

ANALYSIS OF CUSTOMER SATISFACTION LAUNDRY BUSINESS IN SIAK SRI INDRAPURA

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Article Information

Received: September 23, 2025

Revised: October 6, 2025

Online: December 1, 2025

Keywords

Customer Experience,
Trust, Service Quality, and
Customer satisfaction, Siak Sri
Indrapura

ABSTRACT

This research is based on the laundry service business which is currently developing rapidly. Laundry businesses must have certain strategies to be able to provide progress to their business because there are many competitors in the laundry services sector. Therefore, service quality is very influential in attracting customer satisfaction. The very rapid development of the business world has had an impact on the progress of the Laundry business, because currently only Laundry has developed a delivery service compared to other laundries in Siak Regency. The purpose of this research is to determine the influence of customer experience, trust and service quality on customer satisfaction at Laundry in Siak Regency. In this research, the sample consisted of 96 respondents using purposive sampling techniques. The data analysis used in this research is quantitative using the multiple linear regression method. Based on the results of simultaneous tests, it can be seen that the influence variables Customer Experience, Trust, and Service Quality together influence customer satisfaction at Laundry in Siak Regency. Then, partially, from this test it can be seen that the influence variables of Customer Experience, Trust, and Service Quality have a significant effect on Customer Satisfaction. The R square value obtained was 0.660 or equal to 60.6%, while the remaining 39.4% was influenced by other variables not studied.

INTRODUCTION

In today's increasingly competitive business world, companies must be able to provide a satisfying customer experience in order to survive and thrive. One of the rapidly growing industries in Indonesia is laundry services, which cater to the public's need for efficient and convenient clothing washing and care. The increasing economic needs of society demand that people increase their income, which inevitably requires them to be more efficient in utilising their time or working hours. The situation and conditions of the community's increasing busyness in Tualang District, as an effort to meet their living needs, leave them no time to complete domestic chores, especially washing and ironing clothes. Some people believe that washing and ironing take up a lot of time, and considering the opportunity cost, they use laundry services. This is what provides an opportunity for laundry services to grow. The time

it takes for the laundry service to finish the customer's clothes is also short; within just two days, the customer's clothes are packaged clean, neat, and fragrant.

Customer satisfaction can be measured and the factors influencing it can be analysed. This measurement will be useful for companies to know their weaknesses and cover them by improving their strengths. Some of these factors include: (1) product quality; (2) service; (3) sales activities; and (4) company values. According to Indrasari (2019), customer satisfaction has the following indicators: (1) Meeting expectations; (2) Willingness to revisit; (3) Willingness to recommend.

Customer experience is defined as the experience a consumer has, both directly and indirectly, regarding the service process, the company, its facilities, and how a consumer interacts with the company and other consumers. Customer experience is also defined as the direct and indirect experiences of the service process, organisation, facilities, and how customers interact with the company's services and other customers, ultimately creating cognitive, emotional, and behavioural customer responses and memorable experiences.

There are several indicators of customer experience, (1) Sense; (2) Feel; (3) Think; (4) Act; (5) Relate. It can be concluded that consumer shopping experience is a series of memorable personal interactions a consumer has when interacting with a product, company, or representative, leading to either positive or negative reactions. Feelings of satisfaction or disappointment are the result of comparing consumer expectations with the product offered.

Trust is a source of strength that drives and influences customers, stemming from the willingness to increase customer trust and also fulfil promises made to meet consumer expectations. Consumer trust has indicators : (1) Benevolence (sincerity or genuineness); (2) Ability; (3) Integrity; (4) Willingness to depend.

According to experts, Service Quality refers to a company's capacity to satisfy the desires and wants of consumers mentioned in this study, and that customers meet their expectations. As for the service quality indicators according to (Tjiptono 2019), they are: (1) Reliability; (2) Responsiveness; (3) Assurance; (4) Empathy; (5) Tangibles.

A laundry business can be started at home without the need to rent a special space, thus minimising operational costs. This makes a laundry business an attractive option for those who want to start a business with limited capital.

Additionally, laundry work can be done flexibly, making it a profitable side job for those with free time or who want to earn extra income. However, it's important to remember the importance of having an official business permit and complying with applicable regulations.

