



The Effect of Service Quality and Price on Customer Loyalty with Customer Satisfaction as a Mediating Variable at Suchi Laundry in Tayan Hilir, Sanggau Regency

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ABSTRACT

This study aims to analyze the effect of Service Quality and Price on Customer Loyalty with Customer Satisfaction as a mediating variable at Suchi Laundry in Tayan Hilir, Sanggau Regency. The study uses an associative quantitative method with purposive sampling technique on 150 respondents. Data collection was conducted through observation, interviews, and questionnaires, and then analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with the assistance of SmartPLS. The results show that the R-Square value of Customer Satisfaction is 0.571 and Customer Loyalty is 0.542, indicating that the model's capability falls into the moderate category. The direct effect test results show that Service Quality has a significant effect on Customer Satisfaction, while Price also has a significant effect on Customer Satisfaction. Customer Satisfaction also significantly affects Customer Loyalty. However, Service Quality and Price do not have a direct significant effect on Customer Loyalty. The indirect effect test results indicate that Service Quality and Price significantly affect Customer Loyalty through Customer Satisfaction at Suchi Laundry in Tayan Hilir, Sanggau Regency.

INTRODUCTION

The development of community economic activities encourages increased demand for services that support time efficiency in daily life. In the era of globalization, society tends to adopt a more practical lifestyle, including in clothing washing activities (Sigalingging, 2020). The use of laundry services also continues to increase, especially among office workers and students with high activity levels, making laundry businesses an alternative to assist the clothing cleaning process (Tina et al., 2025). This condition impacts the growth of laundry businesses in various regions, including in Sanggau Regency. Data from the Sanggau Regency Investment and One-Stop Integrated Service Agency in 2025 shows that there are several laundry businesses operating in Tayan Hilir District, namely Suchi Laundry, Cow Street Shoes Cleaning, Violet Laundry, and Laundry Makmur. The increasing number of laundry businesses indicates competition in the clothing cleaning service sector in Tayan Hilir District.

The Indonesian Laundry Association (ASLI) reported that the number of laundry businesses in Indonesia reached approximately 132,000 units and continues to increase (Asnin et al., 2021). Increasingly tight competition in the laundry business makes customer loyalty an aspect to consider in retaining customers (Lalavo & Damanik, 2026). Competition in the laundry business in Tayan Hilir District is evident from the variety of services and prices offered to customers. Suchi Laundry provides laundry and ironing services, folding services, and individual services such as curtains, blankets, and bed covers with rates ranging from IDR 20,000 for express service to IDR 8,000 for 3-day service, while ironing services range from IDR 14,000 to IDR 4,000 per kilogram (Suchi Laundry Sanggau, 2026). In addition, Suchi Laundry is supported by operational facilities consisting of 5 washing machines, 4 steam irons, 4 regular irons, and 5 drying racks to support service activities.

In its operational activities, Suchi Laundry carries out the service process from receiving laundry, sorting clothes, washing, drying, to ironing and packaging. Customers obtain information regarding the type of service, cost, and estimated laundry completion time during the receiving process. A company's competitive advantage in services can be reflected in service quality in creating customer satisfaction through the conformity between services received and customer expectations (Sulaiman & Afif, 2025). However, based on preliminary observations, customer complaints are still found regarding delays in laundry completion, laundry results not meeting expectations, and unclear service communication. This condition indicates variation in the customer service experience. Furthermore, customers also consider the alignment between price and services received. When the service is perceived as below expectations, the price tends to be considered less appropriate, whereas services that meet expectations are more easily accepted by customers. This situation is related to customer loyalty, which is evident from customers repeatedly using laundry services or coming based on family or relative recommendations (Suchi Laundry Sanggau, 2026).

This phenomenon is reflected in Suchi Laundry's revenue development during the 2023–2025 period. Data shows that Suchi Laundry's revenue increased

from IDR 110,000,000 in 2023 to IDR 145,000,000 in 2024, with a growth percentage of 31.82%. In 2025, revenue again increased to IDR 164,000,000, but the growth percentage decreased to 13.10% compared to the previous year (Suchi Laundry Sanggau, 2026). The difference in revenue growth rate between periods shows the dynamic development of the business, which is related to service conditions, price assessment, and customer behavior in using laundry services.

