



The Role of Customer Trust in Mediating the Influence of Service Quality on Customer Loyalty of Express Laundry Members Palangka Raya

Rita Yuanita Toendan^{1*}, Noorjaya Nahan²
Universitas Palangkaraya

Corresponding Author: Rita Yuanita Toendan rita.yuanita@feb.upr.ac.id

ARTICLE INFO

Keywords: Service Quality, Customer Trust, Customer Loyalty

Received : 17 July
Revised : 19 August
Accepted: 29 September

©2023 Toendan, Nahan : his is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This research in the field of marketing management aims to determine the effect of service quality and customer trust on customer loyalty of Express Laundry members in Palangka Raya. Customer trust is a good relationship with management as a business strategy to achieve customer loyalty. While customer quality is a business measure that will be assessed by customers to be loyal and have an impact on business profits. The type of research used is explanatory research, which is to examine the relationship between variables which is the basis for improving purchasing decisions. Research respondents totaled 102 members of Express Laundry. Tested with non-probability sampling technique through the PLS statistical program. The results showed that customer trust and service quality affect the customer loyalty of members of Express Laundry Palangka Raya. The limitations of research on members, become a reference for further research in taking samples of new customers on purchase intentions.

INTRODUCTION

Currently, the development of the business world is increasingly rapid, many businesses are emerging, both trading businesses in the provision of goods and services (Gultom et al., 2020). This situation requires every business actor to be more careful and wiser in making decisions on every factor that influences the success of their business. There are various kinds of businesses that already exist and also businesses that have never existed. With developments in technology and current demand, business owners have many opportunities to get consumers. Especially in this modern era, consumers want something that is practical and doesn't waste a lot of time.

Express Laundry has experienced a decline in customers over the past year and has lost many old customers. This statement is supported by data on the number of Express Laundry customers over the last 8 months. Another problem is the difficulty of retaining regular customers. The regular customers in question are customers who have an attachment (through members) with the company so that these customers use Express Laundry's washing services repeatedly (Diza, 2016). The process of submitting complaints, criticism and suggestions is carried out directly to the company, this is because there is no service that makes it easy for customers to connect with the company after the transaction process is complete.

Based on the statement above, the problems faced by Express Laundry are regarding management and customer relations, which can result in the cessation of using Express Laundry services, thereby affecting the stability of profits from the Express Laundry business itself. It is easy to find consumers or customers, for example by providing cheap prices or large promotions at the start, what is difficult is how to make consumers or customers loyal.

Customer loyalty will be built when there is customer trust in the company (Ulfa and Mayliza, 2019). Customer trust is a condition where one party involved in the exchange process is confident in the reliability and integrity of the other party. Trust can be used as a basis for customers in determining which laundry company to choose. Trust can continue to be increased by providing a guarantee that the laundry items will be clean and tidy when they are picked up by the customer and if an error occurs in the washing process, the laundry party is willing to bear the risk.

The trust that is built is by fulfilling all customer wishes, by using the best services offered to customers, which is one of the trusts carried out by laundry service providers, namely ensuring that goods are not lost or faded. In this way, customer trust will increase in line with building customer loyalty for laundry service users themselves. Creating trust is not easy, but companies must try with totality, so that customers do not move and always maintain customer trust which is not easily achieved by service providers. laundry itself.

A company will be said to be large and successful if the company succeeds continuously and consistently in maintaining the trust of each of its consumers. Maintaining this trust certainly has a more important goal, namely to maintain the company's survival. Apart from that, maintaining trust is also an effort to gain or gain and even increase greater income or profits for the

company itself. That is why a company's success will be more real if it remains consistent in maintaining the trust of every consumer wherever and whenever.

The increasing intensity of competition and the number of competitors requires companies to always pay attention to customer needs and desires and try to meet customer expectations by providing more satisfying services than those provided by competitors. Service quality is a level of excellence to fulfill consumer desires. Service quality is very important in running a business. Good service quality starts from consumer perception, not from the company. For customers, service quality comes from organized service, which will create a good perception among customers. Customer perception of service quality is a total assessment of the superiority of a product which can be in the form of goods or services.

