

## CHAPTER I INTRODUCTION

### 1.1 Research Background

In the world of trade, if a company cannot formulate a proper business and marketing strategy, it will lose in competition, where marketing strategy is one of the main activities that must be carried out by entrepreneurs must carry out to ensure survival, to develop and to make a profit.<sup>1</sup>

Islam teaches that in an industry, whether it involves products or services, a shop assistant must provide the highest quality service to his customers, by being friendly, behaving well and sympathetically, speaking well and politely, being humble, responsive in all matters and paying close attention to the customer's needs. If the customer's desires can be fulfilled, then the customer will feel satisfied with the service that has been given. This principals is emphasized in the Word of Allah in surah Al-Baqarah, verse 267 which reads:<sup>2</sup>

يَا أَيُّهَا الَّذِينَ آمَنُوا أَنْفِقُوا مِنْ طَيِّبَاتِ مَا كَسَبْتُمْ وَمِمَّا أَخْرَجْنَا لَكُمْ مِنَ الْأَرْضِ وَلَا تَيَمَّمُوا  
الْحَبِثَ مِنْهُ تُنْفِقُونَ وَلَسْتُمْ بِأَخَذِهِ إِلَّا أَنْ تُغْمِضُوا فِيهِ وَاعْلَمُوا أَنَّ اللَّهَ غَنِيٌّ حَمِيدٌ

The verse emphasize, it is explained that a marketer must be able to communicate effectively, using clear and respectful language, while being friendly, polite and attractive to win the hearts of consumers, so that consumers feel interested and want to buy the goods or services offered, including paying attention to the needs and complaints of consumers, of course, this is done with a sincere heart, sincerely and hoping for the pleasure of Allah SWT.

Service in terminology is an act that always provides everything a person or customer needs.<sup>3</sup> The Laundry business is a type of service business that contains elements of Islamic business. Islam is the most comprehensive religion (kaffah) and has

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<sup>1</sup>Philip Kotler, AB, Susanto, *Manajemen Pemasaran di Indonesia Analisis Perencanaan Implementasi dan Pengendalian*, (Jakarta: Salemba, 2000), p. 11.

<sup>2</sup>Al-Qur'an Al-Karim, Al-Baqarah: 267.

<sup>3</sup>Dewi Reni and Sri Asmawati, "Kualitas Pelayanan Frontliner Dan Kepuasan Nasabah", Islamic Economics College, No.2, (August 2016), column 5, p.5

provides guidance for humans who carry out their activities in the world, including in the economic sector. All of these provisions are also directed so that each individual head in carrying out their activities can be in line with the values contained in the Qur'an and Al-Hadith. By adhering to Islamic norms, humans can achieve goals that are not merely material but also spiritual, which is rooted on Fallah (well being).<sup>4</sup>

When offering product or services, Islam teaches us to provide high quality rather than poor or low quality to others.<sup>5</sup> Islamic business means a business that is controlled by halal and haram rules regarding both the way of obtaining and utilizing assets.<sup>6</sup> Business will live if the surrounding environment also supports the existence of the business that is established. As we know, although Indonesia is not an Islamic country, the majority of its population is Muslim.

The Laundry business is here and becomes a big business opportunity. The need for laundry services that are quite hygienic and also only take a short time is now increasingly sought after by consumers, especially for those who have a hard time dividing their time to take care of housework and also want cleanliness and practicality to wash their clothes. Even a well-managed laundry service can also be attractive to those who might want to wash other items such as carpets, mattresses and even sofas.<sup>7</sup> Because currently several laundry businesses have spread and developed to other household goods washing services, which of course are based on sharia and pay attention to the rules in Islam. Therefore, laundry service business units based on sharia have begun to develop, such as Latansa Laundry.

Laundry business has become increasingly popular, as time changes, using laundry services has become a new lifestyle that tends to be more often chosen by students and teachers of the Darussalam Gontor Islamic Boarding School. Not all students and teachers can take the time to do laundry due to the busy activities and events at the Gontor

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<sup>4</sup> Kuat Ismanto, Islamic management, *manajemen syariah implementasi TQM dalam Lembaga Keuangan Syaria*, Yogyakarta, Pustaka Pelajar, 2009, p.25.

