



## THE EFFECT OF BRAND IMAGE AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF NATAZA LAUNDRY CUSTOMERS

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### Abstract

**Purpose:** Aims to investigate the influence of brand image and service quality on customer satisfaction among customers of Nataza Laundry Pandan Branch, focusing on both partial and simultaneous effects, as well as identifying which variable has the most dominant impact.

**Research Methodology:** A quantitative descriptive method was employed, utilizing a sample of 59 respondents who are customers of Nataza Laundry Pandan Branch. Data were collected through questionnaires. The analysis involved validity and reliability tests, classical assumption tests, multiple linear regression, and determination coefficient tests, alongside partial (t) and simultaneous (F) tests.

**Results:** The findings indicate that both brand image and service quality significantly affect customer satisfaction. The simultaneous test showed  $F_{cal} \geq F_{tabel}$  ( $52.075 \geq 3.16$ ), confirming a collective influence. For partial effects, brand image (X1) had a coefficient of 0.451, while service quality (X2) had a coefficient of 0.395, both with significance values  $< 0.05$ , indicating a positive and significant impact on customer satisfaction.

**Limitations:** The study is limited to the Nataza Laundry Pandan Branch and may not be generalizable to other contexts or locations. The sample size, though adequate for this analysis, may not capture broader customer perspectives.

**Contribution:** This research contributes to understanding the factors influencing customer satisfaction in the laundry service industry, providing insights for businesses to enhance their brand image and service quality.

**Keywords:** Brand Image, Service Quality, Customer Satisfaction



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### 1. INTRODUCTION

Along with the development of the current era, one of the city dwellers' lifestyles is washing clothes in places of worship or known as Laundry. The rise of Laundry services in this big city is a necessity for city people to ease household chores, especially for women. However, due to time constraints, the solution is to use Laundry services. Along with the development of portability in human life, many changes have occurred in human life activities as a whole (Gita Kurniawati, et al. 2019). The trend of following a fast-paced lifestyle makes

people prefer to save time. Laundry business is a business that is currently being developed by many people. With a sufficient capital of a chair and a place of business, as well as a strategic location, you can start a laundry business. Laundry is one of the service providers for those who always want a cheaper and more practical life. Optimally managed laundry businesses can experience rapid development, especially if they are able to provide maximum service to customers with the benefits received by customers, especially in terms of the quality of the laundry results, punctuality, and friendliness of the service party, so that customers will use laundry services continuously (Derwi Sartika, et al. 2020).

Along with the ease of washing clothes, many parties want to enter the laundry business sector. They think that the laundry business is considered a business opportunity that can provide tempting profits. The competition for laundry services per kilo is currently very competitive. Where service providers no longer force customers to always buy their products, because customers will come by themselves to use their own laundry kiloan services. In addition, information technology is increasingly developing, and the emergence of many laundry kiloan service providers in the market has made customers increasingly critical and careful in using their own laundry services. In order to maintain market share, service providers must first understand the needs and desires of customers. Laundry kiloan service providers must also develop a system of understanding how customers actually make purchases and post-use behavior for laundry kiloan services. Will they make repeat purchases or will they only stop at the first use. One of the key strategies to win this business competition is to increase the brand image or the image of the brand itself to customers. Because potential market share can be achieved with a positive image from the brand itself.

Laundry in the city of Cirerbon has been booming in recent years, there are many laundry service businesses that are growing rapidly. One of the production activities of its services in the field of laundry services per kilo in the city of Cirerbon is Nataza Laundry which was established on May 18, 2020 and is located at Jalan Klayan Gang Pandan No. 26 Kaburpatern Cirerbon.

Table 1. Competitor Data Nataza Laundry

<b>LaundryName</b>	<b>Price</b>	<b>Address</b>
Nataza Laundry	Rp 8000,-/kg	Jl. Moh. Toha No. 36, Kota Cirebon
Mas Laundry	Rp 7000,-/kg	Jl. Raya Cirebon No. 46 Klayan, Kab. Cirebon
Simple Laundry	Rp 8000,-/kg	Jl. Sunan Gn. Jati No. 57, pasindangan, Kab. Cirebon

Source: Nataza Laurndry, Mas Laurndry and Simpler Laurndry, March 2024

The table above shows the brands and competitive prices set by Nataza Laurndry. The price set by Mas Laurndry is IDR 7,000/kg, and Simpler Laurndry sets a price of IDR 8,000/kg. The price set by Nataza Laurndry is the same as Simpler Laurndry, but different from the price set by Mas Laurndry. Therefore, in order to attract the attention of customers from Laurndry's other business competitors, Nataza Laurndry must provide services that are different from the competition to Laurndry's customers by applying the 3S system (Greetings, Greetings and Greetings) to Laurndry's customers.

