



The application of integrated marketing communications by Laundry City to create customer satisfaction

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ABSTRACT

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This research discusses the Integrated Marketing Communications (IMC) implementation strategy implemented by Laundry City, a kilo laundry service business operating in various areas of Jakarta. This research aims to understand how IMC, which includes advertising, public relations, direct marketing, and sales promotion, can be used to create an optimal level of customer satisfaction. This research makes an important contribution to the understanding of how IMC can be applied in service businesses, particularly in the kilo laundry sector. The implication of this research is that a robust IMC strategy can help businesses like Laundry City to improve their service quality, achieve higher levels of customer satisfaction, and ultimately, increase customer loyalty and sustainable business growth. This research also integrates the concepts of market segmentation, targeting, and market positioning (STP) as an important framework in Laundry City's IMC strategy. Using this approach, this study discusses how Laundry City can identify the market segments that are most responsive to their marketing messages, as well as how they determine the target market that matches the needs and preferences of their customers. The results of this study show that Laundry City's implementation of IMC has successfully created a high level of customer satisfaction. Through effective advertising, well-planned public relations, targeted direct marketing, and attractive sales promotions, Laundry City managed to build a strong brand image and gain customer trust. In addition, careful market segmentation, precise targeting, and clear market positioning enable them to provide services that suit the needs of each customer segment.

1. Introduction

It is undeniable that in this modern era, everyone strives to do everything as efficiently as possible, including in the management of time, finances, and energy. The high mobility caused by busy routines has changed our lifestyle to be more practical. Many people no longer want to be burdened with household chores, especially washing and ironing clothes, which are often troublesome and require the help of others. This is because a clean and tidy appearance is very important to support the appearance in every activity.

If we remember the early 2000s, the word "laundry" that comes to mind is often associated with expensive costs. At that time, laundry services were only used to wash certain types of clothes that required special care, such as party clothes or tuxedos. The rates were usually calculated per unit of clothing and fabric type. However, around 2005, the kilo laundry business began to emerge and is thought to have started in Yogyakarta. Initially, it was a home-based laundry concept that accepted laundry from university students at a per-kilogram rate. Since then, the laundry business started to become a trend in everyday life, and today, laundry businesses can be found in various regions, both in big cities and in the regions. This shows that laundry services are starting to be known and used by



various groups, not only students or office employees who migrate, but also households, hospitals, hotels, and even tourists on vacation.

A significant increase can be seen in the development of laundry businesses in the community, which can be seen from the many laundry businesses that we can find around us which are often located close to each other. Therefore, laundry entrepreneurs must be able to compete with their competitors by offering one or more advantages that are better than their competitors. In response to this, laundry entrepreneurs are taking strategic steps in marketing by offering quality laundry services at competitive prices.

In response to this, laundry entrepreneurs are taking strategic steps in marketing by offering quality laundry services at competitive prices. They also provide delivery or pick-up services to customer locations with a minimum order of 5kg. Regarding the delivery and pick-up system they offer, customers can simply send a message via WhatsApp to the number provided by Laundry City. In addition, they also provide billing invoices and various payment methods, following the development of modern payment methods that allow customers to not always rely on cash. Laundry City also participates in this innovation, by providing customers with electronic receipts and providing flexibility in payment, either through scanning QR codes or transferring to the account listed on the billing invoice.

The quality offered is no joke. They provide a warranty if clothes are lost, allocate one machine for one customer, use PAM water in the washing process, closely monitor the condition of the clothes before and after washing and ironing, and even give the ironed clothes a nice scent. In addition, they also maintain a neat appearance by doing a good packaging process. In addition to these features, they also provide a wide selection of laundry service types that can be customized according to customer needs. For example, they offer express services that are guaranteed to be completed in one day, perfect for those of you who are in a hurry or are traveling in the area. Or for working moms who have spouses or children who need uniforms every day, they can opt for the express laundry service that guarantees completion in two days. Meanwhile, for those who are not in a hurry, there is the regular service option that promises completion in three to four days.

The advancement of innovation and technology in their services is expected to be a factor that distinguishes this research from previous studies. This is due to Laundry City's ability to keep up with the latest developments that can support the success of their business.

(Kotler & Armstrong, 2012) suggests that good marketing communication, when it affects the positive perception (trust) of the brand delivered. On the other hand, customer trust in a particular brand facilitates integrated marketing communications.

The effect of service satisfaction on brand trust that customer satisfaction can be measured by the difference between what customers expect and what customers get (Boone & Kurtz, 2010). This opinion focuses on satisfaction with how something is received based on previous expectations. A company can get loyal customers if the company can trust the brand. Customers who are satisfied with the service provided tend to be loyal for longer. Consumers will repurchase when companies introduce new products and renew old products.