Although most laundry businesses in the area do not have official permits, it is still necessary to ensure the sustainability of legal and reliable businesses. According to sources the author obtained, there are 42 laundry businesses in Siak Regency that have official permits.

Laundry businesses are classified as micro, small, and medium enterprises (UMKM) because they are characterised by small capital and modest profits. According to data from the Siak Regency Central Bureau of Statistics (BPS), the number of MSMEs has increased significantly. In 2020, there were 788 UMKM in Siak Regency registered with the Siak Regency BPS (Siak Regency BPS, 2025).

METHODS

This research was conducted at several laundries in Siak Regency. Based on the issues raised in this study, the researcher used a quantitative method. The type of research used was quantitative, which is a research method for experimental and survey research with data collection methods such as questionnaires.

As for the data in this study, both primary and secondary data were used. The data collection technique in this study was carried out using a questionnaire. The population in this study is consumers who use laundry services in Siak Regency. The characteristic set for this study to select the sample is laundry consumers in Siak Regency. Based on this consideration, the criteria for selecting the sample in this study are: Consumers who use laundry services and live in Siak City.

The analysis method used in this study is multiple linear regression analysis, which is an analysis to test the influence of two or more independent variables on the dependent variable. This method uses several tests to determine the influence of the independent variables on the dependent variable, including Validity Test, Reliability Test, Classical Assumption Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Autocorrelation Test, Multiple Regression Analysis, Hypothesis Test, Partial Test (T-test), Simultaneous Test (F), and Determination Test (R²).

RESULTS

REGSESI LINIER BERGANDA

Table I
Hasil Regresi Linier Berganda

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Tolerance	VIF
		B	Std. Error	Beta				
1	<i>(Constant)</i>	.277	.257		1.080	.283		
	<i>Customer Experience</i>	.371	.097	.342	3.838	.000	.464	2.155
	<i>Trust</i>	.230	.098	.245	2.340	.021	.338	2.958
	<i>Service Quality</i>	.327	.095	.322	3.422	.001	.416	2.404

Multiple Regression Equation: $Y = a + b_1.x_1 + b_2.x_2 + b_3.x_3 = 0.277 + 0.371X_1 + 0.230X_2 + 0.327X_3$
The meaning of the multiple linear regression equation model above is:

1. Constant (Intercept) = 0.277 → If all independent variables are zero, customer satisfaction is estimated to be 0.277.

2. Regression Coefficients: a) Customer Experience (0.371): For every 1-unit increase in customer experience,

a) customer satisfaction will increase by 0.371, assuming other variables remain constant.

b) Trust (0.230): For every 1-unit increase in trust, customer satisfaction will increase by 0.230.

c) Service Quality (0.327): For every 1-unit increase in service quality, customer satisfaction will increase by 0.327.

3. Significance Analysis If Sig. < 0.05 → the variable has a significant effect, and vice versa. If Sig. ≥ 0.05 → the variable does not have a significant effect.

a) Customer Experience: Coefficient = 0.371, Sig. 0.000 → Significant, meaning customer experience significantly influences customer satisfaction.

b) Trust: Coefficient = 0.230, Sig. 0.021 → Significant, meaning trust also significantly influences customer satisfaction.

c) Service Quality: Coefficient = 0.327, Sig. 0.001 → Significant, meaning service quality has a significant influence on customer satisfaction.

Conclusion: All independent variables (Customer Experience, Trust, and Service Quality) have a significant influence on Customer Satisfaction because their respective sig values are < 0.05 . In other words, the better the customer experience, the higher the level of trust, and the better the service quality, the higher the customer satisfaction.

Partial Test Result

Table II
Partial Test Results (T-test)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.277	.257		1.080	.283		
	Customer Experience	.371	.097	.342	3.838	.000	.464	2.155
	Trust	.230	.098	.245	2.340	.021	.338	2.958
	Service Quality	.327	.095	.322	3.422	.001	.416	2.404

Based on the data above, it can be concluded that:

1. Customer Experience ($3.838 > 1.986$, Sig. = 0.000) → Significant → This means that the better the Customer Experience, the higher the Customer Satisfaction.
2. Trust ($2.340 > 1.986$, Sig. = 0.021) → Significant → This means that the higher the Customer Trust, the higher the Customer Satisfaction.
3. Service Quality ($3.422 > 1.986$, Sig. = 0.001) → Significant → This means that the better the

Service Quality, the higher the Customer Satisfaction.

