

# THE EFFECT OF SERVICE QUALITY AND PRICE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION ON LAUNDRY MEDAN.COM THE CITY OF MEDAN

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## ABSTRACT

The purpose of this study was to examine and analyze the effect of service quality and price on customer loyalty through customer satisfaction directly or indirectly. The approach used in this study is a causal approach. The population in this study is all customers Laundry Medan.Com. the sample in this study using the formula Slovin amounted to 286 customers Laundry Medan.Com. data collection techniques in this study using documentation techniques, observation, and questionnaires. Data analysis techniques in this study using a quantitative approach using statistical analysis by using the Outer Model Analysis Test, Inner Model Analysis, and hypothesis testing. Data processing in this study using software program PLS (Partial Least Square). The results of this study indicate that the quality of service, price and customer satisfaction have a significant effect on customer loyalty and service quality and price have a significant effect on customer satisfaction, and indirectly the quality of Service and price have a significant effect on customer loaylitas through consumer satisfaction in Laundry Medan.Com

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## 1. INTRODUCTION

In the modern era, the development of the business world is running very rapidly. In connection with that, there are lots of businesses that have sprung up, both trading businesses in the supply of goods and services [1]. Along with the changing times from time to time people's lifestyles are now starting to change, where everything wants to be practical and fast [2]. The density of activity and the dynamic performance of a person is required to be able to manage their time as well as possible, such as activities that are often considered trivial but quite time-consuming, namely cleaning dirty clothes [3]. Instant desire encourages people, especially those living in urban areas, to tend to make more use of all existing facilities [4].

This is used as an opportunity for business people to open a business engaged in services [5]. One of them is the existence of a laundry service business that is often found today which helps consumers' needs, especially for office workers, housewives and students who have sufficient income and limited time due to busy activities. Using a laundry service is very helpful for those who don't have time to wash clothes, because whenever there is free time, it will be used to rest. So it's no wonder that many prefer to use laundry services instead of washing their own clothes [6].

The laundry service business currently has very good potential even though there are lots of competitors out there. This makes business actors to continue to innovate in providing quality services and prices that are in accordance with the services provided. According to [7] One strategy in attracting customer attention is trying to convince old customers and new potential customers to choose to use the laundry services offered, so that customer loyalty behavior arises for these laundry services. Loyalty can create long-term effects for companies and laundry businesses in the hope that customers can make transactions again and become regular customers. Characteristics or attitudes of loyal customers, namely making regular purchases between product and service lines, recommending to others, and showing immunity to the pull of competitors.

Laundry Medan.Com is one of the laundry service business units in medan. Laundry Medan.Com itself is a company that focuses on the management of integrated laundry services starting from washing,

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ironing, perfume, and Packaging. Laundry Medan.Com experienced since 2009 and comes with 32 agency outlets in Medan, North Sumatra to serve the needs of consumers both in the form of kilogram washing services and special washing services per pieces. However, the current data on 2021 the number of Laundry outlets Medan.Com total of 6 outlets. Then at the beginning of the Laundry Medan.Com present in the city of medan target market is the lower middle class, with a fairly high number of customers but also a high number of complaints obtained.

Currently Laundry Medan.Com changing the target market tends to be middle to upper with the price and quality of service provided that is expected to customer loyalty that occurs because of the satisfaction felt when using Laundry services Medan.Com. The competitive advantage of a service company can be seen from the services provided to consumers. The company should be able to provide services with consistently high quality from competitors. A service can be said to be of quality if the service meets or exceeds the expectations (expectations) of the quality of service of the target customer [8].

Another factor that affects customer loyalty is the price, because the price will affect the comfort of consumers in buying a product [9]. If the price is not appropriate, then consumers feel less enjoy the food received and not satisfied, so that the purchase decision is difficult to do, because the price includes the cost of a process of travel products from the hands of the seller to the consumer and related to the channel means/ facilities used in order to achieve the product [10].

