

THE EFFECT OF WORKERS' FRIENDLINESS, PRICE, SERVICE QUALITY, BRAND IMAGE, AND LOCATION ON CUSTOMERS' DECISION IN CHOOSING LAUNDRY SERVICE

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ABSTRACT

The improvement of life standards and needs of people in Indonesia, together with time limitation in taking care of daily needs, have resulted growing substantial demands of laundry service, especially demands for on kilos laundry service type that is more preferred for daily needs. Laundry service has become a growing business in 2014 and 2015. Aware with the growing numbers of laundry business in Surabaya, the researcher realizes that competitive advantage is required by her laundry business to survive a tight competition. The researcher decides to use Melia Laundry as a franchise for her business. Melia Laundry is a franchise of laundry which is based in Yogyakarta and already has good credibility for Indonesian people. Recently, the branches of Melia Laundry are more than 100 workshops and 500 outlets, located throughout Indonesia. Besides brand image, there are many factors considered by customers in choosing their trusted laundry service. This study is conducted as a follow up of a prior observation result done by the researcher, which is aimed at finding out the effect of workers' friendliness, price, service quality, brand image, and location on customers' decision in choosing laundry service. Those factors are tested in this study to find out whether they have significant effect on customers' decision in choosing laundry service. There were 60 respondents as samples in this study, who were selected since they were regular customers from January to August 2015, or who used the laundry service for more than twice. Independent variables in this study are workers' friendliness, price, service quality, brand image, and location, while dependent variable in this study is customers' buying decision. All data in this study were collected through survey as method of data collection, and processed through multiple linear regression analysis using SPSS software. The SPSS results showed that there were significant effects of workers' friendliness, price, service quality, brand image, and location on customers' decision in choosing laundry service.

Keywords: Workers' Friendliness, Price, Service Quality, Brand Image, Location, Customers' Buying Decision

INTRODUCTION

The improvement of life standard and needs of people in Indonesia, especially in Surabaya as the second biggest city in Indonesia, together with time limitation in taking care of daily needs, have resulted growing substantial demands of laundry service, especially demands for per-kilogram laundry service type that is more affordable for daily needs. This is proven by the growing numbers of on-kilos laundry service in the city. This condition, besides interpreted as a promising business type, can also be interpreted as a business with tight competition.

The process of washing clothing has its own classification. Laundry itself is defined as a process of washing clothing with water as its medium with soap materials, either with hand or with washing machine. Dry cleaning is a process of washing clothing with natural petroleum solvent atau synthetic petroleum solvent as its solvents with soap materials, and then washed by specific washing machine (Budhi, 2012). In its business, washing clothing is classified based on the types of clothing, whether it is daily clothing or exclusive clothing. Generally, exclusive clothing is a market segment of per piece Laundry and Dry Cleaning, which in its process is done exclusively piece per piece, while daily clothing is a market segment for on-kilos laundry, which is a washing clothing service based on the weight of the clothing to be washed with certain number as minimum service

This business opportunity not only attracts the researcher's attention, but also attracts big business players' interest in Surabaya. In 2014 and 2015, laundry became a growing business, thus the researcher realizes that competitive advantage is required in her laundry business in order to survive its tight competition. Concerning this situation, plus insufficient knowledge the researcher has on this business type, the researcher then decides to use franchise system by considering brand awareness as business competitiveness.

Melia Laundry is a laundry franchise with good credibility for Indonesian people. According to SWA magazine, Melia Laundry and Dry Ceaning franchise is the biggest laundry franchise network in Indonesia. Melia Laundry franchise was founded in March 9, 1996 and is based in Yogyakarta. Recently, Melia Laundry has more than 100 workshops and 500 outlets in Indonesia.

Table 1. Numbers of Melia Laundry's Outlets on Kilos in Surabaya

Outlet of Melia Laundry on Kilos (MLOK) in Surabaya	Total Number	Address	Year of Operation
MLOK Urip Sumoharjo	1	Urip Sumoharjo 61	2013
MLOK Ketintang	1	Ketintang Baru IV/24	2014

Besides outlets of Melia Laundry on Kilos described in Table 1, outlets or workshop of Melia Laundry and Dry Clean are also located on Klampis street, Trenggilis street (Metropolis Apartment) and Simpang Darmo Permai Selatan Street, with their agents spread in Surabaya.

Melia Laundry on Kilos Urip Sumoharjo is finally opened as franchisee of Melia Laundry that operates in washing clothing service or laundry since September 21, 2013, in Surabaya, which is precisely on Urip Sumoharjo 61 Surabaya. Melia Laundry on Kilos Urip Sumoharjo was opened after the researcher became an agent of Melia Laundry and Dry cleaning for a year, started since September 20, 2012. Unfortunately, this outlet did not show satisfying revenue, therefore the researcher decided to focus on new market, which is on kilo laundry.

Kind of services offered by Melia Laundry on Kilos Urip Sumoharjo are daily clothing on kilos, large items on kilos such as towel, sheet, and bedcover, and laundry and dry cleaning for exclusive

clothing. Melia Laundry On Kilos Urip Sumoharjo is still an agent of Melia Laundry Metropolis Apartment, a workshop of laundry and dry cleaning which is located on Trenggilis No. 127 Surabaya.

Melia Laundry on Kilos Urip Sumoharjo is quite competitive in running its business. It offers prime and fast, has four kinds of perfume (snappy, lavender, florist and ocean) offered to the customers for their clothing that suits their taste, keeps its hygiene standard by implementing “one customer one washing machine” policy to avoid mix between clothes during washing process, and has a complementary form of dry-cleaning facilities for special clothes. In addition to that, Melia Laundry on Kilos Urip Sumoharjo airport also offers pick up service for free for customers around the outlet location.