Customer loyalty has an important role in a company, retaining them means improving financial performance and maintaining company survival. The benefit of customer loyalty is the reduced influence of attacks from competitors from similar companies, not only competition in terms of products but also competition in terms of perception. Apart from that, loyal customers can encourage the company's development by providing ideas or suggestions to the company to improve the quality of its products. The success of a service company is determined by the company's ability to build customer loyalty. Customer loyalty is expressed in consistent purchases of products or services over time and there is a good attitude to recommend others to buy the product. Based on previous research conducted by Tiong (2020), the results stated that customer trust had a positive and significant effect partially and simultaneously, while the service quality variable had a partial negative effect and a simultaneous positive effect on customer loyalty. Based on the existing phenomenon of the decline in regular customer members (members), structured research will be carried out to provide input to Express Laundry in improving Purchasing Decisions as a business strategy. It is also a consideration in efforts to increase the trust of laundry customers and is expected to provide input to improve service quality and determine the right strategy to obtain better performance in the future.

LITERATURE REVIEW

Theoretical Foundations and Hypothesis Development

According to Kristinae et al. (2020), service quality is the overall characteristics and properties of a product or service that influence its ability to satisfy stated or implied needs. Service quality is the totality of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly. Quality is a dynamic condition that influences products, services, people, processes and environments that meet or exceed expectations.

Service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. Quality service products have an important role in shaping customer satisfaction. The higher the quality of the products and services provided, the higher the satisfaction felt by customers. If

customer satisfaction is higher, it can generate profits for the business entity. One of the main ways to maintain a service company is to consistently provide services with higher service quality than competitors and meet customer expectations.

Service quality is a measure of how well the level of service provided meets customer expectations. With good service quality, the company will get a good image from consumers, thereby providing encouragement to consumers to have a strong relationship with the company. In this relationship, the company can better understand what consumers' needs and expectations are, so that the company can provide quality service that exceeds consumer expectations (Meitiana & Sembhodo, 2022).

Service quality can be determined by comparing consumers' perceptions of the service they actually receive/obtain with the service they actually expect/want regarding the service attributes of a company (Tiong, 2018). If the service received or felt (perceived service) is as expected, then the quality of service is perceived as good and satisfactory, if the service received exceeds consumer expectations, then the quality of service is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the quality of service is perceived as poor. It can be concluded that service quality is a level of excellence that a person feels about a service which is expected from the comparison between the desires and performance felt by consumers after purchasing the service (Al Fajri & Pradana, 2020).

According to Parasuraman quoted by Solihin (2020), the dimensions of service quality are as follows: 1. Physical Evidence (Tangibles), is related to the attractiveness of the physical facilities, equipment and materials used by the company, as well as the appearance of employees. 2. Empathy, is that the company understands its customers' problems and acts in the interests of customers, as well as providing personal attention to customers and having comfortable operating hours. 3. Reliability, is related to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services according to the agreed time. 4. Responsiveness, is something related to the willingness and ability of employees to help customers and respond to their requests, as well as informing them when services will be provided and then providing services quickly. 5. Guarantee (Assurance), is the behavior of employees who are able to grow customer trust in the company and the company can create a sense of security for its customers. Guarantee also means that employees are always polite and have the knowledge and skills needed to handle any customer questions or problems.

In improving service quality, many factors need to be considered. These factors need attention, these factors are: identifying the main determinants of service quality (Laksono, 2020). Every service company needs to strive to provide quality to its customers. This requires identifying the main determinants of service quality from the customer's perspective. Therefore, the first step is to conduct research to identify the most important service determinants for the target market. The next step is to estimate the assessment

given by the target market to the company and competitors based on these determinants.

The next factor is managing customer expectations. It is not uncommon for companies to try to exaggerate their communication messages to customers with the intention of getting them hooked. Things like this can backfire on the company. The more promises made, the greater the customer's expectations (which can even lead to being unrealistic) which in turn will increase the chances of the company not being able to fulfill customer expectations. Third is managing evidence of service quality. Management of service quality evidence aims to strengthen customer perceptions during and after services are provided. Therefore, services are performance and can be felt like goods, so customers tend to pay attention to tangible factors related to services as evidence of quality.