Previous studies show varying results regarding the relationship between service quality, price, customer satisfaction, and customer loyalty. Zen, Firayanti, and Marhamah (2025) found that service quality did not significantly affect consumer satisfaction at Fachira Laundry Sungai Raya, while product quality and price significantly affected consumer satisfaction. Mahanani and Archie (2025) showed that brand image, promotion, and price positively and significantly affect customer loyalty at Cassandra Skincare Singkawang. Meanwhile, Midun, Fachri, and Hariyanto (2017) found that marketing mix significantly affects customer loyalty at Lisa Queen Laundry Pontianak. Differences in previous research results indicate variations in the relationships between variables in different business contexts and characteristics.

Based on the differences in previous research results, this study positions customer satisfaction as a mediating variable in the relationship between service quality and price on customer loyalty at Suchi Laundry in Tayan Hilir District, Sanggau Regency. Based on empirical phenomena and research gaps described, this study aims to analyze the effect of service quality and price on customer loyalty with customer satisfaction as a mediating variable at Suchi Laundry in Tayan Hilir District, Sanggau Regency. This study also aims to identify direct and indirect relationships between service quality, price, customer satisfaction, and customer loyalty in laundry service businesses.

LITERATUR REVIEW

Service Quality

Service quality is the customer's perception of the level of service received compared to the service expected. Kotler and Keller (2022) define service quality as the consumer's assessment of their perception regarding the level of service received compared to the expected level of service. Meanwhile, Parasuraman, Zeithaml, and Berry (2020) state that service quality is determined through customer perception of the service quality received across several service dimensions.

Service quality indicators in this study refer to Tjiptono (2019), which consist of reliability, responsiveness, assurance, empathy, and tangibles. Reliability relates to the company's ability to provide services accurately and consistently. Responsiveness relates to employees' willingness to assist customers promptly. Assurance refers to employees' ability to instill a sense of security and trust in customers. Empathy relates to the company's attention to customer needs, while tangibles include physical facilities, equipment, and employee appearance in supporting service.

The relationship between service quality and customer satisfaction is shown in the study by Zen, Firayanti, and Marhamah (2025) regarding Fachira Laundry Sungai Raya Pontianak Tenggara. The study results indicate that service quality

does not have a significant effect on consumer satisfaction, while product quality and price significantly affect consumer satisfaction simultaneously. These findings indicate variations in the relationship between service quality and customer satisfaction in the context of laundry service businesses.

Price

Price is the amount of value paid by consumers to obtain the benefits of a product or service. Kotler and Armstrong (2022) define price as the amount of money or value exchanged by consumers to obtain a product or service along with its benefits. Priansa (2017) states that price is the cost required to obtain a combination of goods and services, while Alma (2018) describes price as the value of a product expressed in monetary terms.

Price indicators in this study refer to Kotler and Armstrong (2019), which consist of price affordability, price conformity with service quality, price competitiveness, and satisfaction with promotions or discounts. Price affordability relates to consumers' ability to reach the prices set by the company. Price conformity with service quality refers to consumers' perception regarding the alignment between price and service quality received. Price competitiveness relates to the company's ability to compete through pricing with similar services, while satisfaction with promotions or discounts relates to customers' perception of additional value obtained from discounts.

The relationship between price and customer loyalty is shown in the study by Mahanani and Archie (2025) regarding Cassandra Skincare Singkawang customers. The results indicate that price, brand image, and promotion positively and significantly affect customer loyalty simultaneously. Furthermore, the study by Zen, Firayanti, and Marhamah (2025) shows that price significantly affects consumer satisfaction at Fachira Laundry Sungai Raya Pontianak Tenggara.

Customer Satisfaction

Customer satisfaction is the customer's emotional response after comparing expectations with the performance of services received. Oliver (1999) in Riky (2026) defines customer satisfaction as the level of a person's feelings after comparing the performance of a product or service with the expectations they hold. Tjiptono (2019) states that customer satisfaction is an emotional response to the evaluation of a consumption experience of a product or service.

Customer satisfaction indicators in this study refer to Tjiptono (2019), which consist of expectation conformity, intention to revisit, willingness to recommend, and satisfaction with service results. Expectation conformity refers to the level of alignment between customer expectations and services received. Intention to revisit relates to the customer's desire to use the company's services again. Willingness to recommend indicates the customer's readiness to recommend services to others, while satisfaction with service results relates to the customer's evaluation of the services received.

