



**THE INFLUENCE OF PRICE AND SERVICE QUALITY ON CUSTOMER
LOYALTY AT RISKA LAUNDRY PALEMBANG****Nabila Salsabila¹****Universitas Sriwijaya, Palembang, Indonesia**ns617042@gmail.com**Aslamia Rosa²****Universitas Sriwijaya, Palembang, Indonesia**aslamiarosa@unsri.ac.id**Dessy Yunita³****Universitas Sriwijaya, Palembang, Indonesia**dessyyunita@unsri.ac.id

Abstract

The laundry service sector in Indonesia is rapidly growing due to increasingly busy lifestyles and heightened competition, which motivates this study to analyze the impact of price and service quality on customer loyalty at Riska Laundry Palembang. The objective of this study is to examine the extent to which price and service quality factors influence customer loyalty among users of Riska Laundry Palembang. This research employs two types of data: primary and secondary data. The sample was selected using non-probability sampling with a purposive sampling approach, totaling 90 respondents. The analytical technique applied in this study is multiple linear regression, utilizing SPSS Statistics 27 for Windows. The results of the t-test and F-test demonstrate that both price and service quality factors have a positive and significant effect on customer loyalty, both individually and simultaneously, among customers of Riska Laundry Palembang.

Keywords: Price, Service Quality, Customer Loyalty



INTRODUCTION

The laundry service sector in Indonesia has experienced significant growth, in line with the shifting lifestyle patterns of an increasingly busy society, particularly in high-activity areas. Technological advancements have also played an important role in supporting the operations of this business, enabling laundry services to reach even small towns and villages. Initially, the laundry business in Indonesia developed from foreign franchises, which have now grown in number (Winata, A., & Prabowo, 2022).

The demand for washing services has made the laundry business one of the basic needs of society. Many people now rely on laundry services, perceiving them as a more convenient and optimal option. In metropolitan areas such as Palembang, this business is increasingly favored by students and newcomers who live independently and have busy schedules, leading them to choose laundry services to save time and energy (Laili, R. R., & Canggih, 2021).

Laundry services now offer convenience, speed, and ease, making them part of people's daily routines. Customers from various backgrounds, such as students, housewives, and office workers, utilize these services to meet their needs. This condition has led to the continuous emergence and proliferation of laundry businesses in various regions (Nopriyanto, 2024).

The rapid overall business growth has also resulted in an increasing number of laundry entrepreneurs. The shift towards a practical lifestyle has driven people, especially in urban areas, to opt for laundry services. However, this growth has also intensified competition. As such, business owners are required to offer added value and leave a positive impression on customers (Nadeak & Yudhira, 2022).

Laundry services are individual or group businesses that generate mutual benefits through direct or indirect interactions. In the modern era, the increasing busyness, particularly among working housewives, has driven the growth of laundry customers, prompting service providers to continually improve service quality (Pratiwi dkk., 2020a).

Riska Laundry, located in Palembang, offers washing and clothing care services with complete cleaning materials to facilitate busy customers. However, despite providing fairly good service, some customers perceive the prices offered as too high compared to competitors, prompting them to switch to cheaper services. Price fairness is perceived when customers feel that the costs incurred are commensurate with the quality received and are considered ethical if aligned with market prices (Sasambe et al., 2023).



Based on observations and interviews, many Riska Laundry Palembang customers complain about prices being higher than competitors offering similar service quality. These complaints mainly come from cost-sensitive customers who feel that prices are not proportional to the quality received. Although service is considered adequate, dissatisfaction remains due to laundry delays and unfriendly staff attitudes, which affect customer loyalty (Adrianto, 2023). On the other hand, Riska Laundry still maintains advantages such as fast service, affordable prices, clean and fragrant laundry results, and responsible staff, which serve as added value for customers. Nonetheless, service quality improvements are still needed to ensure overall customer satisfaction.

According to (Zunaidi dkk., 2023), loyalty is more determined by consumer behavior than by attitude, meaning that customers who have transacted two to three times can be considered loyal. However, despite having regular customers, Riska Laundry Palembang still has a low level of loyalty as customers easily switch if offered more attractive deals. To monitor this, monthly customer numbers from October 2024 to November 2025 were recorded to evaluate service usage trends.



