

# The Influence of Services Quality and Customer Trust on Customer Satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia

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**Abstract.** An effect of product quality, brand image, and price perception on the purchase decision of Clorismen skincare products in Surabaya through the Shopee marketplace had been analysed in this research. This quantitative research used a purposive sampling technique involving 138 respondents using Clorismen. The data collected through the questionnaire were analyzed using multiple linear regression with SPSS version 26. The results showed that product quality (significance 0.000), brand image (significance 0.001), and price perception (significance 0.002) partially had a positive and significant effect on purchase decisions. Simultaneously, these three variables also had a significant effect on the purchase decision (significance 0.000 with a determination coefficient ( $R^2$ ) of 0.512. It indicated that 51.2% of the variation in purchasing decisions can be explained by product quality, brand image, and price perception.

**Keywords:** Include at least 5 keywords or phrases

## 1 INTRODUCTION

Service companies play an important role in supporting business operations across sectors, one of which is the *cleaning service* sector. In the modern business era, many companies prefer to use third-party services in managing the cleanliness and comfort of the work environment, as well as improving efficiency and focusing on their core competencies. This gives rise to a *Business to Business* (B2B) relationship where service providers such as *cleaning service companies* establish direct cooperation contracts with service user companies. Service quality is the main factor that greatly affects the sustainability of cooperation in B2B relationships.

Service quality is an advantage that the company provides to other companies as consumers who receive the service. Service quality is an effort to meet customer needs and desires as well as the accuracy of delivery to keep up with consumer expectations. Good service quality can help companies build long-term relationships with customers and improve customer satisfaction. Service quality is a dynamic state that is closely related to products, services, human resources, and processes and environments that can at least meet or even exceed the expected quality of service. Good service quality will shape customer trust and affect customer satisfaction ( Tjiptono , 2020 ) ( Indrasari , 2019 )

Customer Trust is a consumer's belief in a company, that is, that the company will fulfill its promises and do the right thing for customers. Customer trust must be built so that customers always feel satisfied. Building customer trust can be done by meeting needs as an effort that the Company can be relied on. Customer trust is a company's willingness to rely on its business partners, (Kotler dan Keller, 2021). Customer trust is important to maintain because it can increase customer satisfaction and is an absolute requirement for the development of a company's business. Trust is all the knowledge possessed by the consumer and all the conclusions made by the consumer about its objects, attributes and benefits (Doni, 2017). This customer trust should not be broken, because it is from this trust that customer satisfaction can be seen. If this trust continues to exist, then the customer or vendor is satisfied with what he or she expects. This indicates that customer trust has an effect on customer satisfaction.

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (result) of the product in question to the expected performance. This feeling of happiness or disappointment is caused by what is obtained after using a company's products or services (Kotler dan Armstrong, 2021). Customer satisfaction is the level of satisfaction that consumers have after comparing the product or service received with their expectations. If the expectations are met, then the level of pleasure of consumers will be higher ( Satriadi , 2021). Satisfied customers are more likely to show loyalty and consider continuing cooperation. On the other hand, inconsistent or unprofessional service can lead to complaints, dissatisfaction, and even termination of employment contracts.

PT Bumi Daya Plaza is a subsidiary of PT Bank Mandiri where one of the focuses is on the field of cleaning service management. PT Bumi Daya Plaza is an *outsourcing company* that provides a *large cleaning service* and has many customers spread throughout Indonesia, and most of PT Bumi Daya Plaza Users from well-known Banking, State-Owned and Private Companies.

PT Bumi Daya Plaza has a Cleanliness Department that has several jobs done by its employees, namely *dusting, sweeping, mopping, vacumming, scrubbing, glass cleaning, toilet cleaning, and vertical cleaning*. All of this work has been stated in the job description in accordance with the Standard Operating Procedures (SOP) set by the company.

In 2024, PT Bumi Daya Plaza is here to provide services that affect the lifestyles of others and better cleanliness in the PT PAL Indonesia environment. The fulfillment of the number and availability of cleaning support equipment plus the skills of the cleaning staff, makes the working environment conditions clean and comfortable with the services provided by PT Bumi Daya Plaza.

One of the factors that can affect customer satisfaction is the quality of service and customer trust. The quality of service and customer trust in the field of cleanliness can have an impact on comfort during the work process at PT PAL Indonesia. During 2024, the Supervisor of PT Bumi Daya Plaza revealed that there are several complaints from the PT PAL Indonesia Work Unit, such as poor hygiene quality, personnel are difficult to find when there are *urgent* matters, and a lack of *grooming*. This complaint was expressed directly by PT PAL Indonesia employees as users of Indoor Cleaning Personnel services. The dirty and unorganized environment states that the quality of services provided by PT Bumi Daya Plaza to PT PAL Indonesia is not good quality of service. Meanwhile, the quality of this service will affect customer satisfaction. The above statement is in line with the research whose results state that the quality of service, namely *assurance, reliability, empathy, responsiveness, and tangible*, has a positive and significant influence on customer satisfaction (Firga and Heppy , 2023).