An important factor in the service business is developing a quality culture. Quality culture is an organizational value system that produces a conducive environment for the creation and continuous improvement of quality. Quality culture consists of philosophies, beliefs, attitudes, norms, values, traditions, procedures, and expectations that enhance quality. The final factor is creating Automating Quality. The existence of automation can increase variability in service quality due to a lack of human resources. Before carrying out automation, companies need to carry out thorough research to determine the parts that require a human touch and the parts that require automation. It is necessary to avoid automation that covers the entire service. Based on theory and previous research studies, the hypothesis proposed is: H1: Service Quality has a positive and significant effect on Customer Loyalty

Service quality is a form of assessment of the level of service provided by a company. Service quality can be determined by comparing consumers' perceptions of the service they actually receive/obtain with the service they actually expect/desire regarding the service attributes of a company. If the service received or felt (perceived service) is as expected, then the quality of service is perceived as good and satisfactory. If the service received exceeds consumer expectations, then the quality of service is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the quality of service is perceived as poor (Purwa & Ardani, 2018).

Companies that have been established will market their companies so they can compete among other companies. Very fierce competition for product quality will have an impact on customer trust, so marketing is needed so that companies can develop rapidly. The ability of a good service product will have an impact on the user and will strengthen or be able to get the best position in the hearts of customers, so service is very important for the company. Companies must continue to maintain the quality of the company so that the company's market share has a good image among customers (Pramana & Rastini, 2016).

Customer trust is a type of emotional reflection for commerce. This depends on the level of fulfillment of expected product or service benefits, as well as the level of consistency of expectations and actual results. If a customer

expects service at a certain level, and he feels the service received is higher than what he expected and continues to use the product or service, then the customer can be said to trust. Trust is formed from past experiences and previous interactions. An experience can be defined as the awareness and feelings experienced by consumers during service use. Trust is the belief that one will find what one wants in an exchange partner. Trust involves a person's willingness to behave in a certain way because of the belief that a partner will provide what he hopes for and a hope that a person generally has that someone else's word of promise or statement can be trusted. If customer trust has been established, then the next task of the company is to obtain and maintain loyalty from customers. All businesses that provide services depend heavily on building long-term relationships that concentrate on maintaining customer loyalty. In this case, loyalty is greatly influenced by service quality. Customer loyalty is a customer's effort to remain loyal with awareness, impression of quality, trust and strong pride in a product followed by repeat purchases (Fahmi, 2018). Based on theory and previous research studies, the hypothesis proposed is: H2: Service quality has a positive and significant effect on customer trust.

According to Kotler & Keller (2016) in Ulfa and Mayliza (2019), trust is the company's willingness to rely on business partners. Trust depends on a number of interpersonal and interorganizational factors, such as corporate competence, integrity, honesty and kindness. Trust is a belief that someone will get what is expected from other people. Trust concerns a person's willingness to behave in a certain way because of the belief that his partner will give him what he expects and an expectation that a person generally has that the words, promises or statements of other people can be trusted.

According to Diza et al. (2016), customer trust is the glue that allows companies to trust other people in organizing and using resources effectively. Developed customer trust, including trusting someone, will lead to high customer confidence in their abilities and desires. This definition explains that trust is the willingness or willingness to rely on partners involved in a trusted exchange. Willingness is the result of a belief that the parties involved in the exchange will provide consistent quality, honesty, responsibility, kindness and good heart. This belief will create a close relationship between the parties involved in the exchange. According to Tiong, (2018) Trust is where an individual or service user voluntarily trusts a service provider with the consent of all the risks involved, because consumers have positive expectations and previously the service provider has promised to provide a feeling of good results. Customer trust has a huge influence on the sustainability of a company, because if a company's product is no longer trusted by consumers, it will be difficult for the product to develop in the market. However, on the other hand, if the company's products or services are trusted by consumers, then the company will be able to continue to grow in the market. This trust must always be obtained by the company, the more consumers trust it, the company will continue to have a good relationship with its consumers.