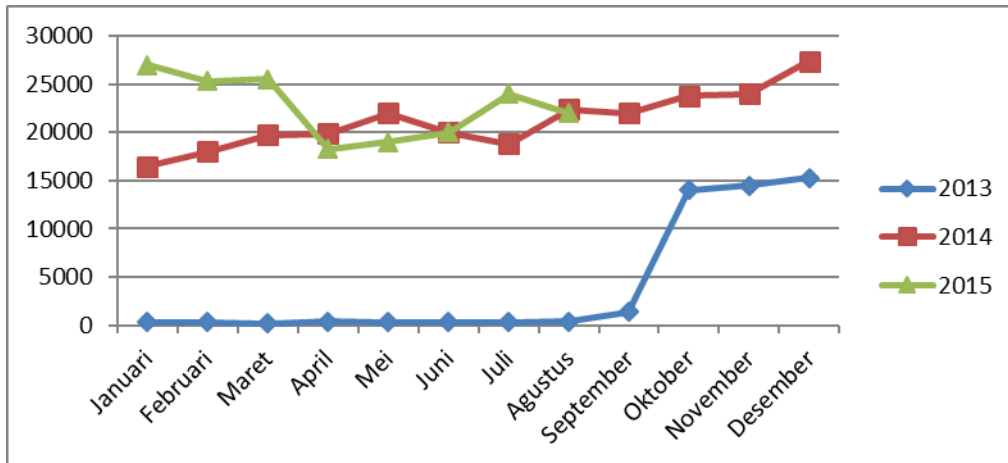


Figure 1. Graph of Turnover of Melia Laundry on Kilos Urip Sumoharjo Year 2013-2015

Table 2. Numbers of Customers of Melia Laundry on Kilos Urip Sumoharjo Period September 2014 - Agustus 2015

Month		Total Customer	New Customer	Regular Customer	Active Percentage (%)
2014	September	351	37	88	25,07
	October	377	26	93	24,66
	November	415	38	92	22,16
	December	490	75	142	28,97
2015	January	547	57	153	27,97
	February	582	35	135	23,19
	March	631	49	144	22,82
	April	674	43	142	21,06
	May	715	41	136	19,02
	June	758	43	142	18,73
	July	790	32	135	17,08
	August	819	29	137	16,72

As seen in Table 2, based on the data of numbers of new customers and active customers, it can be seen that the number of customers continued to increase in the last past year. The number of new customers and active customers increased dramatically in late 2014 and early 2015, while later the it fluctuated for a while and tended to decline until August 2015. This means that the numbers of regular customers of Melia Laundry on Kilos Urip Sumoharjo decreased. Besides, based on the data shown in Figure 1, customer turnover drastically decreased in April 2015, and then slowly increased and fluctuated in July and August 2015. This situation reflects the instability and vulnerable of Melia Laundry on Kilos Urip Sumoharjo to a turnover decrease. To cope with the above problems, the researchers conducted a preliminary investigation to determine factors that consumers consider in selecting a laundry services. Observations were conducted on 20 respondents as the customers of Melia Laundry on Kilos Urip Sumoharjo (MLOK) and interviews with employees who had direct interaction with consumers. The results of observation by respondents are summarized in Table 3.

Table 3. Preliminary Observation Result on Choosing the Laundry Service of MLOK Urip Sumoharjo

No.	A.	B	C	D	E	F	G	H	I	J
	Brand	Price	Service quality	Location	Promotion	Discount	Member	Pick up and	Friendliness	Fast
1	√	√	√	√	√	√			√	
2	√	√	√	√		√	√	√	√	√
3		√						√		
4	√			√						
5		√								
6				√					√	
7	√	√	√	√				√	√	
8	√	√	√						√	
9		√							√	
10		√	√	√	√	√		√	√	√
11	√	√		√		√	√	√		
12	√	√	√	√		√	√	√	√	√
13			√			√			√	√
14			√	√			√	√		
15			√			√				
16		√	√	√					√	
17		√	√						√	
18		√		√					√	
19	√		√	√				√	√	√
20	√		√	√					√	√
Total	9	13	13	13	2	7	4	8	14	6

Source: Appendix

Explanation:

A. Brand of Melia Laundry

- B. Affordable price
- C. Quality of washed clothing (neat and clean)
- D. Accessible location
- E. Promotion media (brochure, banner, Instagram, SMS, website)
- F. Special discount or promotion on specific months
- G. Membership
- H. Pick-up and delivery service
- I. Workers' friendliness
- J. Workers' speed

Table 3 shows the responses of customers choosing Melia Laundry. Workers' friendliness was the highest response since 14 out of 20 respondents chose it. Later, affordable price, product quality and customer's location were also the reasons of choosing Melia as chosen by 13 respondents. Brand image influenced 9 respondents in choosing Melia Laundry. Convenient pick-up and delivery services enable customers for their needs of laundry service. 2 to 6 respondents chose other reasons like workers' fast performance, discount, special prize, and promotion.

Many factors can influence customers' decision in choosing laundry service, such as factors of location, price, brand, promotion or discount, pick-up and delivery service, and many more. However, based on the preliminary research result on Table 3, five factors are more dominant in influencing customers' decision to choose laundry service based on the respondents' responses. Those factors are workers' friendliness, location, quality, product, price, and brand, as supported by interview results with workers who directly communicated with customers and stated that customers came to Melia Laundry because of its strategic location and since its famous brand could be easily seen outside Surabaya.

The price offered by Melia Laundry on Kilos Urip Sumoharjo is quite competitive. Price is also one factor that influence customers in using the service. The effect price has on customers' buying decisions is very important since the price level set by a company can become , because they at the price level set by the company can become a benchmark tool of a product or service demand. Incorrect product pricing can lead to decrease selling of a product and reduce the market share. To avoid this, company must be able to set the price level by targeting the right market share in order to increase product-selling rate and market share target. For this, the price set by Melia Laundry on Kilos Urip Sumoharjo is quite competitive with equally similar on-kilos laundries (laundries with well-maintained facilities and outlet location), yet higher than on-kilos laundries that are found in suburban areas. Thus, the price level set by Melia Laundry on Kilos Urip Sumoharjo also determines market segment for this laundry service.