Based on the results of the mini survey that the authors did at the time of carrying out the pre-survey that of the 30 respondents to the question provided is always in the dominance of responses disagree as in question number 1 there are 25 respondents with a statement of the price of soap and fragrance is Cheaper Than the outside, where Medan.Com does not provide soap and fragrance so that we buy or bring it, Question Number 2 there are 8 respondents do not agree with the question of the price of Laundry Medan.Com cheaper compared to others, where is the purification system in Laundry Medan.Com with a count of savings with a predetermined capacity, so customers who want to purify with a small amount feel more expensive compared to other laundry. This is what makes the price of Laundry Medan.Com more expensive than other laundry because customers who wash with a small amount have to pay according to the price of pertabungnya and customers who do not bring soap and fragrance buy soap and fragrance in the laundry at a high price.

Customer satisfaction is one of the factors in the formation of customer loyalty. The higher and more consumers are satisfied with the services provided by a company, this will certainly make consumers loyal to the company. Customer loyalty is a customer's deep commitment to re-subscribe or make repeated purchases [11]. Customer satisfaction comes from a condition where the customer is satisfied with a result of customer perception on expected performance [12]. Customer satisfaction or not is the response shown by the customer to the evaluation of the perceived discrepancy between previous expectations and the performance of a product or service that is felt after its use. Thus growing the level of consumer confidence [13].

## **2. LITERATURE REVIEW**

### **2.1 Customer Loyalty**

According to [14] customer loyalty goes beyond behavior and includes preferences, likes and future Faith. Consumer loyalty means the loyalty of consumers to shop at a particular retail location. Consumers who are loyal to a retail product that he likes will buy the product in outlets or stores that make consumers satisfied with the product so that no matter how far away the location, consumers will still come to the store to buy the product they are looking for. According to (Kusmawati & Wiksuana, 2018) in measuring loyalty, several attributes are needed, namely :

1. Say positive things about the company to others.
2. Recommend the company to others who ask for advice.
3. Consider that the company is the first choice in purchasing services.
4. Do more business or purchases with the company the next few years.

### **2.2 Quality Of Service**

According to [15] defines the quality of Service is simple, namely a measure of how good the level of service provided is able to comply with consumer expectations. This means that the quality of Service is determined by the ability of a particular company or institution to meet the needs in accordance with what is expected or desired based on the needs of consumers/visitors. Reliability indicators are as follows [16]:

1. Provide services as promised.
2. Reliable in handling service issues

3. Deliver services correctly from the first time.
4. Deliver services in accordance with the promised time.
5. Save notes / documents without errors.

### 2.3 Price

6. According to [17] Price is an exchange rate that is usually equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place. Furthermore, according to [18] price is the amount of money collected on a product or service, or the sum of all values given by customers to benefit from owning or using a product or service".

Meanwhile, according to [19] price is a burden or value for consumers, which is obtained by acquiring and using a product, including the financial cost of consumption, in addition to non-financial social costs, such as in the form of time, effort, psychological, risk and prestige or social prestige. According to [20] suggests that there is a price implementation strategy based on the following product mix:

1. Product line pricing, which sets the price level between the goods in the product line.
2. Additional product pricing, which is to set the price of additional or complementary products that are sold along with the main product.
3. Bound product pricing, that is, setting the price of the product that should be used with the main product.
4. Pricing byproducts, i.e. setting low prices on byproducts to get rid of them.
5. Pricing of product packages, that is, setting prices for packages of products sold together.

### 2.4 Customer Satisfaction

6. The understanding of customer satisfaction according to [21] is a comparison between the customer's perception of the service received and his expectations before using the service. From some understanding of the experts above it can be concluded that customer satisfaction is an emotional attitude arising from the expectation of a performance that has been felt after a product/service usage. For services or services of the same quality, it can provide different levels of satisfaction for different consumers. Therefore, a company must always pay attention to the quality of services offered so that the level of satisfaction from consumers can be higher. Customer satisfaction is something that must be considered by service providers, customer satisfaction can be known through several indicators. As in the service industry, satisfaction is an important priority. [22] states that the indicator of customer satisfaction is:

1. Become more loyal
2. Buy more if the company introduces new products and refines existing products
3. Leave favorable comments about the company and its products
4. Paying less attention to competitor brands and advertising and being less sensitive to price
5. Provide ideas on products or services to the company
6. Requires a smaller service fee than new customers because transactions become more routine.

