

## Self-Service Optimization: Comprehending Customer Satisfaction

*Tito Wira Eka Suryawijaya<sup>a\*</sup>, Muhammad Tata Rizky Setyo Utomo<sup>b</sup>, Tri Esti Rahayuningtyas<sup>c</sup>*

<sup>a</sup>*Universitas Dian Nuswantoro, Indonesia*

<sup>b</sup>*Universitas Brawijaya, Indonesia*

\* Corresponding author e-mail: [211202080011@mhs.dinus.ac.id](mailto:211202080011@mhs.dinus.ac.id), [btatarizkyutomo@student.ub.ac.id](mailto:btatarizkyutomo@student.ub.ac.id), [ctri.esti.rahayuningtyas@dsn.dinus.ac.id](mailto:ctri.esti.rahayuningtyas@dsn.dinus.ac.id)

### ARTICLE INFO

DOI: 10.32832/jm-uika.v14i1.9791

*Article history:*

Received:

21 January 2023

Accepted:

18 February 2023

Available online:

5 March 2023

*Keywords:*

*self-service, marketing communication strategy, consumer satisfaction, laundry.*

### ABSTRACT

*Today, washing clothes is a separate problem for some people. This is because not a few people have very busy activities in their daily lives. Indirectly, they decided to use a laundry service which was considered fast and efficient due to the limited time they had. Self-service laundry service is a laundry service that has a customer service system that will wash their own clothes at the laundry in a short time. Self-service based methods have developed very rapidly in various business sectors. This study purpose is to determine the level of customer satisfaction and their level of loyalty to self-service-based laundry services. This study uses the SEM-PLS analysis method. Data is obtained through observation with business owners/supervisors in order to understand the patterns and mechanisms of implemented marketing communications. As well as distributing online questionnaires based on The Flower of Service which were filled out by 302 respondents who then drew 100 samples using Quota Sampling to determine the level of customer satisfaction. This study reveals that self-service-based laundry services are supported by optimizing business strategies, especially in digital-based integrated service marketing communications that have been carried out. The results of the study revealed that customers stated quite high levels of satisfaction and loyalty. This research contributes to the service marketing literature by revealing the perspectives of customer satisfaction and loyalty in self-service-based service businesses. There have been many studies conducted to discuss this laundry service business. However, there are no research findings regarding Self-service Optimization.*

Creative Commons Attribution-ShareAlike 4.0 International License.

## 1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are one of the businesses that have experienced growth since 2015. In 2017, in Indonesia alone there were 62,922.61 MSMEs (Santia, 2022). Starting from MSMEs that produce products to services such as Cuci Express Laundry. Cuci Express Laundry is one of the MSMEs in the field of laundry services, which is located on Jl. Indraprasta No.44, Semarang City, Central Java (CUCI Express Laundry, 2020). This service is an alternative for some people who have busy activities but don't have time to wash their own clothes. In addition to various hectic activities and increasingly limited time for activities, washing clothes is a problem for some people. Many businesses of this kind have been established in various places, ranging from urban areas to rural areas. There are types of laundry businesses that are commonly found, one of which is self-service laundry, such as the Cuci Express Laundry business. In contrast to kilo laundry, Cuci Express Laundry implements a one-machine-one-customer washing system through a Member Card top-up system so that you can do laundry.

This has become a strength for the laundry business in maintaining its existence. This intelligent management strategy from Cuci Express Laundry answers various problems that often occur in the implementation of this laundry service business. Such as defects in clothes due to discoloration, fading of colors on clothes, lost/swapped clothes, and too long washing time. Therefore, the system implemented by this business uses Near Field Communication (NFC) technology and Load Cell Sensors on the machine to implement a self-service laundry system to address these problems. The findings of previous research state that the development of a self-service laundry business cannot be separated from the so-called three factors of production, such as capital in the form of money and equipment, labor, and entrepreneurial skills. These three production factors are indirectly able to contribute to household marginal income which reaches 65% of the total income received (Bahri & Hj. Naharia, 2019). Other research also revealed that in order to increase the turnover of the service business in this field, it is necessary to make packaging so that it is attractive and that customers feel satisfied after using the laundry service. As well as creating a new service system to speed up service (Priyono & Rahmadanik, 2021). In terms of marketing itself, studies state that the development of a laundry service business can be achieved through marketing mix activities even though it has not been maximized (Ardiansyah, 2019).