The case experienced by PT PAL Indonesia as a vendor of PT Bumi Daya Plaza from several problems caused by the cleaning personnel above, PT Bumi Daya Plaza did not immediately replace it, so it had the potential to make vendors less confident in the quality provided by PT Bumi Daya Plaza. If this is allowed to drag on and is not followed up immediately, it will have an impact on customer satisfaction. The above statement is in line with the research whose results state that customer trust has a positive and significant effect on customer satisfaction (Firmansyah, 2021).

Some of the above definitions can be concluded that good service quality and full customer trust have the potential to build customer satisfaction. The services provided in the form of loyalty, and professionalism, will make the vendor company feel satisfaction which leads to long-term cooperation between PT Bumi Daya Plaza and the vendor company, especially PT PAL Indonesia. The existence of this trust also makes the vendor company satisfied. The vendor's trust in PT Bumi Daya Plaza is to be able to work quickly and appropriately and replace incompetent cleaners and *office boys*. PT Bumi Daya Plaza can also hold coordination meetings with vendors so that important things can run well and not disappoint, considering that problems caused by PT Bumi Daya Plaza's *manpower* can cause customer satisfaction to decrease

## 2 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1 Marketing Services

The definition of service marketing is divided into two parts, both socially and managerially. Socially, service marketing is a social process in which individuals and groups get what they need and want by creating, offering, and exchanging valuable service products with other parties. Managerially, it is the process of planning, executing thinking, pricing, promoting, and channeling ideas about products to create an exchange that meets individual and organizational goals (Firmansyah, 2019).

According to Christoper Lovelock & Lauren K Wright (2011) service marketing is part of the overall service system where the company has a form of contact with its customers, from advertising to billing, it includes the contacts made at the time of service delivery. Service marketing according to Parasuraman, Zeithaml, and Berry (1988) is the process of creating, offering, and conveying value to customers through various activities that are intangible and do not result in ownership.

Every customer will continue to use the services of a service provider company, if the company provides good service and trust to create customer satisfaction. From this customer satisfaction, this will make a service provider company bigger and widely known by other companies, so that the demand for the needs of service users or vendors increases. In addition to being beneficial for service providers, it will also be beneficial for many people, especially in reducing existing unemployment.

### 2.2 Marketing Mix

The concept of the marketing mix consists of 4 P's, namely product, price, place, and promotion. Lovelock added three new elements to the classic marketing mix (4P's: product, price, venue, promotion): (Kotler dan Keller, 2021) *People* (people involved in the delivery of services), *Process* (the process of delivering services), and *Physical Evidence* (physical evidence that shows the existence of the service).

### 2.3 Service Quality (SERVQUAL)

The SERVQUAL method is a service quality measurement tool that compares customer expectations with their perception of the quality of service received. The SERVQUAL method is a method to measure the quality of service by comparing customer expectations with their perception of the service received ( Tjiptono , 2020).

## 2.4 Quality of Service

Good service quality can help companies build long-term relationships with customers or vendors and increase customer satisfaction so that customers will continue to use the company's products or services. Service quality has a positive influence on customer satisfaction. This is because the quality of good service will certainly make customers feel satisfied so that they will continue to use the company's services. Service quality is the level of excellence that the company provides to customers, and is the consumer's assessment of the level of service received ( Wandini , 2023).

There are five main indicators in service quality, namely: ( Tjiptono , 2020)

### 1. Reliability

Ability to provide the desired service promptly, accurately and satisfactorily. Performance must match customer expectations which means punctuality, service that makes all customers without errors, sympathetic behavior and high accuracy. With this, customer satisfaction will be realized and cooperation with the customer's company or vendor will take longer because the customer's company or vendor is satisfied with the quality of service provided by the service provider.

### 2. Responsiveness

The company's ability to help and provide prompt service (*responsive*) and right to customers with clear information delivery. If there is unsatisfactory service from the cleaning service personnel owned by the company, the company can replace it quickly. Fast responsiveness will provide customer or vendor satisfaction so that customers or vendors do not feel disappointed.

### 3. Jaminan (*assurance*)

There is certainty, namely knowledge, politeness, compensation, friendliness and ability of the workers, especially cleaning service personnel that the company has to foster the trust of customers in the company's services. Cleaning service personnel who have knowledge, manners, and friendliness will make the vendor company's employees feel appreciated. Politeness, compensation and hospitality are the main factors that will improve the quality of human resources so that the quality of service will also improve.

### 4. Empati (*empathy*)

Provide sincere and individual or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge of customers, understand the specific needs of customers, and have comfortable operating times for customers or vendors.