In this study, customer satisfaction is positioned as a mediating variable connecting service quality and price to customer loyalty. The position of the customer satisfaction variable refers to the relationship between satisfaction and loyalty as stated by Tjiptono (2019), which indicates that customer satisfaction

relates to repeat purchases, customer loyalty, and word-of-mouth recommendations. Furthermore, Kotler et al. (2019) state that customer satisfaction is associated with the formation of emotional bonds and long-term commitment of customers to the company.

Customer Loyalty

Customer loyalty is the level of customer commitment in consistently using a product or service. Kotler and Keller (2019) define customer loyalty as the level of customer commitment and dedication to a brand, product, or service, encouraging repeated purchases. Customer loyalty also relates to customer behavior in maintaining the use of services from the same company over a certain period.

Customer loyalty indicators in this study refer to Kotler and Keller (2019) and Auliaurrahman and Kusumahadi (2022), which consist of repeat purchases, recommendations to others, and resistance to competitors. Repeat purchases relate to customer behavior in consistently reusing company services. Recommendations to others refer to customer behavior in endorsing services to other parties, while resistance to competitors relates to customers' ability to continue using services despite offers from similar companies.

In this study, customer loyalty is positioned as the dependent variable influenced by service quality, price, and customer satisfaction. The relationship between customer loyalty and marketing variables is shown in the study by Midun, Fachri, and Hariyanto (2017) regarding Lisa Queen Laundry Pontianak, which indicates that the marketing mix significantly affects customer loyalty. Additionally, the study by Mahanani and Archie (2025) shows that price significantly affects customer loyalty at Cassandra Skincare Singkawang.

Research Hypotheses

- H1:** Service Quality (X1) has a significant effect on Customer Satisfaction (Z) at Suchi Laundry in Tayan Hilir, Sanggau Regency.
- H2:** Price (X2) has a significant effect on Customer Satisfaction (Z) at Suchi Laundry in Tayan Hilir, Sanggau Regency.
- H3:** Customer Satisfaction (Z) has a significant effect on Customer Loyalty (Y) at Suchi Laundry in Tayan Hilir, Sanggau Regency.
- H4:** Service Quality (X1) has a significant effect on Customer Loyalty (Y) at Suchi Laundry in Tayan Hilir, Sanggau Regency.
- H5:** Price (X2) has a significant effect on Customer Loyalty (Y) at Suchi Laundry in Tayan Hilir, Sanggau Regency.
- H6:** Service Quality (X1) has a significant effect on Customer Loyalty (Y) through Customer Satisfaction (Z) at Suchi Laundry in Tayan Hilir, Sanggau Regency.
- H7:** Price (X2) has a significant effect on Customer Loyalty (Y) through Customer Satisfaction (Z) at Suchi Laundry in Tayan Hilir, Sanggau Regency.

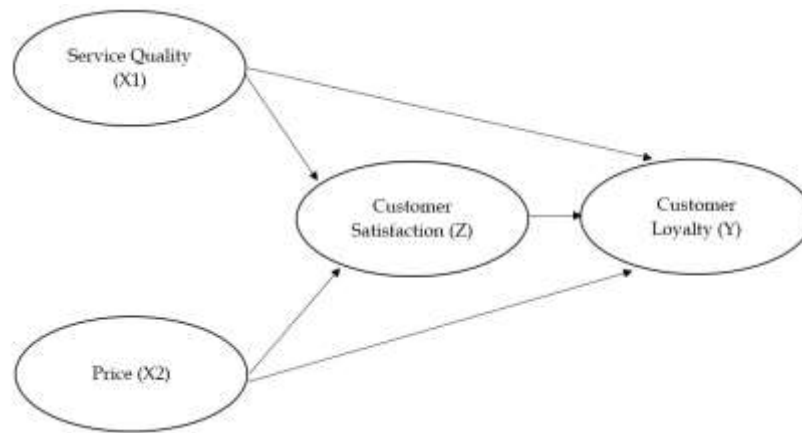


Figure 1. Conceptual Framework

METHODOLOGY

This study used an associative research method to analyze the relationship between Service Quality (X1), Price (X2), Customer Satisfaction (Z), and Customer Loyalty (Y) at Suchi Laundry in Sanggau Regency. Siregar (2017) states that associative research aims to determine the relationship between two or more variables. Data collection was carried out through observation, interviews, and questionnaires as primary data. Observations were conducted directly on the operational activities of Suchi Laundry, while interviews were conducted with the business owner, and questionnaires were distributed to Suchi Laundry customers. Secondary research data consisted of the number of laundry businesses in Sanggau Regency. The study population consisted of the community of Sanggau Regency who use Suchi Laundry services, while the research sample consisted of 150 respondents selected using purposive sampling based on criteria of customers aged at least 17 years and who had used Suchi Laundry services more than twice of their own volition.