Table 4. Types of Services and Price of Melia Laundry on Kilos per January 2015

Service		Production Process	Kind of product to wash	Price
Kilo (minimum order 3 Kg)	Reguler	2-3 Days	Daily	Rp. 9.500,-/Kg
	Superfine (Prima)	1 Days	Daily	Rp. 15.000-/Kg
	Quick (<i>Kilat</i>)	4 Hours	Daily	Rp. 18.000,-/Kg
	Iron	2 Days	Daily	Rp. 5.500,-/Kg
Unit of Kilo	Single Bedcover	3 Days	Linen	Rp. 29.500,-

	Double Bedcover	3 Days	Linen	Rp. 32.500,-
	Single Sheet	3 Days	Linen	Rp. 14.000,-
	Double Sheet	3 Days	Linen	Rp. 17.500,-
	Thin Blanket	3 Days	Linen	Rp. 22.500,-
	Thick Blanket	3 Days	Linen	Rp. 24.000,-
	Towel Small	2 Days	Linen	Rp. 10.000,-
	Towel Big	2 Days	Linen	Rp. 12.500,-
	Pillow case	2 Days	Linen	Rp. 4.000,-
Unit of Service (Laundry and Dry cleaning)	Laundry	3 Days – 1 Week	Formal / Spesial	Varied
	Dry Clean	3 Days – 1 Week	Formal / Spesial	Varied
	Pressing	3 Days – 1 Week	Formal / Spesial	Varied

In addition to price factor which plays a role in influencing customers' buying of customers, location factor also plays similar role. The outlet's location is strategic since it is located on the Urip Sumoharjo as CBD main road in Surabaya. Companies should be aware that location will influence customers' decision when buying product or service they offer; therefore, they have to consider their location very seriously.

In addition to location, other factor that dominantly influences customers' buying decision is product quality. In this case, product quality is determined by workers' quality since Melia Laundry on Kilos Urip Sumoharjo (MLOK Ursu) is a company engaged in providing service. Wyckof, as cited by Kurniasih (2012), states that workers' service quality is an expected level of excellence and control on the level of excellence to meet customer desires.

In addition workers' quality, workers' friendliness also influences customers decisions for using the service of Melia Laundry on Kilos Urip Sumoharjo. Halim and Suryani (2013) state that the friendly workers are key aspect of a successful workers services. Workers' friendliness will create customers' sense of trust to make them feel closer to the workers. Bertens (2009: 80) explains that friendliness is essential for every human relations, and it can also happen in a business relationship. That is to say that workers' friendliness is a description of relationship given by Melia Laundry on Kilos Urip Sumoharjo for its customers. According to Rahmadaniah (2014), workers' friendliness can be measured by the simplicity in customers' needs or interest, obtaining services from workers professionally and without inconvenient tones or words from them when taking the orders, having well-organized, and being serviced by honest and blunt workers.

Based on the above,description this study will conduct further investigation on the effects of these factors on customer buying decisions in choosing their trusted laundry services. This study is entitled "The Effect of Workers' friendliness, Price, Workers' Quality, Brand Image and Location on Customers Decision in Choosing Laundry Service".

This study focused on the decision-making process in accordance with the influenced factors. Based on problem identification and research limitations already explained in previous sections, this research seeks to answer the following research problem: "Do workers' friendliness, price, service quality, brand image, and location have effect on customers' decision in choosing laundry service?"

This research was conducted in Surabaya. Respondents selected in this study were the customers of Melia Laundry on Kilos Urip Sumoharjo. This study is limited to the study of certain factors which have effect on customer's decision to choose a laundry service.

LITERATURE REVIEW

Related Previous Studies

Table 5. Previous Studies in Parralel with Recent Study

Wibowo (2011)	Natali (2014),	Setianingsih (2014)	Ibrahim Imaduddin Islam (2012)
<i>“Analisis Pengaruh Keramahan Karyawan, Harga, Dan Lokasi Terhadap Kepuasan Pelanggan (Studi Pada Toko Aluminium Dwi Karya Semarang)”</i> .	<i>“Pengaruh Brand Image, Kualitas Produk, Dan Harga Terhadap Keputusan Pembelian Pada PT Chandra Jaya Sukses (Produk Kursi Recliner Merek Lazboy)”</i> .	<i>“Pengaruh Brand Image, Kualitas Produk, Harga Terhadap Keputusan Pembelian Konsumen Sari Roti (Studi Pada Mahasiswa Fakultas Ekonomi UNY)”</i> .	<i>“Pengaruh Penetapan Strategi Lokasi dan Konsep Tata Letak Terhadap Citra Perusahaan dan Keputusan Pembelian (Studi Kasus : Astra Biz Center Bandung)”</i> .
Workers’ quality has the strongest effect on customers’ decision	Brand Image, Product quality, and Price have effect on customers’ buying decision of Lazboy-brand recliner chair, and the strongest factor is price	Brand image, product quality, and price have positive effect on customers’ buying decision.	Location and spatial aspect of Astra Bis Center and company image have simultaneous and significant effect on customers’ buying decision customers for the products of PT Astra International Tbk.

Theoretical Framework

Table 6. Theoretical Framework of Independent Variable and Dependent Variable

Workers’ friendliness	Friendliness is essential for humans relationship, thus friendliness is also essential in business relationship (Bertens, 2009).
Price	Price is an amount of payment given by the consumers in return for having a certain product or service (Setianingsih, 2014).
Workers’ quality	Workers’ quality is defines as a measurement of how good is a service given in fulfilling consumers’ expectation (Hayaza, 2013).
Brand Image	Brand image is consumers’ perception of a brand, as a reflection of brand association thought by consumers (Roslina, 2010).
Location	Theory of location discusses spatial aspect and location of economic activities, which is included in more concrete in both micro and macro economic analysis (Sjafrizal, 2008).
Buying decision	Kotler and Keller (2012:188) explain that buying decision is a part of evaluation which is conducted by a consumer.

Effects Among Variables

Effect of workers' friendliness on buying decision

As stated by Santi (2014), friendliness is very fundamental in human relations. When friendliness is found in business process through workers' relationship to customers, it can create comfort for the customers. Thus, customers will not hesitate to decide to the company's service.

Effect on price on buying decision

Price becomes one of customers' considerations in choosing to buy a product or service. Generally, price becomes one of the main elements for consumers to review before making a buying decision, as stated by Istiyanto, *et al.* (2015).