Figure 1.
Number of Customers

The number of customers at Riska Laundry Palembang fluctuated between October 2024 and February 2024, peaking in December at 32 people and reaching its lowest point in October at 28 people. Although the number of customers remained relatively stable, loyalty remained low. Interviews revealed that many customers did not feel attached and could easily switch to other services offering lower rates and better service quality. This indicates that price and quality



significantly influence customers' decisions to return (Windha Trisetya dkk., 2020).

To retain customers, Riska Laundry strives to maintain a balance between price and service quality. This strategy is essential in building long-term loyalty. Previous studies have shown varying results regarding the impact of value and quality on customer commitment. Kumaladewi (2023) found that price is a crucial factor in strengthening consumer loyalty at Jaya Laundry Tanjungtani, while Ratna (2023) emphasized that high-quality service significantly influences customers' willingness to remain loyal at Barokah Laundry.

Based on the foregoing explanation, the researcher is motivated to conduct a study on the impact of price and service quality on customer loyalty at Riska Laundry Palembang. This topic was chosen due to the strong interrelation between service quality, price, and customer commitment levels. Customers tend to remain loyal when they are satisfied with the service quality received and believe that the money spent is worth the standard of quality obtained. Therefore, this study focuses on analyzing the extent to which price and service quality, both individually and jointly, affect customer loyalty at Riska Laundry Palembang.

LITERATURE REVIEW

Price

Price is an important element in product strategy and profit (Hermawan, 2019). Price is defined as the value paid by consumers for a product or service (Abdul Gofur, 2019). Price is viewed as a reflection of brand position and a source of revenue (Haris dkk., 2022). Price is emphasized as a determinant of purchasing decisions and market position (Himawan Sinulingga, 2022). Price is stated as the value set aside when making a purchase (Evandinnartha dkk., 2023). Price is considered part of a marketing strategy that provides added value (Yati dkk., 2020).

Price Indicators

According to Hermawan (2019), indicators used to measure price include the level of affordability of the product price by buyers, the balance between price value and product quality, the level of price competitiveness in the market, and whether the price corresponds to the benefits perceived by users.

Service Quality

Service quality is an effort made to effectively fulfill consumer desires in line with their expectations (Puspita dkk., 2024). It is described as a strategic system involving all organizational elements to meet consumer expectations, emphasizing that high-quality service can increase consumer satisfaction



(Maulana, 2021a). Quality service relates to good standards capable of meeting consumer expectations (Pondi dkk., 2020). Meanwhile, service quality is defined as the process of providing assistance without limitation of ownership of goods or services so that consumer needs are fulfilled (Afan Zaini, 2022).

Dimensions of Service Quality

According to (Efendi & Sari, 2017), service quality consists of five main dimensions: the ability to provide accurate and reliable service, the readiness of staff to respond to customer needs, assurance through the competence and honesty of service providers, special attention given to customers, and the presence of physical facilities supporting the service.

Customer Loyalty

According to Aulia (2022), loyalty is the commitment to continue using a product despite temptations to switch. They see loyalty as a tendency to repurchase rather than switch to competitors (Haris dkk., 2022). Loyalty is assessed as arising from satisfaction that drives repeat purchases (Tumundo dkk., 2022). Loyalty is defined as dedication to buying and recommending products (Rohmah & Suhardiyah, 2021). Loyalty is stated as the habit of voluntarily repurchasing with the intent to recommend (Tampubolon & Perdana, 2023). Loyalty is seen from faithfulness that triggers timely purchases and positive responses (Yohana, E. S., Tj & Wahyoedi, 2024).

Factors Affecting Customer Loyalty

According to (Pratiwi dkk., 2020), customer loyalty is influenced by various factors such as low customer commitment to a product, weak interest but continued purchase due to certain biases, and conditions where loyalty is more influenced by situation than character. However, loyalty can increase if there is strong mutual interest and high purchase frequency.