Measurement of research variables used a Likert scale with five answer categories, ranging from strongly agree to strongly disagree (Sugiyono, 2023). The independent variables in this study consisted of Service Quality (X1) and Price (X2), the dependent variable was Customer Loyalty (Y), and the intervening variable was Customer Satisfaction (Z). Data analysis was conducted using SmartPLS through testing the outer model and inner model.

Outer model testing included outer loading, Average Variance Extracted (AVE), Composite Reliability (CR), Cronbach's Alpha, and discriminant validity to measure the validity and reliability of research indicators. Yamin (2023) explains that outer loading is used to examine the correlation of an indicator with a latent variable with a minimum value of ≥ 0.70 , while AVE is used to determine the ability of a variable to explain the variation of indicators with a minimum value of ≥ 0.50 . Composite Reliability is used to measure variable reliability with a minimum value of ≥ 0.70 (Yamin, 2023). Meanwhile, Cronbach's Alpha is used to measure the consistency of the research instrument with a reliability value > 0.60 (Siregar, 2017).

Inner model testing was conducted through R-Square analysis, F-Square, Goodness of Fit (GoF), direct effect, and indirect effect using the bootstrapping method on the PLS structural model. Yamin (2023) explains that the R-Square

value is used to assess the ability of exogenous variables to explain endogenous variables with categories of substantive 0.75, moderate 0.50, and weak 0.25. F-Square testing is used to measure the magnitude of the effect of exogenous variables on endogenous variables with categories of low 0.02, medium 0.15, and high 0.35. In addition, Goodness of Fit is used to evaluate the suitability of the research model with categories of low 0.10, medium 0.25, and high 0.36 (Wetzels in Yamin, 2023). Direct effect testing is used to analyze the direct influence between variables, while indirect effect testing is used to examine the mediating effect of Customer Satisfaction on the relationship between Service Quality and Price on Customer Loyalty, with significance criteria of t-statistic >1.96 and p-value <0.05.

RESEARCH RESULTS

Outer Model Measurement

a. Convergent Validity Test

Convergent validity is used to measure the extent to which indicators within a variable are strongly related and can represent the same variable. Testing is conducted through the loading factor value for each indicator. The higher the loading factor value, the better the indicator in explaining the latent variable being measured. An indicator is said to meet convergent validity if it has a loading factor value above 0.70. The results of the convergent validity test in this study are presented in Table 1.

Table 1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Service Quality (X1)	X1.1	0.792	Valid
	X1.2	0.866	
	X1.3	0.753	
	X1.4	0.718	
	X1.5	0.823	
	X1.6	0.793	
	X1.7	0.709	
	X1.8	0.792	
	X1.9	0.853	
	X1.10	0.712	
	X1.11	0.773	
	X1.12	0.797	
	X1.13	0.744	
	X1.14	0.797	
	X1.15	0.839	
Price (X2)	X2.1	0.718	Valid
	X2.2	0.795	
	X2.3	0.773	
	X2.4	0.713	
	X2.5	0.833	
	X2.6	0.801	
	X2.7	0.704	

Customer Satisfaction (Z)	X2.8	0.801	Valid
	X2.9	0.818	
	X2.10	0.728	
	X2.11	0.810	
	X2.12	0.747	
	Z.1	0.741	
	Z.2	0.774	
	Z.3	0.770	
	Z.4	0.709	
	Z.5	0.768	
	Z.6	0.781	
	Z.7	0.762	
Customer Loyalty (Y)	Z.8	0.743	Valid
	Z.9	0.785	
	Y.1	0.759	
	Y.2	0.814	
	Y.3	0.751	
	Y.4	0.717	
	Y.5	0.734	
	Y.6	0.741	
	Y.7	0.748	
	Y.8	0.781	
	Y.9	0.793	

Source: Processed Data, 2026

Based on Table 1, all indicators in the variables of Service Quality, Price, Customer Satisfaction, and Customer Loyalty have loading factor values above 0.7. This indicates that all indicators meet the criteria for convergent validity, and thus are declared valid and suitable to measure the latent variables in this study.

b. Discriminant Validity

Discriminant validity testing was conducted using the Fornell-Larcker criteria to assess the construct's ability to distinguish itself from other constructs in the research model. A construct is declared to have good discriminant validity if its value is higher than its correlation with other latent constructs. The results of the discriminant validity test in this study are presented in Table 2.