Effect of service quality on buying decision

Saidani and Arifin (2012) state that service quality is something perceived by customer. Customers will evaluate that perceived service quality based on what is expected by them on their mind. Customers will turn to other services if they feel that other services are better in understanding, serving and fulfilling their specific needs. This indicates that quality of a service will strongly influence consumers' decision when choosing and using a service.

Effect of brand image on buying decision

As stated by Gupta, *et al.*, (2014), when a product or service has a good or positive *brand image*, consumers will easily make buying decisions on that product or service.

Effect of location on buying decision

Location is the basic determinant of spatial in economic and social activities, which influence interaction among many aspects in economic activities, either aspects of production and or aspects of marketing. One of the determinant factors in choosing a location for building a business is agglomeration and concentration advantage of demand between regions. This agglomeration advantage is associated with market share location and production location that are closer to each other, where a business object is located on an environment with many potential customers since there has not yet any similar business located in that environment that meet the needs of those people. This will be in line with the demand concentration across regions, as proven by a research result conducted by Islam (2012).

RESEARCH METHODS

Thinking Framework

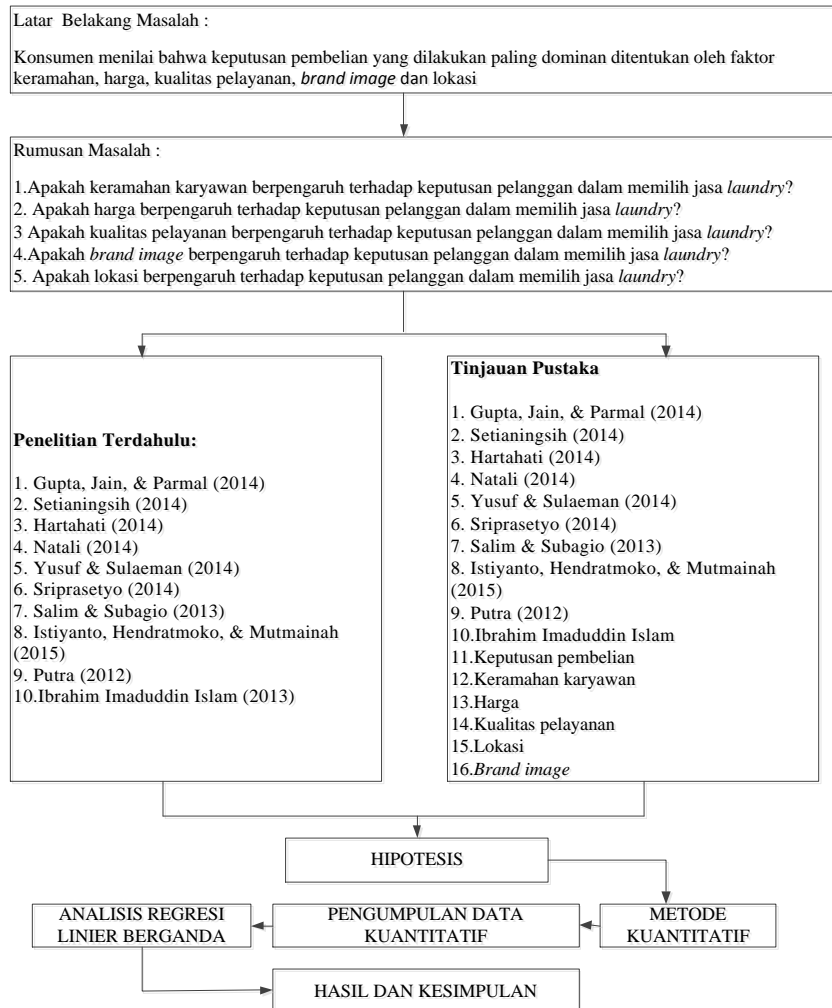


Figure 2. Thinking Framework

Analysis Model

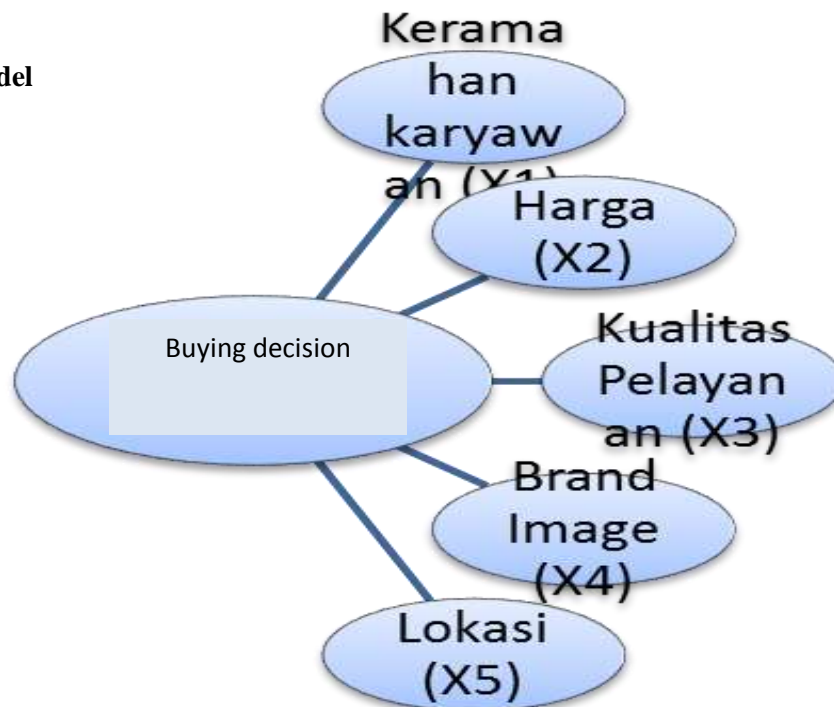


Figure 3. Analysis Model between Independent Variable (X) and Dependent Variable (Y)

Hypotheses

Based on the background and research problem of this study, as well as related studies explained previously, the followings are hypotheses of this recent study:

- H1: Workers' friendliness has significant effect on customers' decision in choosing laundry service.
- H2: Price has significant effect on customers' decision in choosing laundry service.
- H3: Workers' quality has significant effect on customers' decision in choosing laundry service.
- H4: Brand image has significant effect on customers' decision in choosing laundry service.
- H5: Location has significant effect on customers' decision in choosing laundry service.