Customer Loyalty Indicators

According to (Maulana, 2021b), customer loyalty indicators include satisfaction, commitment, repeat purchase, willingness to recommend, and resistance to the influence of other brands.

RESEARCH METHOD

This research employs a causal design to examine the influence of price (X1) and service quality (X2) on customer loyalty (Y) at Riska Laundry Palembang, located on Jln. Makrayu Lrg Tanjung Burung. The study population consists of customers who have used the service at least three times, totaling 150 individuals, from which a sample of 90 respondents was selected based on



Slovin’s formula with a 5% margin of error. Data were collected using questionnaires that were tested for validity and reliability to ensure accurate and consistent measurement of variables. Prior to analysis, tests for normality, multicollinearity, and heteroscedasticity were conducted to assess data suitability. Data analysis was performed using multiple linear regression to identify relationships between independent and dependent variables, along with t-tests and F-tests to measure partial and simultaneous effects. The operational definitions of variables include price as the total cost borne by consumers (Kotler & Armstrong, 2018), service quality as the actions of service providers, and customer loyalty as the commitment to continue using the product (Kotler & Keller, 2016), with each variable measured on an ordinal scale based on specific indicators.

RESULTS AND DISCUSSION

Results of Research Instrument Testing

Validity Test Results

Table 1.
Validity Test of Research Instruments

Variable	Statement	r-calculated	r-table	Description
Price Influence (X1)	X1.1	0.737	0.2072	Valid
	X1.2	0.765	0.2072	Valid
	X1.3	0.749	0.2072	Valid
	X1.4	0.782	0.2072	Valid
Service Quality (X2)	X2.1	0.760	0.2072	Valid
	X2.2	0.781	0.2072	Valid
	X2.3	0.761	0.2072	Valid
	X2.4	0.772	0.2072	Valid
	X2.5	0.768	0.2072	Valid
	Y1	0.919	0.2072	Valid

Source: Processed primary data, 2025

Referring to the data analysis findings in Table 1, it can be explained that since the r-calculated values are greater than the r-table values and Sig < 0.05, all the questionnaire items used in the indicators of price variable (X1), service quality (X2), and customer loyalty (Y) are declared valid.

Reliability Test Results



Table 2.
Reliability Test Results

No	Variable	Cronbach's Alpha	Cronbach's Alpha Requirement	Criteria
1	Price Influence (X1)	0.753	0.60	Reliable
2	Service Quality (X2)	0.825	0.60	Reliable
3	Customer Loyalty (Y)	0.865	0.60	Reliable

Source: Processed primary data, 2025

Based on Table 2, it shows that the Cronbach's Alpha values for the price indicator (X1) is 0.753, for service quality (X2) is 0.825, and for customer loyalty (Y) is 0.865. Therefore, since all values are greater than 0.60, the questionnaire is declared consistent or reliable.

Classical Assumption Test Results

Normality Test Results

If the Asymp. Sig. (2-tailed) value for each variable > 0.05, then the data are normally distributed. The data analysis findings based on the normality test using SPSS are shown in Table 3 below:

Table 3.
Normality Test

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
<i>N</i>		90
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	1.16523914
<i>Most Extreme Differences</i>	<i>Absolute</i>	.072
	<i>Positive</i>	.072
	<i>Negative</i>	-.072
<i>Test Statistic</i>		.072
<i>Asymp. Sig. (2-tailed)^c</i>		.200 ^d

Sumber: Data primer diolah, 2025

The results in Table 3 show a Kolmogorov-Smirnov score of 0.200 > 0.05, indicating that the data are normally distributed.



Multicollinearity Test Results

Table 4.
Multicollinearity Test

Coefficientsa	Collinearity Statistics
Model	Tolerance
1 (Constant)	
Price	0.297
Service Quality	0.297

a. Dependent Variable: Customer Loyalty
Source: Processed primary data, 2025

Based on the data analysis findings in Table 4 above, it can be explained that the tolerance score for price is $0.297 > 0.10$, the VIF score is $3.362 < 10$, and the tolerance for service quality is $0.297 > 0.10$ with VIF $3.362 < 10$. These criteria are met; therefore, the conclusion is that multicollinearity does not occur in the data.

