Service Analysis at Java Laundry Using Servqual and IPA Methods

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Abstract: Jawa Laundry is a small business engaged in laundry services. The services offered can be washing, drying, and/or ironing. Preliminary data indicates a decrease in income over the past six months in the period from January to June, respectively as follows: Rp458,839, Rp451,897, Rp402,290, Rp253,367, Rp402,290, and Rp254,433. The purpose of this study was to identify differences in service quality with expectations, measure the level of service satisfaction and identify factors that must be prioritized in meeting service quality. The method used is the service quality method and importance performance analysis. . Based on the results of data processing, the difference between service quality and consumer expectations at Jawa Laundry shows 7 statements with negative gap scores and 10 statements with positive gap scores. The level of service satisfaction with the lowest score received by consumers is in the responsiveness and empathy dimensions with a gap score of -0.08 and the service with the highest score in the tangible dimension with a gap score of 0.01. The factors that must be prioritized in meeting service quality are attributes in quadrant I with 5 attributes that have a negative gap score, so that proposals can be made to improve performance for customer satisfaction and trust.

Keywords: Java Laundry, Servqual, IPA Methods

INTRODUCTION

Economic growth and changes in people's lifestyles today drive an increase in demand for daily necessities. The demand for laundry services is realized in the laundry business. The phenomenon of increasing laundry services amidst a busy lifestyle creates great business opportunities.

Jawa Laundry as one of the laundry service providers that offers laundry services for clothes, blankets, towels and other items by the kilo or unit. Services at the Jawa Laundry business can usually be delivered to the customer's home or can come directly to the business premises. Based on the average income for the last 6 months, income in January, February, March, April, May and June experienced a consecutive decline ofrespectively as follows: Rp. 458,839, Rp. 451,897, Rp. 402,290, Rp. 253,367, Rp. 402,290, and Rp. 254,433.

Based on these problems, it is necessary to develop the quality of service applied at Jawa Laundry to see whether it has met the desires and expectations of consumers or not in order to have competitiveness and be superior compared to other laundry services.

Customer satisfaction is a key factor of a business, in order to achieve customer satisfaction, the company can increase its market share. Service quality is the level of service provided by the company to consumers through interactions between service providers and customers. The advantages of using the service quality method are easy to analyze views from the results of data collection using questionnaires and make it easy to assess the level of customer satisfaction on each service attribute. (Vanesa & Firman, 2020)

This method is often used in measuring service quality based on five dimensions of quality, namely reliability, responsiveness, assurance, empathy, and tangible. The Importance Performance Analysis (IPA) method is an analysis used to determine the relationship between consumer responses and factors expected by consumers in improving the quality of a product or service. The advantage of this method is that it can group customer perceptions based on the level of importance of a service from the customer's perspective on service performance aimed at maintaining customer satisfaction. This method applies a Cartesian diagram placed in four quadrants. The use of both methods is expected to be in accordance with the objectives of this study, namely identifying differences between service quality and consumer expectations, consumer opinions regarding the services received by consumers and what factors should be prioritized in meeting customer needs.

LITERATURE REVIEW

Quality

Quality is one of the important things in the industrial world, where the role of quality is very important to win the competition. According to Feigenbaum from General Systems Company, Inc. explains quality as a combination of product and service characteristics as marketing, manufacturing, and maintenance techniques where a product and service used meet consumer desires. (Walujo, 2020).

Quality of Service

Service quality is one of the important factors that must be attempted by every company or entrepreneur to be able to compete in the market in satisfying customer desires

and needs. Quality itself is a characteristic of a product or service that includes engineering, manufacturing, and maintenance of a product or service that will later be used according to customer needs and expectations. The definition of service itself is an effort or company effort to fulfill consumer desires that are oriented towards consumers consisting of several real elements in the form of factors that can be touched, heard and felt (Maulana, 2016).

Service quality is defined as a series of superior company activities that are expected to meet customer desires from the overall characteristics of the product. In relation to the demands of product or service quality services that are increasingly large and extensive, where companies increasingly involve the role of product or service control, promotion, marketing and also price, so that the role of service quality for products or services requires increasingly superior service. (Maulana, 2016)

Service

Services are actions or deeds offered by a party that are not real and do not result in ownership of a product. Service businesses are one type of business that offers non-physical products or those related to physical products, so the most important thing in a service business is customer satisfaction. The advantages of a service business compared to other types of businesses are that what is needed is determination, skills, ideas, service, talent, or intelligence, in addition, service businesses do not require consistent and repetitive preparation except for initial operational capital, service businesses also do not require a stock warehouse for product circulation or raw materials. (Latief, 2009).

