



# THE EFFECT OF SERVICE QUALITY INTEGRATION AND TIMELINESS ON CUSTOMER SATISFACTION AT DAMAR KEBAYA TAILORS IN PERUMNAS WAY KANDIS BANDAR LAMPUNG

Dery Dwi Hartanto<sup>1</sup>, Dora Rinova<sup>2</sup>

<sup>1</sup>Business Administration, University of Bandar Lampung, Indonesia

<sup>2</sup>Business Administration, University of Bandar Lampung, Indonesia

Email: dery.22121052@student.ubl.ac.id<sup>1</sup>, dora@ubl.ac.id<sup>2</sup>

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## Abstract:

*This study analyzes how service quality and order processing speed impact customer satisfaction at Damar Kebaya Tailor. A quantitative research approach was employed, with data collection conducted through structured questionnaires distributed to the company's customers. The collected data were then analyzed using multiple linear regression, encompassing both partial hypothesis testing (t-tests) and simultaneous testing (F-tests) using SPSS. The results of the single tests demonstrated that each variable service quality and order processing speed had an independent and statistically significant positive effect on customer satisfaction. Furthermore, the simultaneous test revealed that both variables, when analyzed together, had a significant combined influence on customer satisfaction. These findings indicate that improving service quality and ensuring timely order delivery constitute viable strategies for enhancing overall customer satisfaction at Damar Kebaya Tailor.*

**Keywords:** service quality, punctuality, customer satisfaction.

## INTRODUCTION

In today's increasingly competitive business environment, every business actor is required to create added value in order to maintain sustainability and win customer trust. One of the sectors that continues to show significant development in Indonesia is the fashion industry. The Indonesian Ministry of Industry estimated that the value of the domestic fashion market would reach approximately IDR 125 trillion in 2024. This figure reflects that fashion has become one of the important sectors contributing to national economic growth.

Besides contributing to the economy, the fashion industry also plays an important role in employment creation. Based on data from the Central Statistics Agency (BPS, 2024), there are around 594 thousand small-scale garment businesses in Indonesia employing more than 1.2 million workers. This indicates that the fashion sector is not only product-oriented, but also includes service-based businesses such as tailoring services, including traditional clothing tailoring like kebaya.

Kebaya is a traditional Indonesian dress that still holds strong cultural value and remains relevant as clothing for formal occasions such as weddings, graduations, engagement ceremonies, traditional events, and other official activities. Along with fashion development, kebaya designs have evolved into



more modern styles that attract wider consumer groups. As a result, demand for kebaya tailoring services continues to increase, especially among small and medium enterprises.

Alongside these developments, advances in technology have changed consumer behavior in purchasing fashion products. Online fashion sales through e-commerce and digital media increased by 82% in the third quarter of 2025 compared to the previous period. This condition has intensified competition among business actors, including tailoring businesses. Therefore, tailoring businesses are required to provide better service quality and more efficient operational performance.

According to Kotler and Keller (2016), customer satisfaction is one of the most important factors in maintaining long-term business success. Satisfied customers tend to repurchase services, recommend the business to others, and build a positive business reputation. In service businesses, customer satisfaction is strongly influenced by service quality and timeliness.

Service quality refers to the ability of a business to meet or exceed customer expectations. According to Parasuraman, Zeithaml, and Berry (1988), service quality consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In tailoring businesses, these dimensions may include neat workspace conditions, accurate sewing results, quick responses to customer requests, guarantees of workmanship, and personalized attention.

Timeliness is another important factor in tailoring services because customers usually order kebaya for scheduled events. Delays in completing orders may create dissatisfaction, complaints, and reduced trust. According to Heizer and Render (2017), timeliness is a key indicator of operational performance and reflects the company's ability to fulfill commitments as promised.

Damar Kebaya Tailor, located in Perumnas Way Kandis, Bandar Lampung, is one of the businesses engaged in kebaya tailoring services. Based on sales data from January to June 2025, the business experienced fluctuating but relatively stable sales performance.

Table 1. Sales Data of Damar Kebaya Tailor (January-June 2025)

Month	Number of Orders	Total Sales (IDR)
January	11	3,300,000
February	13	3,900,000
March	12	3,600,000
April	10	3,000,000
May	10	3,000,000
June	13	3,900,000

Source: Damar Kebaya Tailor

Based on the table above, the highest sales occurred in February and June 2025, each with 13 orders and total revenue of IDR 3,900,000. Meanwhile, the lowest sales were recorded in April and May 2025, with only 10 orders and total revenue of IDR 3,000,000. This pattern indicates that the number of customer orders directly affects total business income.

However, based on preliminary observations, several operational problems were identified at Damar Kebaya Tailor. The order completion process often did not match the agreed deadlines due to high order volume and the absence of a structured production management system. In addition, customer service activities such as design consultation, communication regarding design changes, and complaint handling were still inconsistent. These conditions indicate that business success is not only determined by sewing skills, but also by the ability to integrate service quality with timely operations.

According to Tjiptono (2019), customer satisfaction is an emotional response arising after customers compare expected service with actual service performance. If performance meets or exceeds expectations, satisfaction will be created. Conversely, if service is poor and orders are delayed, dissatisfaction will emerge.

Previous studies also support this relationship. Mustofa and Slamet (2023) found that service quality and timeliness had a positive and significant effect on customer satisfaction at PT Indomarco Adi Prima Solo, with a coefficient of determination of 90.3%. Likewise, Quintania et al. (2023) found that service quality, trust, and delivery timeliness significantly influenced customer satisfaction at J&T Express West Cikarang Branch. However, studies discussing these variables in creative service businesses such as kebaya tailoring remain limited.