Heteroscedasticity Test Results

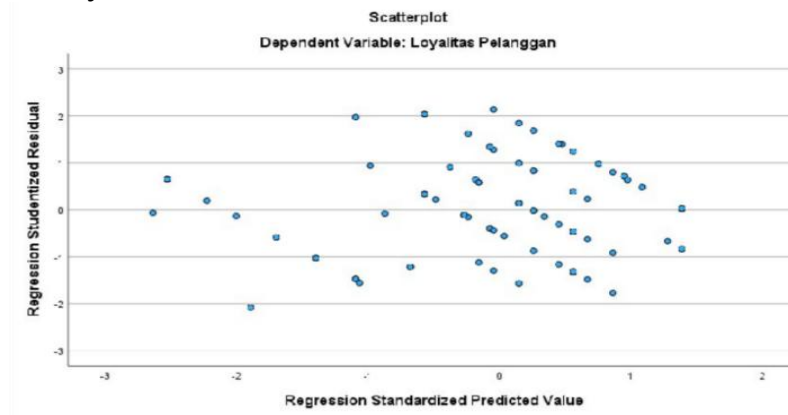


Figure 2.
Heteroscedasticity Test Results

Figure 2 shows a random and pattern-free scatter of points, indicating that the regression model is free from heteroscedasticity problems.

Hypothesis Testing Results

t-Test Results (Partial)

Table 5.
t-Test Results

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta	
1				
(Constant)	3.594	0.629		5.715
Price	0.544	0.105	0.914	4.552
Service Quality	0.646	0.088	0.126	3.636

Source: Processed data, 2025

Hypothesis 1 Test Results

Based on the analysis in Table 5, the variable Price (X1) shows a significance value (a) of $0.000 < 0.05$ and a calculated t-value of $4.552 > t\text{-table } 1.988$. The conclusion is that H1 is accepted, meaning Price (X1) significantly affects the level of customer loyalty.

Hypothesis 2 Test Results

The analysis in Table 6 shows that the Service Quality variable (X2) has a significance value (a) of $0.000 < 0.05$ and a calculated t-value of $3.636 > t\text{-table } 1.988$. The conclusion is that H2 is accepted, meaning Service Quality (X2) influences the level of customer loyalty.

F-Test (Simultaneous Test)

Table 6.
t-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	420.148	2	210.074	93.127	.000
Residual	196.252	87	2.256		
Total	616.400	89			

Source: Processed data, 2025

Hypothesis 3 Test Results

From the F-test in Table 6, it is known that the significance score related to Price (X1) and Service Quality (X2) affecting Customer Loyalty (Y) is $0.000 < 0.005$, and the calculated F-value of $93.127 > F\text{-table } 3.10$. The conclusion is that H3 is accepted, meaning Price (X1) and Service Quality (X2) significantly influence customer loyalty (Y).

Multiple Linear Regression Test Results

Table 7.
Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta
1			
(Constant)	3.594	0.629	5.715
Price Influence	0.544	0.105	0.914 4.552
Service Quality	0.646	0.088	0.126 3.636

Source: Processed data, 2025

$$Y = 3.594 + 0.544 X1 + 0.646 X2 + e$$

The constant value of 3.594 indicates customer loyalty without the influence of price and service quality. The coefficient of price 0.544 means that every 1 unit increase in price increases loyalty by 0.544. The coefficient of service quality 0.646 indicates that a 1 unit increase in service quality increases loyalty by 0.646.

Coefficient of Determination Test (R²)

Table 8.
Coefficient of Determination Analysis

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0,826 ^a	0,682	0,674	1,592

a. Predictors: (Constant), Kualitas Pelayanan, Pengaruh Harga

b. Dependent Variable: Loyalitas Pelanggan

Sumber: Data primer diolah, 2025

Referring to the findings of the coefficient of determination in Table 8 above, the R Square value is 0.682 (68.2%), meaning that price (X1) and service quality (X2) contribute to customer loyalty (Y), while 31.8% is influenced by other indicators outside the scope of this study.

