

## THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT THE SINAR LAUNDRY BUSINESS IN GOWA DISTRICT

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### **Abstract**

*This research is aimed at finding out the impact of the quality of service on the client. This type of research is included in research research using a quantitative approach. Its independent variable is the quality of service while its dependent is customer satisfaction. The population in this study was a customer of Sinar Laundry in Gowa District. The sample used in this study was 97 clients. Data collection is done by distributing questionnaires to respondents. The data analysis technique used is simple linear regression analysis using SPSS 24 software. Based on the results obtained the significant value (Sig) is 0,000 which is less than 0.05 so it can be concluded that the quality of service has an influence on customer satisfaction on the Sinar Boat business in Gowa District.*

**Keywords:** Quality, service, customer satisfaction.

### **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan. Jenis penelitian ini termasuk dalam penelitian survey dengan menggunakan pendekatan kuantitatif. Variabel independennya adalah kualitas pelayanan sedangkan dependennya adalah kepuasan pelanggan. Populasi dalam penelitian ini adalah pelanggan Sinar Laundry di Kabupaten Gowa. Sampel yang digunakan dalam penelitian ini sebanyak 97 pelanggan. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada

responden. Sedangkan teknik analisis data yang digunakan adalah analisis regresi linear sederhana menggunakan perangkat lunak SPSS 24. Berdasarkan hasil yang diperoleh nilai signifikan (Sig) adalah 0,000 yaitu kurang dari 0,05 sehingga dapat disimpulkan bahwa kualitas pelayanan berpengaruh terhadap kepuasan pelanggan pada usaha Sinar Laundry di Kabupaten Gowa.

**Kata Kunci :** Kualitas, pelayanan, kepuasan pelanggan.

## INTRODUCTION

Indonesia, as one of the developing countries, is now filled with a society that has a variety of busy activities that make it difficult to divide time between homework and out of the home, such activities affect the changes in the lifestyle of the people in particular who need everything that can be done quickly and practically. Lifestyle is a set of behaviors that are meaningful to individuals or others at a time in a place, including in social relationships, consumption of goods, entertainment and association. (Jordan, 2013). Based on the principle of behaviorist mahzab, a lifestyle evolves as a result of needs, demands, and reinforcements. This Mahzab emphasizes that a behaviour will tend to be repeated if it provides satisfaction or satisfaction, individuals tend to maintain or repeat behaviours that provide positive results or satisfactions for them without any negative consequences.

In modern times such as these and with increasingly rapid progress has affected the increasing number of units of enterprise released to society both on a small scale, preventive and large scale. This was followed by the rapid development of the supply of kiloan laundry services. Laundry services have become part of the lifestyle of today's people who want to be practical like washing clothes, once for some people washing was exhausting and waste of time for people who have demands of dense activity from various sectors such as employees, students to housewives. Usually they surrender to the laundry service to reduce the dense activities, they are willing to spend money to use the washing service so that the work of washing and brushing can be done well.

In the business of services especially laundry, the quality of the service provided is the most important factor and must be continuously improved in order to be able to compete in the market to satisfy the needs and wishes of its customers, because the customer involved directly feel what is given by the operator of the business when in the process of transaction is taking place, Quality of service is to provide the perfection of service to the wishes or expectations of the customer (Normasari et al., 2013).

Quality service will result in the occurrence of repeated use of services or creation of customer loyalty, so the entrepreneur's efforts are focused on creating customer satisfaction values in order to build the business image and customer value, given that entrepreneurs must be able to continue to maintain their market position in

the midst of increasingly stringent competition. To win the competition, the Sinar Laundry business must continue to be able to provide satisfaction to its customers.

Customer satisfaction is a degree of a person's feeling of making a balance between the performance of the perceived results and what is expected, then the development of the relationship between customers becomes the main thing to be observed towards any enterprise especially that moves on the service service. Customer contentment is a measure or indicator of the extent to which the customer or user of the company's product or service is very happy with the products or services received. (Fatihudin, & Firmansyah, 2019).

Laundry services are enterprises that offer services in terms of laundry, with special methods (Arulampalam Kunaraj, P.Chelvanathan, Ahmad AA Bakar, 2023). Laundry services are one of the fastest growing services in the present era, the existence of such laundry service is able to support the need of customers to wash their clothes. The increased need for laundry leads to a lot of competition in this business. Markets are wide open and opportunities are widening, but competition is becoming harsher and more unpredictable. This condition requires every entrepreneur to create a competitive advantage in their venture in order to compete. Therefore, a company must be able to provide a quality product or service to satisfy its customers. (Sulistiyo, 2015).

