



## The Effect of Marketing Mix and Service Quality on Customer Satisfaction at Care and Clean Laundry

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### ABSTRACT

The purpose of this study is to examine how customer satisfaction in the Care and Clean laundry industry is impacted by the marketing mix and service quality. Customer happiness is essential to preserving loyalty and enhancing corporate sustainability in the cutthroat service sector. Thirty respondents who are current clients were given questionnaires as part of the study's quantitative methodology. Multiple linear regression tests, t-tests, F-tests, and coefficients of determination and correlation were used to analyze the data with SPSS 25. According to the findings, customer happiness was significantly impacted by the marketing mix (83.6%), and service quality was significantly impacted by the marketing mix (77.6%). Both variables together had an 84% impact on customer satisfaction; other factors impacted the remaining percentage. It is clear that improving both the marketing mix and the quality of the services will greatly raise consumer satisfaction.

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## **INTRODUCTION**

Customer happiness is one of the primary determinants of a company's success in an era of fiercer corporate rivalry service company, including in the laundry industry. Laundry companies are not only required to provide clean and neat laundry results, but must also be able to meet customer expectations in terms of service, competitive prices, and convenience in the ordering and retrieval process.

All companies in the field of goods or services are certainly aware of customer satisfaction, customer satisfaction must be achieved in order for customers to return to using the company's products or services which is commonly referred to as customer loyalty. Customers also expect good service from the products they buy or the services used, both in terms of promotion, price and comfortable place.

Customer impressions of the level of service obtained in relation to their expectations are reflected in customer satisfaction. Customer satisfaction increases the likelihood that they would use the service again and maybe refer others to it. Consequently, washing businesses must comprehend the elements that affect client contentment in order to formulate the right strategy to improve service quality sustainably.

The research of Imaa, Umar and Kango (2024) "The purpose of "Analysis of Marketing Mix and Service Quality on Consumer Satisfaction at Wed Cafe Banggai" is to ascertain how they affect customer satisfaction at Wed Cafe Banggai. The approach is quantitative in nature. Purposive sampling is the method employed, and there were 81 responders in all.

Customers of Wed Cafe Banggai were given questionnaires to complete as part of this study's quantitative methodology. Multiple linear regression is the analysis test that was employed in this investigation. The study's findings suggest that customer happiness at Wed Cafe Banggai is influenced to some extent by the marketing mix and service quality. Furthermore, a simultaneous positive association analysis between the independent and dependent variables was also achieved.

Nurlaela and Sijabat's (2023) research "The Effect of Marketing Mix and Service Quality on Consumer Satisfaction at J.CO Donuts and Coffee Artos Magelang" seeks to ascertain how customer happiness at J.CO Donuts and Coffee Artos Magelang is impacted by the marketing mix and service quality. Random sampling was employed in this study to choose participants from among all customers of the J.CO Donuts & Coffee location in Artos Mall Magelang.

The Cochran formula was used to get the sample size, which was rounded to 96 samples. Using a quantitative method and a descriptive statistical research design, the study employed numerous linear regression analysis tests and questionnaires to collect data. This study comes to the conclusion that service quality and the marketing mix have an impact on consumer satisfaction at J.CO Donuts & Coffee, Artos Mall Magelang branch.

Kambey and Sepang's research (2018) "Analysis of the Influence of Service Quality, Marketing Mix and Brand Image on Consumer Satisfaction at (PT. Hasjrat Abadi Yamaha Samratulangi Manado)" aims to see the influence of

impact of brand image, marketing mix, and service quality on customer satisfaction. Associative research methodology is employed, and 99 respondents were selected by chance sampling.

The multiple linear regression analysis approach is used to test hypotheses. According to the study's findings, customer satisfaction is influenced by service quality, marketing mix, and brand image all at the same time. However, only a portion of these factors significantly affect customer satisfaction, whereas marketing mix and brand image variables do not.

The purpose of this study is to examine how customer happiness in a laundry business is impacted by the marketing mix and service quality. Businesses may create more focused plans to enhance service quality and create enduring connections with clients by knowing how these variables relate to one another.

## LITERATURE REVIEW

### *Marketing*

Marketing is an activity carried out by several parties concerned and aims to satisfy clients' wants and needs in order to benefit both parties. The goal of marketing, according to Eva Sundari and Imam Hanafi's book *Marketing Management* (2023), is to draw in new clients by developing a product that meets consumer needs, making a promise of superior value, establishing competitive prices, making products easy to distribute, advertising successfully, and keeping hold of current clients while upholding the customer satisfaction principle.