The benefits of trust as a business strategy are: 1. Trust can encourage marketers to try to maintain cooperative relationships with consumers. 2. Trust rejects

short-term options and prefers long-term profits expected by retaining existing customers. 3. Trust can encourage marketers to view attitudes that pose big risks wisely because they believe that consumers will not take opportunities that could harm marketers. The trust indicator consists of three components, namely: (a). Ability is a person's belief in the seller's ability to help consumers do something according to what the consumer needs. The essence of ability is how successful the seller is in producing what consumers want. (b). Benevolence is how much someone trusts the seller to behave well towards consumers. Kindness is the seller's willingness to serve the interests of consumers. (c). Integrity is how much confidence a person has in the seller's honesty in maintaining and fulfilling the agreement that has been made to the consumer.

Trust depends on a number of interpersonal and interorganizational factors, such as a company's competence, integrity, honesty, and benevolence. Trust is an assessment of a person's relationship with other people who will carry out certain transactions in accordance with expectations in an environment full of uncertainty. So it can be concluded that customer trust is the willingness of one party to accept risks from another party based on the belief and hope that the other party will take action as expected, even though both parties do not yet know each other. Customer loyalty according to Hasanuddin et al. (2020), consumers are bound to be faithful or loyal if the consumer shows regular purchasing behavior or there is a condition that requires the consumer to buy at least twice in a certain time interval. Customer loyalty is a deep commitment to repurchase or subscribe to a product or service consistently for the future, and is not influenced by the existing environment or marketing efforts undertaken, as well as other things that have the potential to cause the customer to switch. to competing companies. Based on several definitions of customer loyalty, it can be concluded that customer loyalty is customer loyalty which is presented in consistent purchases of products or services over time and there is a good attitude towards recommending other people to buy the product. Based on theory and previous research studies, the hypothesis proposed is:

H3: Customer trust has a positive and significant effect on customer loyalty

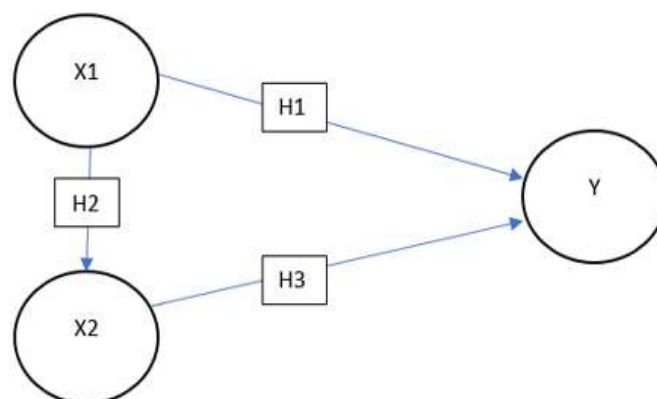


Figure 1. Research Model

RESEARCH METHODS

This research is quantitative and the type of research is explanatory research, namely testing the relationship between hypothesized variables, explanatory research is research that aims to explain the relationships between one variable and another variable or how one variable influences other variables. to be applied to the research scope (Thungasal, 2019). The population and sample in research consist of objects/subjects that have certain quantities and characteristics which are applied by researchers to study and then draw conclusions. The sample of respondents in this research was Express Laundry Palangka Raya members, totaling 100 people.

In the questionnaire there are several questions or statements that are closely related to the research problem to be solved. In connection with the current Covid-19 pandemic, in distributing questionnaires researchers used Google Forms (Google Form), which is a tool or software used to assist researchers in submitting or filling in data and questionnaires to Express Laundry Palangka Raya members or customers online. which is the object of this research by providing alternative answers (respondents choose answers that suit their knowledge) easily and efficiently (Fahmi et al., 2018).

Data analysis is breaking down the whole into smaller components to find out the dominant component, comparing one component with another component, and comparing one of several components with the whole. Data analysis techniques are used to answer problem formulations or test hypotheses that have been formulated. Data management in this research will use the Partial Least Square (PLS) data analysis technique, which is Structural Equation Modeling (SEM) equation analysis, which is a method used to cover weaknesses in the regression method. Partial Least Square is a powerful analysis method which is not based on many assumptions. The Partial Least Square (PLS) approach is distribution free (does not assume certain data, which can be nominal, category, ordinal, interval and ratio). The purpose of using Partial Least Square (PLS) is to make predictions, which in making predictions is to predict the relationship between constructs, in addition to helping researchers in their research to get latent variable values which aim to make predictions.

