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THE ROLE OF LAUNDRY ATTENDANT IN SUPPORTING SERVICES AT EDELWEISS HOUSE OF LAUNDRY

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Abstract

Rapid business growth in Indonesia has increased competition, with the main challenge being lengthy and costly licensing processes, as reflected in the Doing Business 2018 rankings. To succeed in the Indonesian market, particularly in the hospitality sector, it is crucial to build strong relationships with both business partners and government entities, as adequate facilities are key to customer satisfaction. On the other hand, the laundry industry is also experiencing rapid growth. Companies in this industry must focus on customer service and the adoption of the latest technology to remain competitive. This study employs a qualitative research method to explore the role and experience of laundry attendants in supporting service quality, focusing on developing a deeper understanding of their impact on laundry services. Data was collected from primary and secondary sources through observation, interviews, questionnaires, and documentation, and validated using triangulation techniques. The research sample, which is a subset of the population of laundry attendants, was used to draw conclusions that can be generalized to the entire population. The findings indicate that laundry attendants at Edelweiss House of Laundry Batam play a crucial role in maintaining service quality by ensuring that laundry is processed to be clean and fragrant. Their skills and attention to detail significantly affect the final service outcome. The Laundry Manager and Supervisor emphasize the importance of training, supervision, and the use of high-quality chemicals and advanced technology. Service quality evaluation includes the effectiveness of the washing process, handling of customer complaints, and innovations in facilities. Questionnaire results show that customers are satisfied with the appearance, confidence, and speed of service provided by the laundry attendants. This study confirms that the performance of laundry attendants and an efficient service system are key to achieving high-quality standards at Edelweiss House of Laundry Batam.

Keywords: Hotels, Hospitality, Laundry Business, laundry attendant, Service

INTRODUCTION

Rapid developments in the business sector have resulted in intense competition, which has become a big challenge for entrepreneurs to maintain business. In Indonesia, establishing a new company is not easy, as reflected in the 2018 Doing Business index ranking from Bank Indonesia which shows the country's position at 72nd place (CNBC Indonesia, 2018). The main problem is the licensing process which takes time and is expensive. To be successful in the Indonesian market, it is important to build good relationships with business people and the government. In the hospitality industry, facilities must be a top priority to ensure customer satisfaction. Facilities are anything that makes life easier for customers in the service sector. In a service-oriented company, the quality of service provided by the company is what customers will highly value (Tjiptono, 2019).

A hotel is a building rented or owned by individuals or organizations that wish to use all or part of accommodation, entertainment, dining and business services (Yohannes, 2020). Hotels are buildings that provide short-term accommodation to guests for a fee. The features and services offered to guests usually vary from one hotel to another. Hotel owners usually aim to attract certain customer segments through pricing models, marketing strategies, or the range of services offered (Arum Sutrisni Putri, 2019).

There are 4 main hotels that are consumers at Edelweiss House of Laundry. One of them is Wyndham Panbil Batam. Wyndham Panbil Batam is situated in the western region of Batam, in close proximity to the esteemed Panbil Industrial Park and Residences Panbil. The hotel is an ideal choice for those seeking an enjoyable vacation along the maritime boundary between Indonesia and Singapore. It is surrounded by picturesque lakes and lush green forests and is noted for its convenient location, with shopping centers and renowned sports stadiums nearby. Additionally, ¹⁵ Hang Nadim International Airport is only a 25-minute drive away, while the Batam Center International Ferry Terminal is a short 17-minute drive (Wyndham Panbil Batam, 2024).

Wyndham Panbil Batam is the result of the rebranding process at the Best Western Premier Panbil Hotel (Hotel BWP Panbil) starting from August 1 2024. This is because the cooperation contract with Best Western Premier has ended and is currently being taken by Wyndham experts, a leading hotel company in Asia, has taken over a 5 star Hotel in Batam currently. Director of PT Hotel Panbil Sejahtera Teezar Mirza, said that all

operations of Best Western Premier had been taken over by Wyndham (Sitanggang, 2024).

In the housekeeping department, besides revenue from room sales, there is also an additional revenue stream for the hotel: Laundry Service. Laundry always receives significant attention from both management and guests. Hotels have an obligation to provide adequate laundry services to meet guest satisfaction. Laundry has a very important role and function in hotels because it can fulfill various guest needs, so that hotels can provide a high level of satisfaction (Towoliu et al., 2018). A laundry is a business that can be rented or owned by individuals or organizations seeking to utilize various services, including washing, care, and maintenance of clothing. The laundry should be able to provide feedback to customers about the importance of their opinions, thus creating a two-way relationship between the laundry department and its clients. The services offered can range from personal care to service as a product (Ibrahim & Amatullah, 2018).

Indonesia has experienced significant growth year after year and has substantial potential to become a major market for the laundry industry. From 2021 to 2022 alone, the Indonesian laundry business is expected to grow by 50%. This is evident from the penetration and expansion of various businesses undertaken by many economic actors within this industry (liputan6.com, 2023). The laundry business is currently experiencing rapid growth. With the emergence of new technologies and increased competition, companies in this sector must be prepared to address industry-related challenges. One of the most crucial approaches companies can take is to prioritize customer service. This involves getting to know our customers personally, understanding their needs, and providing tailored solutions to meet those needs. Companies that pursue this approach build loyal clients and give them an edge over their competitors. Companies that pursue this approach build loyal clients and give them an edge over their competitors. The use of new technology is also important, it can improve services, lower costs, increase productivity and help businesses stay competitive. Using modern washing machines and appliances can improve customer service and reduce energy use (kompasiana.com, 2023).

