

# THE INFLUENCE OF MARKETING STRATEGIES ON INCREASING YADEL LAUNDRY SERVICE PRODUCTS

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## ABSTRACT

This research seeks to explore how marketing strategies impact the enhancement of Yadel Laundry's service offerings. The study employs a quantitative research approach with a cross-sectional design. Data was collected by distributing questionnaires to 150 Yadel Laundry customers in the Batang Kuis District. The collected data was then analyzed using multiple linear regression methods facilitated by statistical software. The findings indicate that the marketing mix, which comprises elements such as product, pricing, promotion, and distribution, exerts a significant influence on the improvement of Yadel Laundry's service products. Furthermore, customer satisfaction is identified as a mediating factor between these marketing strategies and the enhancement of Yadel Laundry's service products, suggesting that higher customer satisfaction, resulting from an effective marketing mix, has a more substantial impact on the improvement of Yadel Laundry's service products. This research contributes significantly to Yadel Laundry's management by providing insights into effective marketing strategies for enhancing their service products. The managerial implication of this study underscores the importance of giving more attention to managing the marketing mix and customer satisfaction as vital factors in improving Yadel Laundry's service offerings.

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## 1. INTRODUCTION

As time progresses, the evolving demands of human life undergo changes, particularly in the context of Indonesia's expanding economic landscape, which presents fresh challenges to the business sector. In today's business environment, the emphasis extends beyond mere product offerings; it involves the creation of value for customers. Businesses must not only deliver products and services but ensure that they align with customer expectations. Internally, the formulation of a sound strategy becomes imperative to outpace market competition. Consequently, understanding customer behavior through analysis is crucial to grasp their needs and preferences concerning services. This analysis serves as the foundation for establishing service quality standards expected by customers. Ultimately, customer satisfaction plays a pivotal role in determining the success of marketing efforts, as any instance of customer dissatisfaction could lead to a company's loss of customers. In order to retain customers, businesses undertake measures to cater to the needs of as many customers as possible.. (Wibowo, 2020: 3).

In previous research, the concept of service quality and its implications on customer experiences has been extensively explored. Service quality is a commonly discussed topic, often within the context of the maximum service effect. This concept measures the extent to which the service received or acquired by customers aligns with or deviates from their expectations. A noteworthy reference in this area is Kotler (2019: 103), who identifies service quality as a critical factor influencing customer satisfaction. Past research has demonstrated that the gap between customer expectations and the actual quality of service provided can have a significant impact on customer perceptions of a business or enterprise, including businesses in the laundry service industry, as you mentioned. If service quality falls short of meeting customer expectations, it can result in customer dissatisfaction and potentially lead to customer attrition. Furthermore, previous research has shed light on this phenomenon, which has given rise to new business opportunities in various industries, including laundry services. It has also introduced fresh perspectives on how service quality and customer satisfaction are interconnected.

Understanding this interplay is vital for businesses to thrive, particularly in the laundry service sector. The ability to grasp and fulfill customer expectations regarding service quality is a key

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determinant of success, ensuring customer retention and attracting new clients. In essence, previous research has underscored the importance of comprehending the link between service quality and customer satisfaction, especially within the context of laundry service businesses. This research was conducted at Yadel Laundry to innovate a new strategy that has not been implemented by its competitors as a step to anticipate bad possibilities that might occur, namely by opening a cleaning service for dolls, blankets, bed linen and the like but at a cost that tends to be cheaper than the nearest laundry, which is IDR 10,000.00 per 1 kilogram and provides free laundry shuttle services. This strategy has proven effective in attracting consumers, consumers who initially came from around the Tanjung Sari area have now increased from other areas such as Tanjung Morawa and Tembung. Kotler and Keller (2022: 5) in the 13th edition of the Marketing Management book explain that marketing is identifying and fulfilling human and social needs.