Customer Satisfaction

Consumers are an important factor in a business, the main purpose of consumers in consuming a product is to satisfy their desires. Consumer satisfaction is the total satisfaction of consumers obtained when consuming a product or service. Consumer satisfaction itself is influenced by factors of expectation and reality, where consumers expect the performance of a product and the reality received after consuming the product. Consumer satisfaction can be achieved if the product performance is the same or even exceeds consumer expectations. (Santoso, 2006).

The key to consumer satisfaction in assessing goods and services lies in the company's ability to meet consumer needs, desires, and expectations so that the delivery of products, both goods and services, is in accordance with consumer expectations. Other factors that

influence consumer satisfaction are past experiences when consuming products and services from both the company and competitors, the experience of people around them regarding the quality of the company's products and services, and communication through advertising and marketing carried out by the company. (Yuliarmi, 2007).

Service Quality

Service Quality is a method that is often used in measuring the quality of a service. Service quality is the level of service provided by a company to consumers through interactions between service providers and customers. Service quality itself is an important factor used by companies in an effort to increase consumer repurchase interest. The servqual dimension is a dimension used to measure customer expectations with customer expectations of the service received (Suarti, 2021).

The service quality method aims to identify and prioritize performance improvements needed in consumer desires. The measurement of service quality itself identifies based on five dimensions of service quality measurement, where the measurement of service quality scores is generated based on the following formula (Ula, 2015).

Service Quality Score = Perception Score – Expectation Score .... (1)

Service quality has dimensions and indicators of service quality. The following are dimensions of service quality (Rahayu, 2021).

1. Reliability or the ability to provide services that are given accurately and reliably. The definition of reliable here is like timely service, ease in getting products or services.

2. Responsiveness or a dimension that describes the level of willingness of a company to serve customers and provide the best service possible.

3. *Assurance* or assurance is a dimension regarding a company's ability to create trust in customers.

4. Empathy is a dimension where companies treat customers as individuals with various characteristics.

5. *Tangibles* is a dimension that represents the quality of a company's service to the products or services they provide in real terms.

    Measurement using the servqual method has several stages in evaluating consumer behavior. The following are the stages in carrying out service quality: (Halik & dkk, 2020).

1. Identifying the same quality of service.
2. Conduct customer surveys by measuring customer expectations and perceptions regarding service quality.
3. Conduct data analysis from previous surveys to identify gaps.
4. Measuring the quality of service carried out using a questionnaire created to measure customer expectations and perceptions of the quality of service provided.
5. Translating the analysis results as a guide to identify where service quality can be improved, and designing improvements that are in accordance with customer needs.

The service quality method measures how well the service level matches customer perceptions, providing quality service means meeting customer expectations consistently. This model explains the five gaps consisting of (Wati, 2023).

