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The Effect of Service Quality and Service Timeliness on Consumer Satisfaction of Amuri Laundry Services in Depok City, West Java

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ABSTRACT

This study aims to analyze the effect of Service Quality and Service Timeliness on Customer Satisfaction at Amuri Laundry, Depok City, West Java. The increasing competition in the laundry service industry requires businesses to continuously improve service quality and operational efficiency to maintain customer satisfaction and loyalty. This research employed a quantitative approach using a structured questionnaire distributed to 100 customers of Amuri Laundry. The collected data were analyzed using multiple linear regression with IBM SPSS Statistics 26. Prior to hypothesis testing, the research instrument passed the validity and reliability tests, with a Cronbach's Alpha value of 0.925, indicating excellent internal consistency. The findings reveal that Service Quality has a positive and significant effect on Customer Satisfaction ($\beta = 0.364$; $t = 3.872$; $p < 0.001$). Similarly, Service Timeliness has a positive and significant effect on Customer Satisfaction ($\beta = 0.465$; $t = 4.947$; $p < 0.001$) and is identified as the dominant factor influencing customer satisfaction. Furthermore, the simultaneous test confirms that Service Quality and Service Timeliness jointly have a significant effect on Customer Satisfaction ($F = 70.611$; $p < 0.001$). The coefficient of determination ($R^2 = 0.593$) indicates that 59.3% of the variation in customer satisfaction is explained by the two independent variables, while the remaining 40.7% is influenced by other factors outside the scope of this study. The findings suggest that improving service quality and ensuring timely service delivery are essential strategies for enhancing customer satisfaction and strengthening the competitiveness of laundry service providers.

Keywords: Service Quality; Service Timeliness; Customer Satisfaction; Laundry Services; Consumer Behavior.

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INTRODUCTION

The development of the service sector in Indonesia shows a significant increase in line with changes in people's lifestyles which increasingly prioritize efficiency and practicality in meeting daily needs. One of the service sectors that is experiencing rapid growth is the laundry business. The increasing number of workers, students, and families with high mobility causes the need for laundry services to continue to increase. This condition encourages more and more business actors to enter the laundry industry so that business competition becomes more competitive. In these conditions, companies are required to be able to provide quality services in order to retain customers and win market competition.

In the service industry, service quality is one of the main factors that affect customer perception of a company. According to the SERVQUAL concept, the quality of service is reflected through the dimensions of physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy). Services that are able to meet or even exceed customer expectations will increase customer satisfaction and encourage customers to return to using the same services in the future. On the other hand, low service quality can cause complaints, decreased trust, and customer transfer to other service providers.

In addition to service quality, punctuality of service is a very important aspect in the laundry business. Customers generally choose laundry services because they want convenience as well as certainty that the clothes will be finished according to the promised time. The timeliness of service reflects the company's ability to fulfill its commitment to customers, thereby contributing to the formation of a positive perception of the company's professionalism and reliability. According to (Tjiptono, 2019), punctuality is an important part of the quality of the service process because it shows the company's consistency in providing services according to customer expectations.

Consumer satisfaction itself is an indicator of the success of a service company. Based on the Expectation Confirmation Theory put forward by (Oliver, 1980), customer satisfaction arises when the performance of the received service meets or exceeds the customer's expectations. Therefore, service quality and timeliness of service are two factors that theoretically play a role in shaping consumer satisfaction. Consumers who receive good, friendly, fast, and timely service tend to have a higher level of satisfaction than consumers who receive service below expectations.

This phenomenon also occurs in the laundry business in Depok City. As one of Jakarta's buffer cities with a high level of community activity, the need for laundry services continues to increase. On the other hand, the increasing number of laundry businesses,

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including the concept of coin laundry that offers self-service at competitive prices, causes the level of competition to be higher. This condition requires every laundry business actor to have a competitive advantage through improving service quality and the ability to meet the timeliness of order completion in order to be able to maintain customer loyalty.

One of the laundry businesses that faces these competitive conditions is Amuri Laundry which is located on Jalan Angklung Raya No. 515, Mekar Jaya, Sukmajaya District, Depok City, West Java. Amuri Laundry provides various laundry services, such as kilo laundry, carpet washing, and free shuttle services for customers in the Depok City area. This business has service characteristics that distinguish it from competitors, namely that each washing machine is used for only one customer so that clothes are not mixed with those of other customers. In addition, the company prioritizes the principles of safety, trust, and maintaining customer trust by providing clean and fragrant laundry results. Operating hours that take place every day from 08.00–20.00, including national holidays, show the company's commitment to meeting customer needs in a sustainable manner.