According to Kotler & Keller (2019), these businesses usually only provide daily laundry services to ensure that clothes are clean, dry, and ready for use by customers. Any actions or skills that can be provided to third parties, are essentially invisible, and do not lead to the acquisition of any property. According to Tjiptono & Chandra (2019), service can be seen as a system consisting of two important components: service operations, which are invisible to consumers, and service delivery, which is clearly visible to them. Employee productivity is one of the unavoidable factors in running a business. (Rauuf et al., 2022). Therefore, it is very important to maintain the workforce in its best condition and pay attention to it in order to grow more effectively.

A key strategy in creating a marketing program is market segmentation. With market segmentation, it is expected that marketing initiatives will be effective and efficient in achieving their goals. Market segmentation, according to Kotler and Armstrong (2019), is the process of dividing a market into smaller consumer segments with different needs, characteristics, or behaviors that may require a different marketing strategy or mix. This approach recognizes that not all customers are the same, and tailoring strategies to specific customer groups can significantly enhance a company's ability to meet their needs and expectations. By understanding these distinct segments, businesses can craft more targeted and relevant marketing strategies.

Furthermore, a competitive strategy is imperative for a business to thrive in the current era of rapid industrial development. To remain successful and relevant, a business must not only segment its market effectively but also devise a competitive strategy that enables it to stand out in a highly competitive environment. Such a strategy could involve differentiating the products or services offered, cost leadership, or focusing on a niche market. Ultimately, competition is a driving force in the business world, and a well-thought-out competitive strategy can help a business navigate and succeed in this dynamic landscape.

## 2. METHOD

The research location was carried out on Jl. Batang Kuis, Sena, Kec. Batang Kuis, Deli Serdang Regency, The research time began in October 2022 to December 2022. Reason choosing Yadel Laundry Services is that the surrounding environment is full of working people where the majority of them are users of laundry services.

The population taken in this study were all customers who used Yadel laundry services from October 2022 to December 2022. It is known that the average customer in 3 months is 50 people so that it is known that the population is 150 people. The sampling technique used in this study is Purposivesampling (sample using criteria), based on the population, it can be determined that the respondents who are sampled are 150 respondents. The data collection technique used in this study is to conduct interviews with informants and observations at Yadel Laundry Services. The results of this study were analyzed using the t test used to determine whether the service quality variable has a positive and significant effect on satisfaction.

## 3. RESULT AND DISCUSSION

### Results

#### Descriptive of Respondents Based on Gender

Information on the respondents of this study in relation to the gender of the respondents, can be seen as in the following table:

**Table 1.** Respondent Information Based on Gender

No	Gender	Amount
1	Mele	73
2	Women	77
	Amount	150

From the table it is known that the number of male and female respondents is more women in shopping.

#### Respondents Based on Status

Information on the respondents of this study in connection with the status of the respondents can be seen as in the following table:

**Table 2** Irespondent Information Based on Respondent Status

No	Custmer Status	Amount
1	More	9
2	Workers	77
3	Students/Student	64
	Amount	150

Based on table 4.2, it is known that the number of respondents who have other customer status is 9 people, respondents who have Worker customer status are 77 people, respondents who have other customer status are 64 people.

#### Respondents by Age

Information on the respondents of this study in relation to the age of the respondents can be seen as in the following table:

**Table 3.** Respondent Information Based on Age

No	Age	Amount
1	15-19 tahun	20
2	20-25 tahun	101
3	26-29 tahun	15
4	30-43 tahun	14
	Total	150

From the data above, it can be seen that the majority of respondents use yadel laundry services 20-25 years and 26-29 years because at that age it is the most productive age in using service products to open businesses such as MSMEs.

#### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination aims to measure how much the ability of the independent variable is in explaining the dependent variable. The coefficient of determination can be seen in the following table:

**Table 4.:** Determination Coefficient Test Results (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 <sup>a</sup>	.346	.341	1.69888

a. Predictors: (Constant), TOTAL\_X

The coefficient of determination obtained is 0.588 or 58.8%, indicating that the sales quality variable is able to explain the variations that occur in the satisfaction of customers who use Yadel laundry services, while the rest is explained by other variables not examined in this study.