Currently, Batam City is experiencing rapid development, including in the laundry service business sector. As time goes by, laundry businesses are becoming increasingly common in various locations, indicating significant development in the industry. As the number of laundry services rises, competition in this field becomes more intense.

Therefore, business operators must continually innovate to remain competitive in the laundry industry (Che, 2020).

This research discusses the role of laundry attendants at Edelweiss House of Laundry as well as the quality of service provided by Edelweiss House of Laundry. It relates to how the performance of laundry attendants impacts customer satisfaction and the operational effectiveness of laundry services. In other words, a good role of laundry attendants will support service quality, which in turn will positively affect customer satisfaction and overall operational efficiency. Performance is defined as the overall results of an individual during a specific period in carrying out tasks, based on predefined and mutually agreed-upon work standards, targets, or criteria (Gunawan Wibisono, Surya Nugraha, 2024). Employee performance is reflected in the quality of service they provide, which directly impacts customer satisfaction (Giovani et al., 2023).

Standard procedures and compliance are important to ensure that laundry attendants follow established standard procedures or standard operating procedures (SOPs) to maintain quality and consistency of service. evaluate the role of laundry staff in interacting with guests and their impact on guest satisfaction. These interactions may include handling complaints, reporting laundry status, and providing additional services. SOP (Standard Operating Procedure) is basically a guideline that contains standard operational procedures in an organization. This guideline is used to ensure that all decisions, actions, and use of facilities and processes are carried out by members of the organization in an effective, efficient, consistent, standard and systematic manner (Suryadi, 2018).

There have been several authors who have conducted research with the same concept, such as the author with research entitled The Influence of Service Quality, Price and Product Quality on Customer Satisfaction at Sparkling Express Laundry, by researching the impact of service quality, price and product quality on customer satisfaction in Sparkling Express Laundry (Bryant, 2022). Based on previous research and the background outlined above, the author is interested in conducting research with the titled "The Role of Laundry Attendant in Supporting Services at Edelweiss House of Laundry."

METHOD

This study employs a qualitative research method as it is suited for exploring the role of laundry attendants and their experiences in supporting service quality. By developing a deeper understanding of the role of laundry attendants and their impact on the quality of laundry services, qualitative research allows for an in-depth investigation of natural phenomena. This approach is fundamental and naturalistic, and it is conducted in the field rather than in a laboratory setting (Abdussamad, 2021).

The data source for this research uses primary data and secondary data. Primary data is data that is directly collected and processed by the organization regarding the research object. Therefore, researchers must carry out their own data collection to obtain primary data (Faaziah, 2023). Secondary data is data that refers to information from existing sources such as documents, websites, books and others. Secondary data can come from data collected by other organizations or individuals, such as census data collected by the government (Sarjana, 2023).

Population refers to all members of a group of humans, animals, events, or objects that are in a certain location in a planned manner and is the basis for drawing conclusions from the final results of a study. Population can include various elements such as teachers, students, curriculum, facilities, school institutions, relationships between schools and communities, company employees, types of forest plants, rice varieties, marketing activities, production results, and so on. Thus, population is not only limited to humans, but also includes organizations, animals, the results of human work, and other natural objects (Amin, 2023). The population in this study was Laundry Attendants. The sample is part of the overall population selected for research purposes. Sample refers to taking a number of members from the population to become research subjects. Generally, samples are used to draw conclusions that can be generalized to the entire population. In other words, a sample is a part of a group or object that is used as a basis for obtaining information or conclusions about the group being studied (Artrisdyanti & Putri, 2023).

The method used to collect data is observation, interviews, questionnaires and documentation to obtain comprehensive and in-depth information. Observation is a method of obtaining information about an event through direct observation. As is known, science is the basis of all events and activities, both large and small (Qotrun A, 2023). Interviews are an important part of information gathering. Interviews are an important procedure for obtaining accurate information (Sendari, 2023). Questionnaires typically

contain a collection of structured or open-ended questions designed to explore a respondent's beliefs, opinions, behaviors, or characteristics about a particular topic or issue (Fikriansyah, 2023). Documentation is the systematic activity of collecting, researching, retrieving, using and providing documents. The purpose of this activity is to collect and disseminate information, information and evidence to interested parties (Pahlephi, 2022).

In this research, data was collected using triangulation techniques to ensure the correctness of the data. Triangulation namely reduction, presenting data and drawing conclusions, involves collection, involves collecting and analyzing data from multiple sources, followed by the application of various theories and techniques to verify the accuracy of the results. This step is taken to ensure the accuracy of research results and reduce the possibility of bias that can arise due to relying on only one source or analysis method (Leda, 2024). Qualitative analysis is an analysis that discusses and explains the results of research on various symptoms and cases that can be described in the text, based on a theoretical approach and logical evaluation. This analysis was carried out using survey data related to marketing theory and other interrelated approaches to analyze problems and find solutions (Saty, 2017).

This research was conducted from July to September 2024, at Edelweiss House of Laundry, located at Wyndham Panbil ²⁰ Batam, Jl. Ahmad Yani, Muka Kuning, Sei Beduk District, Batam City, Riau Archipelago 29433 (Panbil Group, 2024). And the respondents in this study were Edelweiss House of Laundry staff and the questionnaire participants were guests who had used the laundry service at Wyndham Panbil Batam.