Eva Sundari and Imam Hanafi in their book entitled *Marketing Management* (2023) also explain the basic thinking of marketing starting with the existence of needs, wants, and demands, products (goods and services), value, costs, satisfaction, transactions, relationships and networks, marketers and potential buyers. In addition to delivering goods and services to clients, marketing now focuses on how these goods and services may satisfy customers while making a profit.

The objective of marketing, according to Eva (2022), is to draw in new clients by offering better value, establishing competitive prices, facilitating product distribution, advertising successfully, and keeping hold of current clients while upholding the customer happiness concept.

### *Marketing Mix*

In the journal *Analysis of The Impact of the Marketing Mix (4p) on Hardcore Gym Purchase Decisions According to H. J. Kaniu, S. Moniharapon, and S. Loindong* (2023), the marketing mix is defined as a collection of four marketing tools (product, pricing, place, and promotion) that businesses utilize to accomplish their marketing objectives in accordance with their target market (Philip Kotler 2019). The 4Ps (Product, Place, Price, and Promotion) are the elements that affect the marketing mix. The marketing mix is defined as "a series of marketing tools (marketing mix) used by companies to achieve their goals in the target market" by Kotler and Armstrong (2019).

- *Product*  
A product is anything that may be made available to the public for consideration, acquisition, usage, or consumption in order to fulfill a need or desire.
- *Price*  
Price is the amount charged for a particular product. Companies set prices in different ways. In small businesses, prices are often determined by senior management.
- *Promotion*  
The purpose of promotion is to convince consumers to purchase a product by highlighting its benefits. One of the elements that affects a marketing program's success is promotion.
- *Place*  
Location refers to various business practices aimed at making the product being produced or sold affordable and available to the target market, which in this case involves how the product or service is delivered to consumers and the strategic placement of the location.

#### *Quality of Service*

Service quality is the most important thing to know that the service provided has met customer desires based on service quality indicators so that customers can provide feedback to the company. In the journal *Analysis of Service Quality at CV. Singoyudho Nusantara* by Apriliana and Sukaris (2022), Indrasari (2019) explains that service quality or client service may be divided into two categories: high-quality and low-quality service.

This service quality is flexible and subject to change rather than being fixed or unchangeable. Naturally, this transformation takes the shape of raising the standard of service to an even higher level. A number of tools are required to assist the process of improving service quality, including customer surveys and observations, which include input, views, and feedback about the services rendered.

There are several indicators according to Tjiptono (2014) The following aspects of service quality can be used to gauge a service's level of quality:

- 1) Physical evidence: the way that actual buildings, machinery, staff, and correspondence items seem;
- 2) Reliability: the capacity to deliver services precisely and consistently as promised;
- 3) Reactivity: The readiness to assist clients and provide services in a suitable manner;
- 4) Competence: mastery of the abilities and know-how required to deliver the services that clients require;
- 5) Courtesy: Frontline employees' politeness, respect, attentiveness, and friendliness;
- 6) Credibility: Honest and trustworthy nature;
- 7) Security: Devoid of risk, danger, or uncertainty;
- 8) Access: Contact and meeting convenience;

- 9) Communication: giving them information in a language they can comprehend and paying attention to their concerns and recommendations at all times;
- 10) Customer comprehension: Making an effort to comprehend clients and their requirements.

#### *Customer Satisfaction*

Consumer satisfaction refers to how happy or dissatisfied customers are with a product or service after using it. In their book *Marketing Management* (2023), Eva Sundari and Imam Hanafi clarify that customer satisfaction is a key performance indicator that gauges how well a business's goods or services satisfy customers directly affects customer loyalty and word of mouth marketing.