Method

This study is quantitative in nature. Sugiyono (2012:55) explains that quantitative approach is an approach that uses numerical data in form of numerical responses of questionnaires distributed to samples of the study and are analyzed using statistical analysis techniques. A quantitative approach was used because the data used in this study were processed by statistics. Method used in this study was survey method. Survey method is a complex process, composed by a variety of biological and psychological processes, where two of the most important processes are observation and memory. Survey was used in this study because the study studied human behaviors, working process, natural phenomena, and medium-scale respondent size (Sugiono, 2012: 145).

Setting and Time

The setting of this study was in the location of Melia Laundry on Kilos Urip Sumoharjo, on Urip Sumoharjo 61, Surabaya as the CBD main road. This study took time for four months.

Population and Sample

Population

Populations in this study were all 819 consumers who used the laundry service from September 2013 until the research took place in August 2015. They were then narrowed down using purposive sampling technique into active customers only. The samples used in this study were 137 active customers.

Sample

Using purposive sampling technique, the samples were selected under the following criteria:

- Samples were all active customers from January to August 2015
- Customer active means customers who used laundry service for more than two times.
- Numbers of samples were determined by conducting Slovin's formula:

$$n = \frac{137}{137 (0,05)^2 + 1} \quad n = \frac{137}{137 (0,0025) + 1}$$
$$n = \frac{137}{0,3425 + 1} \quad n = 102,05$$

The result showed that n was 102.05, therefore the researcher then decided to determine the numbers of samples as 103 customers.

Method of Data Collection

Method of data collection is a way to obtain or gain data of empirical phenomena (Silalahi, 2009: 291). Data collection technique used in this study was direct approach. Direct approach is a method to convey messages and intentions directly to other parties, such as face-to-face with the other party (Purwanto, 2007: 86).

Research instruments are all means used to collect, examine, investigate a problem, gather, process, analyze and present the data in a systematic order and objective with the aim to solve a problem or to test a hypothesis. Instruments used in measuring variables are validity and reliability tests (Sugiyono, 2012: 102). Research instrument used in this study was questionnaire, a written set of questions that are formulated to record respondents' answers, where the answer choices are usually open and the alternatives are determined (Silalahi, 2009: 296).

Answer choices in the questionnaire for respondents are formulated by using Likert scale ordinal level. Likert scale is scaling technique to measure individual's attitudes, opinions, or perception of his or her group or a group of people who are associated with certain matter (Silalahi, 2009: 305). This scale contains a number of statements with response categories. Several alternatives of response categories or a set of response items, which express the range of positive and negative responses, are determined to make easier for respondents to give their response. This study used Likert scale of five ranges where the items were arranged in five alternative responses that expresses strongly agree, agree, neutral or hesitant or undecided, disagree, and strongly disagree. Each response is associated with value score or scale score for each statement. Score 5 was given for strongly agree, score 4 was for agree, score 3 was for neutral, score 2 was for disagree, and score 1 was for strongly disagree.

FINDINGS

Validity Test

Variable of workers' friendliness

Table 7. Result of Validity Test for Workers' Friendliness

Statement	Pearson Correlation	Significant Level of Pearson Correlation	Description
Workers of MLOK Ursu friendly serve the customers	0,811	0,000	Valid
Workers of MLOK Ursu always smile to the customers	0,791	0,000	Valid
Workers of MLOK Ursu always greet the customers	0,737	0,000	Valid
Workers of MLOK Ursu work without complaining	0,783	0,000	Valid
Workers of MLOK Ursu are ready to handle customers' complaints fairly and in order	0,834	0,000	Valid
Workers of MLOK Ursu give well responses and answer customers' complaints and questions	0,874	0,000	Valid
Workers handle different laundry needs just and indiscriminating	0,888	0,000	Valid
Workers are honest and blunt	0,747	0,000	Valid

Variable of price

Table 8. Result of Validity Test for Price

Statement	Pearson Correlation	Significant Level of Pearson Correlation	Description
MLOK Ursu gives complete price list of laundry service	0,735	0,000	Valid
Price offered by MLOK Ursu is affordable	0,903	0,000	Valid
Price offered by MLOK is reasonable	0,897	0,000	Valid
Price offered by MLOK Ursu suits the service given	0,878	0,000	Valid
Price offered by MLOK Ursu suits the customers' laundry needs	0,871	0,000	Valid

Variable of service quality

Table 9. Result of Validity Test for Workers' Service Quality

Statement	Pearson Correlation	Significant Level of Pearson Correlation	Description
The laundry result by MLOK is clean	0,795	0,000	Valid
The laundry result by MLOK is neat	0,728	0,000	Valid
The laundry result by MLOK is finished on time	0,788	0,000	Valid
Additional service like pick-up and delivery service, perfume choices, and quick service are very helpful	0,807	0,000	Valid
The workers are profesional	0,776	0,000	Valid
MLOK Ursu is fully responsible when there are some mixes of laundry during washing process	0,862	0,000	Valid
MLOK Ursu is fully responsible when there are some washed out clothes during washing process	0,846	0,000	Valid
MLOK Ursu is fully responsible when there are damaged clothes during washing process.	0,793	0,000	Valid

Variable of brand image

Table 10. Result of Validity Test for Brand Image

Statement	Pearson Correlation	Significant Level of Pearson Correlation	Description
Customers of MLOK Ursu are already familiar with the brand of Melia Laundry	0,891	0,000	Valid
Customers choose MLOK Ursu since its good reputation	0,903	0,000	Valid
Customers choose MLOK Ursu because have used the service previously	0,839	0,000	Valid
Image of MLOK Ursu as laundry service business is good for customers	0,850	0,000	Valid
Image of MLOK Ursu make customers confident with the quality of their laundry	0,767	0,000	Valid