Because all $T_{hitung} > T_{tabel}$, H_0 is rejected, meaning all variables significantly influence Customer Satisfaction.

Simultan Test (Uji F)

Table III
Simultan Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	10.949	3	3.650	59.567	.000 ^b
	Residual	5.637	92	.061		
	Total	16.586	95			

Significance value < 0.05 F-calculated value $>$ F-table F-table value = 2.70 (from the F-distribution table) From the table above, the F value = 59.567 and the significance (Sig.) = 0.000

Based on the calculation results, $\text{Sig.} = 0.000 < 0.05$ and $F_{\text{hitung}} 59.567 > F_{\text{tabel}}$ value 2.70 were obtained, so the alternative hypothesis (H_a) is accepted, meaning that Customer Experience, Trust, and Service Quality together have a significant effect on Customer Satisfaction.

Coefficient of Determination Test (R^2)

Table IV
Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	<i>R Square</i>	<i>Adjusted R Square</i>	Std. Error of the Estimate
1	.812 ^a	.660	.649	.2475

Based on the table above, the R-Square value is 0.660 or 66%. This indicates that the regression model has a fairly strong predictive power.

So it can be concluded that factors such as customer experience (X_1), trust (X_2), and service quality (X_3) play a significant role in influencing customer satisfaction by approximately 66%. The remaining 34% is explained by other factors outside the model.

*) R^2 value = 0.00 - 0.19 → Very weak relationship R^2 value = 0.20 - 0.39 → Weak relationship R^2 value = 0.40 - 0.59 → Moderate relationship R^2 value = 0.60 - 0.79 → Strong relationship

DISCUSSION

1. The Influence of Customer Experience (X_1) on Customer Satisfaction (Y)

Based on the research interpretation results shown in Table 5.19 through Partial Test (T-test), the calculated T value is 3.838, while the T-table value is 1.986, so $T_{\text{hitung}} 3.838 > T_{\text{tabel}} 1.986$ and the significance is $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted, meaning that Customer Experience has a partial and significant influence on Customer Satisfaction in Laundry Businesses in Siak Sri Indrapura.

Customer experience is defined as a personal event that arises in response to various stimuli. In every moment of life, experience involves all aspects of the individual. Therefore, marketers need to create an environment that aligns with customer needs and desires. By providing the right experience, consumers can feel the sensation or difference in the products and services offered.

This aligns with the research (B. P. Septian & Handaruwati, 2021) titled "The Influence of Customer Experience on Consumer Satisfaction with Local Culinary Product Soto Mbok Geger Pedan Klaten." The research found that customer experience significantly influences customer satisfaction, with a T-statistic of 6.512, which is greater than the T-table value of 1.985, and a significance level of $0.000 < 0.05$. Therefore, it can be concluded that the customer experience variable significantly influences customer satisfaction.

2. The Influence of Trust (X_2) on Customer Satisfaction (Y)

Based on the results of the research interpretation through the Partial Test (T-test), the calculated T value is 2.340, while the T-table value is 1.986, so the calculated T value $2.340 > T\text{-table } 1.986$ and the significance value is $0.021 < 0.05$. Therefore, H_{02} is rejected and H_{a2} is accepted, meaning that the Trust variable has a partial and significant effect on Customer Satisfaction in the Laundry Business in Siak Sri Indrapura.

Trust is one aspect of consumer behaviour that influences their decision to consume a product, ultimately impacting their sense of trust and satisfaction. Trust can be defined as the confidence that exists between two parties, where each can be relied upon to meet expectations within the relationship (Han & Hyun, 2015). This research aligns with (Latifah et al., 2020) in their study titled "The Influence of Perceived Usefulness and Trust on Consumer Satisfaction in E-Commerce Shopee." Through the Partial Test (T-test), the calculated T-value (Thitung) is 4.173, which is greater than the table T-value (Ttabel) of 1.99. Therefore, it can be concluded that consumer satisfaction can increase with the trust of its users.