### 2.5 Hypothesis

7. Based on the limitations and formulation of the problem that has been stated above, the hypothesis in this study is:

1. Quality of Service affects customer loyalty Laundry Medan.Com.
2. Price influence on customer loyalty Laundry Medan.Com
3. Consumer satisfaction affects customer loyalty Laundry Medan.Com.
4. Quality of Service affects consumer satisfaction Laundry Medan.Com.
5. Price influence on consumer satisfaction Laundry Medan.Com.
6. Service quality affects customer loyalty through customer satisfaction Laundry Medan.Com.
7. Price effect on customer loyalty through customer satisfaction Laundry Medan.Com

## 3. METHOD

### Type Of Research

8. This type of research is a survey study, because it takes a sample from one population. This study uses an explanatory research approach, which aims to explain the causal relationship between research variables and testing hypotheses. This research is included in the category of causal research using a quantitative approach. According to [23] causal research is research that wants to see whether a variable that acts as an independent variable affects other variables that become dependent variables.

### Population And Sample

In this study, the overall total population of Laundry services Medan.Com in Medan city, there are 1,002 customers in 2021. Based on slovin's calculation above, the number of samples in this study is as many as 286 Laundry customers Medan.Com in the city of Medan.

### Data analysis techniques

This Data will be analyzed with a quantitative approach using statistical analysis of partial least square-structural equation model (PLSSEM) which aims to analyze the path (path) with latent variables. This analysis is often referred to as the second generation of multivariate analysis [24] variant-based structural equation (SEM) analysis that can simultaneously test measurement models as well as structural model testing. Measurement Model is used for validity and reliability test, while structural model is used for causality test (hypothesis testing with prediction model). The purpose of using PLS (Partial least Square) is to make predictions. Which in doing the prediction is to predict the relationship between constructs, in addition to helping researchers and research to obtain the value of latent variables that aim to make predictions.

## 4. RESULT AND DISCUSSION

### Outer Model Analysis

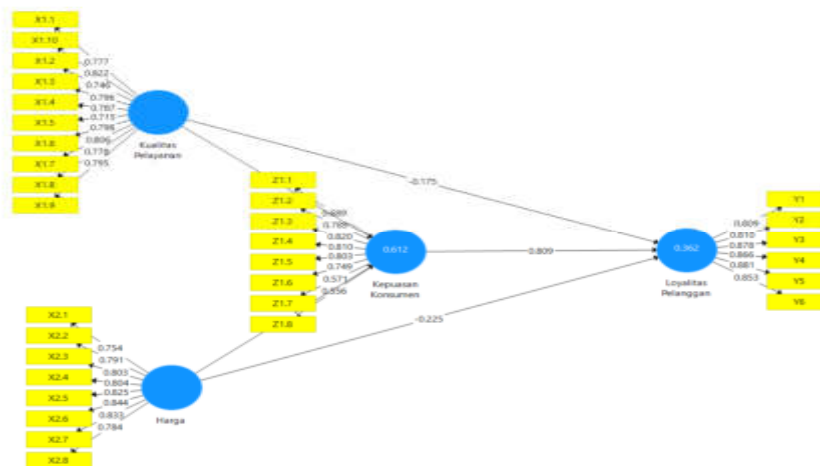


Figure 1 Outer Model Analysis

#### a. Convergen Validity

From the image above it can be seen that the entire loading is worth more than 0.5 so it does not need to be set aside. Thus, each indicator has been valid to explain each latent variables, namely service quality, price, customer satisfaction and customer loyalty

#### b. Composite Reliability

Average Variance Extracted (AVE) describes the amount of variance that can be explained by items compared to the variance caused by measurement errors. The standard is that if the Ave value is above 0.5 then it can be said that the construct has a good convergent validity. This means that latent variables can account for an average of more than half the variance of the indicators.

#### c. Discriminant Validity

Discriminant validity or loading factor value for each variable has a higher correlation with the variable compared to other variables. Similarly, the indicators of each variable. This shows that the placement of indicators on each variable has been appropriate.