The quality of services provided, can affect consumer satisfaction. Low service quality not only makes the customer feel disappointed but can also affect other people. If the service is carried out to customers to the maximum, then the customer will feel satisfied (Tjiptono, 2019). Self-service laundry is a type of service that is increasingly popular among the public, especially for those who are busy and don't have much time to wash clothes manually. However, it cannot be denied that there are some consumers who are dissatisfied with the services provided by self-service laundry. This can be caused by various factors, such as lack of cleanliness of facilities, slow service speed, or prices that are considered too expensive. There have been many studies

conducted to discuss this laundry service business. However, there are no specific research findings discussing service and service marketing communication strategies in self-service-based service businesses in achieving customer satisfaction. Thus, managers of self-service laundry can improve the services provided, so that customer satisfaction can be continuously improved.

## 2. RESEARCH METHODS

This study uses the Structural Equation Modeling (SEM - PLS) method, in which this method uses an analysis of factors that influence or influence each other and estimates the relationship between variables. This method is used because it is the best choice if the number of samples is small, but it still has to be sufficient the minimum requirement for the number of samples is 100 samples (Sarstedt et al., 2016).

### Data Collection Techniques

Data collection in this study was carried out by means of observation and online study through a questionnaire (google form) which contains a list of questions to obtain data and information from respondents. The questionnaire in this study uses theory The Flower of Service as the basic concept. The Flower of Service itself is a concept that describes the core product a service company surrounds supplementary services and enhancing services that are described as flowers where though core product the company is good but when the additional services provided (represented by petals) are not good, then the whole will look ugly as shown in Figure 1 (Lovelock & Wirtz, 2011).



**Figure 1.** The Flower of Service framework

*Source: Author Data Elaboration, 2022*

The questionnaire in question was distributed in the form of a link, and distributed through the Customer Service of this service business. This method was chosen for several reasons. First, the expected population is certain. Second, this business certainly has members with high consumer engagement. Third, the distribution of this questionnaire is considered efficient, because with one click it can be accessed by Cuci Express Laundry customers. In this study, an online study was carried out and responded to by 302 customers. Both those who are registered

as members and non-members through an online questionnaire (Google form) that has been designed.

### Sampling

Furthermore, data from 302 respondents will be sampled. Sampling in this study used the Quota Sampling technique (Sugiyono, 2019), in this study the sample quota we set was 100 sample respondents with the criteria of Cuci Express Laundry customers, both members and non-members who have used the business's services for more than two months .

### Measurement Scale

The indicator measurement scale on the questionnaire uses a four digit numerical scale (**Table 1**). This table is define the indicators.

**Table 1.** Numerical Scale on the Questionnaire

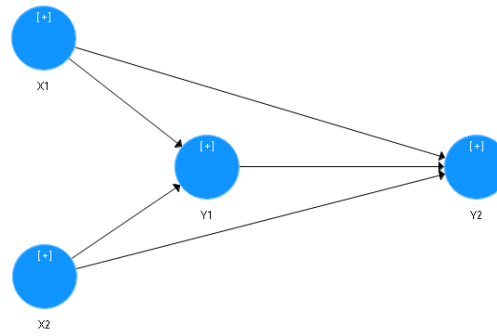
Weight	Description	Interpretation
1	Strongly Disagree	Very Bad / Very Dissatisfied
2	Don't agree	Bad / Dissatisfied
3	Agree	Fine / Satisfied
4	Strongly agree	Very Good / Very Satisfied

*Source: Author's Elaboration (2022)*

### Variable Identification

The variables used in this study include Enhancing Service ( $X_1$ ), Facilitating Service ( $X_2$ ), Customer Satisfaction ( $Y_1$ ), and Customer Loyalty ( $Y_2$ ). Furthermore, the influence between the variables above is depicted in the Path diagram (Figure 2). Thus, the hypothesis that will be tested in this study is obtained as follows:

1. Effect of Enhancing Service ( $X_1$ ) to Customer Satisfaction ( $Y_1$ )
2. The Influence of Facilitating Service ( $X_2$ ) to Customer Satisfaction ( $Y_1$ )
3. Effect of Enhancing Service ( $X_1$ ) on Customer Loyalty ( $Y_2$ )
4. The Effect of Facilitating Service ( $X_2$ ) on Customer Loyalty ( $Y_2$ )
5. Influence of Customer Satisfaction ( $Y_1$ ) on Customer Loyalty ( $Y_2$ )



**Figure 2.** Path Diagrams For SEM

Source: Author Data Elaboration, 2022

Furthermore, **Table 2** explains the variables in the model along with the indicators in the Path Diagram that has been designed.

**Table 2.** Variables In Models

Type	Variable	Indicator	Information
Exogenous Variables	Latent Enhancing Service (X <sub>1</sub> )	X <sub>1,1</sub>	The convenience of customers in accessing service information through the website, social media accounts, and available CS
		X <sub>1,2</sub>	The customer complaint service process is very fast, efficient and friendly through the available CS
		X <sub>1,3</sub>	The billing system done by CS makes it easy for customers
		X <sub>1,4</sub>	The payment method is very efficient because it uses cashless (QRIS or top up member balances)
	Latent Facilitating Service (X <sub>2</sub> )	X <sub>2,1</sub>	Consultation provided by on-site employees facilitates self-service
		X <sub>2,2</sub>	On-site employees inquire about customer needs before performing self-service
		X <sub>2,3</sub>	Security at the location is guaranteed with CCTV and free parking
		X <sub>2,4</sub>	Serving special customer requests (such as shuttle services, assisted washing by employees, etc.)
Endogenous Variables	Latent Customer Satisfaction (Y <sub>1</sub> )	Y <sub>1,1</sub>	Decided to use the service again
		Y <sub>1,2</sub>	Services provided according to customer expectations
	Latent Customer Loyalty (Y <sub>2</sub> )	Y <sub>2,1</sub>	Recommend services to others
		Y <sub>2,2</sub>	The decision to subscribe to the service in the long term

Source: Author's Elaboration (2022)

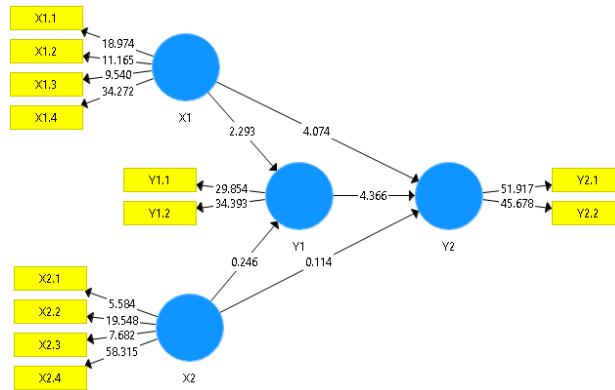
**Analysis Techniques**

Data variables will be analyzed with smartPLS 3.0 software. SmartPLS 3.0 software will show the results of the validity test through the AVE (average variance extracted) value with a value of > 0.5 to obtain valid data. Furthermore, reliability testing is carried out by looking at Composite Reliability, where the test results obtained must be > 0.7 to obtain reliable data.

**3. RESULTS & DISCUSSION**

**RESULTS**

Data from the samples that have been withdrawn were analyzed using smartPLS 3.0 software (Figure 3) in the form of a Path Diagram.



**Figure 3.** Model SEM-PLS

Source: Author Data, 2022

**Table 3.** Data Validity and Reliability Test Results with SEM-PLS

Variable	AVE	Composite Reliability
Enhancing Service (X <sub>1</sub> )	0.580	0.846
Facilitating Service (X <sub>2</sub> )	0.546	0.824
Customer Satisfaction (Y <sub>1</sub> )	0.754	0.860
Customer Loyalty (Y <sub>2</sub> )	0.804	0.891

Source: Author Data, Processed (2022)

Furthermore, the results of the data validity and reliability tests can be seen in **Table which** shows that the AVE (average variance extracted) values of the four variables get a value of > 0.5 which indicates that the variables studied are declared valid. In addition, the results of the

Composite Reliability test showed a value of  $> 0.7$  on all four variables. So that all items in the variables studied are declared reliable and can be used in further analysis.