In PLS, according to Kristinae et al., (2019), a model fit test will be carried out, namely a test that validates the model as a whole, using Goodness Of Fit (GoF) values. GoF was developed to evaluate measurement models (outer models) and structural models (inner models) and in addition provides simple measurements for the overall model predictions. GoF is a single measure used to validate the combined performance of measurements and structural models which is obtained from the average value of Average Variance Extraced (AVE) multiplied by the root average value of R². The GoF value is between 0-1 with interpretations of 0.1 (small GoF), 0.25 (medium GoF), 0.36 (large GoF).

DISCUSSION

Express Laundry is a modern laundry that offers clothes washing and ironing services with a washing service system that is calculated by the weight of the clothes per kilogram. Express Laundry is located on Jalan G Obos VIII

Gang Bakung II. Express Laundry was formed and managed in 2017. The aim of establishing Express Laundry was initially because the owner wanted to have his own business and at the same time help various groups of people who were busy or did not have free time to wash and iron clothes. Research respondents showed that the jobs that used Express Laundry services were 48 students or 26.4%, 41 civil servants/TNI/POLRI or 22.5%, 35 self-employed/traders or 19.2%, 32 employees/laborers or 17.6%, 26 housewives or 14.3%. So the dominant occupation of the respondents was students, 48 people or 26.4%.

Table 1. Outer Loadings

Indicator	X1 Service quality	X2 Customer Trust	Y Customer Loyalty	Indirect Relationships X1→X2
X1.1	0.877			
X1.2	0.863			
X1.3	0.894			
X1.4	0.861			
X2.1		0.962		
X2. 2		0.953		
X2.3		0.978		
X2.4		0.936		
Y.1			0.848	
Y.2			0.850	
Y.3			0.871	
X2.1 ← X1.1				0.816
X2.2 ← X1.2				0.839
X2.3 ← X1.3				0.863
X2.4 ← X1.4				0.892

Source: author (2023)

The results of the research were carried out after obtaining valid questionnaire results from an average value of 0.359 > r-count of 0.242 and reliable, namely an average of 0.452. Based on research conducted, the first hypothesis is that service quality influences customer loyalty. Good service quality from the research results will have an influence on customer loyalty. This means that better service quality results in better customer loyalty. According to Kotler and Keller (2016), service quality is the overall characteristics and characteristics of a product or service that influence its ability to satisfy stated or implied needs.

Service quality is the totality of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly. The results of this research produce results in accordance with previous research conducted by Gultom et al. (2020) and Haroen (2021), that service quality has a positive and significant effect on customer loyalty. The

research results show that there is a positive and significant influence of service quality variables on customer loyalty of Express Laundry Palangka Raya members. This is proven by the statistical results of the calculated t test for the service quality variable which was obtained at 3.983 and it was stated that there was a positive and significant influence because the calculated t value was greater than the t table value > 1.988 and the calculated t significance value was smaller than the t table significance value, namely $0,00 < 0.05$. So the first hypothesis is accepted, meaning that the service quality variable has a positive and significant effect on customer loyalty of Express Laundry Palangka Raya members.

The research results stated that the higher the quality of service provided, the higher the customer loyalty of Express Laundry Palangka Raya members. Based on these results, this research succeeded in proving the first hypothesis which states that "service quality influences customer loyalty of Express Laundry Palangka Raya members". Service quality is a factor that influences customer loyalty because customers who are satisfied with their personal values and experience a positive mood towards service will have high loyalty to the company. Customers are often disloyal due to poor service or service quality that is decreasing from what customers expect. The quality provided to consumers must function to provide maximum satisfaction, therefore in order to provide services it must be carried out in accordance with the service function.

Having loyal consumers is the ultimate goal of all companies. But most companies don't know that consumer loyalty can be formed through several stages, starting from looking for potential consumers to becoming a customer advocate who will bring profits to the company. Loyalty is more aimed at a behavior, which is demonstrated by routine purchases, based on the decision making unit. Loyal consumers also buy products or services offered by manufacturers and recommend their friends to buy or use the same products or services at the same place and loyal consumers also do not easily switch to other similar companies.