### Inner Model Analysis

#### a. Direct Influence Hypothesis Testing

Table 1 Direct Influence Hypothesis Testing

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Price -> Customer Satisfaction	0.184	0.052	3.547	<b>0.000</b>
Price -> Customer Loyalty	0.225	0.058	3.901	<b>0.000</b>
Customer Satisfaction -> Customer Loyalty	0.809	0.080	10.106	<b>0.000</b>
Service Quality -> Customer Satisfaction	0.667	0.045	14.737	<b>0.000</b>
Service Quality -> Customer Loyalty	0.175	0.073	2.393	<b>0.017</b>

#### b. Indirect Influence Hypothesis Testing

Table 2 Indirect Influence Hypothesis Testing

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Price -> Customer Satisfaction -> Customer Loyalty	0.149	0.047	3.173	<b>0.002</b>
Service Quality -> Customer Satisfaction -> Customer Loyalty	0.539	0.069	7.855	<b>0.000</b>

## DISCUSSION

### Effect Of Service Quality On Customer Loyalty

From the analysis of hypothesis testing the effect of service quality on customer loyalty has a path coefficient of 0.175. The effect has a probability value (p-values) of  $0.017 < 0.05$ , meaning the quality of Service has a significant effect on customer loyalty in Laundry Medan.Com. This shows that the quality of service can increase customer loyalty in Laundry Medan.Com.. where the excellent service provided to the community then the community will be nyamana in menggunakan laundry services, services provided between jemputa fast service to public demand so that people continue to use Laundry Medan.Com as a laundry service. Service quality is the expected level of excellence and control over the level of excellence to meet consumer desires. If the service or service received or perceived as expected, then the quality of service or service is perceived as good and satisfactory. If the service or service received exceeds consumer expectations, then the quality of the service or service is perceived as an ideal quality. Conversely, if the service or service received is lower than expected, then the quality of service or service is perceived poorly [15]. The results of this study are in line with the results of previous studies conducted by [25][26][27] concluded that the quality of service affects customer loyalty.

### Influence Of Price On Customer Loyalty

From the analysis of hypothesis testing the influence of service quality on customer satisfaction has a path coefficient of 0.667. The effect has a probability value (p-values) of  $0.000 < 0.05$ , meaning the quality of Service has a significant effect on consumer satisfaction in Laundry Medan.Com. This shows that the price is able to increase increase customer loyalty on Laundry Medan.Com prices, where at the price offered laundry Medan.com in accordance with the wishes of the community and the quality produced so that people will be more interested in using Laundry Medan.Com as a laundry service. Good prices make customers stay loyal to use even though some respondents still expressed dissatisfaction about the price given. But most customers are not so blame about the price that has been offered. Price is one of the factors that influence the purchase. In buying a product, consumers will compare the price of one product with other products. The more affordable the price offered, the purchasing power of the product increases [28]. The results of this study are in line with the results of previous research conducted by [29][30][31] stated that price has an effect on customer loyalty.

### **Effect Of Consumer Satisfaction On Customer Loyalty**

From the results of hypothesis testing analysis of the effect of price on customer loyalty has a path coefficient of 0.225. The effect has a probability value (p-values) of  $0.000 < 0.05$ , meaning the price has a significant effect on customer loyalty in Laundry Medan.Com. This shows that customer satisfaction can increase consumer loyalty Laundry Medan.Com where people are satisfied for what he received the services offered Laundry Medan.Com then people will reuse Laundry services Medan.Com as a laundry. Customer satisfaction is a key driver for customer retention and loyalty. Some customers base their satisfaction solely on price encouragement, while most other customers base their satisfaction on purchasing decisions based on the level of satisfaction of the product they need [32][33][34].

### **Effect Of Service Quality On Customer Satisfaction**

From the results of hypothesis testing analysis of the effect of price on consumer satisfaction has a path coefficient of 0.184. The effect has a probability value (p-values) of  $0.000 < 0.05$ , meaning the price of a significant effect on consumer satisfaction in Laundry Medan.Com. This shows that the quality of service can improve customer satisfaction in Laundry Medan.Com where the better the service received by consumers, the level of customer satisfaction for these services will increase. Service quality is the expected level of excellence and control over that level of excellence to meet customer desires. In other words there are two main factors that affect the quality of Service. Service quality is the expected level of excellence and control over that level of excellence to meet customer desires. Service quality is one measure of success in providing satisfaction guarantees for consumers [35]. Consumers can give an assessment of a service objectively in an effort to create satisfaction. Service quality is the overall characteristics and characteristics of a product or service that emphasizes the orientation of meeting customer expectations to obtain suitability for use [36]. So, service quality is a characteristic that is caused by a service within an organization in order to meet the needs of users [37][38][39].