### a) Interpretation of SmartPLS Test Results

The results of data processing with smartPLS are as follows:

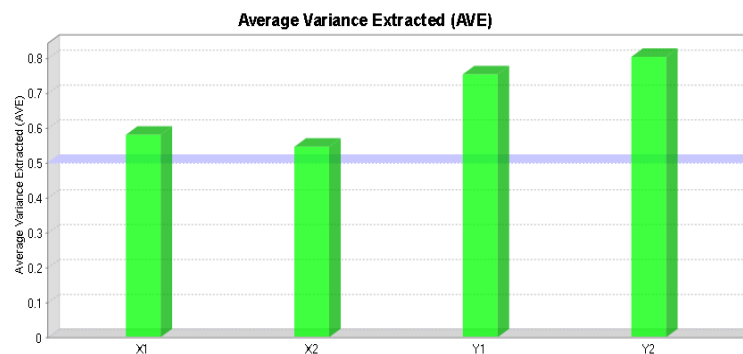
#### 1. Outer loading

Outer loading aims to assess whether the construct has adequate discriminant validity by comparing the relationship between variable indicators with the correlation of these indicators with other variables. If the construct indicator has a higher value compared to the relationship of the indicator to other variables, then the construct has a high value of discriminant validity as well (Sarstedt et al., 2016). In other words, it can be said that variable indicators are better than other variable indicators.

Based on analysis results by SEM-PLS, it can be seen that the endogenous variable of customer loyalty ( $Y_2$ ) has a good indicator prediction compared to other block indicators. Supported with Y indicator 2.1 has the highest value, which is equal to 0.905. That is, customers will recommend services to others because they feel satisfied in using these services.

#### 2. Discriminant Validity

To assess discriminant validity can be done by comparing the square of average variance extracted (AVE) for each variable with a correlation value between variables ( $> 0.5$ ). The model will have good discriminant validity if the AVE value for each variable is greater than the correlation between the constructs (Abdillah & Hartono, 2015).



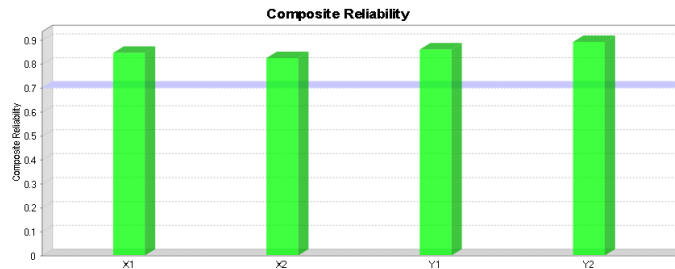
**Figure 4.** AVE Result Chart

*Source: Author Data Processed, 2022*

Figure 4 shows the AVE value on each variable  $> 0.5$  and the AVE value on the customer loyalty variable with a value of  $0.804 > 0.5$ . So it can be concluded that the model made is correct. The latent variable and its indicators significantly influence each other.

### 3. Composite Reliability

Composite Reliability is done by measuring the value between variables whether they have good reliability or not. If the research variable has a value above 0.70, the variable reliability is in the good category, and vice versa.



**Figure 5.** Composite Reliability Result Diagram

Source: Author Data Processed, 2022

In this study, all variables have a composite reliability value of  $>0.7$  (Figure 5). The value of the endogenous variables obtained using composite reliability for customer satisfaction is 0.860 and customer loyalty is 0.891. It can be concluded that the reliability value is in the good category as a construct as measured by its indicators.

#### b) Inner Model Test Results

The Inner Model test is carried out by looking at the direct and indirect effects (total effect) which are measured between constructs to see the significance and strength of the relationship through bootstrapping to determine the extent of the influence between variables (Abdillah & Hartono, 2015). The values obtained range from -1 to +1. The closer the value obtained is to +1, the stronger the influence between the two constructs. Conversely, if the value gets closer to -1, it means that the two constructs have no effect (Sarstedt et al., 2016).

