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The Effect Of Service Quality, Facilities, And Price On Customer Satisfaction (A Study at 86 Laundry Hybrid Bandar Lampung)

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Abstract

The development of the laundry service industry in Indonesia shows an increasing trend in line with changes in people's lifestyles that prioritize practicality and time efficiency. One of the innovations in this sector is the hybrid laundry concept, which combines self-service and full-service systems. This research investigates how pricing, facilities, and service quality influence consumer satisfaction at 86 Laundry Hybrid in Bandar Lampung. Employing a quantitative methodology, the study utilized a purposive sampling strategy to gather data from 145 clients who had experienced the laundry's services at least once within the preceding three months. Questionnaires served as the primary data collection instrument. In this framework, customer satisfaction acted as the dependent variable, while service quality, facilities, and price were designated as the independent variables. Utilizing SPSS version 27.0 for multiple linear regression analysis, the empirical findings reveal that all three independent variables significantly and positively impact customer satisfaction. Consequently, the study concludes that hybrid laundry enterprises can boost client satisfaction by maintaining consistent service standards, providing well-equipped facilities, and implementing strategic pricing.

Keywords : Service Quality, Facilities, Price, Customer satisfaction, hybrid Laundry.

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INTRODUCTION

The service industry is one of the main pillars of the modern economy, characterized by the increasing demand for practical and efficient services. The service sector, including laundry, is rapidly developing in line with lifestyle changes, urbanization, and increased mobility of the population (Kotler & Keller, 2016; Business Right Insights, 2024). In Indonesia, the laundry business shows a positive growth trend with an increasing number of enterprises and significant contributions to the micro and medium-sized business sector (POI Data Indonesia, 2025; Statista, 2025).

In the city of Bandar Lampung, the development of laundry businesses, especially with the hybrid concept (self-service and full-service), shows a high level of competition. One of the business operators, 86 Laundry Hybrid, faces business dynamics indicated by fluctuations in the number of customer transactions and variations in consumer reviews on digital platforms. Although offering modern services, customer satisfaction levels are not optimal, as reflected in relatively lower ratings compared to competitors and complaints regarding service quality, facilities, and prices.

Theoretically, service quality, facilities, and price are the main determinants of customer satisfaction. Service quality reflects the ability of the service to meet consumer expectations (Zeithaml et al., 2018), facilities play a role in creating comfort and perceptions of professionalism (Samosir et al., 2024), while price serves as an indicator of the value perceived by customers for the services received (Kotler & Keller, 2016).

However, previous research findings show inconsistent results. Several studies found that all three variables significantly affect customer satisfaction (Samosir et al., 2024), while other research indicates that not all variables have a significant impact (Daengs et al., 2023; Faeni et al., 2025; Roma et al., 2025). This inconsistency indicates a research gap that suggests the influence of these variables is contextual. Motivated by these operational dynamics, this investigation is designed to systematically assess the extent to which pricing models, infrastructural facilities, and service quality dictate customer satisfaction. By focusing specifically on hybrid laundry operations in Bandar Lampung, the research endeavors to generate valuable empirical and practical implications for the broader service economy.

LITERATURE REVIEW

Service Marketing

According to Fandy Tjiptono (2018), service marketing is an activity that focuses on offering services as the main product with distinctive characteristics, namely

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intangibility, inseparability between production and consumption, variability, and perishability. These characteristics indicate that the value of services lies in the process and the experiences felt by customers.

Service Quality

The provision of superior service quality constitutes a pivotal mechanism in the cultivation of consumer gratification and sustained brand allegiance. The SERVQUAL method measures service quality thru gaps according to Parasuraman (1988) in (Haming et al., 2019), with five main dimensions, namely: reliability, tangibles, assurance, responsiveness, and empathy.

Facilities

Facilities are all the physical means and infrastructure provided by the company to create comfort, convenience, and customer satisfaction (Samosir et al., 2024). According to Samosir et al. (2024), facilities can be measured thru several indicators, namely: (1) availability of supporting facilities, (2) condition and location of the place, including the physical environment such as parking, security, and cleanliness, (3) color and lighting suitability, (4) level of equipment sophistication, (5) ease of access and layout orderliness, and (6) visual communication.