1. GAP 1: The gap between consumer expectations and management perceptions. This gap occurs because management misunderstands consumer expectations.
2. GAP 2: Gap between management perception and service quality specifications. This gap occurs because of a mistake in interpreting the right management perception of consumer expectations into the form of service quality.
3. GAP 3: Gap between service quality specifications and service delivery. This gap occurs due to the inability of human resources to meet the service quality standards provided to consumers.
4. GAP 4: Gap between service delivery and external communication. This gap occurs because the company in real circumstances cannot meet consumer expectations promised through promotion.
5. GAP 5: The gap between perceived service and expected service. This gap occurs due to unfulfilled consumer expectations.
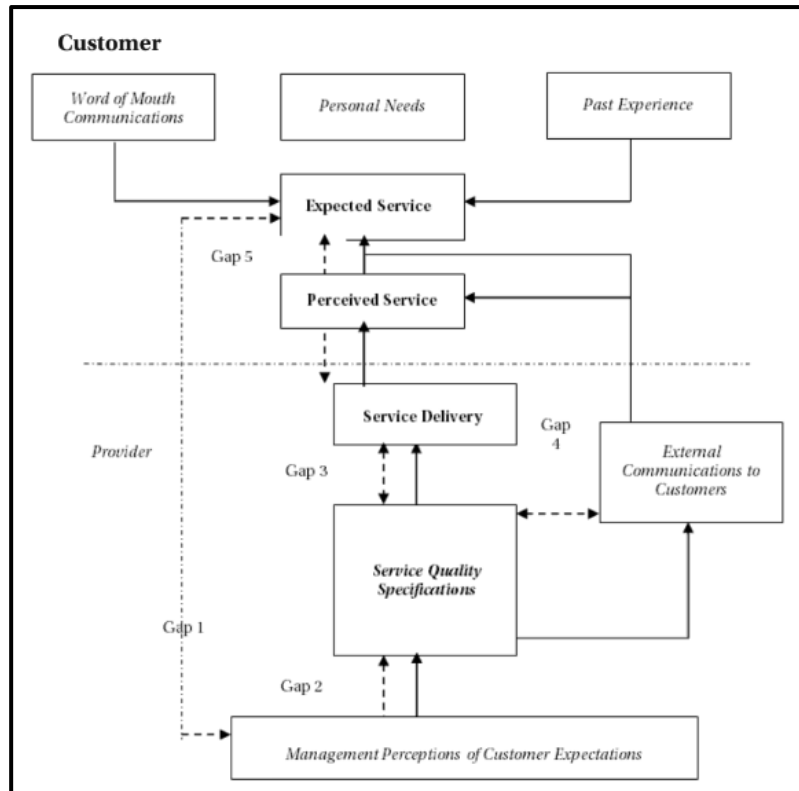
Figure 1. Service Quality Model Concept (Wati, 2023)

Based on Figure 1, the concept of the service quality model is built on the assumption that consumers compare the performance of service attributes with ideal standards for each attribute. If the performance of service attributes exceeds the standard, the perception of overall service quality will increase. This model analyzes the gap between two main variables, namely the expected service with the service perceived or received by consumers, thus the service quality model prioritizes customer expectations before purchasing or consuming a service.

Importance Performance Analysis (IPA) Method

The Importance Performance Analysis (IPA) method is an analysis used to determine the relationship between consumer responses and factors expected by consumers in improving the quality of a product or service. This method was first introduced by Martilla and James in 1977. The Importance Performance Analysis (IPA) method itself has been generally used in various fields because it is easy to apply and the results of the analysis are easy to use as suggestions for improving performance. (Wahyuni, 2020).

The coordinates formed are then grouped into four quadrants of work interests. The following is an explanation of each quadrant and figure 2.2 quadrant of interests (Wahyuni, 2020).

1.   The first quadrant, the performance level contains attributes that have the highest priority for improvement because they are considered very important factors by consumers but have not yet met consumer satisfaction so improvements must be made.

2.   The second quadrant, maintaining performance, contains achievements that can be maintained because they are used as supporting factors for consumer satisfaction so that performance is expected to be maintained.

3.   The third quadrant, low priority, contains low levels of satisfaction and is considered not very important to consumers, so these factors do not need to be made a priority.

4.   The fourth quadrant is excessive because it contains factors that have low consumer expectations so that it is hoped that they can be allocated to other factors that have a higher priority for handling or that also require improvement.

RESEARCH METHOD

The research methodology used is a quantitative research method where the research was conducted using primary data in the form of questionnaire data from 50 respondents, with the special characteristics of respondents being customers who have used services at Jawa Laundry more than once.

Data collection

Data collection is an important stage in research because the data collected will be the basis for analysis and drawing conclusions in the research. The data collected in this study consists of 3 stages.

The first stage is determining the sample size. Determining the sample size is done by determining the sample size and population. The population in this study is Jawa Laundry customers. The sample used in this study was taken based on the quota sampling technique where the number of samples was determined by the researcher because it requires samples with certain characteristics, namely having used the services at Jawa Laundry more than once.

The second stage is making a questionnaire. The questionnaire is made based on the five dimensions of service quality. The questionnaire consists of two parts, namely the perception and expectation parts, with 17 statement items based on the five dimensions in each part.

The third stage is the distribution of questionnaires to Jawa Laundry customers with predetermined criteria, namely Jawa Laundry customers who have used Jawa Laundry services more than once as many as 50 respondents. The distribution of questionnaires was carried out using Google Form.

Questionnaire Data Testing

Data processing in this study was carried out in several ways, namely by compiling a service quality questionnaire containing questions about the level of satisfaction and the level of importance of each attribute to Jawa Laundry customers. This questionnaire was created using a Likert scale with an assessment of 1 to 5 where 1 is very bad or strongly disagree, 2 is not good or disagree, 3 is quite good, 4 is good or agree, and 5 is very good or strongly agree.