Based on the explanation above, this research is important to analyze the effect of integrating service quality and timeliness on customer satisfaction at Damar Kebaya Tailor in Perumnas Way Kandis, Bandar Lampung. The findings are expected to contribute theoretically to business administration studies, especially service marketing management, and practically to help business owners improve service systems, production scheduling, and customer satisfaction.

## **RESEARCH METHOD**

### **Research Design**

This study employed a quantitative research method. Quantitative research is used to examine the relationship between variables through numerical data and statistical analysis. According to Sugiyono (2019), quantitative research is based on the positivist paradigm and is used to study populations or samples through structured data collection instruments and statistical hypothesis testing.

This research analyzed the effect of service quality ( $X_1$ ) and timeliness ( $X_2$ ) on customer satisfaction ( $Y$ ) at Damar Kebaya Tailor, Perumnas Way Kandis, Bandar Lampung. The quantitative approach was chosen because it allows objective, measurable, and systematic analysis of the variables studied.

### **Population**

Population refers to the entire group of individuals or objects having certain characteristics relevant to the research. According to Sugiyono (2019), population is a generalization area consisting of objects or subjects determined by the researcher to be studied and concluded.

The population of this study consisted of all customers who had used the services of Damar Kebaya Tailor during 2024. Based on company records, the total population was 130 customers.

**Sample and Sampling Technique**

A sample is part of the population that represents the characteristics of the whole population. This study used 98 respondents as the sample.

The sample was selected using a purposive non-probability sampling technique, meaning respondents were chosen based on specific criteria:

1. Customers who had used the tailoring service at least once in the last six months.
2. Residing in Bandar Lampung.
3. Willing to complete the questionnaire fully.

**Data Collection**

Data were collected through:

1. Observation – Service process and customer interaction.
2. Questionnaire – Distributed to 98 respondents using a Likert Scale (1-5).
3. Literature Study – Books, journals, and business documents.

**Variables**

Variable	Code
Service Quality	X <sub>1</sub>
Timeliness	X <sub>2</sub>
Customer Satisfaction	Y

**Indicators**

X<sub>1</sub>: Tangibles, Reliability, Responsiveness, Assurance, Empathy.

X<sub>2</sub>: Speed, schedule accuracy, reliability, commitment.

Y: Satisfaction, expectation match, reuse intention, recommendation.

**Instrument Test**

Validity: r-count > 0.198, Sig < 0.05

Reliability: Cronbach’s Alpha > 0.60

**Data Analysis**

Using Multiple Linear Regression:

$$Y = a + b_1X_1 + b_2X_2 + e$$

**FINDINGS AND DISCUSSION**

**Findings**

This study examined the effect of Service Quality (X<sub>1</sub>) and Timeliness (X<sub>2</sub>) on Customer Satisfaction (Y) at Damar Kebaya Tailor. Data were collected from 98 respondents and analyzed using SPSS.

**Validity and Reliability Test**

All questionnaire items for Service Quality, Timeliness, and Customer Satisfaction were declared valid because the r-count values were higher than the r-table value (0.198). The reliability test also showed acceptable results, with Cronbach’s Alpha values above 0.60.

Variable	Cronbach’s Alpha	Result
Service Quality	0.660	Reliable

Timeliness	0.606	Reliable
Customer Satisfaction	0.676	Reliable

### **Classical Assumption Test**

The normality test using Kolmogorov-Smirnov produced a significance value of 0.200, which is higher than 0.05. Therefore, the regression model met the normality assumption.

### **Hypothesis Testing**

The results of multiple linear regression analysis indicated that:

1. Service Quality ( $X_1$ ) had a positive and significant effect on Customer Satisfaction.
2. Timeliness ( $X_2$ ) had a positive and significant effect on Customer Satisfaction.
3. Simultaneously, Service Quality and Timeliness significantly influenced Customer Satisfaction.

### **Discussion**

The findings show that better service quality leads to higher customer satisfaction. Customers of Damar Kebaya Tailor value friendliness, responsiveness, reliability, and personalized service. This supports the SERVQUAL theory of Parasuraman et al., which states that service quality is a key determinant of customer satisfaction.

Timeliness also played an important role. Since customers usually order kebaya for specific events such as weddings or graduations, completing orders on time strongly affects satisfaction levels. Delays may reduce trust and create dissatisfaction.

The simultaneous influence of both variables indicates that customer satisfaction is not only determined by good service, but also by punctual completion of orders. Customers expect high-quality interactions together with reliable delivery time.

These findings are consistent with previous studies by Mustofa and Slamet (2023) and Quintania et al. (2023), which found that service quality and timeliness positively affect customer satisfaction.

### **Implication**

To improve customer satisfaction, Damar Kebaya Tailor should:

1. Maintain friendly and responsive customer service.
2. Improve production scheduling to avoid delays.
3. Provide clear communication regarding order progress.
4. Ensure consistent quality of tailoring results.

### **CONCLUSION**

Based on the results of this study, it can be concluded that Service Quality and Timeliness have a positive and significant effect on Customer Satisfaction at Damar Kebaya Tailor. Individually, better service quality increases customer satisfaction through friendly service, responsiveness, reliability, and personal attention. Likewise, timely completion of orders improves customer trust and satisfaction, especially because kebaya orders are usually intended for specific

formal events.

Simultaneously, both variables significantly influence customer satisfaction, indicating that customers expect not only good service but also punctual delivery of their orders. Therefore, customer satisfaction at Damar Kebaya Tailor can be improved by maintaining high service standards and ensuring orders are completed according to schedule.

These findings suggest that service-oriented small businesses should focus on integrating service quality and time management as key strategies to build customer satisfaction, loyalty, and long-term business sustainability.

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