Table 2. Customer Complaints

No	Types of Complaints	Handling
1	Estimated laundry pick-up time	Improve service quality
2	Neatness of clothing packaging	Improve clothing packaging methods
3	Fragrance level of clothing	Communicate with customers whether they want to use perfume or not

Source: Nataza Laundry, 2024

The table above explains three common complaints from customers about Nataza Laundry. These complaints are caused by several factors, including limited manpower, employees who generally lack understanding of proper packing techniques, and some customers requesting that perfume not be used, while others request that perfume be used more frequently. Therefore, Nataza Laundry will strive to provide quality service. Nataza Laundry provides services that its competitors do not have by using modern machines and quality components. The service provided is also competitive with other laundries, so customers often choose to use Nataza Laundry. The following are the types of services provided by Nataza Laundry:

Table 3. Laundry Kilograms

No	Types of Laundry	Price
1	Express (6 jam)	Rp 15.000,-/kg
2	Reguler (1 hari)	Rp 8000,-/kg
3	Reguler (2 hari)	Rp 7000,-/kg

Source: Nataza Laundry, 2024

The table above indicates that laundry by the kilo is one of the most frequently used services by customers, ranging from Rp 7,000 to Rp 15,000.

Table 4: Laundry per kilo

No	Laundry Type	Price
1	1 Suit	Rp 45.000,-
2	Long Dress	Rp 40.000,-
3	Work Wear	Rp 15.000,-
4	Leather Jacket	Rp 35.000,-
5	Cloth Jacket	Rp 18.000,-
6	Batik Dress	Rp 17.000,-
7	Gown	Rp 25.000,-
8	Hat	Rp 10.000,-
9	Canvas Serpa	Rp 35.000,-

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8	Hat	Rp 10.000,-
9	Canvas Serpa	Rp 35.000,-
10	Kurlit Serpa	Rp 45.000,-
10	Bag	Rp 25.000,-
11	Carpet	Rp 12.500/m
12	Small doll	Rp 10.000,-
13	Serdang doll	Rp 20.000,-
14	Large doll	Rp 30.000,-
15	Curtain	Rp 15.000,-/pcs
16	Serdang cover	Rp 30.000,-
17	Large cover	Rp 35.000,-

Source: Nataza Laundry

The table above indicates that laundry service is a service provided by Nataza Laundry for customers who only want to wash their laundry and specifically care for their clothes and other items. Laundry care services vary from laundry by the kilo. Prices for laundry services range from Rp 10,000 to Rp 45,000.

Based on the table above, Nataza Laundry offers services that are commensurate with the benefits received by customers. As the business grows, the number of Nataza Laundry customers has increased due to the increasing competition in the laundry market. Therefore, Nataza Laundry must further improve the quality of its service to ensure customer satisfaction.

Table 5. reasons why Nataza Laundry is failing

No	Advantages
1	Provides a laundry pick-up and drop-off service
2	Free laundry delivery within a maximum distance of 1 km
3	Clean, neat, and fragrant clothes
4	Affordable prices
5	Sufficient facilities, such as a clean shop, CCTV, air conditioning, fans, and adequate lighting
6	Friendly and responsible service.
7	We clean items other than clothing, such as carpets, shoes, helmets, and more.

Source: Nataza Laundry, March 2024

The table 5 above indicates that Nataza Laundry's efforts to improve customer convenience and service quality are evident in the policies promised above. All of these policies ultimately provide excellent service to Nataza Laundry customers. Nataza Laundry prioritizes quality service so that customers will want to make repeat purchases based on the services provided.

Table 6. Customer Number Data from January to April 2024

Month	Female	Male
January	26	5
February	24	5
March	25	3
April	49	6
Total	<b>124</b>	<b>19</b>
	<b>143 People</b>	

Source: Owner of Nataza Laundry, Pandan Branch, 2024

The table above shows the number of Nataza Laundry customers from January to April 2024, with a total of 124 female customers and 19 male customers, for a total of 143 customers.