**Table 4.** Inner Model Test Results

Indicator	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P Values
$X_1 \Rightarrow Y_1$	0.519	0.535	0.220	2.355	0.019
$X_1 \Rightarrow Y_2$	0.577	0.761	0.162	4.696	0.000
$X_2 \Rightarrow Y_1$	0.055	0.047	0.220	0.250	0.013
$X_2 \Rightarrow Y_2$	0.014	0.386	0.155	0.213	0.022
$Y_1 \Rightarrow Y_2$	0.357	0.355	0.081	4.386	0.000

Source: Author Data, Processed (2022)



**Table 4** displays the bootstrapping test results for the inner model and is explained as follows:

1.  $X_1$  (Enhancing Service) has a positive effect on  $Y_1$  (Customer satisfaction) significantly with the t statistic of 2.355 ( $p < 0.5$ ), it means that the direct influence of the two variables is in the strong category.
2.  $X_1$  (Enhancing Service) has an indirect effect on  $Y_2$  (Customer Loyalty) through  $Y_1$  (Customer Satisfaction) significantly with a t statistic of 4,696 ( $p < 0.001$ ), it means that the influence of the two variables is indirectly in the strong category.
3.  $X_2$  (Facilitating Service) has a positive effect on  $Y_1$  (Customer Satisfaction) significantly with a t statistic of 0.250 ( $p < 0.5$ ), it means that the direct influence of the two variables is in the strong category.
4.  $X_2$  has a positive and significant influence on  $Y_2$  (Customer Loyalty) through  $Y_1$  (Customer Satisfaction) with a t statistic of 0.213 ( $p > 0.05$ ), it means that the influence of the two variables is indirectly in the strong category.
5.  $Y_1$  (Customer Satisfaction) has a positive effect on  $Y_2$  (Customer Loyalty) significantly with a t statistic of 4,386 ( $p < 0,001$ ), it means that the direct influence of the two variables is in the strong category.

## **DISCUSSION**

In this study, there are three aspects of discussion based on research results: a) Customer Journey, b) Marketing Communication Strategy, and c) Self-Service System.

### **a) Customer Journey**

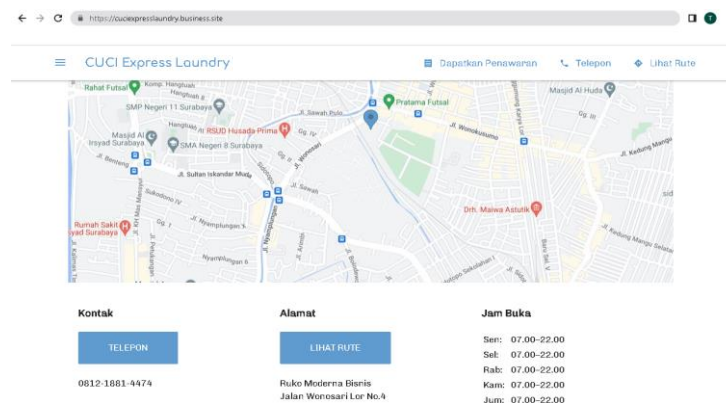
The customer journey is the process of all experiences that customers experience when interacting with companies or brands (Firdiansyah, 2021). Simply put, instead of only documenting part of the buying process, the customer journey creates a map of the entire customer journey (Papakonstantinidis, 2017). With this, companies can detail how customers start to become aware of the brand, establish interactions, and finally decide to buy the product. One of the companies in the field of SEO. Ahrefs, divides the stages of the customer journey in several steps (RevoU, 2019).

With this customer journey, business actors can represent the needs of prospective customers in providing services in a visual form from the beginning of the process that customers go through in fulfilling their needs. Mapping consumers in a visual form can help businesses understand customer emotions. This can be represented in a marketing strategy that focuses on increasing retention. The customer journey map is deemed necessary because this process helps business owners to gain general insight which includes consumer goals, identify service/product problems in order to improve service for customer satisfaction. In addition, customer journey maps can provide visualization assistance to the leadership of a company to help implement solutions that must be carried out by the company.