(Philip & Keller, 2007) Loyalty or loyalty can be said to be a firmly held commitment to buy or subscribe again to certain products or services in the future despite the influence of situations and marketing efforts that have great potential to cause changes in consumer behavior.

(Rahman, 2013) Customer satisfaction will increase when the quality of service provided exceeds customer expectations. Customer satisfaction will be created if the company has the quality and ability to communicate and market its products well. Customers can easily understand the intent and purpose conveyed by the company communicator. According to (Etemadifard et al., 2013) Good service quality can create a good company image. One way to create a good image is through good and effective marketing communication, which can affect customer satisfaction.

The use of laundry services today reflects one of the changes in lifestyle, where communication, especially between service providers and service users, is the main point in achieving the goals of each party. The goal of service users is to get services that suit their needs, while the goal of service providers is to provide satisfaction to customers who utilize their services.

What if the communication between the two parties does not run smoothly? Of course, if communication is hampered, the message to be conveyed and the goal to be achieved will not be achieved, so what will be felt is not satisfaction, but disappointment. In this context, the importance of effective communication to achieve customer satisfaction becomes increasingly clear.

(Littlejohn & Foss, 2009:5) Cybernetics is a tradition that examines complex systems in which various individuals interact with each other, influence each other, and thus theories in this tradition explain how physical, biological, social, and behavioral processes function.

In the context of cybernetic communication, variables or systems are understood as entities that mutually influence, shape, and control the overall pattern of the system, especially in living organisms that experience balance and change (Littlejohn & Foss, 2009:60).

The Cybernetic Communication Theory tradition, which is one of the communication theory traditions that can be influenced by changes in the way of life. The cybernetic tradition focuses on the study of communication as a system that interacts with the environment and regulates itself. Cybernetic communication theory was developed by Norbert Wiener and the concept is based and regulation in systems that involve feedback. In the cybernetic tradition, communication is understood as the exchange of information between elements in the system. A cybernetic communication system consists of a message, transmitter (sender), receiver, channel and feedback. Changes in the way of life can affect communication systems by altering these elements, resulting in changes in information flow, regulation, and interaction between the system and the environment.

The cybernetic tradition considers the role of technology and media in influencing ways of life and communication. Changes in information and communication technologies can affect communication systems by opening up access to new information, changing patterns of social interaction, and influencing the way individuals and groups communicate and interact. In the cybernetic tradition, changes in ways of life can also trigger changes in the dynamics of communication systems. When individuals or groups adopt a new way of life, their communication systems must adapt and reorganize themselves to accommodate the change. Overall, the cybernetic tradition provides a useful theoretical framework for understanding how changes in ways of life affect communication, regulation and interaction systems. This theory views communication as a process that continuously adapts in the face of changes in the way of life and the environment.

As such, Laundry City's implementation of Integrated Marketing Communications not only creates an efficient and coordinated communication system, but also allows them to understand, anticipate, and respond to changes in customers' lifestyles. This is an important concept in the Cybernetics Communication Tradition, where communication is considered as a dynamic and adaptive system that interacts with the environment and organizes itself to achieve certain goals, in this case creating sustainable customer satisfaction.

2. Method

The research method referred to by (Creswell, 2015) is a plan and procedure used to direct the course of research. This research method includes structured steps, starting from the initial stages such as formulating research questions, designing research designs, to the final stages of data analysis and interpretation of research results.

This research is a type of descriptive qualitative research. (Creswell, 2015) Descriptive qualitative research is a research approach used to describe and explain in detail social, cultural, or psychological phenomena without trying to test hypotheses or make statistical generalizations.

(Creswell & Poth, 2016) Observation is a research method that involves collecting data by systematically observing, recording, and analyzing observed behaviors, events, or phenomena. Observation is used in various fields of research, including social sciences, psychology, anthropology, education, and others. The purpose of observation is to gain a better understanding of the observed object or phenomenon without changing it.

One of the methods that can be used to collect data in this research is through direct observation at the Laundry City location which is the object of research. In this process, the researcher will find out

the implementation of marketing strategies, analyze market segmentation, target market, and understand the market position desired by Laundry City.

To conduct field notes, the researcher will use recording techniques by using electronic devices such as gadgets, as well as other tools. In addition, the researcher will also rely on observation skills and personal memory to record relevant events and organize the collected data.

In this method, researchers obtained documents that include historical records and data from two sources, namely Shalia who is a supervisor of Laundry City, as well as Dinda and Lila who are consumers of Laundry City. According to (Sugiyono, 2013) documentation can be in the form of writings, drawings, photographs, or other monumental works that come from certain individuals.