Eva Sundari and Imam Hanafi in their book entitled *Marketing Management* (2023) also explain that customer quality is related to quality, which currently has the term A program called Total Quality Management (TQM) was developed to continually raise the caliber of goods, services, and marketing procedures. Among the promises made by Total Quality Management (TQM) are:

1. Pay attention to your clients
2. Be extremely quality-obsessed
3. Apply science to problem-solving and decision-making
4. Be dedicated over the long run
5. Constantly enhance procedures
6. Organize education and training for employees

Based on the problems, research gaps and theoretical basis, the following hypothesis is formulated:

H1: Marketing mix has a significant influence on Customer Satisfaction

H2: Service Quality has a significant influence on Customer Satisfaction

#### **METHODOLOGY**

The researcher employed a quantitative technique in this investigation. Sinambela (2020) defines quantitative research as a kind of study that processes data using numbers to provide organized information. To gather quantitative data in this study, the researcher used Google Form to distribute questionnaires online to 30 Care and Clean Laundry customers who were willing to participate as respondents.

In this study, there are two types of variables: dependent variables symbolized by the letter "Y" and independent variables symbolized by the letter "X". Where the dependent variable is customer satisfaction (Y), while the independent variables consist of the marketing mix (X1), and service quality (X2). Researchers use a Likert scale (ranging from 1 to 5) in the questionnaire to collect the data needed during the analysis process. Where the goal is to determine the influence between independent variables on dependent variables both partially and simultaneously which are processed using SPSS 25.

## RESULT AND DISCUSSION

### Demographic Profile

An overview of the respondents' personal traits is shown in Table 1. According to the findings, 53% of respondents were women and 47% of respondents were men. Young individuals under the age of 25 made up 47% of the responses. Employees made up the bulk of responders. 47% of people utilize laundry services. Additional details are included in Table 1 below:

Table 1. Demographic Table

Demografi	Pilihan	Frekuensi	Presentasi
Gender	Laki- Laki	14	47%
	Perempuan	16	53%
	<b>Total</b>	<b>30</b>	<b>100%</b>
Usia	<25	14	47%
	26- 30	10	33%
	>30	6	20%
	<b>Total</b>	<b>30</b>	<b>100%</b>
Pendidikan	SMK	14	47%
	SARJANA	16	53%
	<b>Total</b>	<b>30</b>	<b>100%</b>
Pekerjaan	Karyawan	10	33%
	Wiraswasta	4	13%
	Mahasiswa	5	17%
	Ibu Rumah Tangga	7	23%
	Lainnya	4	13%
	<b>Total</b>	<b>30</b>	<b>100%</b>
Repeat Order	1	6	20%
	<10	10	33%
	>20	14	47%
	<b>Total</b>	<b>30</b>	<b>100%</b>

### Descriptive Analysis

In this test, it is used to determine the minimum and maximum scores, mean scores and standard deviations of each variable. The results are as follows:

Table 2. Results of Descriptive Statistics Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BAURAN PEMASARAN (X1)	30	27.00	40.00	34.7667	4.49278
KUALITAS PELAYANAN (X2)	30	25.00	40.00	34.5333	4.73966
KEPUASAN PELANGGAN (Y)	30	27.00	40.00	35.2333	4.31264
Valid N (listwise)	30				

Marketing mix achieved a mean score of 3.47 with a standard deviation of 4.492, with a minimum score of 27 and a maximum score of 40.

With a mean score of 3.45 and a standard deviation of 4.739, service quality received a minimum score of 25 and a maximum score of 40.

Customer satisfaction achieved a mean score of 3.52 with a standard deviation of 4.312, with a minimum score of 27 and a maximum score of 40.

Verification Analysis

The goal of this study is to ascertain how independent factors affect dependent variables. The following are the test results:

- Multiple Linear Regression

The purpose of this regression test is to ascertain if changes in the independent variable will result in changes in the dependent variable. The following are the test results:

Table 3. Multiple Linear Regression Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.709	2.590		1.819	.080
	BAURAN PEMASARAN (X1)	.704	.214	.733	3.280	.003
	KUALITAS PELAYANAN (X2)	.176	.203	.193	.864	.395
a. Dependent Variable: KEPUASAN PELANGGAN (Y)						

The regression equation  $Y = 4.709 + 0.704X1 + 0.176X2$  is derived from the test data in the preceding table. This equation provides the following explanation:

- 1) The constant of 4.709 indicates that there is a customer satisfaction value of 4.709 points in the absence of the marketing mix and service quality.
- 2) The marketing mix regression coefficient is 0.704; this value is positive, indicating that customer satisfaction will rise by 0.704 points for each increase in the marketing mix.
- 3) The service quality regression coefficient is 0.176; this value is positive, indicating that customer satisfaction will rise by 0.176 points for each unit increase in service quality.