Despite having these various advantages, Amuri Laundry still faces challenges in the form of an increasing number of laundry businesses, especially coin laundry that offers alternative services at competitive prices. These competitive conditions require companies to continue to maintain service quality while ensuring that every customer order is completed according to the promised time. The untimely completion of the laundry has the potential to cause customer dissatisfaction even though the washing results have met quality standards. On the other hand, friendly, professional, and timely service will improve the customer experience so that it has the potential to create satisfaction and encourage customers to make a repeat purchase.

Various previous studies have shown that service quality has a positive and significant influence on customer satisfaction in the service industry. Research on the laundry business in Depok found that service quality has a positive effect on consumer satisfaction. Another study on the laundry industry in Indonesia also concluded that the dimensions of reliability, empathy, and tangibles are the dominant factors that affect customer satisfaction. In addition, research on laundry businesses in various regions shows that improving service quality is the main strategy in retaining customers in the midst of increasingly fierce competition.

However, most previous studies have examined the influence of service quality combined with price, promotion, location, and product quality variables on customer satisfaction. Research that specifically combines service quality with service timeliness as an independent variable in the laundry business in Depok City is still relatively limited. In fact, punctuality is one of the factors that customers are very considerate in choosing laundry

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services because it is directly related to daily activities. Thus, this study has a novelty value through testing the influence of these two variables on consumer satisfaction in Amuri Laundry.

Based on this description, this study aims to analyze the influence of service quality on consumer satisfaction, analyze the effect of service timeliness on consumer satisfaction, and analyze the influence of service quality and service timeliness simultaneously on consumer satisfaction at Amuri Laundry in Depok City, West Java. The results of the research are expected to contribute to the development of service marketing management science and become practical input for Amuri Laundry in improving service quality and maintaining customer satisfaction in the midst of increasingly competitive business competition.

THEORETICAL FRAMEWORK

Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (ECT) was first proposed by (Oliver, 1980), to explain the process of forming customer satisfaction through a comparison between initial expectations and actual performance received after using a product or service. This theory explains that customers will evaluate the services received by comparing them to expectations before making a purchase. If the service performance is the same or exceeds expectations, then there is a confirmation that results in customer satisfaction. On the other hand, if the performance of the service is below expectations, then there is a negative disconfirmation that causes dissatisfaction (Oliver, 1980).

In the context of the laundry business, customers have expectations that clothes are washed cleanly, fragrantly, safely, and finished according to the promised time. Therefore, service quality and punctuality of service are two main aspects that determine the level of customer satisfaction. The higher the quality of the service and the more timely the completion of the service, the more likely the customer is to feel satisfied and willing to use the laundry service again (Kotler, 2016).

Expectation Confirmation Theory (ECT) serves as the grand theory of this study because it explains how customer satisfaction is formed through the comparison between customers expectations and the actual performance of services received. Service Quality and Service Timeliness are considered antecedent factors that influence Customer Satisfaction through the confirmation of customer expectations.

Quality of Service

According to (Parasuraman et al., 1988), service quality is the level of excellence of a service that is able to meet or exceed customer expectations. Service quality is an important

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factor in creating customer satisfaction because customers not only assess the final result of a service, but also the entire service process received.

(Tjiptono, 2019), explained that service quality is the company's effort to meet the needs and desires of customers through the delivery of services that are in accordance with customer expectations. The higher the quality of the service provided, the higher the level of satisfaction felt by customers.

The SERVQUAL model developed by (Parasuraman et al., 1988), classifying the quality of service into five dimensions, namely:

1. Tangibles, namely the condition of facilities, equipment, technology, and employee appearance.
2. Reliability, which is the company's ability to provide services accurately according to promises.
3. Responsiveness, which is the willingness of employees to help customers quickly.
4. Assurance, which is the ability of employees to provide a sense of security and trust to customers.
5. Empathy, which is the company's attention and concern for customer needs.

In this study, service quality is measured using the five dimensions of SERVQUAL because it has been widely used in research on customer satisfaction in the service sector.

Punctuality of Service

Service punctuality is the company's ability to complete services according to the time that has been promised to customers. In the service industry, punctuality is one of the main indicators that shows the company's professionalism in fulfilling service commitments.