Table 2. Discriminant Validity Test Results

Variable	Price	Customer Satisfaction	Service Quality	Customer Loyalty
Price	0.771			
Customer Satisfaction	0.738	0.760		
Service Quality	0.700	0.633	0.786	
Customer Loyalty	0.679	0.652	0.634	0.760

Source: Processed Data, 2026

Based on Table 2, each variable has a Fornell–Larcker value higher than its correlation with other variables, indicating that all variables meet the criteria for good discriminant validity.

c. Average Variance Extracted (AVE)

The validity of variables can also be assessed through Average Variance Extracted (AVE), where a variable is declared valid if it has an AVE value above 0.5. The results of the AVE test are presented in Table 3.

Table 3. AVE Test Results

Variable	AVE
Service Quality (X1)	0.617
Price (X2)	0.595
Customer Satisfaction (Z)	0.577
Customer Loyalty (Y)	0.578

Source: Processed Data, 2026

Based on Table 3, all variables have an Average Variance Extracted (AVE) value above 0.5, thus fulfilling the criteria for convergent validity. Therefore, all indicators are declared valid and are able to adequately represent the research variables.

d. Reliability Test

Reliability testing was conducted to assess the consistency and dependability of the research instrument using Cronbach's Alpha and Composite Reliability. A variable is declared reliable if it has a Composite Reliability value above 0.7 and Cronbach's Alpha above 0.6. The results of the reliability test in this study are presented in Table 4.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Service Quality (X1)	0.956	0.960
Price (X2)	0.938	0.946
Customer Satisfaction (Z)	0.908	0.925
Customer Loyalty (Y)	0.909	0.925

Source: Processed Data, 2026

Based on Table 4, all variables have Composite Reliability values above 0.7 and Cronbach's Alpha values above 0.6. These results indicate that all variables meet the reliability criteria, making the questionnaire items reliable and suitable for use.

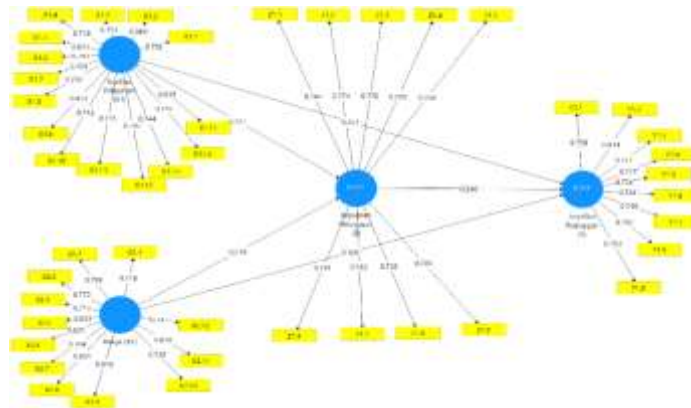


Figure 1. Results of Outer Model Testing

Source: Output SmartPLS, 2026

Inner Model Measurement

a. Coefficient of Determination (R-Square Test)

In SEM-PLS analysis, the R-Square (R^2) value is used to measure the ability of independent variables to explain the variation in dependent variables. The higher the R^2 value, the better the predictive capability of the model in explaining the endogenous variable. The R-Square results in this study are presented in Table 5.

Table 5. R-Square Test Results

Endogen Variable	R-Square	Adjusted R Square
Customer Satisfaction (Z)	0.571	0.565
Customer Loyalty (Y)	0.542	0.532

Source: Processed Data, 2026

Based on the results in Table 5, several findings can be interpreted as follows:

- 1) The R-Square value for Customer Satisfaction (Z) is 0.571, indicating that Service Quality (X1) and Price (X2) explain 57.1% of Customer Satisfaction (Z), while 42.9% is influenced by variables outside this study. The Adjusted R-Square of 0.565 falls into the moderate category.
- 2) The R-Square value for Customer Loyalty (Y) is 0.542, indicating that Service Quality (X1), Price (X2), and Customer Satisfaction (Z) explain 54.2% of Customer Loyalty (Y), while 45.8% is influenced by other variables. The Adjusted R-Square of 0.532 also falls into the moderate category.

b. F Square Test

In SEM-PLS analysis, the F-Square test is used to determine the effect size of independent variables on dependent variables within the structural model. The F-Square results of this study are presented in Table 6.