FINDING AND DISCUSSION

In 2016, PT. Edelweiss Prima Rasa established a new laundry service division, Edelweiss House of Laundry, which offers three types of services to customers: scheduled service, express service, and 3-hour service. The division not only caters to the residents of villas, hotels, and apartments but also serves industrial companies. (Edelweiss Prima Rasa, 2016)



Figure 1. Logo Edelweiss House of Laundry
Sumber : (Edelweiss Prima Rasa, 2016)

Edelweiss House of Laundry accepts laundry from residents of villas, apartments and several hotels such as Wyndham, Harris Marina, Holiday Inn and also Biz hotel. At the Edelweiss House of Laundry there are 29 laundry staff including senior officials and there are 2 shifts, namely the morning shift from 06.00 WIB to 15.00 WIB and the afternoon shift from 14.00 WIB to 22.00 WIB.



Figure 2. Edelweiss House of Laundry
Sumber : (Edelweiss House of Laundry, 2016)

Based on current understanding and knowledge, there is generally a significant similarity in the tasks and responsibilities associated with each position. This includes various aspects related to the role, although there may be differences in the specific details and implementation for each position. Therefore, it is important to ensure that each individual in these positions has a clear understanding of their responsibilities and how they will contribute to achieving the overall goals of the organization.

The sources of information for this research include the laundry manager, laundry supervisor, laundry admin, cost control laundry staff, and laundry engineering personnel.

Table 1. Source Data

No.	Name	Position	Lama Bekerja
1.	Mr. Nano Romansyah	Executive Housekeeper Wyndham dan Manager Laundry	1 Year 8 months
2.	Mr. Hery	Supervisor Laundry	8 Years
3.	Mrs. Lasmi	Cost Control	7 Years
4.	Mr. Jamson Lumban Raja	Engineering	4 Years
5.	Ms. Reka Christin	Admin Laundry	2 Years

Sumber: The data was processed by researchers

The first informant, Mr. Nano Romasyah, the Laundry Manager at Edelweiss Laundry Batam, explained the main strategies implemented to gain customer trust and maintain service quality. Both ¹⁹ Product Quality and Service Quality have a positive and significant impact on Purchase Decisions (Hartini et al., 2024). In this study, excellence in service is determined by how the service is delivered, the service environment, customer involvement, and the responsiveness to customers. Customers place high value on ³⁰ flexibility and customization in both the service process and its delivery (Hariandja et al., 2014). According to Mr. Nano, to provide the best service, they ensure that laundry received is clean and fresh, and they use high-quality chemicals like Iclean, which is environmentally friendly. Regarding pricing, Mr. Nano explains that they compete fairly with competitors, keeping prices affordable, but they may adjust them based on fluctuations in chemical and gas prices. Automated technology is also used for chemical refilling and communication with guests through WhatsApp. Regarding opportunities and challenges, Mr. Nano stated that as one of the largest laundries in Batam, they still have significant potential to attract more customers, despite facing challenges such as machine breakdowns and price competition from competitors.

Mr. Nano also outlined various initiatives to improve service quality, including facility renovations and regular staff training. Renovations involve floor repairs and the addition of exhaust fans to create a more comfortable environment. Staff training is conducted routinely to ensure their skills are maintained. Other research indicates that with job training, employee performance significantly improves (Parhusip et al., 2023). The training aims to enhance skills and knowledge in specific areas, develop new competencies, and improve communication, leadership, time management, and problem-solving abilities. In addition, training helps employees adapt to changes in technology or organizational policies, and increases motivation and job satisfaction (Sari et al., 2023). He emphasized the importance of team communication through daily briefings to assign tasks and address issues. Laundry management is organized using a queuing system to

avoid mixing up laundry between hotels. Mr. Nano also explained that the primary responsibilities of the Laundry Manager include ensuring optimal service, maintaining stable costs, and adhering to standard operating procedures (SOPs). All guest feedback and issues are directly handled by Mr. Nano and the supervisor, Mr. Hery, using a stringent monitoring system.

Mr. Hery, as the Laundry Supervisor, has been with Edelweiss House of Laundry since its grand opening. In his daily duties, Mr. Hery explained that his role involves comprehensive management and oversight of operations. His responsibilities include employee onboarding, supervising production, and handling complaints from hotel guests. Mr. Hery also mentioned that he receives all reports concerning employee absences and other related issues. Additionally, he manages the staff and production processes, monitors machine damage reports, and coordinates repairs with Mr. Jamson.

Mr. Hery is also responsible for training employees in machine operation, magler, pressing, and recording in the checker. Training is a process designed to enhance and refine employees' knowledge and skills. Work training has been proven by several studies to significantly improve employees' abilities and skills (Putri et al., 2024) (Lubis, Supardi, Fatimah, & Rajin, 2024)(Supardi et al., 2024). With effective training planning, it is expected that employees will gain adequate knowledge and skills to address various issues that arise in their work (Bagus Putu Ekadharma Susila & Putu Oka Ariantini, 2024). Creating bills for customers is also part of his responsibilities. He oversees the laundry results, even though there is a newly added Quality Control (QC) team, reports from QC are still submitted to him. All laundry products from hotels such as Wyndham, Harris Marina, Holiday Inn, Biz in Nagoya, and apartments in the area fall under his supervision. Mr. Hery also arranges the drivers' schedules and manages everything that happens in the laundry process. For example, in the morning when the laundry volume is very high, he must handle two machines simultaneously and ensure that by noon, the remaining work has decreased. If stains are found on the laundry during QC checks, the laundry will be reprocessed with more effective chemicals to ensure its quality.