According to (Tjiptono, 2019), customers not only evaluate the quality of service results, but also assess the speed and timeliness of service delivery. Companies that are able to provide services on schedule will gain a higher level of trust than companies that often experience delays.

In the laundry business, punctuality is a very important aspect because customers generally have the need to use clothes in a certain time. Delays in laundry completion can reduce customer satisfaction even if the washing results have met quality standards.

The indicators of service timeliness used in this study include:

1. Conformity of the turnaround time with the company's promise.
2. Speed of the service process.
3. Consistency of completion time.
4. Ability to minimize delays.
5. Providing information to customers in case of delays

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Consumer Satisfaction

(Kotler, 2016), defines consumer satisfaction as a person's feeling of pleasure or disappointment that arises after comparing expectations with the performance of the product or service received. Satisfaction is an indicator of a company's success in meeting customer needs.

According to (Tjiptono, 2019), customer satisfaction is a thorough evaluation of the customer's experience after using a product or service. Satisfied customers are more likely to make repeat purchases, give recommendations to others, and have higher loyalty to the company.

In this study, consumer satisfaction was measured using the following indicators:

1. Conformity of service with expectations.
2. Overall satisfaction.
3. The intention is to use laundry services again.
4. Willingness to recommend to others.
5. Satisfaction with the service experience.

Previous Research

Several previous studies have shown that service quality has a positive influence on customer satisfaction. (Setiawan & Ahyani, 2024), found that the quality of service has a significant effect on consumer satisfaction at Mandala Laundry Depok. (Estella & others, 2020), also concluded that the dimension of service quality, especially reliability and empathy, contributes to increasing customer satisfaction of laundry services.

Research (Dwiyana & others, 2025), showing that the quality of service and location have a significant effect on consumer satisfaction. Meanwhile, (Suryanih & Amirudin, 2025), proving that the quality of service has a positive influence on customer satisfaction in the laundry business in Depok City.

Previous studies have predominantly examined customer satisfaction in laundry services by combining service quality with variables such as price, promotion, location, and product quality. However, empirical studies that simultaneously investigate Service Quality and Service Timeliness as determinants of Customer Satisfaction remain limited, particularly in the context of laundry service businesses in Depok City. Considering that service timeliness is a critical aspect of customers' daily activities and expectations, this study addresses the existing research gap by examining the simultaneous influence of these two variables on customer satisfaction at Amuri Laundry.

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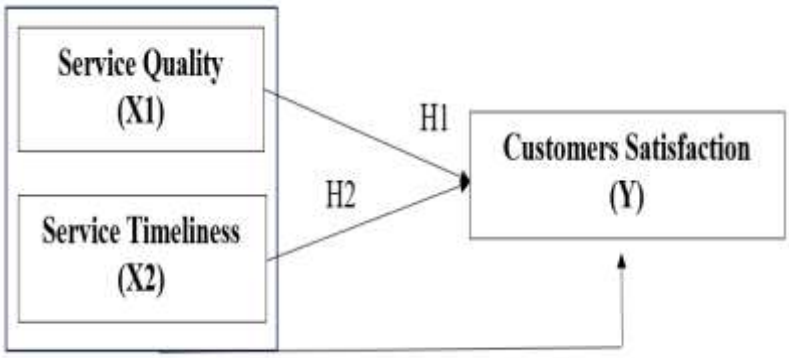
Conceptual Framework

This study is based on the Expectation Confirmation Theory (ECT) proposed by (Oliver, 1980), which explains that consumer satisfaction is formed through the comparison between consumers' expectations and their actual experience after receiving a service. When the perceived service performance meets or exceeds customer expectations, consumers will experience satisfaction.

In the context of laundry services, service quality and service timeliness represent important aspects of service performance that influence consumer evaluations. High service quality reflects the company's ability to provide reliable, responsive, safe, and customer-oriented services. Meanwhile, service timeliness represents the company's ability to complete services according to the promised schedule.

Based on this theoretical foundation, this study proposes that service quality and service timeliness influence consumer satisfaction, both partially and simultaneously. The conceptual framework of this study is presented as follows:

Figure 1. Conceptual Framework



Source: Developed by the Authors (2026).