Variable of location

Table 11. Result of Validity Test for Location

Statement	Pearson Correlation	Significant Level of Pearson Correlation	Description
Customers use MLOK Ursu since it is close to customers' location	0,807	0,000	Valid
Location of MLOK Ursu is easy to access so it is cost efficient	0,858	0,000	Valid
Location of MLOK Ursu is easy to access so the pick-up and delivery service is always on time	0,813	0,000	Valid
Location of MLOK Ursu is easy to access by any means of transportation	0,869	0,000	Valid
Location of MLOK Ursu is easy to locate and can be found in the center of places	0,854	0,000	Valid
No other better competitor of MLOK Ursu at that location area	0,737	0,000	Valid

Variable of buying decision

Table 12. Result of Validity Test for Buying Decision

Statement	Pearson Correlation	Significant Level of Pearson Correlation	Description
I choose MLOK Ursu after compare it with other laundries	0,869	0,000	Valid
I am confident with my decision to choose MLOK Ursu	0,891	0,000	Valid
I am satisfied with the service given by MLOK Ursu	0,824	0,000	Valid
I will continue to use MLOK Ursu	0,878	0,000	Valid
I will recommend MLOK Ursu to my friends	0,814	0,000	Valid

Result of Validity Test

Table 7 to 12 show that all indicators in the variables of workers' friendliness, price, workers' quality, brand image, location, and buying decision were valid since they had significance value lesser than 0,05.

Reliability Test

Table 13. Result of Reliability Test

Variable	Cronbach's Alpha	Description
Workers' friendliness	0,920	Reliable
Price	0,903	Reliable
Workers' quality	0,918	Reliable
Brand Image	0,903	Reliable
Location	0,902	Reliable
Buying decision	0,902	Reliable

Table 13 shows that all indicators in variable of workers' friendliness, price, workers' quality, brand image, location, and buying decision had Cronbach's Alpha value lesser than 0,6, so the variables in this study were reliable.

Descriptive Statistics of Variables of This Study

Table 14. Statistics Descriptive of Workers' Friendliness

Statement	Min	Max	Mean	Std. Deviasi
Workers of MLOK Ursu friendly serve the customers	3	5	4,35	0,515
Workers of MLOK Ursu always smile to the customers	3	5	4,23	0,647
Workers of MLOK Ursu always greet the customers selalu mengucapkan salam kepada customers	2	5	4,20	0,708
Workers of MLOK Ursu work without complaining	2	5	4,13	0,700
Workers of MLOK Ursu are ready to handle customers' complaints fairly and in order	3	5	4,18	0,624
Workers of MLOK Ursu give well responses and answer customers' complaints and questions	3	5	4,23	0,673
Workers handle different laundry needs just and indiscriminating	3	5	4,30	0,619
Workers are honest and blunt	3	5	4,05	0,790

Table 15. Statistics Descriptive of Price

Statement	Min	Max	Mean	Std. Deviasi
MLOK Ursu gives complete price list of laundry service	2	5	4,23	0,831
Price offered by MLOK Ursu is affordable	2	5	3,98	0,831
Price offered by MLOK is reasonable	3	5	4,00	0,713
Price offered by MLOK Ursu suits the service given	3	5	4,10	0,656
Price offered by MLOK Ursu suits the customers' laundry needs	3	5	4,13	0,650

Table 16. Statistics Descriptive of Workers' Service Quality

Statement	Min	Max	Mean	Std. Deviasi
The laundry result by MLOK is clean	3	5	4,23	0,621
The laundry result by MLOK is neat	3	5	4,25	0,680
The laundry result by MLOK is finished on time	2	5	4,00	0,883
Additional service like pick-up and delivery service, perfume choices, and quick service are very helpful	3	5	4,08	0,787
The workers are profesional	3	5	4,12	0,691
MLOK Ursu is fully responsible when there are some mixes of laundry during washing process	3	5	3,95	0,790
MLOK Ursu is fully responsible when there are some washed out clothes during washing process	3	5	3,98	0,792
MLOK Ursu is fully responsible when there are damaged clothes during washing process.	3	5	4,02	0,813

Table 17. Statistics Descriptive of Brand Image

Statement	Min	Max	Mean	Std. Deviasi
Customers of MLOK Ursu are already familiar with the brand of Melia Laundry	2	5	3,93	0,861
Customers choose MLOK Ursu since its good reputation	2	5	3,97	0,823
Customers choose MLOK Ursu because have used the service previously	2	5	3,88	0,865
Image of MLOK Ursu as laundry service business is good for customers	2	5	4,03	0,721
Image of MLOK Ursu make customers confident with the quality of their laundry	2	5	4,08	0,720

Table 18. Statistics Descriptive of Location

Statement	Min	Max	Mean	Std. Deviasi
Customers use MLOK Ursu since it is close to customers' location	2	5	3,87	0,999
Location of MLOK Ursu is easy to access so it is cost efficient	1	5	3,95	0,928
Location of MLOK Ursu is easy to access so the pick-up and delivery service is always on time	3	5	3,85	0,777
Location of MLOK Ursu is easy to access by any means of transportation	2	5	4,07	0,800
Location of MLOK Ursu is easy to locate and can be found in the center of places	2	5	3,97	0,780
No other better competitor of MLOK Ursu at that location area	2	5	3,78	0,846

Table 19. Statistics Descriptive Variable Buying decision

Statement	Min	Max	Mean	Std. Deviasi
I choose MLOK Ursu after compare it with other laundries	2	5	4,08	0,809
I am confident with my decision to choose MLOK Ursu	3	5	4,20	0,632
I am satisfied with the service given by MLOK Ursu	3	5	4,15	0,709
I will continue to use MLOK Ursu	3	5	4,23	0,563
I will recommend MLOK Ursu to my friends	3	5	4,17	0,668

Multiple Linear Regression Analysis

Table 20. Result of Multiple Linear Regression Analysis

Model	Mean	B
Constant		0,236
Workers' friendliness	4,212	0,151
Price	4,090	0,233
Workers' quality	4,081	0,273
Brand image	3,980	0,189
Location	3,914	0,121

$$\hat{Y} = 0,151X_1 + 0,233X_2 + 0,273X_3 + 0,189X_4 + 0,121X_5$$

Where:

- Y : Buying decision
- X₁ : Workers' friendliness
- X₂ : Price
- X₃ : Workers' quality
- X₄ : Brand Image
- X₅ : Location

Result:

1. Variable of Workers' Friendliness has positive effect on customers' buying decision at 0,151.
2. Variable of Price has positive effect on customers' buying decision at 0,233.
3. Variable of Workers' Service Quality has positive effect on customers' buying decision at 0,273.
4. Variable of Brand Image has positive effect on customers' buying decision at 0,189.
5. Variable of Location has positive effect on customers' buying decision at 0,121.

