The influence of customer relationship management, service quality and brand image, on customer loyalty of balqis laundry, tegal regency

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A R T I C L E   I N F O

ABSTRACT

This study aims to determine and analyze the influence of Customer relationship management, service quality and brand image on customer loyalty. In an effort to obtain the required data, the method used is a Questionnaire. The data analysis technique of this study uses multiple regression analysis. The results of this study indicate that Customer relationship management has a positive effect on customer loyalty, where the better the implementation of customer relationship management, the higher the customer loyalty will be. Service quality has a positive effect on customer loyalty, where the better the service quality provided by employees and owners of Balqis Laundry, the higher the customer loyalty will be. Brand Image has a positive effect on customer loyalty, where the better the brand image owned by Balqis Laundry, the higher the customer loyalty will be.

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1. INTRODUCTION

The growing business world and rapid economic progress of Indonesia, both businesses engaged in manufacturing and services. Currently, the economic sector in the service sector has experienced a drastic increase compared to the previous decade. The rapid increase in the service sector arises because of the needs of the community in consuming service products in addition to primary needs in increasing comfort and satisfaction that are not obtained from service products. This is known as the "great leap forward" or extraordinary progress in the service sector (Lupiyoadi, 2019).

The extraordinary progress in the service sector has also influenced the lifestyle of today's society, especially in big cities where people want everything they do to be practical and fast, one of which is washing clothes and ironing. The existence of laundry services for people in urban areas, especially in residential areas, rented houses, or boarding houses, has developed into an integral part of lifestyle. Fast-paced and dense life, many city dwellers are looking for practical ways to manage their time, and laundry services are the main solution. In addition to saving time, using laundry services also provides convenience and comfort, allowing people to focus on other activities without having to worry about piling up laundry. Laundry services are not just services, but have become a basic need in the daily routine of urban residents (Artyanto & Sudrartono, 2024).

Laundry service companies that want to survive in the business world must be able to maintain customer loyalty so that they do not switch to using other printing services. Maintaining customer loyalty is an important thing that must be maintained in order to remain loyal in using products, both goods and services from the company (Rampengan et al., 2023). Loyal customers will use the company's products

more and for a longer period of time. Losing a loyal customer means losing a revenue stream for that customer in the future (Pratiwi & Dermawan, 2021). Loyalty is important for a business, because customer loyalty is the key to the success of a business or company to continue to survive and maintain loyal customers as the main priority (Sugiarto, 2021). Many strategies are taken by companies to retain customers and build customer loyalty, along with the development of increasingly advanced technology and information, one of the right marketing strategies is using customer relationship management by paying attention to customer relationship management (Pratiwi & Dermawan, 2021).

Customer relationship management is the process of building and maintaining long-term, profitable relationships *with customers by providing valuable and satisfying services to customers* (Kotler & Armstrong, 2020). Customer relationship management (CRM) implementation allows customers to feel a deeper emotional attachment to the company or to the individual service provider. CRM allows companies to create a more personal and relevant experience for customers, by understanding their needs, preferences, and behaviors in more detail. More personal and responsive interactions make customers feel more appreciated and cared for, which in turn strengthens their loyalty and emotional attachment to the company (Khotimah et al., 2024). Based on this statement, customer relationship management is an important factor in increasing customer loyalty.

Customer loyalty affects the development of the company. Customer loyalty plays an important role in the development of the company. When customers are loyal to a product or service, they tend to make repeat purchases and provide positive recommendations to others. This not only increases revenue but also strengthens the company's reputation in the market. In addition, customer loyalty allows companies to reduce marketing costs and focus on improving the quality of products or services. Customer loyalty is the key to sustainable growth and long-term success of the company (Rampengan et al., 2023).