### **Influence Of Price On Consumer Satisfaction**

From the results of hypothesis testing analysis of the influence of consumer satisfaction on customer loyalty has a path coefficient of 0.809. The effect has a probability value (p-values) of  $0.000 < 0.05$ , means that customer satisfaction has a significant effect on customer loyalty in Laundry Medan.Com. This shows that the price can increase consumer satisfaction in Laundry Medan.Com where at an affordable price, consumers are satisfied with the products received. A person or customer will choose which product performance is more effective, efficient and suitable to his needs and according to the value of a price or cost, if the performance is effective, efficient and in accordance with his expectations, it means that the customer will feel satisfied and will make a calculation of expenses for the procurement of the product.

Price is any form of monetary cost sacrificed by consumers to acquire, possess, utilize some combination of goods and services from a product. For companies pricing is a way to differentiate its offerings from those of competitors [40]. Pricing is one of the most flexible elements of the marketing mix Prices can be changed quickly, unlike typical product and distribution agreements [41]. The results of this study are in accordance with the results of previous studies which state that price has a significant effect on consumer satisfaction [42][43][44].

### **The Effect Of Service Quality On Customer Loyalty Through Customer Satisfaction**

From the results of hypothesis testing analysis of the effect of service quality on customer loyalty through customer satisfaction has a path coefficient of 0.539. The effect has a probability value (p-values) of  $0.000 < 0.05$ , meaning the quality of Service has a significant effect on customer loyalty through customer satisfaction in Laundry Medan.Com. This shows that the quality of service can increase customer loyalty through customer satisfaction in Laundry Medan.Com where with the better service received by consumers, the level of consumer satisfaction with the product will increase thus the community will return to using Laundry Medan.Com as a laundry service.

Service quality has a role in business and become one of the determining factors of customer loyalty. By providing service quality as much as possible will form loyalty which is an attitude and commitment to use these services in the future. With a high level of customer loyalty can reduce the tendency of customers to switch to other service providers [45]. However, to make loyal customers the company must increase customer satisfaction first which is the level of customer satisfaction with the experience of using the service [46]. With service quality that can meet customer expectations, it will cause a feeling of satisfaction so that it will create customer loyalty that is marked by using the service and recommending the brand to others [47][48][49].

### Effect Of Price On Customer Loyalty Through Customer Satisfaction

From the results of hypothesis testing analysis of the effect of price on customer loyalty through customer satisfaction has a path coefficient of 0.149. The effect has a probability value (p-values) of  $0.002 < 0.05$ , meaning the price has a significant effect on customer loyalty through customer satisfaction in Laundry Medan.Com. This shows that the price can increase customer loyalty through customer satisfaction on Laundry Medan.Com where at an affordable price and in accordance with the results produced, consumers are satisfied with the products received thus the consumer will return to use Laundry Medan.Com as a laundry service.

Price can also be said to be the exchange rate that can be equated with money or other goods for the benefit obtained from a good or service for a person or group at a given time. Consumer attitudes and actions towards a brand are determined by price, it must be adjusted to the benefits of a product [8][50][51]. Good prices make customers stay loyal to use even though some respondents still expressed dissatisfaction about the price given. But most customers are not so blame about the price that has been offered. The desire to buy consumers is something that is hidden in the hearts of consumers where no one can know what is desired and expected by consumers. Buying intention can be seen from consumer behavior and attitudes towards a product and these beliefs will also cause ups and downs in consumer buying interest.

### 5. CONCLUSION

Directly the quality of Service significantly affect customer loyalty Laundry Medan.Com in the city of Medan. Price directly significant effect on customer loyalty Laundry Medan.Com in the city of Medan. Directly consumer satisfaction significantly affect customer loyalty Laundry Medan.Com in the city of Medan. Directly the quality of Service significantly affect consumer satisfaction Laundry Medan.Com in the city of Medan. Price directly significant effect on consumer satisfaction Laundry Medan.Com in the city of Medan.

Indirectly, the quality of Service has a significant effect on customer loyalty through customer satisfaction Laundry Medan.Com in the city of Medan. Indirectly, the price has a significant effect on customer loyalty through customer satisfaction Laundry Medan.Com the city of Medan

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