The second stage is the validity test of the questionnaire data to determine whether the data obtained is valid or not. This validity test is carried out using SPSS (Statistical Package for the Social Sciences) software where a comparison of the value of r count with r table is carried out. This test is said to be valid if the questions on the questionnaire can reveal something that is measured by the questionnaire.

The third stage is the reliability test of the questionnaire data to measure the consistency of the answers from Jawa Laundry customers to the entire contents of the questionnaire given. The reliability test of this questionnaire data was carried out using SPSS (Statistical Package for the Social Sciences) software where the best reliability coefficient value is 1 and the worst is 0, but the value of 1 is very difficult to determine so that the answer will be quite consistent if the reliability coefficient is between 0.64 to 0.90. If the data that has been tested does not meet the valid and reliable requirements, data collection will be carried out again by distributing questionnaires.

Determination of GAP and Importance Performance Analysis (IPA)

The difference in perception and expectation from the questionnaire is used to determine the gap. Gap analysis is conducted to determine factors that should be prioritized

because they have a high performance gap. Importance Performance Analysis (IPA) is used in combining measurements on the dimensions of perception and expectation into two dimensions, where both dimensions are later plotted into the expectation value on the vertical axis and the perception value on the diagonal axis, which is then searched for the average contained in the dimensions of perception and expectation as the center of the line cutter.

RESULT AND DISCUSSION

Gap Value Calculation

Gap value calculation is done to calculate the difference or gap between perception and expectation. Gap value calculation is done to determine which dimensions should be improved and maintained. The following is table 4.1 of perception and expectation gaps for 17 statements.

Table 1. Expectation and Perception Gap for 17 Statements

No	Dimensions		Hope		Perception		Gap
			Total	Average	Total	Average	
1	Tangible	P1	209	4.18	213	4.26	0.08
2		P2	212	4.24	215	4.3	0.06
3		P3	211	4.22	205	4.1	-0.12
4		P4	198	3.96	198	3.96	0.00
5	Reliability	P5	217	4.34	211	4.22	-0.12
6		P6	215	4.3	211	4.22	-0.08
7		P7	214	4.28	211	4.22	-0.06
8	Responsiveness	P8	212	4.24	209	4.18	-0.06
9		P9	213	4.26	214	4.28	0.02
10		P10	214	4.28	217	4.34	0.06
11	Assurance	P11	212	4.24	217	4.34	0.10
12		P12	209	4.18	214	4.28	0.10
13		P13	210	4.2	211	4.22	0.02
14		P14	214	4.28	211	4.22	-0.06
15	Empathy	P15	216	4.32	216	4.32	0.00
16		P16	212	4.24	213	4.26	0.02
17		P17	211	4.22	208	4.16	-0.06

(Source: Data Processing, 2024)

Based on table 1. it can be seen the gap of 17 questionnaire statements with a total of 50 respondents. There are five dimensions of service quality that have been calculated the total and average of each statement on perception and expectation. This produces different gap and gap values from the five dimensions of service quality. If the gap score is positive, then the reality can meet customer expectations. If the gap score is negative, then customer

expectations have not been met. The following is table 2, a summary of the results of the perception and expectation gap values.

Table 2. Summary of the Results of the Expectation and Perception Gap Values

No	Dimensions	Hope Average	Perception Average	Gap
1	*Tangible*	4.15	4.16	0.01
2	*Reliability*	4.19	4.15	-0.04
3	*Responsiveness*	4.21	4.13	-0.08
4	*Assurance*	4.22	4.16	-0.06
5	*Empathy*	4.29	4.21	-0.08

(Source: Data Processing, 2024)

Based on table 2, there is an average of 5 dimensions obtained from the sum of each statement and the average value is sought. The gap value between perception and expectation. The following is an example of calculating the tangible dimension gap value.

Gap = ScorePerception – Expectancy Score

= 4.16 – 4.15 = 0.01

Based on the five dimensions of service quality, there is one dimension that has met customer expectations, namely the tangible dimension with a gap score of 0.01. The dimensions of reliability, responsiveness, assurance, and empathy with gap scores for each dimension are -0.04; -0.08; -0.06; and -0.08. Based on this, the dimensions with the highest gap are the responsiveness and empathy dimensions. However, this score does not mean that there is dissatisfaction felt by customers towards the performance of Jawa Laundry services, but this score only explains how far the gap is between the perception and expectations desired by customers, where the score is obtained from the gap score of each dimension that has greater expectations compared to perception. The following is table 4.6 of the gap analysis with the proposed perception.