Service quality is an effort to fulfill the needs accompanied by consumer desires and accuracy in delivery in order to meet consumer expectations and satisfaction (Tjiptono & Chandra, 2020). Laundry consumers will be loyal if they get good service and according to expectations. Then on the contrary if the quality of service obtained is low and not according to expectations then it can have a less profitable impact on the company (Pratama et al., 2021). The real manifestation of the quality of service provided by a laundry business is in the form of cleanliness of the laundry results, neatness and punctuality in completing orders from customers, as well as a sense of empathy from company employees to be able to understand the needs and desires of customers, so that customers who are satisfied with the service from the company will automatically make repeat orders to the company, even customers are also willing to recommend the company to business partners, family, close relatives, and also to the wider community who need laundry services (Sabriana, 2022).

Today's consumers are also very critical in choosing a product brand, until the decision to buy the product, consumers want a good and branded product (Kotler & Armstrong, 2021). This is what drives consumers to be very selective in choosing a brand. Customer loyalty is greatly influenced by the assessment of the image of the product (Tahir et al., 2024). The image of the brand is related to the attitude in the form of beliefs and preferences for a brand, it will be more likely to make a purchase (Setiadi, 2022). Brand image is formed from the perceptions that arise in the minds of consumers when they remember a brand or product, as a result of what consumers feel about the products or services they use (Wicaksono, 2022). The better the brand image of a product, the more consumers will be interested in obtaining and consuming the product and will continue to use the brand for a long period of time (Leijerholta et al., 2022). There are many benefits that can be obtained if the brand image that is built is successful in dominating the market (Sudarmin, 2023).

Balqis laundry is a laundry business located in Mejasem village, Tegal Regency. Laundry services are required to be able to fulfill consumer desires such as timely, neat, fragrant work, so that no problems arise. The phenomenon that occurs in Balqis laundry is a decrease in customer loyalty. This happens because some loyal customers who usually use laundry services move to other laundry services. In the last three months, the use of customer loyalty cards (discounts after the 10th use) has decreased, indicating that Balqis laundry customers who usually use routine services are no longer interested in taking advantage of the program.

The phenomenon or problem related to Customer relationship management is that Balqis laundry has not implemented Customer relationship management effectively. Balqis laundry does not yet have a complete recording system about customers, especially regarding customer preferences, habits, and needs. So Balqis laundry often has difficulty understanding customer behavior in depth, which hinders in providing services that are in accordance with customer desires. This makes efforts to provide a personalized customer experience or loyalty program less effective. In addition, ordering and pickup reminders are often done manually, which can result in errors or delays.

Phenomena or problems related to the quality of service at Balqis laundry include many complaints related to service, including customer complaints about the washing results because some customers feel that the clothes still look dirty and there are stains that have not disappeared, even though the customer has asked for the stains to be removed. Another problem is the delay in completing the laundry that does not match the initial promise. Some customers were promised that the laundry would be finished within 2 days, but when the customer came to pick it up, it turned out that it was not finished. The decline in consumer loyalty will result in a decrease in income for Balqis laundry. For this reason, it is necessary to know the factors that influence customer loyalty at Balqis laundry.

This study aims to determine and analyze the influence of customer relationship management, service quality, and brand image on customer loyalty at Balqis Laundry, Tegal Regency.

2. RESEARCH METHODS

The research conducted is a type of survey research with a sample of 97 respondents selected using purposive sampling techniques, respondents have made purchases at Balqis laundry more than twice so that their loyalty is known and customer respondents who are over 17 years old, because at that age a person is considered an adult, has responsibility for himself, and is considered able to make decisions. This study did not control respondents based on age and gender. The data of this study are primary and secondary data, where primary data is obtained from respondents' answers to the questionnaires distributed while secondary data is obtained from data on sales at Balqis Laundry. The Data Analysis Technique in this study is multiple regression analysis.

Meanwhile, the author can formulate the research hypothesis, namely: H1. Customer relationship management has a positive effect on customer loyalty, H2. Service quality has a positive effect on customer loyalty, H3. Brand image has a positive effect on customer loyalty.