<sup>5</sup> Fia Transtianingzah, "Analisis Pengaruh Kualitas Pelayanan Terhadap Tingkat Kepuasan Nasabah Pada Bank Muamalat Cabang Solo ". Surakarta: Thesis, Faculty of Sharia and Islamic Economics. 2006

<sup>6</sup> Muhammad Ismail Yusanto and Muhammad Karebet Widjayakusuma, *Menggagas Bisnis Islam*, Jakarta; Erlangga, 2009, p. 29.

<sup>7</sup> Interview with Nabil Fairuzzaman SE, as the manager of La Tansa Laundry on December 15, 2023 at 15.30 at the La Tansa Laundry office, Darussalam Gontor Islamic Boarding School.

Islamic Boarding School. Latansa Laundry Services is a business that is still developing at Darussalam Gontor Islamic Boarding School, even though the La Tansa Laundry business has been established for 7 years. The laundry business itself at the Gontor Islamic Boarding School is divided into two, namely: Laundry Oppm, which is managed by final year students of the sixth grade of ITTC, whose main consumers are students of Darussalam Gontor Islamic Boarding School, while Latansa Laundry is managed by community service teachers.

Service in terminology is an act that always provides everything a person or customer needs.<sup>8</sup> With the majority of customers being students and teachers from Islamic boarding school students and teachers, Latansa Laundry has a turnover of 60 kg to 75 kg every day.<sup>9</sup>Based on my observations over the past 5 months, the average turnover and customers at La Tansa Laundry are as follows:

**Table 1. 1**  
Daily Turnover Data  
La Tansa Laundry

Month	Turnover
Shafar	Rp.23,311,000.00
Rabi'ul Awwal	Rp.10,193,000.00
Rabi'ul Akhir	Rp.16,973,000.00
Jumadal Ula	Rp.22,350,000.00
Jumadal Tsani	Rp.21,055,000.00

Source: Primary Data, 2023

From table 1.1 above, it can be seen that visitors to La Tansa Laundry during the month of Shafar to Jumada Tsani vary. The income or turnover obtained by La Tansa Laundry in the last 5 months was in the month of Rabi'ul Awwal, which was Rp. 10,193,000, while the highest income or profit was in the month of Shafar, the amount

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<sup>8</sup>Dewi Reni and Sri Asmawati, “*Kualitas Pelayanan Frontliner Dan Kepuasan Nasabah*”, Islamic Economics College, No.2, (August 2016), column 5, p.5

<sup>9</sup>Interview with Nabil Fairuzzaman SE, as the manager of La Tansa Laundry on December 15, 2023 at 15.30 at the La Tansa Laundry office, Darussalam Gontor Islamic Boarding School.

obtained was Rp. 23,311,000.

The focus of service quality is to meet customer needs and desires and ensure fast delivery and in accordance with customer expectations.<sup>10</sup> Therefore, companies must understand the importance of better and more mature customer service.<sup>11</sup> In running any business, a marketing strategy is very influential in determining the success of the business. Success is certainly determined by the determination of the product service produced in providing satisfaction from the target consumers it determines. So the company is required to be able to carry out marketing efforts that can support the success of the company by implementing the right market and marketing strategies.<sup>12</sup>

The main key for a company to win the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices. Customer satisfaction or dissatisfaction is the customer's response to the perceived discrepancy between previous expectations and the actual performance of the product. The company must also be able to understand the desires of its customers and study the factors that can affect customer satisfaction. facilities that are owned and also sufficient will always have an impact such as comfort for customers.<sup>13</sup>

In today's competition, companies are required to offer quality products at competitive prices, along with excellent service, then La Tansa Laundry will always be embedded in remains top-of-mind consumers, because consumers are willing to pay a certain amount of money to buy quality service products. Price is also increasingly important, because each price set by the company will result in a different level of demand for the product. In most cases, demand and price are usually inversely proportional, namely the higher the price, the lower the demand for the product. Generally, price and demand are inversely related as prices increase, demand decrease, and as prices decrease, demand increase.<sup>14</sup>

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<sup>10</sup>Fandy Tjiptono. *Service Management, Mewujudkan Layanan Prima*. Yogyakarta. Publisher Andi. 2008

<sup>11</sup>Roky Apriansyah, "Pengaruh Kualitas Pelayanan dan Promosi Terhadap Volume Penjualan Pada PT.Prioritas Rengat", *Journal of Management and Business*, Vol.07 No.02, 2018 h.39

<sup>12</sup>Sofjan Assuari *manajemen pemasaran dasar, konsep dan strategi*, Jakarta; PT Grafindo Persada, 2004, pp. 1-2.