Branding plays a crucial role for a company because it can identify the services or products it offers. Furthermore, branding is a medium used by the company to present a series of important matters to customers. This creates an emotional bond between the company and its customers. For companies, a brand is a part of a product that adds value to a product, as a brand is no longer just a name; it becomes a company asset.

According to Schiffman and Kanurk (2013), brand image is a long-lasting perception, formed through experience, and relatively consistent. Therefore, customers' attitudes and actions toward a brand image are a crucial factor in encouraging customers to purchase a product. According to Tjiptono (2005), brand image is a description of customers' associations and beliefs about a particular brand. The brand image itself has a meaning similar to the image structure of the brand. According to Kerr (2000), every product sold on the market has its own image in the eyes of its customers, deliberately created by marketers to differentiate it from competitors. Brand imagery is considered a type of assumption that arises in the minds of customers when they recall a particular brand structure. This assumption can simply arise in the form of a conflicting thought or image associated with a brand structure, just as when someone thinks about another person. According to Kotler and Armstrong (2001), the interpreter is the customer, and the interpreted is information. Image information can be seen from the logo or symbol used by a company to represent its product. While these symbols and logos are not merely a distinguishing feature from competitors, they can also reflect the company's character and vision and mission.

In the business world, especially in the service sector, customer satisfaction is a dominant and crucial factor in maintaining and growing a company. Companies that fail to satisfy their customers will face more complex problems due to the impact of bad word of mouth. Typically, an unsatisfied customer will tell 11 other people about their bad experience (Kotler, 2002). If each of these 11 people relays the information to others, the bad news can grow exponentially. Imagine the enormous losses that result from failing to meet customer expectations. Therefore, every service provider must plan, organize, implement, and control a quality system in such a way that the service can satisfy its customers. Satisfaction is the level of feeling of a customer or service user and after comparing the reality of the results/performance felt with expectations

and perceptions of the service. The level of satisfaction is a function of the difference between the performance felt and expectations. If the performance is below expectations, the customer will feel dissatisfied. If the performance matches expectations, the customer will be satisfied and if the performance exceeds expectations, the customer will be very satisfied (Kotler, 2002).

Customer satisfaction is a customer's response to a discrepancy between their perceived level of importance and the actual performance they perceive after use (Rangkurti, 2017). Customer satisfaction is influenced by perceptions of service quality, product quality, price, and other personal and situational factors. Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception of the product's performance (result) with their expectations (Tjiptono, 2014). Customer expectations will be conflicted by past experiences, comments from relatives, and promises and information from marketers and competitors. Loyal customers will stay longer, be less price-sensitive, and provide favorable reviews about the company.

Service is the act or action of a person or organization to provide satisfaction to customers. Service is a product offered and delivered to customers that provides both tangible and intangible benefits (Tjiptono, 2014). The quality of service is a key factor in how service companies can remain competitive by consistently providing services of higher quality than their competitors. The quality of a service product depends on the quality and integrity demonstrated by the service provider, whether it aligns with customer expectations and desires (Surpranto, 2011).

According to Tjiptono (2012), paying attention to the quality of service provided to customers will improve the quality of customer satisfaction measured in any context. This is in line with research conducted by Wijayanto (2015), Saidani and Samsurl (2012), Normasari, Srikandi, and Andriani (2013), Sermbiring, Surharyono, and Andriani (2014), and Prasastono and Sri (2012), which states that there is an influence between service quality and customer satisfaction.

According to Lurpiyadi and Hamdani (2006), in determining customer satisfaction, there are four primary factors that companies must consider: first, product or service quality, which is the brand image. Brand Imager can change customer expectations, if it turns out that the Brand Imager is lower than customer perception, so that customer satisfaction is lower if the Brand Imager is low. Kerdura, a price structure that has the same quality and provides high value to its customers. Third, the convenience of the procedure, customers will feel satisfied if they receive service that is safe and feels comfortable. The fourth is customer loyalty, where customers will feel proud if they have high loyalty.