Table 6. F-Square Test Results

Model	F-Square
Service Quality (X1) → Customer Loyalty (Y)	0.066
Price (X2) → Customer Loyalty (Y)	0.075
Customer Satisfaction (Z) → Customer Loyalty (Y)	0.067

Source: Processed Data, 2026

Based on Table 6, the F-Square interpretation is as follows:

- 1) The F-Square value of Service Quality (X1) on Customer Loyalty (Y) is 0.066, which is categorized as low (interval >0.02 and <0.15).
- 2) The F-Square value of Price (X2) on Customer Loyalty (Y) is 0.075, which is categorized as low.
- 3) The F-Square value of Customer Satisfaction (Z) on Customer Loyalty (Y) is 0.067, also categorized as low.

c. Goodness of Fit (GoF)

The Goodness of Fit (GoF) test in SEM-PLS is used to assess the overall suitability of the model, including both structural and measurement models. The GoF results of this study are presented in Table 7.

Table 7. Goodness of Fit Test Results

SRMR	Estimated Model
	0.072

Source: Processed Data, 2026

Based on the results of the test in Table 7, a value of 0.072 was obtained. This value is below the limit of 0.10, so the model is stated to have an acceptable level of suitability.

d. Direct Effect

Direct Effect is used to know the direct influence of exogenous latent variables on endogenous latent variables through the path coefficient value in the bootstrapping output. The results of the direct effect test in this study are presented in Table 8.

Table 8. Result of Direct Effect

Hypothesis	Variable between Relationship	Original Sample Estimate	T Statistic	P Value	Description
H1	Service Quality → Customer Satisfaction	0.339	3.669	0.000	Accepted
H2	Price → Customer Satisfaction	0.486	6.330	0.000	Accepted
H3	Customer Satisfaction → Customer Loyalty	0.524	4.983	0.000	Accepted

H4	Service Quality → Customer Loyalty	0.147	1.414	0.158	Rejected
H5	Price → Customer Loyalty	0.108	0.922	0.357	Rejected

Source: Processed Data, 2026

Based on the results of the direct hypothesis test shown in Table 8, it can be explained that the direct effect results are as follows:

- 1) Service Quality (X1) has a direct and significant effect on Customer Satisfaction (Z), indicated by T-statistic $3.669 > 1.96$ and P-value $0.000 < 0.05$, therefore H1 is accepted.
- 2) Price (X2) has a direct and significant effect on Customer Satisfaction (Z), indicated by T-statistic $6.330 > 1.96$ and P-value $0.000 < 0.05$, therefore H2 is accepted.
- 3) Customer Satisfaction (Z) has a direct and significant effect on Customer Loyalty (Y), indicated by T-statistic $4.983 > 1.96$ and P-value $0.000 < 0.05$, therefore H3 is accepted.
- 4) Service Quality (X1) does not have a direct significant effect on Customer Loyalty (Y), indicated by T-statistic $1.414 < 1.96$ and P-value $0.158 > 0.05$, therefore H4 is rejected.
- 5) Price (X2) does not have a direct significant effect on Customer Loyalty (Y), indicated by T-statistic $0.922 < 1.96$ and P-value $0.357 > 0.05$, therefore H5 is rejected.

e. Indirect Effect

Indirect Effect is used to know the indirect influence of exogenous latent variables on endogenous latent variables through a mediating variable. The test was conducted based on the results of specific indirect effect in the bootstrapping output. The results of the indirect effect test in this study are presented in Table 9.