Mrs. Lasmi, who currently serves as the Cost Control at Edelweiss House of Laundry, explained that the cost control position is a recent addition, with the previous role being administrative. "As we aim to improve our quality and service, we decided to create this new position," Mrs. Lasmi said. She explained that there is one position each for admin and cost control. According to Mrs. Lasmi, the role of a cost control involves active participation in managing expenses to prevent overspending. This includes overseeing all

aspects related to expenditures, such as labor, purchasing, and usage. All factors that can affect a business's revenue must be well-documented so they can be analyzed and optimized to improve the company's performance (Fatimah et al., 2023).

Mr. Jamson Lumban Raja, the Engineering at Edelweiss House of Laundry, explained the operation of the laundry machines. In the dry cleaning machines at Edelweiss House of Laundry, a device known as a boiler is used. This device functions to convert water into steam by heating gas. The steam produced from heating the water in the boiler is then directed to the dry cleaning machine, where it is used to clean the clothes. The use of steam enhances the effectiveness in removing dirt and stains from the garments.

Mrs. Reka Christin, the Admin Laundry at Edelweiss House of Laundry, is responsible for billing hotels, specifically the billing amounts for laundry services. Mrs. Reka explained, "In this laundry, we use a billing system for payments. Every day, each laundry service is assigned a bill. My daily tasks include checking the previous day's bills to ensure the amounts received are accurate. After that, I separate the bills for each hotel and ensure that everything is organized correctly before inputting. Additionally, I am also responsible for managing petty cash, including purchases I make, as well as managing employee data."

²⁷Based on the interview results, the role of the Laundry Attendant at Edelweiss Laundry Batam is crucial in influencing the quality of laundry services. Mr. Nano Romasyah, the Laundry Manager, emphasized that laundry attendants are on the front lines of daily operations. They are directly responsible for ensuring that the laundry received from customers is processed properly, so it returns in a clean and fresh condition. Additionally, the performance of laundry attendants has a significant impact on the final service results, such as stain removal and ensuring that the cleaning meets standards. If a laundry attendant does not perform their duties well, it can lead to operational chaos and decreased customer satisfaction. Regular training and strict supervision by Mr. Hery, the Laundry Supervisor, also ensure that laundry attendants are skilled and competent in carrying out their tasks.

Service quality encompasses various aspects, including staff friendliness, cleanliness, and comfort of the facilities, as well as efficiency in service delivery. (Wisnawa, 2024). Service quality at Edelweiss House of Laundry is determined by several factors as explained by the interviewee. Mr. Nano Romasyah explained that they focus on providing the best service by using high-quality chemicals such as Iclean and implementing automatic technology for chemical refills, which helps maintain the quality of cleaning. In

addition, Mr. Hery, the Laundry Supervisor, manages operations and ensures that laundry results meet standards through staff training and strict quality control. Mrs. Lasmi, the Cost Control, plays a role in managing expenditures to ensure efficiency and prevent wastage, which also contributes to the overall quality of service. With accurate cost calculations, the company will be assisted in setting a competitive selling price (Fatimah et al., 2024). Technologies such as the use of boilers by Mr. Jamson in the dry cleaning process enhance cleaning effectiveness. Mrs. Reka Christin ensures that all billing transactions are accurately recorded, supporting transparency and precision in service. Innovations such as facility renovations and regular staff training also demonstrate a commitment to improving service quality. With the training, employees become much more professional in carrying out their work (Andriyatno et al., 2023).

In filling out the questionnaire with the research title The Role of Laundry Attendants in supporting Edelweiss House of Laundry Services at Wyndham Hotel Batam, with a total of 15 respondents as of August 20 2024.

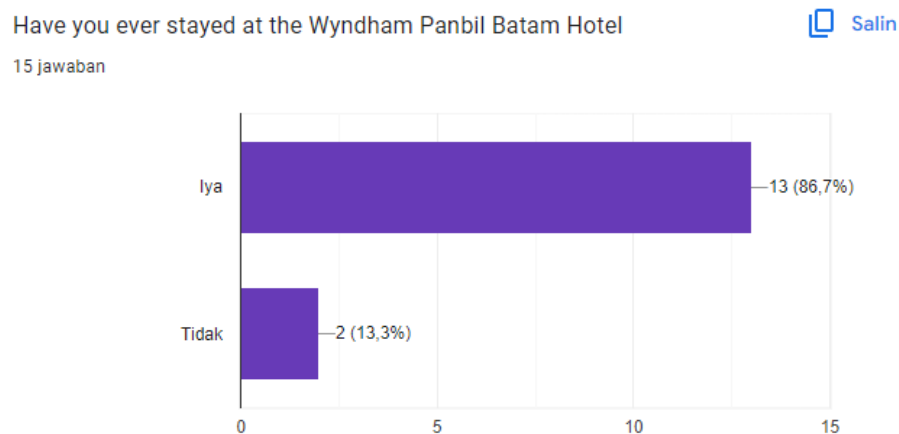


Figure 3. Graphic for the statement “Have you ever stayed at the Wyndham Panbil Batam Hotel.”

Based on respondents answers, 13 people had stayed at the Wyndham Panbil Batam Hotel, and 2 people had never stayed at the Wyndham Panbil Batam Hotel.