There are five relevant elements that explain service quality, known as service quality, namely: responsiveness, tangibles, reliability, assurance, and empathy (Parasurman, Zerithaml, & Berry, 1998). Realizing the importance of service quality and brand image in maintaining customer loyalty, Nataza Laundry, with all its limitations, tries to design an appropriate marketing strategy to achieve its desired target. Based on the explanation above, the researcher's desire to conduct research on Brand Imager and service quality on Nataza Laundry customers. The researcher chose Brand Imager and service quality on customer satisfaction because Brand and service are very influential on customer satisfaction, where a person's satisfaction will be reduced if the customer interacts with the place where they buy or use the services and products, the service is very good, high quality and satisfying for the customers who use Laundry services. Meanwhile, Brand Imager is, the researcher differentiates the

Brand's character from other competitors. The use of the brand itself reflects the identity of the product or service offered by the seller.

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1. Literature Review

#### *Brand Image*

Brand image is a key factor in consumer behavior, influencing their perceptions and decisions. Schiffman and Kanuk (2013) define brand image as a long-lasting perception created through experiences and associations consumers have with a brand. Tjiptono (2005) emphasizes that brand image encompasses the beliefs and associations consumers make regarding a brand's identity, which can significantly affect their purchasing behavior.

#### *Service Quality*

Service quality is vital in determining customer satisfaction and loyalty. According to Tjiptono (2014), the quality of service involves the extent to which it meets customer expectations. Parasuraman et al. (1998) identified five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. High service quality leads to positive customer experiences, which in turn enhances customer satisfaction.

#### *Customer Satisfaction*

Customer satisfaction reflects the customer's feelings regarding the difference between their expectations and the actual performance they perceive after using a service (Kotler & Keller, 2009). Satisfactory experiences lead to repeat purchases and customer loyalty, making it a crucial aspect for businesses to monitor and improve.

### 2.2. Hypothesis Development

A customer's perception or image of a brand or product is referred to as the brand image. This includes aspects such as brand reputation, associations with the brand, visual impressions, user experience, and brand value. Customers' perceptions and interactions with a brand are influenced by the brand image and can impact their purchasing decisions.

The level of customer satisfaction with a business or organization's services is referred to as the quality of its service. This encompasses the physical aspects of the service provided, as well as aspects such as service reliability, responsiveness to customer complaints, promptness in responding to problems, and empathy. Business relationships with customers can be strengthened by consistently providing the best service.

The extent to which a business relationship's products or services meet customers' expectations is known as customer satisfaction. This is an important indicator in this study because customer satisfaction can be a good indicator of long-term business success, brand recommendations, and customer satisfaction. Customers will be more loyal, recommend the brand to others, and increase the brand value through repeat purchases and long-term loyalty when they are satisfied with their experience using the brand. Based on the explanation above, the framework of this study can be described as follows:

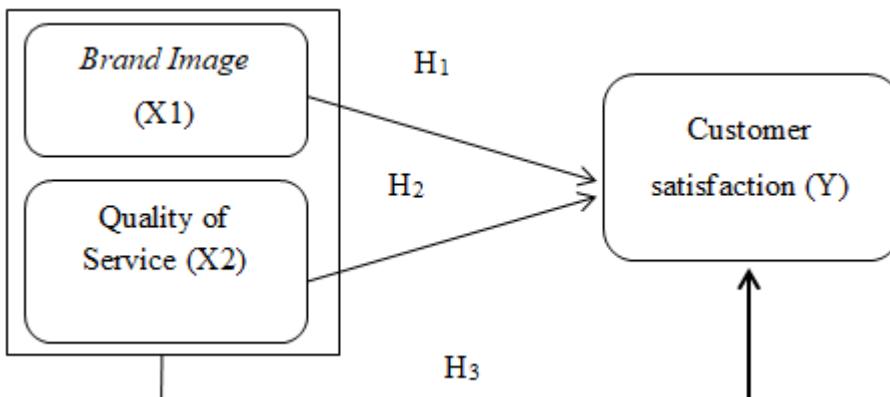


Figure 1. Research framework

According Surgiyono (2012) "Hypothesis is a temporary answer to the formulation of a research problem, where the formulation of the research problem has been stated in a series of question sentences". Based on the formulation of the problem that has been stated, the hypothesis of this research can be formulated as follows:

1. **Hypothesis 1 (H1):** Brand image has a positive and significant effect on customer satisfaction. This is supported by the notion that a strong brand image enhances customer trust and loyalty.
2. **Hypothesis 2 (H2):** Service quality has a positive and significant effect on customer satisfaction. The higher the service quality, the more likely customers are to feel satisfied with their experience.
3. **Hypothesis 3 (H3):** Brand image and service quality have a simultaneous positive effect on customer satisfaction. This suggests that both factors work together to enhance the overall customer experience and satisfaction levels.