Table 9. Result of Indirect Effect

Hypothesis	Variable between Relationship	Original Sample Estimate	T Statistic	P Value	Description
H6	Service Quality → Customer Satisfaction → Customer Loyalty	0.177	3.022	0.003	Accepted
H7	Price → Customer Satisfaction → Customer Loyalty	0.254	3.950	0.000	Accepted

Source: Processed Data, 2026

Based on the results of the indirect effect test in Table 9, the explanation can be described as follows:

- 1) Service Quality (X1) has a positive and significant indirect effect on Customer Loyalty (Y) through Customer Satisfaction (Z), indicated by T-Statistic $3.022 > 1.96$ and P-Value $0.003 < 0.05$, therefore H6 is accepted.
- 2) Price (X2) has a positive and significant indirect effect on Customer Loyalty (Y) through Customer Satisfaction (Z), indicated by T-Statistic $3.950 > 1.96$ and P-Value $0.000 < 0.05$, therefore H7 is accepted.

DISCUSSION

The Effect of Service Quality (X1) on Customer Satisfaction (Z)

Based on the results of the hypothesis test, it is known that Service Quality (X1) has a positive and significant effect on Customer Satisfaction (Z). This is proven by the T-statistic value of 3.669 which is greater than 1.96 and the P-value of 0.000 which is smaller than 0.05. Therefore, the hypothesis stating that Service Quality (X1) affects Customer Satisfaction (Z) is accepted. This study shows that the better the quality of service provided by the company, the higher the level of customer satisfaction. These results are in line with Sari (2025) which shows that the service quality variable has a positive effect on customer satisfaction. Good service can be reflected in the company's ability to provide fast, friendly, precise, and appropriate service according to customer expectations. When customers feel that their needs and expectations are met, they will feel satisfied with the products or services received.'

The Effect of Price (X2) on Customer Satisfaction (Z)

Based on the results of the hypothesis test, it is known that Price (X2) has a positive and significant effect on Customer Satisfaction (Z). This is proven by the T-statistic value of 6.330 which is greater than 1.96 and the P-value of 0.000 which is smaller than 0.05. Therefore, the hypothesis stating that Price (X2) affects Customer Satisfaction (Z) is accepted. This study shows that a price that matches the quality of the product or service will increase customer satisfaction. These results are in line with Mansur et al. (2025) which shows that price contributes significantly to customer satisfaction. Customers tend to feel satisfied if the price paid is considered proportional to the benefits obtained. In addition, affordable and competitive prices can also give a positive perception to customers.

The Effect of Customer Satisfaction (Z) on Customer Loyalty (Y)

Based on the results of the hypothesis test, it is known that Customer Satisfaction (Z) has a positive and significant effect on Customer Loyalty (Y). This is proven by the T-statistic value of 4.983 which is greater than 1.96 and the P-value of 0.000 which is smaller than 0.05. Therefore, the hypothesis stating that Customer Satisfaction (Z) affects Customer Loyalty (Y) is accepted. This study shows that satisfied customers tend to have higher loyalty to the company. These results are in line with Ulfani et al. (2025) which shows that customer satisfaction has a significant effect on customer loyalty. Customer satisfaction can encourage customers to make repeat purchases, recommend to others, and continue using the company's products or services in the long term.'

The Effect of Service Quality (X1) on Customer Loyalty (Y)

Based on the results of the hypothesis test, it is known that Service Quality (X1) does not have a significant effect on Customer Loyalty (Y). This is proven by the T-statistic value of 1.414 which is smaller than 1.96 and the P-value of 0.158 which is greater than 0.05. Therefore, the hypothesis stating that Service Quality (X1) affects Customer Loyalty (Y) is rejected. This study shows that service quality has not been able to directly increase customer loyalty. These results are not in line with Alim et al. (2025) which shows that customer satisfaction and service quality have a significant effect on customer loyalty. Although customers assess the service provided as good, this does not necessarily make customers loyal. Customer loyalty can be influenced by other factors such as customer satisfaction, usage experience, promotions, or other emotional factors.

The Effect of Price (X2) on Customer Loyalty (Y)

Based on the results of the hypothesis test, it is known that Price (X2) does not have a significant effect on Customer Loyalty (Y). This is proven by the T-statistic value of 0.922 which is smaller than 1.96 and the P-value of 0.357 which is greater than 0.05. Therefore, the hypothesis stating that Price (X2) affects Customer Loyalty (Y) is rejected. This study shows that price is not the main factor that directly affects customer loyalty. These results are in line with Baladin et al. (2025) which shows that price does not have a significant effect on customer loyalty. Customers do not only consider price in determining loyalty but also consider other factors such as satisfaction, service quality, comfort, and experience obtained.