3. RESULTS AND DISCUSSION

3.1. Research Instrument Testing

Instrument validity testing was carried out using Pearson product moment correlation analysis conducted on 30 respondents with a significance level of 5% so that the rtable was found to be 0.361.

Table 1. Instrument Validity Test Results

Statement Item Code	r_{hitung}	r_{tabel}	Criteria
CRM.1	0.749	0,361	Valid
CRM.2	0.732	0,361	Valid
CRM.3	0.743	0,361	Valid
CRM.4	0.867	0,361	Valid
CRM.5	0.737	0,361	Valid
CRM.6	0.740	0,361	Valid
SQ.1	0.847	0,361	Valid
SQ.2	0.755	0,361	Valid
SQ.3	0.919	0,361	Valid
SQ.4	0.912	0,361	Valid
SQ.5	0.872	0,361	Valid
SQ.6	0.770	0,361	Valid
SQ.7	0.727	0,361	Valid

Statement Item Code	r$_{hitung}$	r$_{tabel}$	Criteria
SQ.8	0.680	0,361	Valid
BI.1	0.761	0,361	Valid
BI.2	0.781	0,361	Valid
BI.3	0.861	0,361	Valid
BI.4	0.790	0,361	Valid
BI.5	0.731	0,361	Valid
BI.6	0.615	0,361	Valid
BI.7	0.821	0,361	Valid
BI.8	0.769	0,361	Valid
LY.1	0.783	0,361	Valid
LY.2	0.776	0,361	Valid
LY.3	0.603	0,361	Valid
LY.4	0.757	0,361	Valid
LY.5	0.649	0,361	Valid
LY.6	0.610	0,361	Valid
LY.7	0.680	0,361	Valid
LY.8	0.683	0,361	Valid

Based on the results of the validity calculations above, it can be seen that all items of variable statements used in this study have a correlation coefficient of > rtable = 0.361 (rtable n = 30) with a significance level of 5%, so that all statements are valid and can be used as data collection tools in this study.

Reliability is basically the extent to which the results of a measurement can be trusted. The reliability test of the instrument is carried out by analyzing the consistency of the items in the instrument using Cronbach Alpha analysis. A measurement item can be said to be reliable if it has an alpha coefficient greater than 0.7 (Ghozali, 2021).

Table 2. Instrument Reliability Test Results

No.	Variables	Cronbach's alpha	Information
1.	*Customer relationship management*	0,852	Reliabel
2.	*Service Quality*	0,922	Reliabel
3.	*Brand Image*	0,897	Reliabel
4.	Customer Loyalty	0,831	Reliabel

Source: Processed primary data (2025)

The results of the calculation of the reliability of the instrument show that the Cronbach's alpha value of the customer relationship management variable is 0.852; the service quality variable is 0.922, the brand image variable is 0.897; and the customer loyalty variable is 0.831 where the Cronbach's alpha value of all variables is > 0.7 so that the instrument is said to be reliable and can be used as a data collector.

3.2. Classical Assumption Test
The normality test aims to test whether in the regression model, the interfering variables or residuals have a normal distribution. As is known, the t and F tests assume that the residual values follow a normal distribution (Ghozali, 2021).
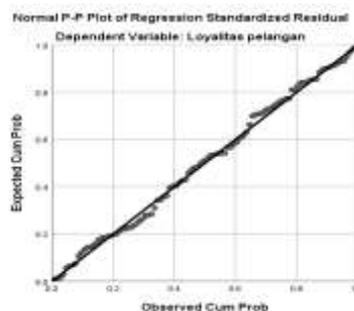

Figure 1. Normal Probability Plot Test Results

In addition to looking at the normal probability plot, to test normality in this study, a one-sample Kolgomorov-Sminov test was used.

Table 3 Results of Normality Testing with One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0863938
	Std. Deviation	2.44654320
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200[c,d]

Based on the results of the Kolmogorov Smirnov test, the results obtained were 0.200 > 0.05, which indicates that the data is normally distributed.