Based on the research results in the second hypothesis, service quality has a positive and significant effect on customer trust. Customer trust can be increased by improving the quality of service provided to customers. The test results found a positive and significant influence on the service quality variable on customer trust ($p < 0.05$) with a beta coefficient of 0.518, which means the second hypothesis is accepted. The research results are in accordance with previous research by Pramana and Rastini (2016); Purwa & Ardani, (2018) which results that the higher the level of service quality provided, the higher the trust received by consumers in a company. The service quality of a service is an important factor in achieving customer trust. Kotler and Keller (2016) in Fahmi et al. (2018), stated that service quality is a deeply held commitment to support efforts to market services, in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch. The results of this research produce results in accordance with previous research conducted by Dharma R (2017),

Al'asqolaini M.Z (2021), Harumi, S.D (2016), Prasetya, A. Y. & Wahyuni, D. (2021).

Table 2. Path coefficient

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STD EV)	P Values	Result
Kualitas Pelayanan Terhadap Loyalitas Konsumen	0.617	0.599	0.216	3,983	0.000	Sig
Kualitas Pelayanan Terhadap Kepercayaan Pelanggan	0.813	0.612	0.183	3.882	0.000	Sig
Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan	0.715	0.632	0.135	3.695	0.000	Sig

Source: author, (2023)

Based on research conducted on the third hypothesis, customer trust influences customer loyalty. Trust is a fundamental component in a business to create loyal customers (Ulfa and Mayliza, 2019). However, building a customer's trust is not easy, we have to be able to convince them that what we give them is of the best quality. Trust is a belief that someone will get what is expected from other people. Trust is a company's willingness to rely on business partners.

Trust depends on a number of interpersonal and interorganizational factors, such as corporate competence, integrity, honesty and kindness. Trust is a belief that someone will get what is expected from other people. If customers have good trust in the company then that will make customers loyal to Express Laundry Palangka Raya. The results of this research produce results in accordance with previous research conducted by Haroen (2020), Siboro and Suhardi (2020), Sunardi et al. (2020). That customer trust has a positive and significant effect on customer loyalty. The research results show that there is a positive and significant influence of the customer trust variable on customer loyalty of Express Laundry Palangka Raya members. The calculated t result is greater than the t table value, namely $3,781 > 1,998$ and the calculated t significance value is smaller than the t table significance value, namely $0.00 < 0.05$. The hypothesis is accepted, meaning that the customer trust variable has a positive and significant effect on customer loyalty of Express Laundry Palangka Raya members.

Thus, it can be explained that the higher the customer trust that customers have, the higher the customer loyalty of Express Laundry Palangka Raya members. Based on these results, this research succeeded in

proving the third hypothesis which states that "customer trust influences customer loyalty of Express Laundry Palangka Raya members". Customer trust can be a reference for customers to reuse the service or not. If customer trust is good, customer loyalty will arise and customers will buy and use the service. Based on the explanation of customer trust theory, it can be concluded that matters relating to consumer desires are capable of fulfilling service needs and are worth buying and selling according to customer expectations.

The research implications are based on the results of research conducted that customer trust and service quality are proven to be significantly important variables in customer loyalty of Express Laundry Palangka Raya members. This can be the basis for saying that the customer trust variable from the ability indicator which has the highest percentage is that Express Laundry has provided and delivered the services needed by customers. This is because customers feel that Express Laundry marketing services are important to meet customer needs. Meanwhile, the lowest percentage is in the statement item of the benevolence indicator, namely Express Laundry provides the best service for its customers. This is because customers assume that the service they experience is in line with customer expectations.

This difference in perception is what causes a gap between the company and customers which automatically gives rise to differences in perception about the services provided, thus affecting customer loyalty. Therefore, Express Laundry should improve service quality so that it can encourage customer loyalty. Based on the research findings, it can be concluded that in the service quality variable there is a statement item from physical evidence (tangible) indicators that has the highest percentage, namely Express Laundry uses special cleaning fluids and fragrances in laundry work. This provides evidence that Express Laundry must pay attention to the use of special cleaners and fragrances that have been proven to be obtained by customers. Meanwhile, the lowest percentage is in the statement item of the empathy indicator, namely that Express Laundry has provided good service in responding to customer complaints.