A lot of laundry competition with the same quality, with little or almost no difference to meet the needs and wishes of the same customers. This makes the laundry beam must be able to last and always provide good service in order to maintain its customers. Here's a table that distinguishes the quality of the service from the other laundry.

Previous research has shown that there is a positive correlation between quality of service and satisfaction. Moreover, a satisfied customer can also be an effective promotion agent through positive word of mouth. Understanding and measuring the impact of quality of service on customer satisfaction is crucial for companies to maintain and increase market share in the midst of competition.

## **RESEARCH METHOD**

The type of research used in this study is a strongly initiative approach. According to Sugiyono (2018) in (Balaka, 2022) arguing that a quantitative approach is a research based on the philosophy of positivism to study a particular population or sample with random sampling techniques and data collection using instruments, data analysis is statistical. This study is selected to determine the impact of quality of service on customer satisfaction, using survey research methods. Survey research is a study that takes samples from populations and uses questionnaires as a basic data collection tool. (Effendi 2012: 3).

Population is a sequence of objects or subjects that have certain qualities and characteristics set by the researcher to be studied and then drawn its conclusion (Febri et al., 2019) in (Christono, 2022). As for the population subject in this study, the entire customer who has used the service on the laundry beam repeatedly, with a note that the number of customers is unknown with certainty.

In this study the sampling technique used is non probability with the type of accidental samplings method. (Sugiyono, 2016) accidental Sampling is a data collection technique with the determination of samples based on randomness, which means anyone can be used as a sample, when viewed by the person who is accidentally found it fits as the required data source. In non probability sampling, each element in the population does not have the same chance or chance to be selected as a sample.

In the study (Marisa & Atika, 2022), sample calculation using the Lemeshow formula approach will be used to calculate the number of samples with an unknown total according to Riyanto and Hermawan (2020:13-14).

Research instruments are used to measure the value of the variable studied, thus the number of instruments used for research based on the amount of variables studied. Research instrument is a tool used to measure natural and social phenomena observed by Sugiyono (2017:7) in (Sulistiyo, 2015). The research instrument used in this research is a questionnaire to generate accurate data using the Likert scale. (Muslimin, 2021).

## **RESULT AND DISCUSSION**

Quality of service is the result of a customer's assessment of how far the difference between expectations and reality is perceived of the service received. As for the indicators used: Reliability, Responsiveness, Assurance, Empathy and Reality. (Tangibles).

The results of research have shown that the service quality variable has a significant influence on customer satisfaction, with a t-value of 10,981 and t-table of 1,985 ( $10,981 > 1,985$ ) and a service quality significance of 0,000 that is less than 0.05 means ( $H_1$  accepted) thus the quality of service has been shown to have a positive and significant impact on client satisfaction. The results of this research are in line with what Andi Mallihungan has also found a positive influence between service quality variables on customer satisfaction (PDAM) in Tirta Jeneberang in Gowa district.

Quality of service has a significant influence as it is one of the main factors affecting prescription and customer satisfaction. The relationship between the quality of service and customer satisfaction is strongly influenced by the service provided. To realize quality service that can create customer satisfaction, laundry lights must be able to understand the level of customer perception and expectations. This is important because customer satisfaction is the result of a comparison between the perception of their expectations and the quality of the service they receive. A positive

experience, resulting from a high quality of service, is essential in building trust and loyalty so that it can lead to months of visits and positive recommendations. In a competitive market, the quality of service becomes a key differentiator, enabling companies to stand out from competitors and attract customers.

The quality of service gives the customer an impetus to establish a strong relationship with the company in the long term. These relationships make it possible to carefully understand customer expectations as well as their needs, thus increasing customer satisfaction.

## CONCLUSION

Based on the results of the research that has been outlined, on the impact of the quality of service on customer satisfaction of Sinar Laundry in Gowa District, it has been found that the service quality has a positive and significant influence on the customer's satisfaction. This is obtained from the analysis using SPSS 24, where the variable X (quality of service) influences the Y variable. (kepuasan pelanggan). This means, the better the quality of service provided, the higher the customer satisfaction rate.

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