Influence of Price on Customer Loyalty

The findings from multiple linear regression prove that the price variable has a positive and significant effect on customer loyalty at Riska Laundry Palembang with a coefficient of 0.544, supporting the t-test with a calculated t-value of 4.552 which is greater than the table t-value of 1.988 and a significance value of 0.000 < 0.05; therefore, H1 is accepted.

The price variable was measured using four parameters: ease of access, price comparison with other laundries, balance between price and quality, and service benefits. Most respondents, namely 76.15%, agreed with these indicators. They assessed that Riska Laundry’s prices are affordable, cheaper than



competitors, proportional to the quality, and provide additional benefits such as efficiency and satisfactory laundry results, which strengthen their loyalty. These findings support the results of research by Pratama & Lestari (2025), which also stated that price significantly affects consumer loyalty.

Influence of Service Quality on Customer Loyalty

The findings from multiple linear regression analysis demonstrate that the service quality variable has a positive effect on customer loyalty at Riska Laundry Palembang, with a coefficient of 0.646, a calculated t-value of 3.636 > table t-value of 1.988, and a significance value of 0.000 < 0.05. Therefore, the second hypothesis (H2) is accepted. Service quality was measured through five indicators: service provisions, response to complaints, friendly and polite attitude, speed of service, and cleanliness of the premises. Most respondents (71%) agreed with these indicators. These results indicate that Riska Laundry has provided clear service information, responded well to customer complaints, and demonstrated friendly and professional attitudes from its employees.

Moreover, service speed and cleanliness also add value by increasing customer comfort and trust in the service provided. This impacts increased customer satisfaction and loyalty toward Riska Laundry. This finding supports previous studies by Mahardini & Septiani (2025), which concluded that service quality significantly affects consumer loyalty. However, it differs from the findings of Ezra & Irmawati (2024), which stated no impact of service quality on consumer loyalty.

Simultaneous Influence of Price and Service Quality on Customer Loyalty

The research findings show that the variables of price and service quality simultaneously affect customer loyalty, proven by a significance score of 0.000 < 0.05 and an F-calculated value of 93.127 exceeding the table F-value of 3.10. Thus, H3 is accepted, indicating that both indicators play an important role in shaping customer loyalty at Riska Laundry Palembang. Based on this finding, it is recommended that Riska Laundry continue to enhance price affordability by offering competitive rates so that customers feel they receive maximum benefits without burdening their daily expenses. Prices that align with customer expectations and perceived value will increase satisfaction and loyalty.

In addition, service aspects such as timeliness, cleanliness of laundry results, staff friendliness, and ease of service access also greatly contribute to creating a positive customer experience. By maintaining a balance between competitive prices and quality service, customer loyalty can be sustained continuously. This finding is consistent with the study by Ananda (2019), which



concluded that the combination of price and service quality provides an optimal and significant influence on overall consumer loyalty.

CONCLUSION

Based on the research results, it can be concluded that the price variable has a significant influence on customer loyalty at Riska Laundry Palembang. This indicates that an appropriate pricing policy can directly affect the level of consumer loyalty in using the laundry service. Furthermore, service quality also proves to contribute significantly to customer loyalty, particularly through factors such as staff friendliness, timeliness of service, and cleanliness of the laundry results. Simultaneously, price and service quality become key combinations determining success in maintaining long-term relationships with customers.

As a policy implication, the management of Riska Laundry needs to continuously optimize service quality management with a focus on improving timeliness, cleanliness of laundry results, and responsiveness to customer complaints, without neglecting the importance of maintaining competitive and proportional pricing relative to the quality provided. Policy makers are expected to encourage the implementation of continuous monitoring and evaluation systems to ensure service consistency. Additionally, recommendations for future researchers are to expand the research variables by including indicators such as customer satisfaction, trust levels, and promotional effectiveness to provide a more comprehensive overview of the factors influencing customer loyalty.

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