First, awareness. At this stage, washing is a separate problem for prospective customers who don't have much free time and very busy activities in daily life and potential customers who are busy with activities need laundry services in a short time so that the emotions at this stage are customers feeling annoyed or stressed with these problems. The next stage is consideration. Where at this stage, customers start looking for and comparing several things that can solve their problems by starting to look for information through search engines and social media as well as potential customers starting to look for service availability such as operating hours, service packages, and price information through websites and CS on At this stage, the emotion experienced by the prospective customer is curiosity. Third, the purchase stage. At this stage, the customer ends up making a buying decision as a solution which they finally decide to come and use self-service laundry services at this stage customers feel happy because customers find comparisons between conventional laundry and self-service laundry from various aspects such as comparison of processing time and price, at this stage the customer is happy. And lastly, retention. At this stage, the customer will provide feedback on the services provided by providing reviews and recommendations for self-service laundry services. If they are satisfied, the customer will end up making a decision to place an order for the second time. At this stage, the customer will certainly feel very happy about the self-service laundry service.

## b) Marketing Communication Strategy

In running its business, Cuci Express Laundry uses omni-channel marketing which has three information accessibility that can be accessed by a wide audience. From the results of observations made, Cuci Express Laundry has begun to utilize websites and social media to reach its market (Wiener et al., 2018). The website that is presented, uses a smart system. Because even though it does not provide price information, the website still displays the full address linked on the Google Map and detailed operational schedules with the aim of persuasively binding consumers (Figure 6). The intelligent system referred to here is the bid form posted on the website. This offer form will be followed up via the contact information that has been written on the form.



**Figure 6.** Display of the Cuci Express Laundry Website

*Source: Business Website, 2022*

Apart from that, this business also uses Instagram as its marketing communication strategy. In reaching a wider market, this business carries out brand equity through increasing Instagram social media in introducing businesses and providing information on the availability of promo prices to the soft opening of its business outlets (Radhitama, 2016). Finally, this business also utilizes Customer Service (CS) as an interactive marketing medium in serving prospective customers and members. This service is of course carried out according to operating hours only. Services using CS are considered capable of creating customer engagement because of the interactions that are built (Wijayanti, 2018). The marketing communication strategy implemented by the company has not only increased brand awareness and increased product sales, but has also created a new form of marketing communication, namely word of mouth. This is based on a high level of consumer satisfaction after using the product or service offered by the company (Amrozi et al., 2018). Customers who are satisfied with the service received tend to share this positive experience with others, which in turn can increase the reach of marketing communications and increase the trust of prospective customers in the company. This shows how important it is to maintain customer satisfaction levels to increase the effectiveness of marketing communications.



**Figure 7.** Display of the Cuci Express Laundry Website

*Source: Business Instagram Account, 2022*

### c) Self-Service System

Self-service means forcing customers to do their own tasks without any assistance. Various service businesses from the banking sector to booking reservations, people get frustrated easily by the complicated process and lack of reliable “humans”. Today, smart companies offer self-service systems as a means of empowering customers to help themselves with confidence and minimal effort. In this era, the majority of customers expect a self-service option in handling a myriad of commercial complaints. To highlight the importance of automation for a great customer experience, there are ways to optimize self-service (Castro et al., 2010).

First, integrating self-service with an omni-channel strategy. This is considered important, because if the company is in need of customers after they ask about service details or are confused after visiting the website (Gao & Huang, 2021). So, companies must be responsive by

providing Customer Service that can be connected directly. In addition, companies must also have quick access to customer data to assist them efficiently. The more often customers are asked to explain information when connected to Customer Service, the more it shows a lack of integration and communication between channels. This has been done by Cuci Express Laundry with an omni-channel marketing strategy through the website, social media and Customer Service via Whatsapp (Alonso-Garcia et al., 2021). Second, companies can be more proactive when sharing information. A proactive attitude is needed to optimize self-service and can reduce human assistance (Wiener et al., 2018). This can be done by providing a detailed Frequently Asked Question (FAQ) page on the company's website so that it can answer a myriad of questions from customers, the majority of which are the same. In addition, it can also provide frontliners who are ready and able to answer all complaints when customers are conducting self-service at the location (Gao & Huang, 2021).