Most cross-section data contain Heteroscedasticity situations because these data collect data that represent various sizes (small, medium, and large). The basis of the analysis is if there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, then there is no Heteroscedasticity (Ghozali, 2021).
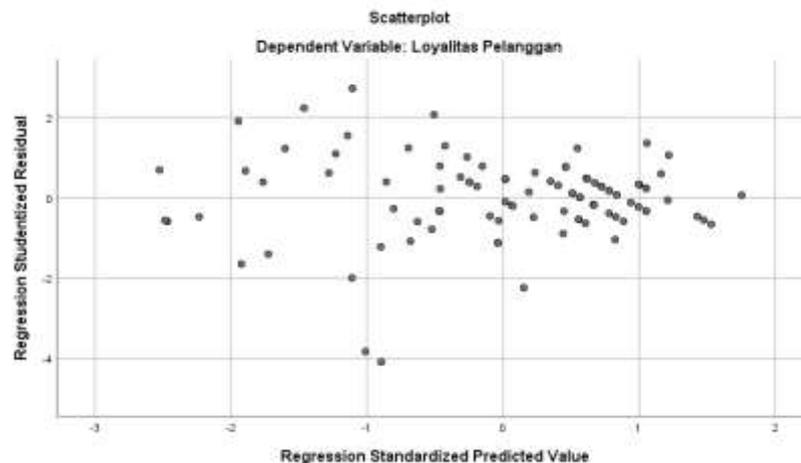

Figure 2. Heteroscedasticity Test Results

Based on the scatterplot graph, it shows that no particular regular pattern was found and the points are spread above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model.

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model (Ghozali, 2021). Regression is free from multicollinearity problems if the VIF value is < 10 and the tolerance value is > 0.10, then the data does not have multicollinearity (Ghozali, 2021).

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	CRM	.569	1.758
	Service quality	.364	2.745
	Brand Image	.457	2.190

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.070	1.864		3.256	.002
CRM	.184	.068	.178	2.727	.008
Service quality	.181	.050	.293	3.599	.001
Brand Image	.526	.074	.519	7.146	.000

From the results of the classical assumption test calculations in the collinearity statistic section, it can be seen that for the three independent variables, the VIF figures are 1.758; 2.745; and 2.190 which are smaller than 10, so it is concluded that the regression model does not have a multicollinearity problem.

3.3. Multiple Linear Regression Analysis

Multiple linear regression aims to determine the functional relationship between independent variables simultaneously with the dependent variable. (a) The regression coefficient of the customer relationship management variable is 0.184, meaning that if the customer relationship management variable increases, it will cause an increase in customer loyalty; (b) The regression coefficient of the service quality variable is 0.181, meaning that if the service quality variable increases, it will cause an increase in customer loyalty; (c) The regression coefficient of the brand image variable is 0.526, meaning that if the brand image variable increases, it will cause an increase in customer loyalty.

The goodness of fit model test in this study uses the F test which is used to determine whether the model in the study meets the fit criteria or not (Ghozali, 2021).

Table 6. Goodness of fit test results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1038.864	3	346.288	107.209	.000[b]
Residual	300.394	93	3.230		
Total	1339.258	96			

From the simultaneous hypothesis test, the F count value was obtained as 107.209 > F table of 2.70 with a significance value of 0.000 < 0.05 so it can be concluded that the model in this study is feasible or fit.

Partial hypothesis testing basically shows how far one independent variable influences the dependent variable while assuming the other independent variables are constant (Ghozali, 2018).

Table 7. Partial Hypothesis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.070	1.864		3.256	.002
CRM	.184	.068	.178	2.727	.008
Service quality	.181	.050	.293	3.599	.001
Brand Image	.526	.074	.519	7.146	.000

a. From the partial hypothesis test of customer relationship management on customer loyalty, the calculated t value is 2.727 > t table value of 1.98 and the significance value is 0.008 < 0.05 so it can be said that customer relationship management has a positive effect on customer loyalty.