Classical Assumption Test

Normality Test

- The value of statistics test gained through this test was at 0,100 with value of Asymp. Sig. (2-tailed) at 0,200.
- Value of Asymp. Sig. (2-tailed) was lesser than 0,05. Based on that value, it can be stated that the residual in this study had normal distribution.

Multicolinearity Test

All independent variables used in this study had tolerance value lesser than $> 0,1$ and VIF value greater than 10. Based on those values, it can be stated that there was no multicollinearity of data in this study, or in other words, there were no relationship among independent variables.

Heteroscedasticity Test

Each independent variable, workers' friendliness (X_1), price (X_2), workers' quality (X_3), brand image (X_4), and location (X_5) had greater significance level than 0,05. Therefore it can be stated that there was no heteroscedasticity in this study, or in other words the residual was similar (homoscedasticity).

Autocorrelation Test

Based on Durbin-Watson test, the value of DW was 2,107. This result was then compared with DU and 4-DU values, then the DW value gained by testing was at the position of $1,7671 < 2,107 < 2,2329$. Based on this result, there was no autocorrelation in this study since DW value was placed between DU value and 4-DU value.

Linearity Test

Variable of X_1, X_2, X_3, X_4, X_5 had the value of significance of linearity at 0,000 which is lesser than significant level ($\alpha=0,05$). It can be stated that there was significant linear relationship between independent variable and dependent variable.

Correlation Coefficient (R) and Determination (R^2)

Table 21. Table of Correlation Coefficient and Determination

Variable	Mean	R	R^2	F	Sig.
Workers' friendliness	4,2123	0,956	0,914	114,982	0,000
Price	4,09000				
Workers' service quality	4,0812				
Brand Image	3,9800				
Location	3,9140				

Explanation:

- R value = 0,956: there is very strong relationship between variable of workers' friendliness (X_1), price (X_2), workers' quality (X_3), brand image (X_4), and location (X_5) with buying decision (Y).
- R^2 value= 0,914 or 91,4% : variable of workers' friendliness (X_1), price (X_2), workers' quality (X_3), brand image (X_4), and location (X_5) give contribution to changes happened on variable of buying decision at 91,4%, while the remaining 8,6% were caused by other variables outside this study.

F Test

Table 22. Result of F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18,002	5	3,600	114,982	0,000
Residual	1,691	54	0,031		
Total	19,693	59			

With the significance value lesser than (<) 0,05, it can be said that there was simultaneously significant effect of workers' friendliness (X₁), price (X₂), workers' quality (X₃), brand image (X₄), and location (X₅) variables on buying decision (Y) variable.

t Test

Table 22. Result of t Test

Dimension	t-counted	Significance	t-Table	Interpretation
Workers' friendliness (X ₁)	2,013	0,049	1,987	H ₁ was accepted
Price (X ₂)	2,501	0,015	1,987	H ₂ was accepted
Workers' quality (X ₃)	3,106	0,003	1,987	H ₃ was accepted
Brand image (X ₄)	2,941	0,005	1,987	H ₄ was accepted
location (X ₅)	2,030	0,047	1,987	H ₅ was accepted

With the significance value lesser than (<) 0,05, it can be said that each variable of workers' friendliness (X₁), price (X₂), workers' quality (X₃), brand image (X₄), and location (X₅) has significant effect on buying decision (Y).

RESULT AND DISCUSSION

Table 23. Discussion Result

Variable	Result	Parallel Study	References
Workers' friendliness (X₁)	Has positive and significant effect	The better the workers' quality owned by MLOK URSU, the higher the customers' decision to choose MLOK URSU.	Yusuf and Sulaeman (2014) stated that workers' friendliness got highest value in tourist' decision in deciding tourist destination to visit.
Price (X₂)	Has positive and significant effect	The more affordable the price offered, the stronger the company in surviving the competition with similar competitors. If MLOK URSU is able to offer lower	Setianingsih (2014), Natali (2014), Salim and Subagio (2013), Istiyanto, and Hendratmoko, and Mutmainah (2015) who got that there was significant

		price without reducing the income gained by the company to avoid loss, then it will become one of company's competitiveness.	effect of price on buying decision.	
Workers' quality (X3)	Has positive and significant effect	The better the workers' service quality in MLOK URSU, the higher the customers' decision in choosing MLOK URSU.	Istiyanto, et al., (2015) said that workers aspect had partial effect on. Workers were proven to have most dominant effect on buying decision.	Istiyanto, B., Hendratmoko, C., & Mutmainah, H. (2015). <i>Analisis Pengaruh Harga, Promosi, Dan Pelayanan Terhadap Keputusan Pembelian Jasa Rental Mobil Di Surakarta</i>
Brand Image (X4)	Has positive and significant effect	The better the brand image of MLOK URSU, the higher the consumers' decision to choose MLOK URSU.	Gupta, Jain, and Parmal (2014), Setianingsih (2014), Natali (2014), and Sriprasetyo (2014) who stated that brand image has positive and significant effect on buying decision	Gupta, S., Jain, R., & Parmal, V. (2014). Study of Impact Of Brand Image Of Retailers On Customers Buying Decision Of Store Brands
Location (X5)	Has positive and significant effect	The closer the location of MLOK URSU to customers' location, the higher the customers' decision to choose MLOK URSU.	Islam (2012) stated location variable had significant effect on buying decision.	Imaduddin, Islam (2014). <i>Pengaruh Penetapan Strategi Lokasi dan Konsep Tata Letak Terhadap Citra Perusahaan dan Keputusan Pembelian</i>

Managerial Implication

For the variable of workers' friendliness, the lowest mean score was on the statement "workers of MLOK Ursu work without complaining". This problem was caused by the instability of workers' friendliness when facing customers and lack of clarity of policies on what can be and cannot be said to customers. The solutions to this problem for the company are to have written rules on workers' friendliness in the workers contract, and to monitor the friendliness of workers by having monthly meeting to avoid the ignorance of this aspect when providing the service. Additionally, a suggestion box can be placed on the reception desk for customers.