Explanation of Variables:

1. Service Quality (X1)

Service quality refers to the company's ability to provide services that meet customer expectations. This variable is measured using the SERVQUAL dimensions developed by (Parasuraman et al., 1988), consisting of:

- Tangible
- Reliability
- Responsiveness
- Assurance
- Empathy

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2. Service Timeliness (X2)

Service timeliness refers to the ability of the company to complete and deliver services according to the promised time. This variable reflects the company's reliability and commitment in fulfilling customer expectations (Tjiptono, 2019). The indicators include:

- Completion time accuracy
- Service processing speed
- Consistency of completion time
- Ability to minimize delays
- I nformation regarding service delays

3. Consumer Satisfaction (Y)

Consumer satisfaction refers to the customer's evaluation after comparing expectations with the actual service received (Oliver, 1980). The indicators include:

- Satisfaction with service performance
- Fulfillment of customer expectations
- Overall satisfaction
- Repurchase intention
- Willingness to recommend the service

Research Hypotheses

Based on the conceptual framework, the hypotheses proposed are:

H1 : Service Quality positively and significantly affects Customer Satisfaction.

H2 : Service Timeliness positively and significantly affects Customer Satisfaction.

H3 : Service Quality and Service Timeliness simultaneously and significantly affect Customer Satisfaction.

RESEARCH METHODOLOGY

Research Design

This study employed a quantitative research approach using an explanatory research design to examine the causal relationship between Service Quality, Service Timeliness, and Customer Satisfaction. A quantitative approach was selected because it enables the measurement of relationships among variables through statistical analysis and hypothesis testing

The research was conducted at Amuri Laundry, located at Jl. Angklung Raya No. 515, Mekar Jaya, Sukmajaya District, Depok City, West Java 16411, Indonesia. Amuri Laundry was selected as the research object because it operates in a highly competitive laundry service

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market and emphasizes service quality and timely service completion as its competitive advantages.

Population and Sample

The population of this study consisted of all customers who had used the services of Amuri Laundry.

Since the exact number of customers was unknown, the sample size was determined using the Cochran formula (Cochran, 1977):

$$n_0 = \frac{z^2 \cdot p \cdot (1-p)}{e^2}$$

Account:

$$n0 = \frac{(1{,}96)^2(0{,}5)(0{,}5)}{(0{,}10)^2} = \frac{3.8416\ x\ 0.25}{0.01} = \frac{0.9604}{0.01} = 96.04$$

where:

- n = required sample size
- Z = 1.96 (95% confidence level)
- p = 0.50
- q = 0.50
- e = 0.10 (10% margin of error)

The calculation resulted in approximately 96 respondents, which was rounded up to 100 respondents.

The respondents were selected using purposive sampling, with the following criteria:

1. Customers who had used Amuri Laundry services at least once.
2. Customers aged 17 years or older.
3. Customers willing to participate voluntarily.

Data Collection Techniques

The study utilized both primary and secondary data, Primary data were collected through a structured questionnaire distributed directly to Amuri Laundry customers. The questionnaire employed a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Secondary data were obtained from:

- Books
- Scientific journals
- Company profile

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- Previous research
- Relevant publications related to service quality, service timeliness, and customer satisfaction.

Table 1. Operational Definition of Variables

Variable	Definition	Indicators	Scale
Service Quality (X1)	The company's ability to deliver services that meet customer expectations (Parasuraman et al., 1988).	- Tangible - Reliability - Responsiveness - Insurance - Empathy	Likert
Service Timeliness (X2)	The company's ability to complete services according to the promised schedule (Tjiptono, 2019).	- Completion time accuracy - Service speed - Consistency - Delay management - Timely information	Likert
Customer Satisfaction (Y)	Customers' evaluation after comparing expectations with perceived service performance (Oliver, 1980).	- Expectation fulfilment - Overall satisfaction - Repurchase intention - Recommendation intention - Satisfaction with service	Likert

Source: Developed by the authors (2026)

Data Analysis Technique

The collected data were processed using IBM SPSS Statistics Version 26. The following analyses were conducted:

1. Instrument Testing
   - Validity Test
   - Reliability Test
2. Classical Assumption Tests
   - Normality Test
   - Multicollinearity Test
   - Heteroscedasticity Test
3. Multiple Linear Regression Analysis

The regression equation is formulated as follows:

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$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

- Y = Customer Satisfaction
- α = Constant
- β_1 = Regression coefficient of Service Quality
- β_2 = Regression coefficient of Service Timeliness
- X_1 = Service Quality
- X_2 = Service Timeliness
- ε = Error term

4. Hypothesis Testing

The hypotheses were tested using:

- t-test to examine the partial effect of each independent variable.
- F-test to examine the simultaneous effect of Service Quality and Service Timeliness on Customer Satisfaction.
- Coefficient of Determination (R^2) to determine the proportion of variance in Customer Satisfaction explained by the independent variables.

