. The higher the Service Quality, the higher the Customer Satisfaction. Likewise, with low customization (blue), there is a positive relationship between Service Quality and Customer Satisfaction. The higher the Service Quality, the higher the Customer Satisfaction.

Thus, the hypothesis stating customization becomes the moderator of the relationship between Service Quality and Customer Satisfaction can be accepted. The higher the customization, the higher the relationship between Service Quality and Customer Satisfaction.

## CONCLUSION

This study discusses the influence of Service Quality, Perceived Value, Brand Image, and Promotion on Customer Satisfaction through Customization as a moderating variable between Service Quality and Customer Satisfaction in Solusi Laundry Bekasi. Based on the results of the analysis, the following conclusions can be drawn:

1. Based on the results of the first hypothesis test results show that Service Quality has a positive and significant effect on Customer Satisfaction of Solusi Laundry customers in Bekasi City. These results explain that the better the concept and its application with regard to Service Quality, the higher the level of Customer Satisfaction.
2. Based on the results of the second hypothesis test, the results show that Perceived Value has a positive and significant effect on Customer Satisfaction of Solusi Laundry customers in the City. These results explain that the better the concept and its application related to Perceived Value, the higher the level of Customer Satisfaction.
3. Based on the results of the third hypothesis test, the results show that Brand Image has a positive and significant effect on Customer Satisfaction of Solusi Laundry customers in Bekasi City. These results explain that the better the concept and its application with regard to Brand Image, the higher the level of Customer Satisfaction.
4. Based on the fourth hypothesis test results obtained that Promotion has a positive and significant effect on Customer Satisfaction of Solusi Laundry customers in the City. These results explain that the better the concept and its application related to Promotion, it will increase the level of Customer Satisfaction.
5. Based on the results of the hypothesis test, the results show that Customization is able to moderate and positively influence Service Quality on Customer Satisfaction of Solusi Laundry customers in Bekasi City. These results explain that Customization can increase the effect of Service Quality on Customer Satisfaction.

The following is the author's suggestion to the Solusi Laundry owner so that the Solusi Laundry performance continues to survive and is getting better:

1. The quality of service is maintained and improved as is the process of making the customer's clothes finished on time.
2. Promotion is intensified like a price discount for old customers as a form of appreciation and promotion to attract new customers.
3. The delivery service to customers' homes will be an advantage for Solusi Laundry which can distinguish Solusi Laundry from competitors.
4. Making SOPs for employees so that employee performance is always maintained and also minimizes errors in the process of washing customer clothes.
5. Innovations in new forms of service such as washing shoes and washing carpet will open up new opportunities for Solusi Laundry to reach more customers.
6. The physical appearance of the Laundry Solution outlet can be tidied up again so that the customer feels comfortable when washing his clothes.

The following are several limitations in this study:

1. The results of the questionnaire from several respondents could not be used in this study. 27 questionnaire cannot be used because the respondents are not completely filled in the questionnaire. 27 questionnaire tidak dapat di gunakan karena tidak di isi dengan lengkap oleh respondents.
2. The distribution of respondents based on the profession is very dominated by private company employees with a percentage of 48.7% of the total 150 results of the questionnaire, so that the distribution of respondents based on the profession is considered uneven.
3. Not all variables can be used to explain Customer Satisfaction. The variables in this study were selected by the researcher based on the problems found when conducting

interviews at the beginning of the study which aimed to find out the problem of the Solusi Laundry in detail.

4. Research results cannot be generalized outside of Solusi Laundry.
5. Some Solusi Laundry customers are still complaining about the price that feels a little high.

The following are several suggestions for future research:

1. For future research, it is recommended to use the price variable as an independent variable.
2. Using respondents with a wider range such as customers who rarely use Laundry services. In this study, the customers who filled out the questionnaire were long and loyal customers who used the Solusi Laundry service. If the distribution of customer data is wider then broader results will be obtained.

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