Have you ever used the laundry service at Edelweiss Laundry Batam

15 jawaban

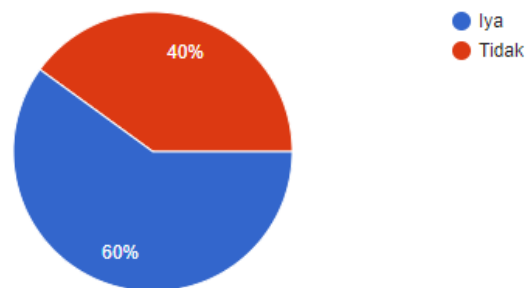


Figure 4. Graphic for the statement "Have you ever used the laundry service at Edelweiss Laundry Batam"

Based on the respondents' answers, 60 percent have used the Edelweiss Laundry Batam service, while 40 percent have not used the Edelweiss Laundry Batam service. There are several statements that have been filled in by respondents in this research questionnaire. The following is an explanation regarding the respondents' answers, with the explanation that 1 is strongly agree, 2 is agree, 3 is disagree, and 4 is strongly disagree.

Edelweiss Laundry Batam has employees who appear neat, clean and attractive

15 jawaban

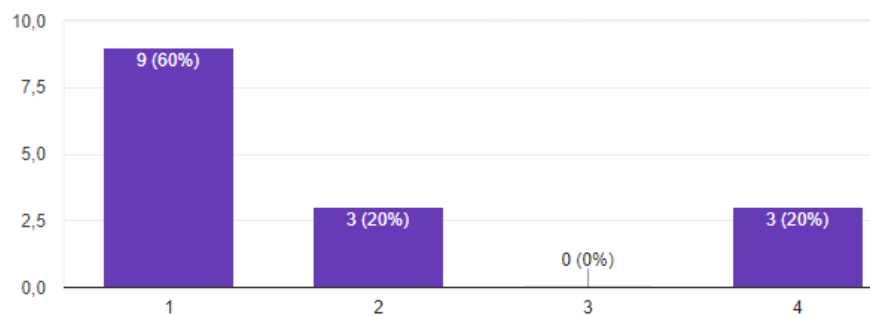


Figure 5. Graphic for the statement "Edelweiss Laundry Batam has employees who appear neat, clean and attractive"

Based on the results of research on "Edelweiss Laundry Batam has employees who appear neat, clean and attractive", there were 60% who answered strongly agree, 20% answered agree, 0% answered disagree and 20% answered strongly disagree. Based on the percentage of respondents answers, the majority strongly agree that Edelweiss Laundry Batam has employees who appear neat, clean and attractive. A neat and clean appearance is an essential part of hospitality knowledge in becoming a professional (Lubis, Supardi, Fatimah, & Wibowo, 2024).

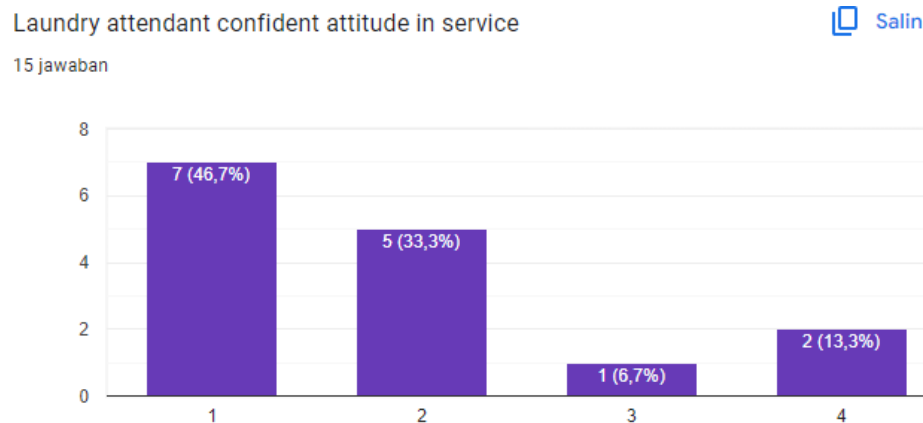


Figure 6. Graphic for the statement "Laundry attendant confident attitude in service"

Based on respondents answers that "Laundry attendants confident attitude in service", there were 46.7% who answered strongly agree, 33.3% answered agree, 6.7% answered disagree and 13.3% answered strongly disagree. Based on the percentage of respondents answers, the majority strongly agree that the laundry attendant's confident attitude in service.

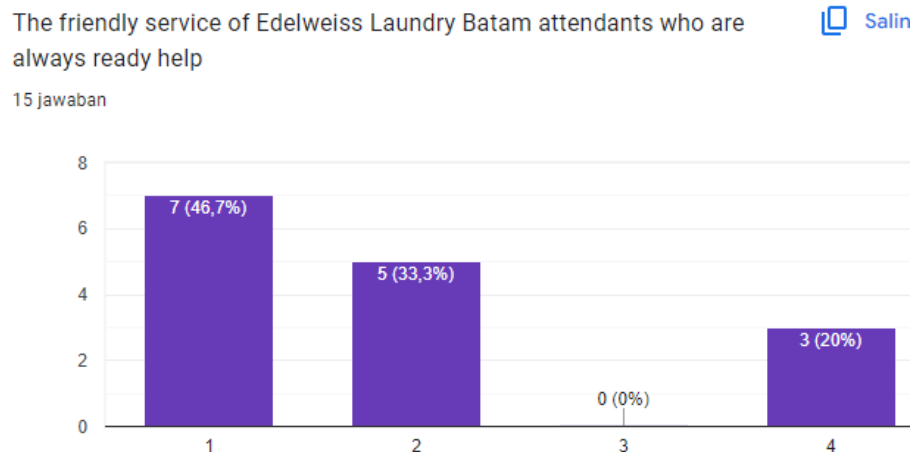


Figure 7. Graphic for the statement "The friendly service of Edelweiss Laundry Batam attendants who are always ready help"