RESULT

Validity Test

The validity test was conducted to determine whether each questionnaire item was capable of accurately measuring the intended research variable. A valid instrument reflects the extent to which the questionnaire items represent the concept being measured. In this study, the validity test was performed using the Pearson Product-Moment Correlation method by comparing the calculated correlation coefficient (r-count) of each item with the critical value of r-table. The questionnaire item is considered valid if the r-count exceeds the r-table value and the significance level is less than 0.05 (Ghozali, 2021).

The validity test was conducted on 100 respondents, resulting in an r-table value of 0.1966 at a significance level of 5% (two-tailed). The results indicate that all questionnaire items measuring Service Quality (X1), Service Timeliness (X2), and Customer Satisfaction (Y) have r-count values greater than the r-table value, indicating that all measurement items are valid and appropriate for further statistical analysis.

Table 2. Validity Test Results of Service Quality (X1)

Item	r Count	r Table	Decision
X1.1	0.526	0.1966	Valid
X1.2	0.549	0.1966	Valid

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X1.3	0.518	0.1966	Valid
X1.4	0.609	0.1966	Valid
X1.5	0.596	0.1966	Valid

Source: Processed primary data using IBM SPSS Statistics 26 (2026).

Table 3. Validity Test Results of Service Timeliness (X2)

Item	r Count	r Table	Decision
X2.1	0.528	0.1966	Valid
X2.2	0.597	0.1966	Valid
X2.3	0.643	0.1966	Valid
X2.4	0.483	0.1966	Valid
X2.5	0.586	0.1966	Valid

Source: Processed primary data using IBM SPSS Statistics 26 (2026).

Table 4. Validity Test Results of Customer Satisfaction (Y)

Item	r Count	r Table	Decision
Y1	0.558	0.1966	Valid
Y2	0.608	0.1966	Valid
Y3	0.513	0.1966	Valid
Y4	0.483	0.1966	Valid
Y5	0.487	0.1966	Valid

Source: Processed primary data using IBM SPSS Statistics 26 (2026).

Based on the validity test results, all questionnaire items have a correlation coefficient (r count) greater than the r table value of 0.1966. Therefore, all indicators of Service Quality, Service Timeliness, and Customer Satisfaction are declared valid and suitable for use as research instruments.

Reliability Test

The reliability test was conducted to evaluate the consistency and stability of the research instrument in measuring the research variables. A reliable instrument consistently produces dependable results when administered under similar conditions. In this study, the reliability of the questionnaire was assessed using Cronbach's Alpha coefficient. According to (Ghozali, 2021), a research instrument is considered reliable if the Cronbach's Alpha value is greater than 0.70.Table

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5. Reliability Test Results

Variable	Cronbach's Alpha	Minimum Value	Decision
Service Quality, Service Timeliness, and Customer Satisfaction	**0.925**	0.70	Highly Reliable

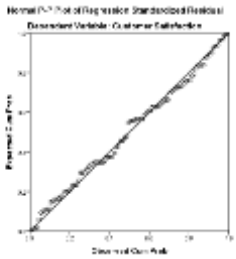
Source: Processed primary data using IBM SPSS Statistics 26 (2026).

Based on Table 5, the research instrument produced a Cronbach's Alpha coefficient of 0.925, which is substantially higher than the minimum reliability criterion of 0.70. This result indicates that all questionnaire items have excellent internal consistency and are capable of consistently measuring the constructs of Service Quality, Service Timeliness, and Customer Satisfaction. Consequently, the questionnaire is considered highly reliable and suitable for further statistical analyses.

Normality Test

The normality test was conducted to determine whether the residual values of the regression model were normally distributed. A normal distribution of residuals is one of the classical assumptions required for multiple linear regression analysis. In this study, the normality assumption was evaluated using the Normal Probability-Probability (Normal P-P) Plot of Regression Standardized Residual. According to (Ghozali, 2021), the residuals are considered normally distributed if the plotted points are located close to and follow the direction of the diagonal line.