Analysis of Determination Coefficient

The determination coefficient the goal of the analysis is to ascertain the proportion of the independent variable's partial and simultaneous effect on the dependent variable. The following are the test results:

Table 4. Results of the Marketing Determination Coefficient Test on Customer Satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914 <sup>a</sup>	.836	.830	1.77961
a. Predictors: (Constant), BAURAN PEMASARAN (X1)				

A determination value of 0.836 was derived based on the test findings, indicating that the marketing mix contributes 83.6% to customer satisfaction.

Table 5. Test Results of the Determination Coefficient of Service Quality on Customer Satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 <sup>a</sup>	.776	.768	2.07603
a. Predictors: (Constant), KUALITAS PELAYANAN (X2)				

The test findings yielded a determination value of 0.776, indicating that 77.6% of the effect of service quality on customer satisfaction.

Table 6. Results of Testing the Determination Coefficient of Marketing Mix and Service Quality on Customer Satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 <sup>a</sup>	.840	.828	1.78774
a. Predictors: (Constant), KUALITAS PELAYANAN (X2), BAURAN PEMASARAN (X1)				

The test findings yielded a determination value of 0.840, indicating that the marketing mix and service quality jointly contribute 84.0% to consumer happiness, with other factors influencing the remaining 16%.

- Hypothesis Testing
  - Hypothesis Test (t-Test)

To ascertain which partial hypothesis is accepted, hypothesis testing using the t-test is employed. The first hypothesis is that consumer satisfaction is significantly impacted by the marketing mix.

Table 7. Results of Marketing Mix Hypothesis Testing on Customer Satisfaction.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.727	2.578		1.834	.077
	BAURAN PEMASARAN (X1)	.877	.074	.914	11.929	.000
a. Dependent Variable: KEPUASAN PELANGGAN (Y)						

The first hypothesis put out is that there is a substantial relationship between the marketing mix and customer happiness since the computed t value, which is based on the test results in the above table, is > t table, or (11.929 > 2.052).

Table 8. The T Table Results were Obtained from

$$t = (\alpha/2 ; n-k-1) = 0,05/2 ; 30 - 2 - 1 = 0,025 ; 27 = 2,052$$

**Distribusi Nilai  $t_{tabel}$**

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$
1	3.078	6.314	12.71	31.82	63.66	61	1.296	1.671	2.000	2.390	2.659
2	1.886	2.920	4.303	6.965	9.925	62	1.296	1.671	1.999	2.389	2.659
3	1.638	2.353	3.182	4.541	5.841	63	1.296	1.670	1.999	2.389	2.658
4	1.533	2.132	2.776	3.747	4.604	64	1.296	1.670	1.999	2.388	2.657
5	1.476	2.015	2.571	3.365	4.032	65	1.296	1.670	1.998	2.388	2.657
6	1.440	1.943	2.447	3.143	3.707	66	1.295	1.670	1.998	2.387	2.656
7	1.415	1.895	2.365	2.998	3.499	67	1.295	1.670	1.998	2.387	2.655
8	1.397	1.860	2.306	2.896	3.355	68	1.295	1.670	1.997	2.386	2.655
9	1.383	1.833	2.262	2.821	3.250	69	1.295	1.669	1.997	2.386	2.654
10	1.372	1.812	2.228	2.764	3.169	70	1.295	1.669	1.997	2.385	2.653
11	1.363	1.796	2.201	2.718	3.106	71	1.295	1.669	1.996	2.385	2.653
12	1.356	1.782	2.179	2.681	3.055	72	1.295	1.669	1.996	2.384	2.652
13	1.350	1.771	2.160	2.650	3.012	73	1.295	1.669	1.996	2.384	2.651
14	1.345	1.761	2.145	2.624	2.977	74	1.295	1.668	1.995	2.383	2.651
15	1.341	1.753	2.131	2.602	2.947	75	1.295	1.668	1.995	2.383	2.650
16	1.337	1.746	2.120	2.583	2.921	76	1.294	1.668	1.995	2.382	2.649
17	1.333	1.740	2.110	2.567	2.898	77	1.294	1.668	1.994	2.382	2.649
18	1.330	1.734	2.101	2.552	2.878	78	1.294	1.668	1.994	2.381	2.648
19	1.328	1.729	2.093	2.539	2.861	79	1.294	1.668	1.994	2.381	2.647
20	1.325	1.725	2.086	2.528	2.845	80	1.294	1.667	1.993	2.380	2.647
21	1.323	1.721	2.080	2.518	2.831	81	1.294	1.667	1.993	2.380	2.646
22	1.321	1.717	2.074	2.508	2.819	82	1.294	1.667	1.993	2.379	2.645
23	1.319	1.714	2.069	2.500	2.807	83	1.294	1.667	1.992	2.379	2.645
24	1.318	1.711	2.064	2.492	2.797	84	1.294	1.667	1.992	2.378	2.644
25	1.316	1.708	2.060	2.485	2.787	85	1.294	1.666	1.992	2.378	2.643
26	1.315	1.706	2.056	2.479	2.779	86	1.293	1.666	1.991	2.377	2.643
27	1.314	1.703	2.052	2.473	2.771	87	1.293	1.666	1.991	2.377	2.642