3. The Influence of Service Quality (X3) on Customer Satisfaction (Y)

Based on the results of the research interpretation through Partial Test (T-test), the calculated T value is 3.422, while the T-table value is 1.986, so $Thitung\ 3.422 > T\text{tabel } 1.986$ and the significance is $0.001 < 0.05$. Therefore, H_{03} is rejected and H_{a3} is accepted, meaning it can be concluded that service quality has a partial and significant effect on customer satisfaction with laundry businesses in Siak Sri Indrapura.

Quality, as the overall features and characteristics of a product or service that depend on its ability to meet both stated and implied needs, explains that service quality can be defined as the comparison between customers' perceptions of the service they receive and the service they expect. The higher the quality of service provided, the greater the level of customer satisfaction, which can ultimately support higher prices and often reduce operational costs (Putri et al., 2021).

This aligns with the research (Ismail & Yusuf, 2021) titled "The Influence of Service Quality on Customer Satisfaction at the Indihome Office in Gegerkalong, Bandung City," which shows that customer satisfaction is significantly and partially influenced by service quality. This result is based on a calculated T-value of $13.422 > \text{a table T-value of } 1.991$.

Conclusion

Based on the research conducted by the researcher titled "The Influence of Customer Experience, Trust, and Service Quality on Customer Satisfaction in Laundry Businesses in Siak Sri Indrapura," the following conclusions can be drawn:

1. Customer Experience partially and significantly positively influences Customer Satisfaction in Laundry Businesses in Siak Sri Indrapura, as evidenced by the Thitung data processing results (3.838 with a sig value of $0.000 < 0.05$).
2. Trust partially and significantly positively influences Customer Satisfaction in Laundry Businesses in Siak Sri Indrapura, as evidenced by the Thitung data processing results (2.340 with a sig value of $0.021 < 0.05$).
3. Service Quality partially and significantly positively influences Customer Satisfaction in Laundry Businesses in Siak Sri Indrapura, as evidenced by the Thitung data processing results (3.422 with a sig value of $0.001 < 0.05$).

4. Based on the calculation of the Coefficient of Determination (R^2), the R-squared value is 0.660 or 60.6%. This indicates that the contribution of the Customer Experience, Trust, and Service Quality variables to Customer Satisfaction is 60.6%, while 39.4% is influenced by other variables outside the model.

Suggestions

Here are some suggestions that can be implemented in the future:

1. Improved Customer Experience

From the Customer Experience variable, it shows that the experience perceived by consumers is already good. The research results indicate that customer experience influences customer satisfaction in Laundry Businesses in Siak Sri Indrapura. Therefore, companies can further enhance customer experience by providing more personalised service, serving with greater friendliness, smiles, and responsiveness. Additionally, with improved customer experience, their satisfaction levels are expected to increase as well.

2. Strengthening Customer Trust

From the Trust variable, it shows that consumer trust in laundry businesses in Siak Sri Indrapura is also good, but it would be even better if staff were educated to respond in a way that demonstrates they care about customer trust. Then, for the indicator with the lowest value, which is the integrity of Laundry Businesses in Siak Sri Indrapura, they can evaluate it. As for the form of evaluation that can be done by Laundry Businesses in Siak Sri Indrapura, one of them is displaying a clear and easy-to-read price list on-site.

3. Service Quality Improvement

Good service quality, especially in terms of safety and reliability, is a factor that influences customer satisfaction. To improve service quality, laundry businesses in Siak Sri Indrapura need to ensure that every item of clothing washed is returned in good condition without damage or loss. Additionally, companies can implement stricter standard operating procedures (SOPs) for handling customer clothing and offer service guarantees in case of errors during the washing process. This can ultimately increase customer satisfaction with the services provided.

4. Increased customer satisfaction

Customer satisfaction plays a crucial role in a business. Therefore, laundry businesses in Siak Sri Indrapura need to ensure transparency in their services, for example, by attaching names with staples to each customer's clothes to prevent them from being mixed up with other customers' items. With increasing customer satisfaction, it is expected that their loyalty level will also be higher.

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