Based on the results of research conducted on the customer loyalty variable, it is proven that the indicator that I always use Express Laundry services is the indicator that has the highest percentage because customer loyalty is obtained from great liking for a product or service and the lowest percentage is the indicator that customers will not switch to using the service. Express Laundry even though other laundry services offer cheap prices. Based on the results of research conducted, the variable that has the greatest influence on customer loyalty is the service quality variable at 56%. This is because the quality of service provided is good and can make customers become loyal customers.

CONCLUSION

The quality of service has been implemented well by Express Laundry, but there are still some neutral answers to several indicators, so it can be

improved by providing a resolution center, chat / messenger as a means of communication between sellers and buyers. Loyalty is what consumers do if they feel that what they want in that place is fulfilled and customers do not think twice about going back to shop there again. This is an important thing that Express Laundry must pay attention to. And improvements that must be made are creating promotions so that buyers are more interested and prioritize Express Laundry compared to other places. Express Laundry must be friendlier and closer to customers, so that customers do not hesitate to provide input to Express Laundry to make it better in the future. Continuous increase in trust regarding service information provided by Express Laundry is more open about the service information provided. So the improvements made are that the seller must be even better, one of which is answering all customer questions in a friendly manner, having to provide clear information about deficiencies, quality and product types.

This research has research limitations, namely that the research was conducted during the 2019 Corona Disease (COVID-19) pandemic so the observation period was very short and was not able to describe the actual situation. The research only focuses on the variables of customer trust and service quality and is still unable to fully reveal the factors that influence customer loyalty of Express Laundry Palangka Raya members as a whole. This means that studies need to be carried out by deepening or developing research variables with a larger sample and population. Future researchers can examine other variables such as price, sales innovation. It is hoped that this study will reveal new findings that can be useful for the development of science, especially in the field of marketing management.

REFERENCES

- Al Fajri, H., & Pradana, M. (2021). Pengaruh Kualitas Pelayanan Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan Konsumen Freezy Cake. *eProceedings of Management*, 8(6).<https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/17097>
- Diza, F., Moniharapon, S., & Imelda, W. J. (2016). Pengaruh kualitas pelayanan, kualitas produk dan kepercayaan terhadap kepuasan konsumen (studi pada pt. fifgroup cabang manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 4(1).
<https://ejournal.unsrat.ac.id/index.php/emba/article/view/11568>
- Fahmi, M., Prayogi, M. A., & Jufrizen, J. (2018). Peran kepercayaan pelanggan dalam memediasi pengaruh kualitas website terhadap loyalitas pelanggan online shop. *Jurnal Riset Sains Manajemen*, 2(3), 121-130.
<https://core.ac.uk/download/pdf/326444221.pdf>
- Firmansyah, D., & Prihandono, D. (2018). Pengaruh kualitas pelayanan dan perceived value terhadap loyalitas pelanggan dengan kepuasan.

Management Analysis Journal, 7(1), 120-128.
<https://journal.unnes.ac.id/sju/index.php/maj/article/view/20638>