### 3. RESEARCH METHODOLOGY

#### 3.1. Research Design

This study employs a survey-based methodology to investigate the influence of brand image and service quality on customer satisfaction at Nataza Laundry, Pandan Branch. This approach allows for the collection of quantitative data from a defined population, enabling statistical analysis of the relationships between variables.

#### 3.2. Materials

##### Questionnaire Development

A structured questionnaire was developed to gather data from respondents. The questionnaire consisted of three sections:

1. Demographic Information: This section collected data on age, gender, and occupation of the respondents.
2. Brand Image: This section included statements measuring perceptions of Nataza Laundry's brand image, using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).
3. Service Quality: This section evaluated the quality of service provided by Nataza Laundry, also using a Likert scale.
4. Customer Satisfaction: This section assessed overall satisfaction with the services received.

### ***Tools and Software Used***

1. Data Collection Tool: Google Forms was utilized for distributing the questionnaire to respondents, facilitating easy access and response collection.
2. Statistical Software: IBM SPSS Statistics (version 25) was used for data analysis, including validity tests, reliability tests, and regression analysis.

### ***3.3. Methods***

#### ***Sample Selection***

The target population for this study consisted of customers who had used the services of Nataza Laundry within the last three months. A total of 59 respondents were selected using convenience sampling to ensure a manageable sample size for analysis.

#### ***Data Collection Procedure***

1. Questionnaire Distribution: The questionnaire was disseminated electronically via Google Forms to ensure broad accessibility.
2. Response Collection: Responses were collected over a period of two weeks, during which reminders were sent to participants to encourage participation.

#### ***Data Analysis***

The collected data was analyzed using SPSS software. The following analyses were performed:

1. Descriptive Statistics: To summarize demographic data.
2. Validity and Reliability Tests: Conducted using Cronbach's Alpha to ensure the questionnaire's consistency and accuracy.
3. Regression Analysis: Utilized to test the proposed hypotheses regarding the relationships between brand image, service quality, and customer satisfaction.

### ***3.4. Research Conditions and Assumptions***

#### ***Research Conditions***

1. Participants were informed about the purpose of the study and assured of the confidentiality of their responses.

2. The study was conducted in Cirebon, Indonesia, focusing on the specific conditions of the local laundry service market.

## ***Assumptions***

1. It was assumed that respondents would provide honest and accurate responses to the questionnaire.
2. The study operates under the assumption that brand image and service quality are significant determinants of customer satisfaction in service-based industries.

## ***Theoretical Framework***

This research is grounded in the theories of service quality and customer satisfaction as outlined by Tjiptono (2014) and Kotler & Keller (2009). The conceptual framework posits that both brand image and service quality contribute to customer satisfaction, forming the basis for hypothesis development. By following this methodology, future researchers can replicate the study under similar conditions, using the same tools and analytical processes to validate or challenge the findings.

## **4. RESULTS AND DISCUSSIONS**

### ***4.1. Results***

#### ***Descriptive Statistics***

The demographic profile of the 59 respondents revealed the following:

1. **Gender:** 29% male and 71% female, indicating a higher engagement of female customers at Nataza Laundry.
2. **Age:** The majority of respondents (42%) were aged over 35 years, followed by 37% in the 20-25 age bracket. This suggests that Nataza Laundry appeals to a diverse age group, particularly adults.
3. **Occupation:** A significant portion of respondents were students (29%) and private employees (27%), highlighting the laundry service's accessibility to working individuals and students.

#### ***Validity and Reliability***

The validity analysis using Cronbach's Alpha yielded values greater than 0.70 for all constructs:

1. **Brand Image:** 0.924
2. **Service Quality:** 0.929
3. **Customer Satisfaction:** 0.909

These results indicate that the questionnaire is highly reliable and suitable for measuring the constructs effectively.