Figure 2. Normal P-P Plot of Regression Standardized Residual



Source: Processed primary data using IBM SPSS Statistics 26 (2026).

The results of the Normal P-P Plot indicate that the standardized residual points are distributed around the diagonal line and closely follow its direction. No substantial deviations from the diagonal line are observed, indicating that the residuals are normally distributed. Therefore, the regression model satisfies the normality assumption and is appropriate for further statistical analysis.

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Multicollinearity Test

The multicollinearity test was conducted to determine whether there was a high correlation among the independent variables in the regression model. A regression model is considered free from multicollinearity if the Tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10.00 (Ghozali, 2021).

Table 6. Multicollinearity Test Results

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Service Quality	.476	2.101
	Service Timeliness	.476	2.101
a. Dependent Variable: Customer Satisfaction			

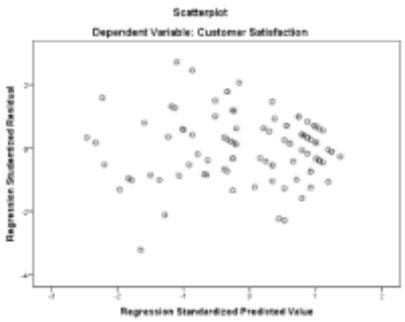
Source: Processed primary data using IBM SPSS Statistics 26 (2026).

The results of the multicollinearity test indicate that both independent variables, namely Service Quality and Service Timeliness, have a Tolerance value of 0.476, which is greater than 0.10, and a VIF value of 2.101, which is lower than 10.00. These findings indicate that there is no multicollinearity among the independent variables. Therefore, the regression model satisfies the multicollinearity assumption and is suitable for further regression analysis.

Heteroscedasticity Test

The heteroscedasticity test was conducted to examine whether the variance of the residuals remained constant across all observations in the regression model. In this study, the heteroscedasticity assumption was evaluated using a Scatterplot of Regression Standardized Residuals. According to (Ghozali, 2021), the regression model is considered free from heteroscedasticity if the residual points are randomly distributed around the horizontal axis without forming a specific pattern.

Figure 3. Scatterplot of Regression Standardized Residuals



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Source: Processed primary data using IBM SPSS Statistics 26 (2026).

Based on Figure 3, the residual points are randomly scattered above and below the zero line on the Y-axis and do not form a distinct pattern such as a funnel, wave, or other systematic distribution. This indicates that the variance of the residuals is relatively constant across the predicted values. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity and satisfies the homoscedasticity assumption.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was analyzed to measure the extent to which the independent variables, namely Service Quality and Service Timeliness, explain the variation in the dependent variable, Customer Satisfaction. According to (Ghozali, 2021), the coefficient of determination indicates the proportion of variance in the dependent variable that can be explained by the independent variables included in the regression model.

Table 8. Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770a	.593	.584	2.007
a. Predictors: (Constant), Service Timeliness, Service Quality				

Source: Processed primary data using IBM SPSS Statistics 26 (2026).

The results of the coefficient of determination analysis indicate an R value of 0.770, suggesting a strong relationship between the independent variables and Customer Satisfaction. Furthermore, the regression model produced an R Square value of 0.593 and an Adjusted R Square value of 0.584. These findings indicate that 59.3% of the variation in Customer Satisfaction can be explained by Service Quality and Service Timeliness, while the remaining 40.7% is influenced by other factors outside the scope of this study.

Simultaneous Hypothesis Test (F-Test)

The simultaneous hypothesis test (F-test) was conducted to examine whether Service Quality and Service Timeliness jointly have a significant effect on Customer Satisfaction. The F-test evaluates the overall significance of the regression model by determining whether all independent variables simultaneously explain the variation in the dependent variable. According to (Ghozali, 2021), the regression model is considered statistically significant if the significance value is less than 0.05.

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Table 9. Simultaneous Hypothesis Test (F-Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regres-sion	568.654	2	284.327	70.611	.000b
	Residual	390.586	97	4.027		
	Total	959.240	99			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Service Timeliness, Service Quality						

Source: Processed primary data using IBM SPSS Statistics 26 (2026).

Based on Table 9, the regression model obtained an F-value of 70.611 with a significance value of 0.000, which is lower than the significance level of 0.05. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_3) is accepted. This result indicates that Service Quality and Service Timeliness simultaneously have a positive and significant effect on Customer Satisfaction at Amuri Laundry, Depok City.