For the variable of price, the lowest mean score was on the statement "Price offered by MLOK Ursu is affordable". This problem was due to the location of MLOK Ursu in the suburban area, where its competitors were suburban laundries with people from lower economic level as

market segment and thus had lower price than MLOK Ursu. The solution to this problem is to persistently give understanding to the customers that MLOK Ursu's various price suits the service and kinds of laundry provided to the customers. By providing consistent and maximum results, surely the customers will feel its different service than its competitors.

On the variable of service quality, the lowest mean score was on the statement "MLOK Ursu is fully responsible when there are some washed out clothes during washing process". The problem found was human error, which often happened when workers were ironing or drying the clothes. Workers sometimes did not concentrate much so the clothes could later fall down and swapped with other customers' clothes. Basically, based on the production system of the company, all workers have their own responsibilities which are divided into several stages, from receiving order to packaging the order, in order to minimize human error, yet sometimes the errors could not be avoided. The solutions are to have specific observation and quick response on customers' complaints and are directly followed up by action to solve the problem. So far, the actions done to solve the problem were checking the order note specification, workers involved in the related transaction, and checking the CCTV documentation.

For the variable of brand image, the lowest mean score was on the statement "Customers choose MLOK Ursu because have used the service previously", since most respondents never used the service of Melia Laundry in other places before. There are only two Melia Laundry on Kilo services in Surabaya so this brand is unfamiliar for the people. Some customers that already knew the brand and used its service were mostly those who often worked outside the city, stayed in hotels, and therefore had used this brand in other cities in Indonesia. As for the solution, the company can give special discount facility for customers that ever use MLOK service outside Surabaya or MLOK service from other branches, and give free member cards to those people to strengthen the brand image. For new customers who are unfamiliar with the brand, promotion must be more intensive, of course by consulting it first with the Melia Laundry franchiser.

Another problem on the variable of brand image was that 6.7% respondents disagreed with the significance of brand image to their decision of choosing laundry service. This supports the problem explained in preceding paragraph that states that many customers were unfamiliar with Melia Laundry brand. Therefore, the suggested solutions can be immediately implemented. There is other extreme solution, which is to open similar laundry business as a new business opportunity with the existing tested system but without using Melia franchise and thus without royalty fees to make operational cost more efficient.

On the variable of location, the lowest mean score was on the statement "No other better competitor of MLOK Ursu at that location area". The problem was on the market segment. Considering the market target and outlet class of MLOK Ursu, there was no other premium laundry service on the area. However, customers still felt there were better competitors seen from the price offered. To solve this problem, the outlet's physical appearance must be well maintained and its service given must be consistent to strengthen the image of premium market segment.

On the variable of buying decision, the statement "I choose MLOK Ursu after compare it with other laundries" has the lowest mean score. This means that customers did not make comparison with other competitors before using the service. This statement is actually beneficial for the company since it means that customers seek for the service due to their urgent laundry needs. To respond this result, the four-hour quick service offered by MLOK Ursu must be continued and promoted intensively.

CONCLUSION AND SUGGESTIONS

Conclusion

Several conclusion are made based on the results of this study:

1. Variable of workers' friendliness has significant effect on customers' buying decision of the service of Melia Laundry on Kilos Urip Sumoharjo. The effect is positive so it can be said that workers' friendliness positively contributes to customers' buying decision at Melia Laundry on Kilos Urip Sumoharjo.
2. Variable of price has significant effect on customers' buying decision of the service of Melia Laundry on Kilos Urip Sumoharjo. The effect is positive so it can be said that price positively contributes to customers' buying decision at Melia Laundry on Kilos Urip Sumoharjo.
3. Variable of workers' service quality has significant effect on customers' buying decision of the service of Melia Laundry on Kilos Urip Sumoharjo. The effect is positive so it can be said that workers' service quality positively contributes to customers' buying decision at Melia Laundry on Kilos Urip Sumoharjo.
4. Variable of brand image has significant effect on customers' buying decision of the service of Melia Laundry on Kilos Urip Sumoharjo. The effect is positive so it can be said that brand image positively contributes to customers' buying decision at Melia Laundry on Kilos Urip Sumoharjo.
5. Variable of location has significant effect on customers' buying decision of the service of Melia Laundry on Kilos Urip Sumoharjo. The effect is positive so it can be said that location positively contributes to customers' buying decision at Melia Laundry on Kilos Urip Sumoharjo.

Suggestions

Based on the concluded result of this study, the followings are suggestions made for the company and for future researchers.

Suggestions for the company

1. Melia Laundry on Kilos Urip Sumoharjo can implement workers' standards when behaving to the customers, such as 3S (*Senyum, Salam, and Sapa*) as a form of workers' friendliness.
2. Maintain the way of explaining price to new customers who want to know the price list available, and give persistent knowledge to the new customers about the service given which is suitable with the set price.
3. Preserve the 3K (*Kebersihan, Kerapian, and Ketepatan Waktu*) as the main characteristic of the laundry service.
4. Strengthen the good brand image by maintaining service quality.
5. Keep the physical appearance of the building attractive in order to support the strategic location of Melia Laundry on Kilos Urip Sumoharjo.

Suggestions for future researchers

1. Future researchers who are interested in conducting studies with similar theme can test other independent or dependent variables than the variables of this study, in order to support this study, for example, variable of promotion and many more. Besides, by changing variables or adding the variables, it can be used as a reference for the company to decide suitable marketing strategy.
2. Future researchers can add the numbers of samples of their study, in order to find out other factors that may have bigger percentage of their effect on customers' buying decision konsumen.

3. Future researchers can add factor of tangible on the variable of service quality in the questionnaire as instrument tool in order to complete the limitation of this study. After all, factor of tangible has big effect on service quality of a service business.

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