## ***Regression Analysis***

Multiple regression analysis was performed to evaluate the influence of brand image and service quality on customer satisfaction. The regression equation derived from the analysis is:

$$Y=2.754+0.202X1+0.224X2$$

Where:

1. Y= Customer Satisfaction
2. X1 = Brand Image
3. X2 = Service Quality

The results showed:

1. A significant positive effect of brand image ( $\beta = 0.202$ ,  $p < 0.01$ ) on customer satisfaction.
2. A significant positive effect of service quality ( $\beta = 0.224$ ,  $p < 0.01$ ) on customer satisfaction.

## ***Coefficient of Determination ( $R^2$ )***

The  $R^2$  value was found to be 0.650, indicating that 65% of the variance in customer satisfaction can be explained by the independent variables (brand image and service quality). This strong correlation suggests that improving these factors can lead to enhanced customer satisfaction.

## **4.2. Discussions**

### ***Influence of Brand Image***

The findings corroborate existing literature indicating that brand image significantly influences customer satisfaction. Schiffman and Kanuk (2013) emphasize that a positive brand image fosters trust and loyalty among consumers. In the context of Nataza Laundry, respondents' high scores on brand image indicate that perceptions of reliability and quality strongly correlate with their satisfaction levels. This aligns with Tjiptono's (2005) assertion that brand image shapes consumer attitudes and behaviors.

### ***Impact of Service Quality***

Service quality emerged as a critical determinant of customer satisfaction, consistent with Tjiptono (2014), who posits that high-quality service leads to positive customer experiences. The significant positive effect of service quality ( $\beta = 0.224$ ) suggests that factors such as responsiveness, reliability, and empathy significantly enhance customer satisfaction. For instance, the study found that customers who perceived high levels of service quality were significantly more satisfied, indicating that Nataza Laundry's commitment to quality service is a vital factor in retaining customers.

## ***Combined Effect on Customer Satisfaction***

The simultaneous influence of brand image and service quality on customer satisfaction (as supported by the results of the F-test) indicates that both factors are interrelated. This supports the theoretical framework that posits a combined effect of these variables on customer satisfaction. Prior research by Parasuraman et al. (1998) also points out that service quality dimensions interact with brand image to create a comprehensive customer experience.

## ***Practical Implications***

The findings highlight the importance of maintaining a strong brand image and high service quality for businesses in the service industry. For Nataza Laundry, strategies to enhance brand image could include targeted marketing campaigns that emphasize quality and customer testimonials. Additionally, training staff to improve service delivery could further increase customer satisfaction and loyalty.

## **5. CONCLUSION**

This study aimed to investigate the influence of brand image and service quality on customer satisfaction at Nataza Laundry, Pandan Branch. The findings clearly demonstrate that both brand image and service quality significantly contribute to customer satisfaction levels.

The research objectives were accomplished as follows:

1. **Examination of Brand Image:** The analysis confirmed that a positive brand image has a significant impact on customer satisfaction. Respondents indicated that their perceptions of Nataza Laundry's reliability and reputation closely correlate with their overall satisfaction.
2. **Assessment of Service Quality:** The study also found that service quality is a crucial determinant of customer satisfaction. High scores in responsiveness, reliability, and empathy from the staff were associated with increased satisfaction among customers.
3. **Combined Influence:** The simultaneous effect of both brand image and service quality on customer satisfaction highlights the importance of addressing both elements for improved customer experiences. The regression analysis showed that together, these factors explain a substantial portion of the variance in customer satisfaction.

In conclusion, enhancing brand image and delivering high-quality service are essential strategies for Nataza Laundry to increase customer satisfaction and foster loyalty. The insights gained from this study not only fulfill the research objectives but also provide actionable recommendations for the business to thrive in a competitive market.

## **LIMITATION AND STUDY FORWARD**

While this study provides valuable insights, it is limited by its sample size and geographic focus. Future research could expand the sample size and include diverse locations to enhance generalizability. Moreover, longitudinal studies could examine how changes in brand image and service quality over time impact customer satisfaction.

In conclusion, this study affirms the critical roles of brand image and service quality in driving customer satisfaction. By enhancing these factors, Nataza Laundry can foster a loyal customer base and improve overall business performance.

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