Based on the research results regarding the statement "The friendly service of Edelweiss Laundry Batam attendants who are always ready to help", 46.7% strongly agree, 33.3% agree, 0% disagree, and 20% strongly disagree. According to the highest percentage of responses, the majority strongly agree that the service provided by Edelweiss Laundry Batam attendants is friendly and always ready to help. Employees'

abilities in interpersonal communication directly influence customer satisfaction levels (Wulanda et al., 2023).

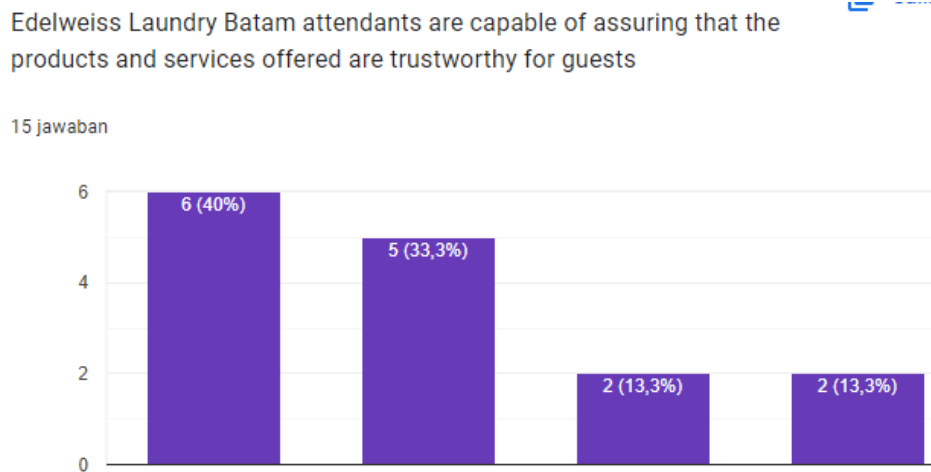


Figure 8. Graphic for the statement “Edelweiss Laundry Batam attendants are capable of assuring that the products and services offered are trustworthy for guests”

Based on the respondents answers to the statement “Edelweiss Laundry Batam attendants are capable of assuring that the products and services offered are trustworthy for guests,” 40% strongly agree, 33.3% agree, 13.3% disagree, and 13.3% strongly disagree. According to the highest percentage of responses, the majority strongly agree that Edelweiss Laundry Batam attendants are capable of assuring that the products and services they offer are trustworthy for guests.

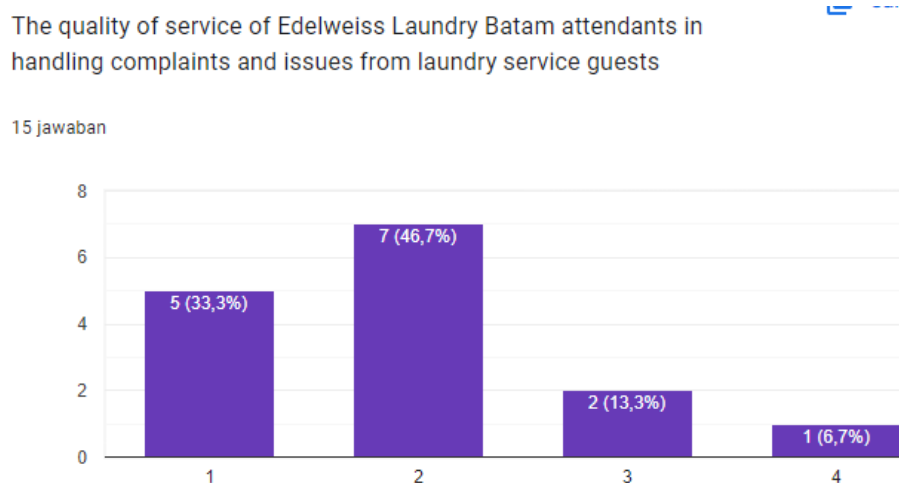


Figure 9. Graphic for the statement “The quality of service of Edelweiss Laundry Batam attendants in handling complaints and issues from laundry service guests”

Based on the research results for the statement “The quality of service of Edelweiss Laundry Batam attendants in handling complaints and issues from laundry service guests,” 33.3% strongly agree, 46.7% agree, 13.3% disagree, and 6.7% strongly disagree. According to the highest percentage of responses, the majority agree that the quality of service provided by Edelweiss Laundry Batam attendants in addressing complaints and issues from guests is satisfactory.