- Gultom, D. K., Arif, M., & Fahmi, M. (2020). Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 3(2), 171-180.
<http://jurnal.umsu.ac.id/index.php/MANEGGIO/article/view/5290>
- Haroen, R. (2020). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus Pada Pt Nusantara Surya Sakti). *Jurnal Manajemen dan Bisnis Jayakarta*, 1(2), 101-120.
<http://journal.stiejayakarta.ac.id/index.php/JMBJayakarta/article/view/23>
- Hasanuddin, M. R., Rachma, N., & Wahono, B. (2020). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan (Pada Pelanggan Kedai Kopi Mr Beard Coffee Jl, Saxophone No. 47 Tunggul Wulung Lowokwaru Malang). *Jurnal Ilmiah Riset Manajemen*, 9(11).
<http://riset.unisma.ac.id/index.php/jrm/article/view/6336>
- Kasinem, K. (2021). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Bukit Serele Lahat. *Jurnal Media Wahana Ekonomika*, 17(4), 329-339. <https://jurnal.univpgri-palembang.ac.id/index.php/Ekonomika/article/view/5096>
- Kristinae, V., Sambung, R., & Sahay, M. (2019). The role of entrepreneurial orientation in product innovation in emerging markets on the local products. *Oradea Journal of Business and Economics*, 4(2), 35-44.
http://ojbe.steconomieuoradea.ro/wp-content/uploads/2019/10/OJBE_vol-42.pdf#page=35
- Kristinae, V., Wardana, I., Giantari, I. G. A. K., & Rahyuda, A. (2020). The role of powerful business strategy on value innovation capabilities to improve marketing performance during the COVID-19 pandemic. *Uncertain Supply Chain Management*, 8(4), 675-684.
<http://growing-science.com/beta/uscm/4257>
- Laksono, A. W. (2020). *Pengaruh Citra Merek, Kepercayaan Merek, Dan Kualitas Produk Terhadap Loyalitas Merek Pada Pelanggan Geprek Benu Di Kota Malang* (Doctoral dissertation, Universitas Brawijaya).
<http://repository.ub.ac.id/182730/>

- Meitiana, M., & Sembhodo, A. T. (2022). Do e-services and promotion affect customer loyalty?. *Jurnal Inovasi Ekonomi*, 7(01), 13-24. <https://ejournal.umm.ac.id/index.php/JIKO/article/view/19920>
- Sari, A. A. R. P., & Yasa, N. N. K. (2020). *Kepercayaan pelanggan di antara hubungan citra perusahaan dan kewajaran harga dengan loyalitas pelanggan mapemall.com*. Penerbit Lakeisha. <https://books.google.co.id/books?hl=en&lr=&id=Gmj5DwAAQBAJ&oi=fnd&pg=PR5&dq=loyalitas+pelanggan&ots>
- Siboro, R. M., & Suhardi, S. (2020). Pengaruh Kepuasan Pelanggan, Kepercayaan Pelanggan, Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dalam Penggunaan Tokopedia Di Batam. *Jurnal Ekuivalensi*, 6(1), 118-132. <https://www.ejournal.kahuripan.ac.id/index.php/Ekuivalensi/article/view/360>
- Solihin, D. (2020). Pengaruh Kepercayaan Pelanggan Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening. *JURNAL MANDIRI: Ilmu Pengetahuan, Seni, dan Teknologi*, 4(1), 38-51. <http://jurnalmandiri.com/index.php/mandiri/article/view/99>
- Sunardi, N., Lesmana, R., Kartono, K., & Rudy, R. (2020). Peran Manajemen Keuangan dan Digital Marketing dalam Upaya Peningkatan Omset Penjualan bagi Umkm Pasar Modern Intermoda Bsd City Kota Tangerang Selatan di Tengah Pandemi Covid-19. *Jurnal Abdi Masyarakat Humanis*, 2(1). <http://www.openjournal.unpam.ac.id/index.php/JAMH/article/view/7416>
- Thungasal, C. E. (2019). Pengaruh Kualitas Layanan Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Hotel Kasuari. *Agora*, 7(1). <https://publication.petra.ac.id/index.php/manajemenbisnis/article/view/8173>
- Tiong, P. (2018). Pengaruh kualitas pelayanan terhadap loyalitas pelanggan pt. primagum sejati di makassar. *SEIKO: Journal of Management & Business*, 1(2), 176-203. <http://www.journal.stieamkop.ac.id/index.php/seiko/article/view/228>
- Titi Awaliya, U. (2021). *Pengaruh Citra Perusahaan, Kualitas Produk, Kualitas Pelayanan Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan di Klinik Perawatan Kulit Dan Kecantikan Dr. Glennarda Triharsa, Spkk*

Pemalang (Doctoral dissertation, Universitas Pancasakti Tegal).
<http://repository.upstegal.ac.id/3236/>

Ulfa, M., & Mayliza, R. (2019). Pengaruh Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan PDAM Kota Padang.
<https://osf.io/spmgv>