These findings suggest that improvements in service quality and the punctuality of service delivery, when implemented together, contribute significantly to increasing customer satisfaction. Therefore, both variables play an important role in explaining variations in customer satisfaction within the laundry service industry.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of Service Quality and Service Timeliness on Customer Satisfaction at Amuri Laundry, Depok City. This analysis aims to determine the direction and magnitude of the influence of each independent variable on the dependent variable.

Table 10. Multiple Linear Regression Analysis

Coefficients						
Model		Unstandardized Coeffi-cients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.670	1.335		4.248	.000
	Service Quality	.318	.082	.364	3.872	.000

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	Service Timeliness	.437	.088	.465	4.947	.000
a. Dependent Variable: Customer Satisfaction						

Source: Processed primary data using IBM SPSS Statistics 26 (2026).

The regression equation is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

$$Y = 5.670 + 0.318X_1 + 0.437X_2$$

Where:

- Y = Customer Satisfaction
- α = Constant
- β_1 = Regression coefficient of Service Quality
- β_2 = Regression coefficient of Service Timeliness
- X_1 = Service Quality
- X_2 = Service Timeliness
- ε = Error term

The regression equation indicates that the constant value is 5.670, meaning that when the independent variables are assumed to be constant, the Customer Satisfaction score is 5.670. Furthermore, the regression coefficient of Service Quality is 0.318, indicating that every one-unit increase in Service Quality will increase Customer Satisfaction by 0.318 units, assuming the other independent variable remains constant. Likewise, the regression coefficient of Service Timeliness is 0.437, indicating that every one-unit increase in Service Timeliness will increase Customer Satisfaction by 0.437 units, ceteris paribus.

Partial Hypothesis Test (t-Test)

The partial hypothesis test (t-test) was conducted to determine the individual effect of each independent variable on Customer Satisfaction. According to Ghozali (2021), an independent variable has a significant effect on the dependent variable if the significance value is less than 0.05.

Table 11. Partial Hypothesis Test (t-Test)

Hypothesis	**Variable**	**Beta**	**t-value**	Sig.	**Decision**
H1	Service Quality → Customer Satisfaction	0.364	3.872	0.000	Accepted
H2	Service Timeliness → Customer Satisfaction	0.465	4.947	0.000	Accepted

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Source: Processed primary data using IBM SPSS Statistics 26 (2026).

The results indicate that Service Quality has a regression coefficient of 0.318, a t-value of 3.872, and a significance value of 0.000, which is lower than 0.05. This finding indicates that Service Quality has a positive and significant effect on Customer Satisfaction. Therefore, H1 is accepted.

Similarly, Service Timeliness has a regression coefficient of 0.437, a t-value of 4.947, and a significance value of 0.000, which is also below 0.05. This result indicates that Service Timeliness has a positive and significant effect on Customer Satisfaction. Therefore, H2 is accepted.

Among the two independent variables, Service Timeliness has the highest standardized beta coefficient (β = 0.465), compared with Service Quality (β = 0.364). This indicates that Service Timeliness is the dominant factor influencing Customer Satisfaction at Amuri Laundry.

Discussion

The Effect of Service Quality on Customer Satisfaction

The results of the hypothesis testing indicate that Service Quality has a positive and significant effect on Customer Satisfaction at Amuri Laundry, Depok City. This finding is supported by a regression coefficient of 0.318, a standardized beta coefficient of 0.364, a t-value of 3.872, and a significance value of 0.000, which is below the 0.05 significance level. Therefore, Hypothesis 1 (H1) is accepted.

These findings suggest that improvements in service quality significantly enhance customer satisfaction. Customers tend to evaluate laundry services based on several aspects, including the cleanliness of clothes, the fragrance of the laundry, the condition of garments after washing, employee responsiveness, courtesy, and the overall reliability of the service. When these aspects meet or exceed customer expectations, customers are more likely to experience higher satisfaction.

This result is consistent with the Expectation Confirmation Theory proposed by Oliver (1980), which states that customer satisfaction occurs when the perceived performance of a service meets or exceeds customers' initial expectations. Likewise, the SERVQUAL model developed by (Parasuraman et al., 1988), explains that service quality is reflected through five dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. These dimensions collectively influence customers' perceptions regarding service performance and ultimately determine their level of satisfaction.