Importance Performance Analysis

*Importance performance analysis*is an analysis used for comparison between perception and expectation assessment. The average value of the assessment of each statement between perception and expectation, with the abscissa axis (X) being the average of the perception statement and the ordinate axis (Y) being the average of the expectation

statement. The following is Figure 1, a Cartesian diagram of importance performance analysis.
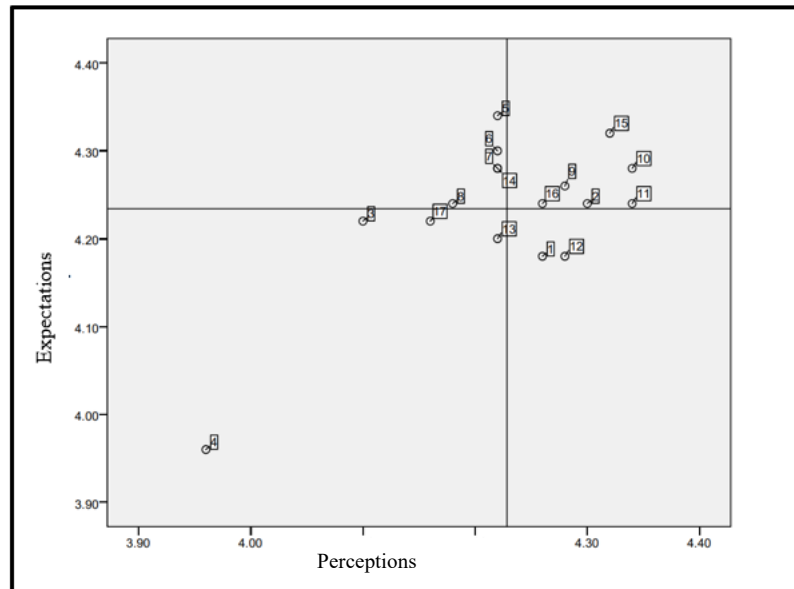

Figure 2. Cartesian Diagram of Importance Performance Analysis

(Source: Data Processing, 2024)

Based on Figure 2, there are 4 quadrants between perception and expectation from 17 statement items. Quadrant I is the top priority, quadrant II is maintaining achievement, quadrant III is low priority, and quadrant IV is excessive.

Quadrant I is the main priority or attribute that is considered very important by customers so that it must be made a priority for service improvement at Jawa Laundry. The attributes or statements that are the priority include statement 5 with the statement content, namely I feel that Jawa Laundry completes the service on time as promised, where customers consider that the speed of service must be improved and become a priority for improvement. Statement 6 with the statement content, namely I feel that the service at Jawa Laundry ensures that every garment that is processed gets consistent attention and treatment, where customers consider that the attention to every garment that is processed at Jawa Laundry is not yet consistent. Statement 7 with the statement content, namely I feel that Jawa Laundry provides responsive service related to customer requests or complaints, where customers consider that the response given by Jawa Laundry to customer requests or complaints must be prioritized in order to meet customer satisfaction. Statement 8 with the statement content, namely I feel that Jawa Laundry is able to solve problems faced by consumers quickly, where customers want Jawa Laundry to be able to respond quickly to

customer requests. Statement 14 with the statement content, namely I feel that Jawa Laundry provides a clear price list for each service, where customers feel that Jawa Laundry has not provided a clear price list for each service. This shows that the attributes or statements in quadrant I are the main priority to be improved regarding customers who are not yet satisfied with the service.