<sup>13</sup>Fandy Tjiptono, *Pemasaran Jasa*. Second Edition, Malang: Bayumedia Publishing. 2006

<sup>14</sup>Philip Kotler Armstrong, *prinsip-prinsip pemasaran volume 1* 8th edition, Jakarta:Erlangga, 2001, p. 134

In addition to competitive prices, a review of satisfaction is the existence of quality service. Service is the process of fulfilling needs through the activities of others directly.<sup>15</sup> Service quality according to Hasan Umar is a feeling that is formed in the long term, the overall evaluation results of a consumer satisfaction. Quality, in certain service organizations is not something that is easy to define, because it is very closely related to the consumer's view. In general, it is said that quality is a characteristic of a product or service, which is determined by use and obtained through process measurement and through continuous improvement.<sup>16</sup>

Customer satisfaction is defined as the level at which customers' needs and expectations are met so that they continue to purchase other products. Many businesses think of recording customer complaints as a way to find out how satisfied their customers are. However, some customers feel that filing a complaint is not worth the effort, or they unsure of how to file their complaint. As a result, they stop purchasing the product.<sup>17</sup>

There are challenges that are so strong that producers must really have a better strategy, so that customers are interested and do not feel disappointed with the producer's service to customers, and make it easier for customers to use the laundry business and have a good response from customers. Islam views economic activity in a positive way, if you see its human resources involved in economic activities, it will look good, as long as the results of the process must also be in line with the demands of Islam to fear Allah SWT and not have an impact on the decline in economic activity, then on the contrary it must bring someone more. Customer satisfaction is the key to retaining customers, so companies will always act wisely to measure customer satisfaction appropriately.<sup>18</sup> To increase customer satisfaction, companies must continue to supervise and monitor.<sup>19</sup>

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<sup>15</sup>Harbani Pasalong, *Teori administrasi public*, (Bandung; Alfabeta), 2008, p. 128

<sup>16</sup>Umar Husen, *Metode penelitian, Aplikasi dalam pemasaran*, (Jakarta, Gramedia), 2001, p.53.

<sup>17</sup>Philip Kotler and Kevin Lane Keller. *Marketing Management Thirteenth Edition*, translated by Bob Sabran. (Jakarta: Erlangga. 2009), p. 143

<sup>18</sup>Philip Kotler and Kevin Lane Keller, *Marketing Management Thirteenth Edition*, translated by Bob Sabran, *Marketing Management Thirteenth Edition*, volume I, (Jakarta, Erlangga, 2009), p.139-140

<sup>19</sup>Fandy Tjiptono, *Manajemen Jasa*, (Yogyakarta: CV ANDI OFFSET, 2006), p.96

So based on the background explanation above, the author is interested in conducting research with the title **"The Influence of Service Quality, Product Quality and Price on Consumer Satisfaction In Islamic Prespective at La Tansa Laundry Darussalam Gontor Islamic Boarding School"**

## **1.2 Research Question**

Based on the explanation of the definition of the background of the problem above, the author formulates research questions as the limitations of this research as follows:

1. Does service quality affect customer satisfaction at Latansa Laundry?
2. Does product quality affect consumer satisfaction at Latansa Laundry?
3. Does price affect customer satisfaction at Latansa Laundry?

## **1.3 Research purposes**

Based on the problem formulation above, the objectives of this research are:

1. To find out whether service quality has a significant effect on customer satisfaction at Latansa Laundry.
2. To find out whether product quality has a significant effect on consumer satisfaction at Latansa Laundry.
3. To find out whether price has a significant effect on consumer satisfaction at Latansa Laundry.

## **1.4 Benefits of research**

1. Benefits for Academics:
  - a. Providing new work for researchers in developing service services, especially at Latansa Laundry.
  - b. Increase insight by applying knowledge directly in everyday life, especially in management at Latansa Laundry.
2. Benefits for Readers:
  - a. It is expected to be useful in theory and application for the development of the treasury of Islamic economics.
  - b. As reference material and information for other researchers who want to conduct further research, especially those related to services in the laundry service business sector and location towards customer satisfaction.



3. Benefits for related institutions:

- a. This research can provide input for Latansa Laundry regarding the factors that influence customers in choosing to use La Tansa Laundry services.
- b. It is hoped that by knowing the dominant factors, it can help Latansa Laundry in increasing consumers or customers and competing competitively with other laundry service providers.