Price

The concept of price encompasses not only the financial expenditure mandated to secure a product or service, but it also serves as a metric for the value and benefits perceived by the consumer. According to Kotler and Keller (2016), price is not just a nominal amount of money, but also represents the value perceived by consumers. Additionally, price plays a strategic role because it can influence quality perception and purchasing decisions (Tjiptono, 2018). According to Daengs et al. (2023), price indicators include: the alignment of price with benefits, the alignment of price with quality, price competitiveness, and price affordability.

Customer Satisfaction

According to Gerson (2010) in (Setiyani & Maskur, 2022), customer satisfaction is the perception that their expectations have been met or even exceeded. According to Uzir et al (2021), consumer satisfaction assessment can be measured thru several indicators: Formation of consumer expectations, behavior and willingness, perception of the quality

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of service received, and customer loyalty.

METHODOLOGY

To evaluate the individual (partial) impacts of service quality (X1), facilities (X2), and price (X3) on customer satisfaction (Y), this research employs a quantitative methodology utilizing multiple linear regression. The target population comprises the entire clientele of 86 Laundry Hybrid in Bandar Lampung. Furthermore, a Likert scale was utilized to measure responses from a sample of 145 participants, a sample size formulated by multiplying the total number of research indicators by five.

DISCUSSION

Results of Multiple Linear Regression Test

Table 1. Multiple Linear Regression Equation

Model		*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
		B	*Std. Error*	*Beta*		
1	(Constant)	5.023	1.919		2.617	.010
	X1	.089	.033	.242	2.719	.007
	X2	.194	.059	.289	3.294	.001
	X3	.130	.055	.172	2.360	.020
a. Dependent Variable: Y						

Source: Processed data, 2026

Based on the results of the multiple linear regression analysis, the following equation was obtained:

$$\mathbf{Y = 5{,}023 + 0{,}242X_1 + 0{,}289X_2 + 0{,}172X_3}$$

The empirical findings indicate that customer satisfaction (Y) is positively and significantly influenced by all three predictors: service quality (X_1), facilities (X_2), and price (X_3). Among these variables, facilities emerge as the most dominant determinant, exhibiting the highest regression coefficient (0.289; p = 0.001). This primary driver is subsequently followed by service quality, which holds a coefficient of 0.242 (p = 0.007), and finally pricing at 0.172 (p = 0.020). This finding indicates that in the context of hybrid

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laundry, aspects of facilities such as comfort, cleanliness, and the completeness of amenities are more determining than service interaction or price.

Hypothesis Testing

Table 2. Hypothesis Test Results

H	Relationship Between Variables	Standarized koefisien	Sig.	Standard	Result
H1	Service Quality → Customer Satisfaction	.242	.007	<0,05	Accepted
H2	Facilities → Customer Satisfaction	.289	.001	<0,05	Accepted
H3	Price → Customer Satisfaction	.172	.020	<0,05	Accepted

Source: Processed data, 2026

Statistical tests were conducted to evaluate the distinct effects of each independent variable, Service Quality (X_1), Facilities (X_2), and Price (X_3) on the dependent variable, Customer Satisfaction (Y). This analysis utilized a t-test with a predetermined significance threshold of $\alpha = 0.05$. The outcomes of this statistical evaluation are detailed below:

1. Customer satisfaction is positively and significantly driven by the quality of service delivered. (sig. 0.007 < 0.05), indicating that improvements in service quality directly contribute to increased customer satisfaction. This finding confirms that service quality is an important factor in shaping customers' perceptions of the services received.
2. Customer satisfaction is significantly and positively driven by the quality of the physical facilities provided. (sig. 0.001 < 0.05), indicating that the quality of facilities plays an important role in enhancing customer satisfaction. Additionally, the smallest significance value indicates that facilities are the most dominant variable in influencing customer satisfaction.
3. Customer satisfaction is positively and significantly influenced by the pricing structure. This indicates that the more the offered price aligns with the quality of service and facilities provided, the higher the level of customer satisfaction. Competitive prices that match the benefits received by customers are an important consideration in evaluating satisfaction with the services of 86 Laundry Hybrid.