Quadrant II is maintaining achievements or attributes that are considered very important so that they must be maintained and customers are satisfied with the services provided by Jawa Laundry. Attributes or statements that are important priorities are statement 2 with the statement content I feel that Jawa Laundry uses sophisticated machines and equipment to ensure effective and efficient cleaning, where customers are quite satisfied with the service with the use of sophisticated machines and equipment. Statement 9 with the statement content I feel that Jawa Laundry provides online services via chat or telephone, where customers are quite satisfied with the online services provided by Jawa Laundry. Statement 10 with the statement content I feel that the service at Jawa Laundry establishes good communication with customers, where communication between Jawa Laundry and customers is quite good and must be maintained. Statement 11 with the statement content I feel that the service at Jawa Laundry provides a guarantee of service satisfaction, where customers are quite satisfied with the guarantee given by Jawa Laundry. Statement 15 with the statement content I feel that the service at Jawa Laundry always serves customers in a friendly manner, where customers are satisfied with the friendliness of the service at Jawa Laundry. Statement 16 with the statement content I feel that the employees at Jawa Laundry understand the needs of their customers. Based on the results of the analysis, it shows that the attributes or statements in quadrant II must maintain their performance by Jawa Laundry.

Quadrant III is a low priority or attribute that is considered less important and customers do not really expect it so it does not need to be prioritized. The attribute or statement that is a low priority is statement 3 with the statement content I feel that employees at Jawa Laundry are trained and knowledgeable in handling various types of fabrics, which is considered unimportant by customers. Statement 4 with the statement content I feel that Jawa Laundry provides free pick-up and drop-off services, where customers feel that free pick-up and drop-off services are good enough so that it is not a priority for Jawa Laundry. Statement 13 with the statement content I feel that the service at Jawa Laundry pays attention to the cleanliness of laundry equipment and machines,

where customers feel that this is enough so that it is not a priority. Statement 17 with the statement content I feel that Jawa Laundry always pays special attention to service details such as types of fabrics and specific product conditions, where customers feel that this is good enough so that it is not a priority. Based on the results of the analysis, it shows that the attributes or statements in quadrant III can be ignored because they are not a priority for Jawa Laundry.

Quadrant IV is an excessive part or attribute that is considered less important by customers who do not really expect it so it does not need to be prioritized and done excessively. Excessive attributes or statements are statement 1 with the statement content I feel that the service at Jawa Laundry pays attention to neatness in handling and packaging clothes, where according to customers this is given excessively. Statement 12 with the statement content I feel that the service at Jawa Laundry uses effective cleaning products but maintains the quality and durability of clothes, where customers feel this is done excessively. Based on the results of the analysis above, it shows that the attributes or statements in quadrant IV can be ignored because they are not a priority and are done excessively by Jawa Laundry.

Strategy Formulation in an Effort to Increase Customer Satisfaction Through Service Quality

Based on the previous Cartesian diagram, the position of the service quality attributes provided to Jawa Laundry based on the level of perception and expectation is in quadrant I with 5 attributes, in quadrant II with 6 attributes, quadrant III with 4 attributes, and quadrant IV with 2 attributes. Each quadrant that has an attribute with a negative gap score needs to be improved, so that proposals can be made for each attribute. The following are proposals for improvement in each quadrant:

a.   Quadrant I

Based on the Cartesian diagram, there are 5 attributes that have a negative gap score. The attributes and proposed improvements in this quadrant are as follows:

1.   Jawa Laundry completed the service right on time as promised

Based on the calculation of the gap, namely statement 5, this attribute has a score of -0.12 so that Jawa Laundry must pay more attention to service time according to the promised time. Suggestions that can be made are limiting service acceptance, adding employees, and using machines or equipment that

can increase efficiency such as washing machines with high power so that washing time can be reduced.

2. Jawa Laundry ensures that every item of clothing processed receives consistent attention and treatment

   Based on the gap calculation, namely statement 6, this attribute has a score of -0.08 so that Jawa Laundry must pay more attention to consistency in the treatment of each garment processed. The suggestion that can be made is to separate clothes according to the type of color in each wash and provide standards in the amount of detergent use or the use of fragrances and perfumes or the length of time for washing and drying.

3. Jawa Laundry provides responsive service regarding customer requests or complaints.

   Based on the gap calculation, namely statement 7, this attribute has a score of -0.06 so that Jawa Laundry must pay more attention to the response regarding customer requests or complaints. Suggestions that can be made are to create a digital suggestion box via google form, provide a quick response, and conduct open communication such as explaining the steps to be taken.

4. Jawa Laundry is able to solve problems faced by consumers quickly

   Based on the gap calculation, namely statement 8, this attribute has a score of -0.06 so that Jawa Laundry is expected to be able to solve problems faced by consumers quickly. The suggestion that can be made is to provide a complaint form so that relevant problems are not repeated, and respond to problems faced by providing information on handling problems such as stains on white clothes that cannot be removed can be removed with cleaning products with any ingredients.