The speed of Edelweiss Laundry Batam attendants in serving guest requests

15 jawaban

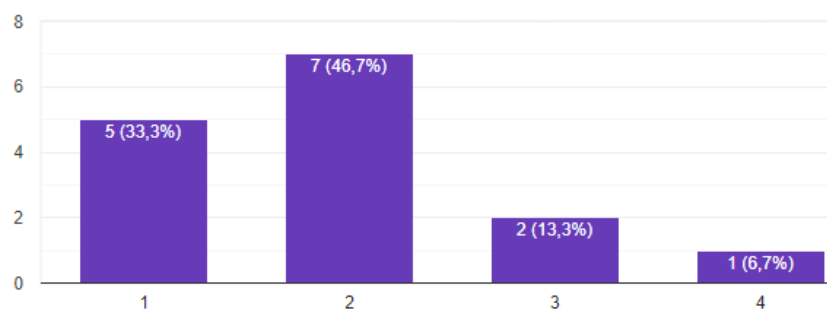


Figure 10. Graphic for the statement “The speed of Edelweiss Laundry Batam attendants in serving guest requests”

Based on the research results for the statement “The speed of Edelweiss Laundry Batam attendants in serving guest requests,” 33.3% strongly agree, 46.7% agree, 13.3% disagree, and 6.7% strongly disagree. According to the highest percentage of responses, the majority agree that the speed of Edelweiss Laundry Batam attendants in handling guest requests is satisfactory.

The ability of Edelweiss Laundry Batam attendants to respond quickly to complaints from guests

15 jawaban

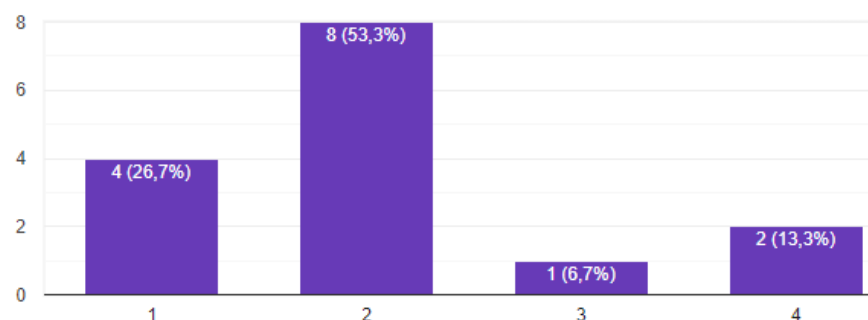


Figure 11. Graphic for the statement “The ability of Edelweiss Laundry Batam attendants to respond quickly to complaints from guests”

Based on the research results for the statement “The ability of Edelweiss Laundry Batam attendants to respond quickly to complaints from guests,” 26.7% strongly agree, 53.3% agree, 6.7% disagree, and 13.3% strongly disagree. According to the highest percentage of responses, the majority agree that Edelweiss Laundry Batam attendants are effective in quickly responding to guest complaints.



Figure 12. Graphic for the statement “Providing appropriate solutions to the laundry service issues faced by guests”

Based on the research results for the statement “Providing appropriate solutions to the laundry service issues faced by guests,” 26.7% strongly agree, 53.3% agree, 6.7% disagree, and 13.3% strongly disagree. According to the highest percentage of responses, the majority agree that appropriate solutions are provided for laundry service issues faced by guests.

Edelweiss Laundry Batam is able to understand the guests desires

Salin

15 jawaban

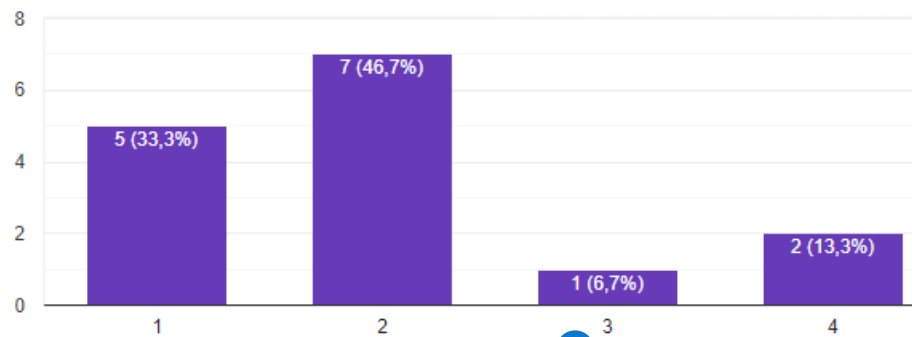


Figure 13. Graphic for the statement "Edelweiss Laundry Batam is able to understand the guests desires"

Based on the respondents answers to the statement "Edelweiss Laundry Batam is able to understand the guests desires," 33.3% strongly agree, 46.7% agree, 6.7% disagree, and 13.3% strongly disagree. According to the highest percentage of responses, the majority strongly agree that Edelweiss Laundry Batam is capable of understanding the guests' desires.

Edelweiss Laundry Batam has laundry attendants who are competent and professional in serving customers

Salin

15 jawaban

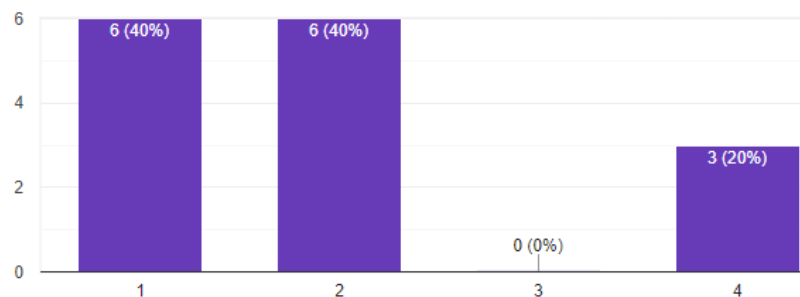


Figure 14. Graphic for the statement "Edelweiss Laundry Batam has laundry attendants who are competent and professional in serving customers"

Based on the research results for the statement "Edelweiss Laundry Batam has laundry attendants who are competent and professional in serving customers," 40% strongly agree, 40% agree, 0% disagree, and 20% strongly disagree. According to the highest percentage of responses, the majority strongly agree that Edelweiss Laundry Batam has laundry attendants who are competent and professional in serving customers.