Table 9. Results of Hypothesis Testing of Service Quality on Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.549	2.834		2.663	.013
	KUALITAS PELAYANAN (X2)	.802	.081	.881	9.856	.000

a. Dependent Variable: KEPUASAN PELANGGAN (Y)

The second hypothesis put out is that there is a substantial relationship between service quality and customer satisfaction, as indicated by the computed t value, which is  $> t_{table}$  or  $9.856 > 2.052$ , based on the test findings in the above table.

Table 10. The T Table Results were Obtained from

$$t = (\alpha/2 ; n-k-1) = 0,05/2 ; 30 - 2 - 1 = 0,025 ; 27 = 2,052$$

**Distribusi Nilai t<sub>tabel</sub>**

df	t <sub>0.10</sub>	t <sub>0.05</sub>	t <sub>0.025</sub>	t <sub>0.01</sub>	t <sub>0.005</sub>
1	3.078	6.314	12.71	31.82	63.66
2	1.886	2.920	4.303	6.965	9.925
3	1.638	2.353	3.182	4.541	5.841
4	1.533	2.132	2.776	3.747	4.604
5	1.476	2.015	2.571	3.365	4.032
6	1.440	1.943	2.447	3.143	3.707
7	1.415	1.895	2.365	2.998	3.499
8	1.397	1.860	2.306	2.896	3.355
9	1.383	1.833	2.262	2.821	3.250
10	1.372	1.812	2.228	2.764	3.169
11	1.363	1.796	2.201	2.718	3.106
12	1.356	1.782	2.179	2.681	3.055
13	1.350	1.771	2.160	2.650	3.012
14	1.345	1.761	2.145	2.624	2.977
15	1.341	1.753	2.131	2.602	2.947
16	1.337	1.746	2.120	2.583	2.921
17	1.333	1.740	2.110	2.567	2.898
18	1.330	1.734	2.101	2.552	2.878
19	1.328	1.729	2.093	2.539	2.861
20	1.325	1.725	2.086	2.528	2.845
21	1.323	1.721	2.080	2.518	2.831
22	1.321	1.717	2.074	2.508	2.819
23	1.319	1.714	2.069	2.500	2.807
24	1.318	1.711	2.064	2.492	2.797
25	1.316	1.708	2.060	2.485	2.787
26	1.315	1.706	2.056	2.479	2.779
27	1.314	1.703	2.052	2.473	2.771

df	t <sub>0.10</sub>	t <sub>0.05</sub>	t <sub>0.025</sub>	t <sub>0.01</sub>	t <sub>0.005</sub>
61	1.296	1.671	2.000	2.390	2.659
62	1.296	1.671	1.999	2.389	2.659
63	1.296	1.670	1.999	2.389	2.658
64	1.296	1.670	1.999	2.388	2.657
65	1.296	1.670	1.998	2.388	2.657
66	1.295	1.670	1.998	2.387	2.656
67	1.295	1.670	1.998	2.387	2.655
68	1.295	1.670	1.997	2.386	2.655
69	1.295	1.669	1.997	2.386	2.654
70	1.295	1.669	1.997	2.385	2.653
71	1.295	1.669	1.996	2.385	2.653
72	1.295	1.669	1.996	2.384	2.652
73	1.295	1.669	1.996	2.384	2.651
74	1.295	1.668	1.995	2.383	2.651
75	1.295	1.668	1.995	2.383	2.650
76	1.294	1.668	1.995	2.382	2.649
77	1.294	1.668	1.994	2.382	2.649
78	1.294	1.668	1.994	2.381	2.648
79	1.294	1.668	1.994	2.381	2.647
80	1.294	1.667	1.993	2.380	2.647
81	1.294	1.667	1.993	2.380	2.646
82	1.294	1.667	1.993	2.379	2.645
83	1.294	1.667	1.992	2.379	2.645
84	1.294	1.667	1.992	2.378	2.644
85	1.294	1.666	1.992	2.378	2.643
86	1.293	1.666	1.991	2.377	2.643
87	1.293	1.666	1.991	2.377	2.642