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The findings are also consistent with previous empirical studies. Estella et al. (2020) reported that service quality significantly influences customer satisfaction in the laundry industry. Similarly, Setiawan and Ahyani (2024) found that improving service quality contributes positively to customer satisfaction among laundry service users in Depok. Therefore, maintaining high service standards, ensuring garment cleanliness, providing friendly customer service, and fulfilling service promises are essential strategies for increasing customer satisfaction at Amuri Laundry.

The Effect of Service Timeliness on Customer Satisfaction

The results of the statistical analysis reveal that Service Timeliness has a positive and significant effect on Customer Satisfaction. This is evidenced by a regression coefficient of 0.437, a standardized beta coefficient of 0.465, a t-value of 4.947, and a significance value of 0.000, indicating that Hypothesis 2 (H2) is accepted.

Among the two independent variables, Service Timeliness demonstrates the strongest influence on Customer Satisfaction, as indicated by its higher standardized beta coefficient. This finding implies that customers place considerable importance on receiving their laundry according to the promised schedule. Delays in service completion may reduce customer trust and satisfaction, whereas timely service delivery strengthens customers' confidence in the company's reliability.

This finding supports (Tjiptono, 2019), who emphasizes that timeliness is one of the essential determinants of service quality because customers value businesses that consistently fulfill promised completion times. In the context of laundry services, punctuality reflects professionalism and operational efficiency.

The results are particularly relevant to Amuri Laundry because the company offers operational advantages such as dedicated washing for each customer's clothing, free pick-up and delivery services within Depok, and extended operating hours, including public holidays. These service characteristics increase customers' expectations regarding punctual service delivery. Therefore, maintaining consistency in meeting promised completion times becomes a critical factor in sustaining customer satisfaction and competitive advantage, especially amid the increasing number of self-service coin laundries in Depok.

The Simultaneous Effect of Service Quality and Service Timeliness on Customer Satisfaction

The simultaneous hypothesis test demonstrates that Service Quality and Service Timeliness jointly have a positive and significant effect on Customer Satisfaction. The

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regression model produced an F-value of 70.611 with a significance value of 0.000, indicating that Hypothesis 3 (H3) is accepted.

Furthermore, the coefficient of determination (R^2 = 0.593) indicates that 59.3% of the variation in Customer Satisfaction can be explained by Service Quality and Service Timeliness. The remaining 40.7% is attributable to other factors not included in this study, such as pricing, promotional activities, brand image, customer trust, convenience, and perceived value.

These findings demonstrate that customer satisfaction cannot be explained by a single service dimension. Instead, it is the combination of delivering high-quality service and completing services on time that creates a positive customer experience. Customers not only expect their clothes to be cleaned properly but also expect them to be returned according to the promised schedule.

From a managerial perspective, Amuri Laundry should continuously improve both service quality and operational efficiency. Maintaining garment cleanliness, pleasant fragrance, careful garment handling, employee responsiveness, and timely completion of services will strengthen customer satisfaction and encourage repeat purchases and positive word-of-mouth recommendations. Considering the increasing competition from coin-operated laundries in Depok, these improvements can help Amuri Laundry maintain its competitive position and customer loyalty.

CONCLUSION

This study aimed to examine the effects of Service Quality and Service Timeliness on Customer Satisfaction at Amuri Laundry, Depok City.

The results indicate that Service Quality has a positive and significant effect on Customer Satisfaction, demonstrating that improvements in service performance, including reliability, responsiveness, assurance, empathy, and tangible aspects, contribute to higher customer satisfaction. Therefore, Hypothesis 1 is accepted.

The findings also reveal that Service Timeliness has a positive and significant effect on Customer Satisfaction and represents the most influential variable in this study. Customers highly value services that are completed according to the promised schedule, indicating that punctuality is a crucial determinant of satisfaction. Thus, Hypothesis 2 is accepted. Furthermore, the simultaneous analysis confirms that Service Quality and Service Timeliness jointly have a positive and significant effect on Customer Satisfaction. The regression model explains 59.3% of the variation in customer satisfaction, indicating that

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both variables are important determinants of customers' evaluations of laundry services. Consequently, Hypothesis 3 is accepted.

Overall, the findings suggest that improving service quality while consistently delivering services on time can significantly enhance customer satisfaction. Therefore, Amuri Laundry should prioritize maintaining high service standards and operational efficiency to strengthen customer trust, encourage repeat patronage, and remain competitive in the increasingly dynamic laundry service market of Depok City.

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