In order to verify the validity in this study, researchers used source triangulation techniques. One example is involving an interview with a resource person named Shalia, who is the supervisor of Laundry City, as evidence of the validity of the information and data that has been obtained from the observation process. In addition, the researcher also checked the level of trust by using the method triangulation technique, which involves three data collection techniques, namely documentation, interview, and observation. (Moleong, 2018), triangulation is a method for checking the validity of data that relies on sources outside the data itself.

3. Result and Discussion

3.1 Presenting the Results

Laundry City carries out market segmentation by collecting customer data, including place of residence, age, habits, frequency of service use, and preferences. They emphasize friendly, quality interactions with staff to meet customer needs through personalized marketing, such as special offers based on preferences. With proper segmentation, Laundry City increases customer loyalty by providing more flexible drop-off and pick-up service. In addition, Laundry City conducts periodic surveys to understand changes in customer preferences and adjust their strategies accordingly. They have a specific strategy to attract new customers from the target segment who have never used their services. Laundry City continues to innovate and invest in technology to improve operational efficiency, giving them a competitive edge in the market.

Laundry City uses banners as a potential promotional tool to attract consumers and ensure the congruence between the advertised message and the reality of its services. With banners, Laundry City promotes the distinctive features of its services to the public, ensuring brand recognition. In addition, Laundry City successfully builds a positive image through its Public Relations strategy. They provide clear information and communicate transparently to customers, creating trust and a positive impression. This has helped build their reputation as a reliable and quality laundry service provider. Laundry City's direct marketing emphasizes personalizing messages by understanding customer preferences. By communicating through text messages and offering services that suit customers' individual needs, they have managed to attract customer interest. Laundry City's sales promotions have played an important role in building a positive image in the eyes of customers. By offering promotional offers that include added value and service quality, Laundry City has increased customer satisfaction and gained loyal customers.

3.2 Create a Discussion

(Kotler & Keller, 2016) This concept helps companies to more effectively reach and meet customer needs by understanding differences in customer behavior and preferences and positioning their products or services effectively in the appropriate market. STP can be outlined in three sequential stages: segmentation, targeting, and placement.

Segmenting involves dividing a market into smaller groups or segments based on common characteristics, such as demographics, behavior, or preferences. This helps companies understand different customer groups and create a strategy that works for each segment. Segmentation allows companies to be more precise in targeting their audience.

Targeting involves selecting the most attractive and profitable market segment to be the company's main focus. In this regard, companies should consider factors such as segment size, growth

potential, and affordability. By determining the right target segment, companies can allocate their resources and marketing efforts more efficiently.

Positioning is concerned with creating a desired image or position for the company's product or brand in the mind of the customer. Effective positioning involves the way companies position their products by communicating the unique value and advantages they offer. This helps companies differentiate themselves from competitors and influence customers' buying preferences.

Through segmentation, they break down the market into groups of customers with similar characteristics, thus enabling them to design appropriate marketing strategies and improve efficiency in reaching customers, as well as increase customer satisfaction. Segmentation also helps to increase customer loyalty and attract new customers that fit the identified segments. This allows Laundry City to be more responsive to market changes and remain relevant in the laundry industry. (Kasali, 2001:119) Market segmentation is the step of dividing a diverse market into groups of "potential customers" who have similar needs or characteristics, so that they will give the same response when making a purchase.

They choose market segments that are most relevant to their marketing strategy, such as customers who require fast pick-ups and deliveries. This increases marketing effectiveness, allowing Laundry City to build close relationships with customers, provide a more personalized experience, retain customers, and build long-term loyalty. Targeted marketing is a key success factor for Laundry City in the laundering industry. (Kasali, 2001:371) Explains that targeting or determining the target market involves the steps of selecting, filtering, and reaching the target market. The result of a targeting strategy is a target market, which includes one or more market segments that will be the main focus of marketing efforts.

There are four criteria that must be met to achieve an optimal target market, as described by (Kasali, 2001), namely:

- 1) Responsive. The target market must respond positively to the products and marketing programs implemented. If the market does not provide the expected response, it is necessary to conduct research to find out the cause.
- 2) Sales potential. Sales potential must have a wide enough scope. The larger the target market, the greater the potential value. This depends not only on the size of the population, but also on the market's purchasing power and interest in the products offered.
- 3) Adequate growth. The market does not always react quickly. Market growth is often slow before it reaches a phase of rapid growth and peaks.
- 4) Media coverage. The target market can reach an optimal level if the marketer is able to choose wisely the media used to promote and introduce his product.

Laundry City also performs excellent positioning in their marketing strategy. They strive to be a high-quality laundry service provider with an emphasis on speed and convenience, which sets them apart from their competitors. Through investment in quality equipment and friendly and efficient staff, they create a positive brand image, retain existing customers, and attract new ones. This positioning strategy has been key to Laundry City's success in a competitive market.