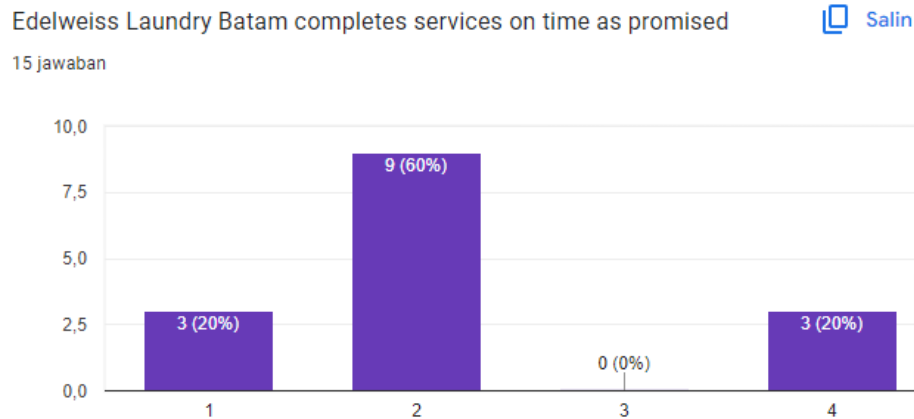


Figure 15. Graphic for the statement “Edelweiss Laundry Batam completes services on time as promised”

Based on the research results for the statement “Edelweiss Laundry Batam completes services on time as promised,” 20% strongly agree, 60% agree, 0% disagree, and 20% strongly disagree. According to the highest percentage of responses, the majority agree that Edelweiss Laundry Batam completes services on time as promised.

From the results of completing the previous questionnaire, there is a discussion of conclusions regarding this research. Respondents strongly agreed that the Edelweiss Laundry Batam they encountered had a neat, clean and attractive appearance that met or even exceeded standard grooming criteria. Grooming includes the tidiness of demeanor and appearance, such as maintaining cleanliness and proper dress. In excellent service, grooming is crucial for the appearance of staff while working and interacting with colleagues and customers (Tambunan, 2015). As workers in the service sector, respondents strongly agree that laundry attendants have a confident attitude in serving, as well as friendly and helpful service at Edelweiss Laundry Batam.

The laundry attendants at Edelweiss Laundry Batam are able to instill trust in their products and services, with respondents strongly agreeing with this statement. They also agree that the quality of service provided by the laundry attendants, who are ready to handle complaints and issues from guests, is commendable. Respondents also agree with the efficiency of the laundry attendants in addressing guests' requests for laundry services. Additionally, they agree that the laundry attendants at Edelweiss Laundry Batam are quick to respond to guest complaints, which leaves a positive impression that the guests' feedback is promptly acknowledged and addressed. This indicates that laundry attendants play a crucial role not only in performing operational tasks but also in building customer trust and satisfaction. This is in line with the results of several previous studies, which show that an employee's abilities and skills have a significant impact on customer

23 satisfaction (Jefri et al., 2023)(As Shiddiqi et al., 2023). Customer satisfaction is the feeling of pleasure or disappointment after comparing a product with their expectations. Satisfying customers is essential for business continuity and enhancing competitiveness. Satisfied customers are more likely to make repeat purchases, making it key to repeat sales (H Saragih, 2017).

Edelweiss Laundry Batam provides satisfactory service so that the respondents agree in providing the right solution to the laundry service problems faced by guests who do hotel laundry. Strongly agree that the Edelweiss Laundry Batam laundry department can understand guests' wishes and also agree that Edelweiss Laundry Batam has laundry attendants who are competent and professional in serving customers or guests. Agree with the laundry department of Edelweiss Laundry Batam to complete the service on time as previously promised when receiving guest laundry, this is one of the most important things in calculating time which can be done on time or even faster than expected which would be very good.

29 CONCLUSION

Based on the research findings and discussion regarding the role of laundry attendant in supporting laundry services at Edelweiss Laundry Batam, it can be concluded that:

1. Laundry attendants play a very significant role in determining the quality of laundry services. Service quality encompasses various aspects, including staff friendliness, cleanliness, and comfort of the facilities, as well as efficiency in service delivery (Wisnawa, 2024). As the individuals directly handling the cleaning and care of clothing, their skills and attention to detail affect the final result of the laundry received by customers. Good performance by laundry attendants ensures that clothing returns in a clean, fresh, and stain-free condition. Conversely, lack of skill or negligence can result in less satisfactory outcomes and diminish the overall quality of service. Therefore, competent and experienced laundry attendants are crucial to maintaining high service standards.
2. The quality of laundry service at Edelweiss Laundry Batam is evaluated based on the effectiveness of the washing process, the use of high-quality chemicals, and the implementation of advanced technology that ensures the final laundry result is clean and fresh. Customer satisfaction is measured through feedback and handling of complaints, while automated systems and innovations, such as facility upgrades and

routine staff training, contribute to service consistency and improvement. The evaluation also includes responsiveness to customer feedback and adaptation to operational challenges and pricing competition.

This research underscores the importance of the role of laundry attendants and the effectiveness of service systems in achieving high-quality standards at Edelweiss House of Laundry. It also provides valuable insights for future improvements in laundry services.

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