The Effect of Service Quality (X1) on Customer Loyalty (Y) through Customer Satisfaction (Z)

Based on the results of the indirect hypothesis test, it is known that Service Quality (X1) has a positive and significant effect on Customer Loyalty (Y) through Customer Satisfaction (Z). This is proven by the T-statistic value of 3.022 which is greater than 1.96 and the P-value of 0.003 which is smaller than 0.05. This study shows that Customer Satisfaction (Z) is able to be a mediating variable in the relationship between Service Quality (X1) and Customer Loyalty (Y). That is, good service quality will first increase customer satisfaction, then that satisfaction will encourage the creation of customer loyalty. These results support the findings of Aryani et al. (2025) which shows that service quality has a significant effect on customer loyalty both directly and indirectly through customer satisfaction as a mediating variable.

The Effect of Price (X2) on Customer Loyalty (Y) through Customer Satisfaction (Z)

Based on the results of the indirect hypothesis test, it is known that Price (X2) has a positive and significant effect on Customer Loyalty (Y) through Customer Satisfaction (Z). This is proven by the T-statistic value of 3.950 which is greater than 1.96 and the P-value of 0.000 which is smaller than 0.05. This study shows that Customer Satisfaction (Z) is able to mediate the relationship between Price (X2) and Customer Loyalty (Y). A price that is appropriate to the benefits

and quality received by customers will increase customer satisfaction, which in the end can encourage customer loyalty. These results are in line with Pratama and Lestari (2025) which shows that price has a positive and significant effect on customer loyalty both directly and through customer satisfaction as a mediating variable, where customer satisfaction also strengthens the relationship between price and customer loyalty.

CONCLUSION AND RECOMMENDATIONS

This study shows that Service Quality (X1) and Price (X2) have a significant effect on Customer Satisfaction (Z), and Customer Satisfaction (Z) has a significant effect on Customer Loyalty (Y) among Suchi Laundry customers. SEM-PLS analysis results show that the variables Service Quality and Price are able to explain the variation in Customer Satisfaction by 57.1% with an R-Square value of 0.571 and Adjusted R-Square of 0.565, which falls into the moderate category. Meanwhile, the variables Service Quality, Price, and Customer Satisfaction are able to explain Customer Loyalty by 54.2% with an R-Square value of 0.542 and Adjusted R-Square of 0.532, which also falls into the moderate category. These results indicate that the research model has a fairly good ability to explain the relationships between the research variables.

This study shows that improving Service Quality and appropriate Pricing will increase Customer Satisfaction. Partially, the Service Quality variable has a T-statistic value of 3.669 which is greater than 1.96 with a significance of $0.000 < 0.05$, thus it has a significant effect on Customer Satisfaction. The Price variable has a T-statistic value of 6.330 which is greater than 1.96 with a significance of $0.000 < 0.05$, thus it also has a significant effect on Customer Satisfaction. In addition, the Customer Satisfaction variable has a T-statistic value of 4.983 which is greater than 1.96 with a significance of $0.000 < 0.05$, indicating that Customer Satisfaction has a significant effect on Customer Loyalty. However, Service Quality and Price do not have a direct significant effect on Customer Loyalty as each has a significance value above 0.05. The indirect effect test results show that Service Quality and Price have a significant effect on Customer Loyalty through the mediation of Customer Satisfaction.

From a practical perspective, this study shows that improving service quality and setting appropriate prices have the potential to increase both satisfaction and loyalty of Suchi Laundry customers. Therefore, Suchi Laundry needs to continue improving service quality through timely laundry completion, employee friendliness, as well as maintaining cleanliness and neatness of laundry results. In addition, the company also needs to provide good service communication and set prices that are clear, fair, and competitive so that customers feel satisfied with the service provided. Increased customer satisfaction is expected to encourage customer loyalty in using Suchi Laundry services continuously.

ADVANCED RESEARCH

Future research is recommended to add other variables that are suspected to influence Customer Loyalty, considering that the results of this study show that 45.8% of the variation in Customer Loyalty is influenced by factors outside

the research model. Variables that can be considered include customer trust, brand image, promotion, business location, product quality, and customer experience. The addition of these variables is expected to provide a more comprehensive understanding of the factors influencing Customer Loyalty in laundry service businesses, so that future research can produce a more complete and accurate research model in explaining customer loyalty.

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