In line with this, Cuci Express Laundry has employees or staff who are friendly and able to answer customer needs during self-service. Finally, companies can ask for feedback from customers after using the service. This is considered important, because a good relationship is needed between the company and its customers. In addition, feedback also serves as an assessment for the company whether this business has met the needs of its customers or not.

Overall, this study reveals that the self-service system in the laundry service business is very influential in increasing customer satisfaction. The results of the study show that the available self-service facilities can provide convenience and speed in the washing process, thereby making customers feel satisfied with the service received. In addition, the research results also show that high customer satisfaction can have an impact on customer loyalty to laundry service businesses that provide self-service systems. This shows that the self-service system is an important factor that needs to be considered in the laundry service business to increase customer satisfaction and loyalty. This enriches research on service businesses, Self-service Optimization.

#### **4. CONCLUSION & SUGGESTION**

##### **CONCLUSION**

This research shows that a self-service-based laundry company, Cuci Express Laundry, is very influential in using the customer journey strategy and omni-channel marketing communications to understand and meet customer needs. By mapping the customer journey from the awareness, consideration, to decision and emotion stages, companies can better understand customer needs and provide services that match those needs. In addition, the company also uses various marketing media such as websites and social media to reach the market. Smart system use such as the bid form on the website is also implemented to make it easier for customers to find more detailed information about Cuci Express Laundry, this also increases interaction with customers. By combining the customer journey strategy and omni-channel marketing communications, companies can provide better service and increase customer satisfaction.

## SUGGESTION

Based on the results of the research that has been done, several suggestions can be given so that companies can improve financial performance and provide good service to customers. First, companies must continue to pay attention to and improve the customer journey process by focusing on the customer experience and the emotions experienced at each stage. Second, the company must evaluate the omni-channel marketing communication strategy used to ensure effectiveness in reaching the market and increasing customer understanding. Third, companies can enhance the smart systems used in websites and social media by adding features that make it easier for customers to access information such as information regarding peak hours at the location in real-time, variations in payment with EDC machines in addition to using QRIS & top-up membership card balances, and the existence of Android or IOS-based applications to facilitate membership as well as business parties in providing notifications about attractive offers. Fourth, the company can provide price variations and different service packages such as dry cleaning packages, ironing washing packages, and the like in order to provide choices to customers and provide added value to the services that customers receive. Fifth, companies can conduct a survey or evaluation of existing customer satisfaction to identify areas that need improvement and evaluate the impact of the strategies used.

## ACKNOWLEDGEMENT

ALL PRAISE BE TO GOD ALMIGHTY FOR HIS BLESSINGS, GUIDANCE AND GRACE BESTOWED ON THE WRITER, SO THAT FINALLY THE WRITER CAN FINISH WRITING THIS RESEARCH ARTICLE ON TIME. THE AUTHOR WOULD LIKE TO THANK UNIVERSITAS DIAN NUSWANTORO, UNIVERSITAS BRAWIJAYA, AND CUCI EXPRESS LAUNDRY FOR SUPPORTING THE AUTHOR IN CARRYING OUT THIS RESEARCH PUBLICATION. ALSO, DON'T FORGET ALL PARTIES WHO CANNOT BE MENTIONED ONE BY ONE, WHO DIRECTLY OR INDIRECTLY HELPED IN THE WRITING OF THIS ARTICLE. FINALLY, THE WRITER HOPES THAT THIS RESEARCH CAN PROVIDE BENEFITS FOR ALL PARTIES WHO NEED IT.

## REFERENCES

- [1] Abdillah, W., & Hartono, J. (2015). *Partial least square (PLS): Alternative structural equation modeling (SEM) in business research*. Yogyakarta: ANDI.
- [2] Alonso-Garcia, J., Pablo-Martí, F., & Nunez-Barriopedro, E. (2021). Omnichannel Management in B2B. Complexity-based model. Empirical evidence from a panel of experts based on Fuzzy Cognitive Maps. *Industrial Marketing Management*, 95(April), 99-113. <https://doi.org/10.1016/j.indmarman.2021.03.009>
- [3] Amrozi, Y., Rijal, S., Rif'an, M. K., Rizki, A. M., Dwiki, F., & Dara, A. R. (2018). Integrated Marketing Communications. *Marketing*. <http://repository.uinsby.ac.id/id/eprint/880>
- [4] Ardiansyah, F. W. (2019). *Revealing Natasha Laundry's Success Strategy in Maintaining Its Business*. Semarang University.
- [5] Bahri, R., & Hj. Naharia. (2019). Laundry Service Business Development in Increasing Household Marginal Income in Islamic Economic Perspective in Watampone (Study on Octa Laundry). *Al Tsarwah Scientific Journal*, 1(2), 180-201. 10.30863/al-tsarwah.v1i2.263