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Simultaneous Test (F Test)

Table 3. Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.611	3	26.537	18.294	.000[b]
	Residual	204.527	141	1.451		

Source: Processed data, 2026

The results of the simultaneous test (F-test) show that service quality, facilities, and price collectively have a significant impact on customer satisfaction (sig. 0.000 < 0.05), which means that these three variables collectively play a role in shaping customer satisfaction.

Coefficient of Determination (R2) Test

Table 4. Results of the Coefficient of Determination (R2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529[a]	.280	.265	1.204
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Y				

Source: Processed data, 2026

An Adjusted R Square coefficient of 0.265 demonstrates that the independent variables in this study account for 26.5% of the variance in customer satisfaction. Meanwhile, the residual 73.5% is attributable to external factors not examined within this research framework.

Validity Test Results

Table 7. Results of the Validity Test

Variable	**Indicator**	**KMO *(Kaiser-Meyer-Olkin)***	***Factor Loading***	**Explanation >0,5**
	1		0.936	Valid
	2		0.878	Valid
	3		0.984	Valid

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Quality of Service	4	0,655	0.707	Valid
	5		0.860	Valid
	6		0.638	Valid
	7		0.979	Valid
	8		0,726	Valid
	9		0,707	Valid
	10		0,970	Valid
	11		0,740	Valid
	12		0,633	Valid
	13		0,730	Valid
	14		0,846	Valid
	15		0,956	Valid
Facilities	1	0.685	0,571	Valid
	2		0,737	Valid
	3		0,693	Valid
	4		0,675	Valid
	5		0,597	Valid
	6		0,684	Valid
Price	1	0,704	0,711	Valid
	2		0,826	Valid
	3		0,734	Valid
	4		0,738	Valid
Customer satisfaction	1	0,659	0,639	Valid
	2		0,581	Valid
	3		0,795	Valid
	4		0,800	Valid

Source: Processed data, 2026

The validity analysis indicates that every measurement item across the constructs of service quality, facilities, price, and customer satisfaction is statistically valid, as evidenced by factor loadings exceeding the 0.50 threshold. Furthermore, the Kaiser-Meyer-Olkin (KMO) measure for each variable surpassed 0.50, confirming sample adequacy and overall data validity.

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Reliability Test Results

Table 8. Reliability Test Results

Variable	*Cronbach's Alpha*	Standard	Explanation
Quality of Service	0,707	0,6	Reliable
Facilities	0,601	0,6	Reliable
Price	0,742	0,6	Reliable
Customer Satisfaction	0,668	0,6	Reliable

Source: Processed data, 2026

The results of the reliability test show that all variables have a Cronbach's Alpha value above 0.60, thus they are declared reliable. The price variable (0.742) and service quality (0.707) show a stronger level of reliability, while facilities (0.601) and customer satisfaction (0.668) fall into the fairly reliable category.

CONCLUSION

The research results show that service quality, facilities, and price have a positive and significant impact on customer satisfaction, both partially and simultaneously. Customer satisfaction is predominantly shaped by the facilities variable, which underscores the critical importance of a comfortable, well-equipped, and well-maintained service environment. Additionally, the roles of price and service quality remain significant; satisfaction is further elevated when customers receive professional treatment and perceive a fair balance between the financial costs incurred and the benefits gained.

These findings indicate that in the context of hybrid laundry services, customer satisfaction is not only determined by the service outcome but also by the experience during the service process. Therefore, business operators are advised to prioritize the improvement of facilities, accompanied by enhancements in service quality and adjustments in pricing strategies. Further research is recommended to add other variables in order to provide a more comprehensive understanding.

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