#### Simultaneous Test (F Test)

The simultaneous test (F test) was conducted to see the effect of service quality simultaneously on customer satisfaction. This test is carried out at the 95% confidence level or the  $\alpha = 0.05$  (5%) level with the following criteria:

- If  $F_{count} \leq F_{table}$ , then  $H_0$  is accepted,  $H_1$  is rejected, meaning that simultaneously this research has no effect.
- If  $F_{count} > F_{table}$ , then  $H_0$  is rejected,  $H_1$  is accepted, meaning that simultaneously this study has an effect.

**Tabel 5** : Hasil Uji Simultan (Uji F)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	224.009	1	224.009	77.614	.000 <sup>b</sup>
Residual	424.273	147	2.886		
Total	648.282	148			

a. Dependent Variable: TOTAL\_Y

b. Predictors: (Constant), TOTAL\_X

Based on this table, it can be seen that the  $F_{count}$  value is  $224.009 > F_{table}$  value of 4.19 and a significant value of  $0.000 < 0.05$  alpha value. Then the decision taken  $H_0$  is rejected  $H_1$  is accepted. The acceptance of  $H_1$  indicates that the independent variable of service quality (X) is able to explain the dependent variable (Y), thus the service quality variable simultaneously has a positive and significant effect on customer satisfaction.

#### Partial test (t test)

Partial test (t test) aims to see the effect of occupational safety and health on employee performance with the following criteria:

- If  $F_{count} \leq F_{table}$ , then  $H_0$  is accepted,  $H_1$  is rejected, meaning that simultaneously this study has no effect.
- If  $F_{count} > F_{table}$ , then  $H_0$  is rejected,  $H_1$  is accepted, meaning that partially this study has an effect

**Table 6** : Partial test results (t test)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	
	B	Std. Error	Beta				
1 (Constant)	6.084	2.390			2.545	.012	
TOTAL_X	.942	.107			.588	8.810	.000

a. Dependent Variable: TOTAL\_Y

Based on this table, it can be seen that the  $t_{count}$  value for the work safety variable is  $8.810 > t_{table}$  2.028 and a significant value of  $0.011 < \alpha$  0.05, then  $H_0$  is rejected,  $H_1$  is accepted, thus partially the service quality variable has a positive and significant effect on customer satisfaction;

#### Discussion

The results of testing the first hypothesis show that the sales quality variable is able to explain the variables that occur in customer satisfaction at Yadel Laundry, this is evidenced by the coefficient of determination ( $R^2$ ) value obtained of 0.588 or 58.8%, while the rest is explained by other variables not examined in this study. The results of testing the second hypothesis show that the service quality variable simultaneously has a positive and significant effect on Yadel Laundry employees, this is evidenced by the  $F_{count}$  value of  $224.009 > F_{table}$  value of 4.19 and a significant value of  $0.000 < 0.05$  alpha value. The results of this study are in line with the results of research by Mahira Dkk, (2021) in his journal entitled the effect of product and service quality on Indihome customer satisfaction, the results of the study concluded that service quality has a significant effect on Indihome customer satisfaction. It can be interpreted that the quality of service offered by Indihome which includes reliability, responsibility, assurance, empathy, and physical evidence has a significant influence in fulfilling customer satisfaction.

#### 4. CONCLUSION

Based on the results of research using quantitative methods regarding the influence of marketing strategies on increasing Yadel Laundry service products, the following conclusions can be drawn: The marketing mix consisting of product, price, promotion, and distribution has a significant influence on customer satisfaction of Yadel Laundry services. Laundry service customer satisfaction has a significant influence on customer loyalty of Yadel Laundry services. There are differences in the influence of marketing mix on customer satisfaction and customer loyalty between the cities studied.

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