- Simultaneous Hypothesis Test (F Test)

Which of the three simultaneous hypotheses – that the marketing mix has a major impact on service quality – is accepted is determined by hypothesis testing using the F test customer satisfaction?

Table 11. Results of Hypothesis Testing of Marketing Mix and Service Quality on Customer Satisfaction.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	453.075	2	226.537	70.881	.000 <sup>b</sup>
	Residual	86.292	27	3.196		
	Total	539.367	29			
a. Dependent Variable: KEPUASAN PELANGGAN (Y)						
b. Predictors: (Constant), PELAYANAN (X2), BAURAN PEMASARAN (X1)						

The final hypothesis put forward is that the marketing mix and service quality have a major impact on customer happiness. This is supported by the table, or 70.881 > 3.340. The results of the F table are obtained from: test results in the above table, which showed that the computed F value was >

Table 12. The results of the F table are obtained from

$$F = (k ; n-k) = 2 ; 30 - 2 = 2 ; 28 = 3,340$$

$\alpha = 0,05$	$df_1 = (k-1)$							
$df_2 = (n-k-1)$	1	2	3	4	5	6	7	8
1	161,448	199,500	215,707	224,583	230,162	233,986	236,768	238,883
2	18,513	19,000	19,164	19,247	19,296	19,330	19,353	19,371
3	10,128	9,552	9,277	9,117	9,013	8,941	8,887	8,845
4	7,709	6,944	6,591	6,388	6,256	6,163	6,094	6,041
5	6,608	5,786	5,409	5,192	5,050	4,950	4,876	4,818
6	5,987	5,143	4,757	4,534	4,387	4,284	4,207	4,147
7	5,591	4,737	4,347	4,120	3,972	3,866	3,787	3,726
8	5,318	4,459	4,066	3,838	3,687	3,581	3,500	3,438
9	5,117	4,256	3,863	3,633	3,482	3,374	3,293	3,230
10	4,965	4,103	3,708	3,478	3,326	3,217	3,135	3,072
11	4,844	3,982	3,587	3,357	3,204	3,095	3,012	2,948
12	4,747	3,885	3,490	3,259	3,106	2,996	2,913	2,849
13	4,667	3,806	3,411	3,179	3,025	2,915	2,832	2,767
14	4,600	3,739	3,344	3,112	2,958	2,848	2,764	2,699
15	4,543	3,682	3,287	3,056	2,901	2,790	2,707	2,641
16	4,494	3,634	3,239	3,007	2,852	2,741	2,657	2,591
17	4,451	3,592	3,197	2,965	2,810	2,699	2,614	2,548
18	4,414	3,555	3,160	2,928	2,773	2,661	2,577	2,510
19	4,381	3,522	3,127	2,895	2,740	2,628	2,544	2,477
20	4,351	3,493	3,098	2,866	2,711	2,599	2,514	2,447
21	4,325	3,467	3,072	2,840	2,685	2,573	2,488	2,420
22	4,301	3,443	3,049	2,817	2,661	2,549	2,464	2,397
23	4,279	3,422	3,028	2,796	2,640	2,528	2,442	2,375
24	4,260	3,403	3,009	2,776	2,621	2,508	2,423	2,355
25	4,242	3,385	2,991	2,759	2,603	2,490	2,405	2,337
26	4,225	3,369	2,975	2,743	2,587	2,474	2,388	2,321
27	4,210	3,354	2,960	2,728	2,572	2,459	2,373	2,305
28	4,196	3,340	2,947	2,714	2,558	2,445	2,359	2,291

- **Analysis of Determination Coefficient**

The goal of the correlation coefficient study is to ascertain how strongly the independent and dependent variables are related, both partially and concurrently. The following are the test results:

Table 13. Results of the Marketing Mix Correlation Coefficient Test on Customer Satisfaction

Correlations			
		BAURAN PEMASARAN (X1)	KEPUASAN PELANGGAN (Y)
BAURAN PEMASARAN (X1)	Pearson Correlation	1	.914**
	Sig. (2-tailed)		.000
	N	30	30
KEPUASAN PELANGGAN (Y)	Pearson Correlation	.914**	1
	Sig. (2-tailed)	.000	

	N	30	30
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the test results, a correlation value of 0.914 was obtained, meaning that the marketing mix has a very strong relationship with customer satisfaction.