(Tjiptono, 2002: 110) states that there are seven approaches that can be used to do positioning, namely:

- 1) Positioning based on attributes, characteristics or benefits for customers (attribute positioning), namely by associating a product with benefits for customers.
- 2) Positioning based on price and quality (price and quality positioning), namely positioning that tries to create an impression / image of high quality through high prices or conversely emphasizes low prices as an indicator of value.
- 3) Positioning based on aspects of use or application (use application positioning).
- 4) Positioning based on product users (user positioning), namely linking products to the personality or type of user.
- 5) Positioning based on certain product classes (product class positioning), for example, Kopiko candy which is positioned as coffee in candy form, not coffee-flavored candy.

- 6) Positioning with respect to competitors (competitor positioning), which is associated with the position of competition against major competitors.
- 7) Positioning based on benefits (benefit positioning).

(Kim et al., 2023) Argues that IMC is a communication process that requires planning, creation, integration, and implementation of various forms of marketing communication (advertising, sales promotion, publications, events, and so on) that are sent over a brand consumer and targeted prospects.

According to Four As (The American Association of Advertising Agency) in (Hermawan, 2012:52) Integrated Marketing Communications (IMC) is a marketing communications planning concept that recognizes the added value of comprehensive planning that considers the strategic role of each form of communication. The development of various innovations in communication tools, messages, and audiences encourages companies to adopt an integrated marketing communications approach. IMC brings together planning and action in the sourcing, transmission, decoding and response of messages in all areas of marketing communication, as well as understanding consumer responses in depth. This approach includes combining various elements such as advertising, personal selling, sales promotion, public relations, and direct response to achieve clear messages, consistency, and maximum communication impact through integrated message alignment.

Advertising helps raise customer awareness about the services offered by Laundry City. With creative and informative advertising, Laundry City can highlight their uniqueness, such as friendly cleaning methods, the principle of "1 machine 1 customer," 100% use of PAM water, and free laundry shuttle service with a minimum requirement of 5kg. This helps them attract the attention of potential customers and differentiate themselves from competitors in the competitive laundry industry. advertising is unique in conveying messages in bulk with a wider scope. In a competitive business world, advertising is an important tool in promoting products or services, building brand images, and achieving company marketing goals (Hermawan, 2012:54)

Public Relations is another strategy used by Laundry City. They use public relations to understand customer needs and preferences through direct interaction, feedback, and open communication. This allows Laundry City to customize services and innovations according to customer expectations. By delivering consistent messages through advertising, Laundry City forms a positive perception in the eyes of customers, builds trust, and customer loyalty, which can increase market share and customer loyalty. This aims to build the company's trust and credibility, and ensure a good reputation in the eyes of the public. Building positive relationships with related parties aims to gain support, strengthen the company's image, and address or avoid adverse news or events. This includes various programs to promote and protect the image of the company or its products (Hermawan, 2012:55).

Direct Marketing allows Laundry City to communicate directly with customers and respond to feedback faster. By listening to customers, they can tailor services, prices, or new innovations according to customer needs, create personalized and relevant experiences, and increase customer satisfaction and build strong long-term relationships. This becomes important in identifying consumer preferences and needs, as well as to understand the extent to which marketing campaigns are successful in achieving desired goals. Direct communication helps companies to stay in touch with customers and gain valuable insights to improve consumer satisfaction and experience (Hermawan, 2012:56).

Sales Promotion is also an important strategy in creating customer satisfaction. Laundry City uses special discounts, service packages, and loyalty programs to provide added value to customers, encourage more frequent use, and build a positive image of their services. These promotions not only communicate Laundry City's unique values, such as friendly cleaning methods and the principle of "1 machine 1 customer," but also strengthen relationships with customers, increase interaction, better meet their needs, and provide opportunities for positive experiences and higher satisfaction. The purpose of a sales promotion is to provide short-term incentives that can encourage the purchase or sale of products or services. This incentive includes various forms that aim to arouse the desire to try or buy certain products or services (Hermawan, 2012).

4. Conclusion

The conclusion that researchers get from the application of integrated marketing communications carried out by Laundry City in creating customer satisfaction has been done optimally in applying advertising, public relations, direct marketing, sales promotion.

First, the implementation of effective advertising helps Laundry City to increase customer awareness about the services they offer. The use of media such as advertising banners, helps to reach the target market more widely.

Secondly, Public Relations shape positive perceptions in the eyes of customers. Open and consistent communication to customers about service information is one of the keys to success. By communicating transparently, Laundry City manages to build a positive image in the eyes of customers, which results in trust and loyalty.

Thirdly, direct marketing shows Laundry City's commitment in providing added value to their customers. The quality of service promised in advertisements and promotions also proved to be in line with customer experience.

Fourth, the sales promotion implemented by Laundry City has helped to increase customer interest and maintain the existing customer base. Through the sales promotion strategy, it has successfully created customer satisfaction.

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