Customer relationship management can increase customer loyalty if associated with the theory of planned behavior (TPB), which explains that a person's behavior is influenced by attitudes, subjective norms, and perceived behavioral control. CRM strategies such as responsive customer service, personalized communication, and loyalty programs create positive customer attitudes towards Balqis Laundry, making customers stay loyal. Effective CRM also increases perceived behavioral control, because customers feel easier and more comfortable in accessing services, so they are more likely to remain loyal. The results of this study support the results of research conducted by Imasari & Nursalin (2019), Ayang & Sugiat (2021), Ayang & Sugiat (2021) which proves that customer relationship management influences customer loyalty.

b. From the partial hypothesis test of service quality on customer loyalty, the calculated t value was 3.599 > the t table value of 1.98 and the significance value was 0.001 < 0.05, so it can be said that service quality has a positive effect on customer loyalty.

Customer loyalty is the key to success for a company, not only in the short term, but also as a sustainable competitive advantage. The better the service provided, the more committed customers will be to stay and be loyal to using products and services and be willing to recommend products/services to other customers. The Commitment-Trust Theory explains that high service quality plays an important role in building customer trust in a brand. When customers receive consistent, responsive service that meets or even exceeds expectations, customers begin to feel confident that the brand is reliable. This trust, in turn, strengthens customers' commitment to remain loyal to the brand, because they feel that the brand values and meets their needs. The results of this study support the results of research conducted by Natanael (2019), Dam & Dam (2021) and Albari & Kartikasari (2019) which states that quality service provided will create customer loyalty. The results of this study also support the results of research conducted by Nurcahyo et al., (2019) and Supriyanto et al., (2021) which shows that customer loyalty is significantly influenced by service quality.

c. From the partial hypothesis test of brand image on customer loyalty, the calculated t value was 7.146 > the t table value of 1.98 and the significance value was 0.000 < 0.05, so it can be said that brand image has a positive effect on customer loyalty.

Brand image plays an important role in creating customer loyalty, generally customers will decide to be loyal to a brand or company because the brand itself has a good brand image (Xu et al., 2022). Brand image has a certain level of strength and will become stronger along with increasing consumption experience or information gathering and will become stronger if supported by other networks (Savitri et al., 2022). Commitment-Trust Theory emphasizes the importance of trust and commitment in building strong relationships between customers and brands. In the context of the influence of brand image on customer loyalty, a positive brand image can significantly increase customer trust (Chuenban et al., 2021). A strong brand image creates a sense of identity and affiliation, where customers are proud to be part of the brand community (Guo & Wang, 2024). This not only increases trust in the products and services offered, but also strengthens the commitment to make repeat purchases. The results of this study support the results of research conducted by Ramadhani dan Sigit (2023), Khotimah et al., (2024); Natanael, (2019); Yudhistira & Shihab, (2023); Diputra & Yasa (2021) and research Yudhistira & Shihab, (2023) proves that brand image creates consumer loyalty. Likewise, the results of research conducted Ariyani & Kurniawan, (2023) and research Herry Setyo Nugroho et al., (2023) which proves that brand image has a significant influence on customer loyalty.

4. CONCLUSION

Based on the description of the research results and discussion, several conclusions can be drawn, namely: Customer relationship management has a positive effect on customer loyalty, where the better the implementation of customer relationship management, the higher the customer loyalty will be; Service quality has a positive effect on customer loyalty, where the better the service quality provided by employees and owners of Balqis Laundry, the higher the customer loyalty will be; Brand Image has a positive effect on customer loyalty, where the better the brand image owned by Balqis Laundry, the higher the customer loyalty will be. This study provides an empirical perspective on the extent to which effective CRM can enhance customer satisfaction and trust, how service quality affects customer experience, and how a strong brand image can strengthen loyalty. Thus, this study not only enriches the academic literature with the latest empirical evidence, but also provides practical meaning for companies in designing more effective marketing strategies to retain customers amidst increasingly fierce competition.

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