5. Jawa Laundry provides a clear price list for each service.

   Based on the gap calculation, namely statement 14, this attribute has a score of 0.02 so that Jawa Laundry can provide a clear price list for each service. The suggestion that can be made is to create a fixed price list book.

b.   Quadrant II

Based on the Cartesian diagram, quadrant II has 6 attributes with positive scores, namely statement 2 with a gap score of 0.06, statement 9 with a gap score of 0.02,

statement 10 with a gap score of 0.06, statement 11 with a gap score of 0.10, statement 15 with a gap score of 0.00, and statement 16 with a gap score of 0.02. This shows that the attributes in quadrant II do not require proposals, but the performance carried out by Jawa Laundry must not decrease so that it can continue to meet customer expectations.

c.   Quadrant III

Based on the Cartesian diagram, there are 2 attributes that have a negative gap score. The attributes and proposed improvements in this quadrant are as follows:

1. Employees at Jawa Laundry are trained and knowledgeable in handling various types of fabrics.

    Based on the gap calculation, namely statement 3, this attribute has a score of -0.12 so that Jawa Laundry must provide training for employees in handling various types of fabrics. The suggestion that can be made is to provide training for employees in handling various types of fabrics with different handling of each type of fabric such as the use of detergent or bleach for certain types of fabrics or certain fabric colors.

2. Jawa Laundry always pays special attention to service details such as fabric types and specific product conditions.

    Based on the gap calculation, namely statement 17, this attribute has a score of -0.06 so that Jawa Laundry is expected to provide special details related to services such as types of fabrics and specific product conditions. The suggestion that can be made is to provide training to employees regarding variations in types of fabrics with how to handle each type of fabric such as washing or drying techniques using different temperatures.

d.   Quadrant IV

Based on the Cartesian diagram, quadrant IV has 2 attributes with positive scores, namely statement 1 with a gap score of 0.08 and statement 12 with a gap score of 0.10. This shows that the attributes in quadrant IV do not require proposals, but the performance carried out by Jawa Laundry must not decrease so that it can continue to meet customer expectations.

CONCLUSION AND SUGGESTIONS

Conclusion

The difference between service quality and consumer expectations at Jawa Laundry can be seen from the gap score on 17 statements submitted to Jawa Laundry customers with 7 statements with negative gap scores, which indicates the difference between customer expectations and perceptions obtained by customers still does not meet needs. However, there are 10 statements with positive gap scores, which indicates that there are statements that meet customer needs.

The level of service satisfaction received by consumers at Jawa Laundry can be seen from the gap score between dimensions with the largest dimension being the responsiveness and empathy dimension with a gap score of -0.08, thus indicating that the responsiveness and empathy dimensions are dimensions whose performance must be improved in order to increase customer satisfaction and trust. The attribute with the lowest gap score is the tangible dimension with a gap score of 0.01, thus indicating that the tangible dimension is the dimension that is considered the most satisfying to customers, but Jawa Laundry can still improve its service.

The factors that must be prioritized in meeting the quality of service in Jawa Laundry are attributes in quadrant I with 5 attributes that have a negative gap score, namely statement 5 with suggestions that can be done is to limit service acceptance, add employees, and use machines or equipment that can increase efficiency such as washing machines with high power so that washing time can be reduced, statement 6 with suggestions that can be done is to separate clothes according to the type of color in each wash and provide standards in the amount of detergent use or the use of fragrances and perfumes or the length of time for washing and drying, statement 7 with suggestions that can be done is to create a suggestion box, provide a quick response, and conduct open communication such as explaining the steps to be taken, statement 8 with suggestions that can be done is to provide a complaint form so that relevant problems do not recur, and respond to problems faced by providing information on handling problems such as stains on white clothes that cannot be removed can be removed with cleaning products with any ingredients, statement 14 with suggestions that can be done is to create a fixed price list book.

Suggestions

Suggestions that can be given in the study on service satisfaction analysis to improve customer satisfaction and trust in Jawa Laundry using the service quality method and the importance performance analysis method, there are still some weaknesses in the service provided by Jawa Laundry in service quality. It is hoped that Jawa Laundry can reconsider the strategy used to meet customer satisfaction and trust through the quality of service provided. Things that need to be considered in improving service quality such as service time that can be increased to be more effective, consistency in providing service, responsiveness to customer complaints, providing a fixed price list, and training for employees.

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