Table 14. Results of the Test of the Correlation Coefficient of Service Quality to Customer Satisfaction.

Correlations			
		PELAYANAN (X2)	KEPUASAN PELANGGAN (Y)
KUALITAS PELAYANAN (X2)	Pearson Correlation	1	.881**
	Sig. (2-tailed)		.000
	N	30	30
KEPUASAN PELANGGAN (Y)	Pearson Correlation	.881**	1
	Sig. (2-tailed)	.000	
	N	30	30
**. Correlation is significant at the 0.01 level (2-tailed).			

A correlation score of 0.881 was found based on the test findings, indicating a very high association between customer quality and to customer satisfaction.

Table 15. Results of the Correlation Coefficient Test of Marketing Mix and Service Quality Simultaneously to Customer Satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 <sup>a</sup>	.840	.828	1.78774
a. Predictors: (Constant), KUALITAS PELAYANAN (X2), BAURAN PEMASARAN (X1)				

Based on According to the test findings, a determination value of 0.840 was attained, indicating that 84.0% of customer happiness is influenced by the marketing mix.

*The Effect of Marketing Mix on Customer Satisfaction*

With a correlation of 0.914, or a high association with an influence contribution of 83.6%, the marketing mix significantly affects consumer happiness. A computed t value > t table, or (11.929 > 2.052), was achieved by hypothesis testing. As a result, the first hypothesis suggested that customer happiness and the marketing mix had a substantial relationship.

*The Effect of Marketing Mix on Customer Satisfaction*

With a correlation of 0.881, or a high link with a contribution of impact of 77.6%, service quality significantly affects customer happiness. A determined t value > t table, or 9.856 > 2.052, was reached by hypothesis testing. According to the second hypothesis, customer satisfaction and service quality are significantly correlated.

### *The Effect of Marketing Mix and Service Quality on Customer Satisfaction*

Customer happiness is significantly impacted by the marketing mix and service quality, according to the regression equation  $Y = 4.709 + 0.704X_1 + 0.176X_2$ , which has a correlation value of 0.840, indicating a strong association with an influence contribution of 84%, while other factors affect the remaining 16%. A computed F value  $> F$  table, or  $70.881 > 3.340$ , was reached by hypothesis testing. According to the third hypothesis, consumer happiness is significantly impacted by both the marketing mix and service quality.

## **CONCLUSIONS AND RECOMMENDATIONS**

### *Conclusions*

- The marketing mix significantly affects customer satisfaction. Customer satisfaction is significantly and favorably impacted by the marketing mix, which includes product, price, place, and promotion, according to the analysis's findings. The computed t value (11.929)  $>$  t table (2.052) indicates that the influence contribution is 83.6% and the correlation value is 0.914.
- Service Quality Has a Significant Influence on Customer Satisfaction
- Customer satisfaction is also significantly impacted by service quality, with a 77.6% contribution and a correlation of 0.881. Increasing service quality has a significant effect on customer satisfaction, as seen by the computed t value (9.856)  $>$  t table (2.052).
- Simultaneous Influence of Marketing Mix and Service Quality on Customer Satisfaction

With a correlation value of 0.917 and an 84% contribution, marketing mix and service quality both significantly affect customer happiness at the same time, with other factors influencing 16%. This conclusion is supported by the computed F value (70.881)  $>$  F table (3.340).

### *Recommendations*

- Care and Clean Laundry needs to continue to strengthen its marketing mix strategy, especially in product innovation and promotional effectiveness to maintain and increase customer satisfaction.

Services must be continuously improved, especially in terms of punctuality, staff friendliness, and cleanliness of facilities. Companies can hold regular training for employees to maintain consistent quality.

## **FURTHER STUDY**

This research still has limitations so there is still a need for further research on the topic "The Effect of Marketing Mix and Service Quality on Customer Satisfaction at Care and Clean Laundry".

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