- [6] Castro, D., Atkinson, R., & Ezell, S. J. (2010). Embracing the Self-Service Economy. *SSRN Electronic Journal*, 10(2), 21-39. <http://dx.doi.org/10.2139/ssrn.1590982>
- [7] CUCI Express Laundry. (2020, January 6). *Wash Indraprasta express laundry*. Google Maps. Retrieved January 11, 2023, from <https://goo.gl/maps/nwJUW3cBt1sy4pfaA>
- [8] Firdiansyah, A. (2021, October 10). *Customer Journey: Miscellaneous Important Roles in the Company*. Glints. Retrieved January 9, 2023, from <https://glints.com/id/lowongan/customer-journey-dalam-pengembangan-bisnis/#.Y74V4KBBztQ>
- [9] Gao, M., & Huang, L. (2021). Quality of channel integration and customer loyalty in omnichannel retailing: The mediating role of customer engagement and relationship program receptiveness. *Journal of Retailing and Consumer Services*, 63(November). <https://doi.org/10.1016/j.jretconser.2021.102688>
- [10] Lovelock, C., & Wirtz, J. (2011). *Service Marketing Perspective* (7th ed.). Jakarta: Erlangga.
- [11] Pope Constantinidis, S. (2017). The SoLoMo customer journey: a review and research agenda. *Journals Innovative Marketing*, 13(4), 47-54. [http://dx.doi.org/10.21511/im.13\(4\).2017.05](http://dx.doi.org/10.21511/im.13(4).2017.05)
- [12] Priyono, B. P. C., & Rahmadanik, D. (2021). Increasing Umkm Turnover Laundry Services In The New Normal Era With Self Laundry Service Innovations In Dharmawangsa Village. *Serving Patriot National Seminar*, 1(1). <https://conference.untag-sby.ac.id/>
- [13] Radhitama, J. I. (2016). Analysis of the Influence of Social Media Marketing on Brand Loyalty with Brand Equity as a Mediating Variable on the @gojekindonesia Instagram Account (Study on GO-JEK Consumers in Malang City). *Student Scientific Journal of the Faculty of Economics and Business*, 6(2).
- [14] RevU. (2019). *What is Customer Journey? Definition and examples*. Revou.co. Retrieved January 11, 2023, from <https://revou.co/kosakata/customer-journey>
- [15] Santia, T. (2022, August 8). *9.5 Million MSMEs Have Entered the Digital Ecosystem until June 2022*. Liputan6.com. Retrieved December 18, 2022, from <https://www.liputan6.com/bisnis/read/5036387/95-juta-umkm-sudah-masuk-ekosistem-digital-hingga-juni-2022>
- [16] Sarstedt, M., Hair, J., Hult, G. T. M., & Ringle, C. M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.
- [17] Sarstedt, M., Hair, J., Hult, G. T. M., & Ringle, C. M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications.
- [18] Sugiyono. (2019). *Quantitative Research Methods, Qualitative and R&D*. Bandung: PT Alfabeta.
- [19] Tjiptono. (2019). *Marketing Strategy Principles & Applications* (1st ed.). Yogyakarta: ANDI.
- [20] Wiener, M., Hoßbach, N., & Saunders, C. (2018). Omnichannel businesses in the publishing and retailing industries: Synergies and tensions between coexisting online and offline business models. *Decision Support Systems*, 109(May). <https://doi.org/10.1016/j.dss.2018.01.008>
- [21] Wijayanti, N. S. (2018). Role of E-Servqual in Customer Engagement. *Journal of Efficiency – Administrative Science Studies*, 15(1).