### 5. Physical evidence (*tangibles*)

The ability of a company to show its existence to external parties. The ability of the company's physical facilities and infrastructure and the state of the surrounding environment are tangible evidence of the services provided by the company. Good service quality can be realized with the quality of human resources owned by the company.

## 2.5 Customer Trust

Customer trust is the belief held by customers or vendors in using products or services provided by service providers. This customer trust arises because of something obtained from a service provider company. Customer trust is the overall knowledge that the customer has and the conclusions that the customer makes about its objects, attributes, and benefits (Wulandari, 2017).

There are four indicators in the trust variable, namely: (Maharani, 2010)

### 1. Reliability

Reliability is the consistency of a series of measurements. Reliability is intended to measure the consistency of a company in doing its business from the past to the present.

### 2. Honesty

How do companies/marketers offer products, goods or services that are in accordance with the information that the company/marketer provides to their consumers.

### 3. Concern

Companies/marketers who always serve their consumers well, always accept complaints from their consumers and always make consumers a priority.

### 4. Credibility

The quality or strength that exists in the company/marketer to increase the trust of its consumers.

## 2.6 Customer Satisfaction

Customer satisfaction is the level of feeling a customer has after comparing what he or she receives and his expectations. Customer satisfaction can be influenced by various factors, such as the quality of goods, service, sales activities, and company values. Consumer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or outcome) to their expectations, . Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the perception of the performance (results) of a product with his expectations (Kotler dan Keller, 2021) ( Tjiptono , 2020)

Indicators that form consumer satisfaction consist of the following aspects: ( Tjiptono , 2020)

1. Expectations Fit  
It is the level of conformity between the performance of services expected by consumers and those felt by consumers.
2. Interested in Visiting  
Back This is related to the willingness of consumers to revisit or reuse related services.
3. Willingness to Recommend  
It is the willingness of consumers to recommend services that have been felt to friends or family.

## 3 RESEARCH METHODS

This research is a quantitative research that aims to prove that service quality and trust affect customer satisfaction. In this study, the objects or population are all users of PT Bumi Dadya Plaza services at PT PAL Indonesia with the status of PKWT and PKWTT employees. The number of samples used by 100 respondents was measured using the Slovin formula from a population of 1379 employees of PT PAL Indonesia. Furthermore, to collect primary data, data collection was carried out using a questionnaire and measured on a Likert scale. The data analysis techniques used in this study are Descriptive data analysis techniques, validity tests, reliability tests, determinant coefficient tests (R-Square), and Hypothesis tests consisting of t-tests and F-tests.

## 4 RESULTS AND DISCUSSION

### 4.1 Results

#### 4.1.1 Test Results of Research Instruments

- Validity Test

The following are the results of the validity test using SPSS, namely:

**Table 1.** Validity Test Results

Variabel	Indicator	R Count	R Table	Ket
Quality Service (X1)	1	0.789	0.196	Valid
	2	0.811	0.196	Valid
	3	0.849	0.196	Valid
	4	0.811	0.196	Valid
	5	0.807	0.196	Valid
	6	0.782	0.196	Valid
	7	0.847	0.196	Valid
	8	0.731	0.196	Valid
	9	0.805	0.196	Valid
	10	0.797	0.196	Valid
Belief Customer (X2)	1	0.799	0.196	Valid
	2	0.840	0.196	Valid
	3	0.877	0.196	Valid
	4	0.849	0.196	Valid
	5	0.860	0.196	Valid
	6	0.855	0.196	Valid
	7	0.809	0.196	Valid
	8	0.840	0.196	Valid
Satisfaction Customer (Y)	1	0.772	0.196	Valid
	2	0.866	0.196	Valid
	3	0.847	0.196	Valid

Variabel	Indicator	R Count	R Table	Ket
	4	0.834	0.196	Valid
	5	0.813	0.196	Valid
	6	0.886	0.196	Valid

The validity test of the three variables in this study, the data stated that it was valid because the r calculation had a table r value of 0.196. This validity test states that the respondent data test can be carried out to the next stage of the test.

#### b. Reliability Test

**Table 2.** Service Quality Reliability Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	10

It can be seen from the results of the reliability test that Cronbach's Alpha value is 0.941 which is greater than the standard Cronbach's Alpha value of 0.7. So the data for the above service quality variables can be trusted so that the test in this study can be continued to the next test

**Table 3.** Customer Trust Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	8

It can be seen from the results of the reliability test that Cronbach's Alpha value is 0.941 which is greater than the standard Cronbach's Alpha value of 0.7. So the data for the customer trust variables above can be trusted so that the test in this study can be continued to the next test.

**Table 4.** Customer Satisfaction Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.913	6

It can be seen from the results of the reliability test above that Cronbach's Alpha value is 0.913 which is greater than the standard Cronbach's Alpha value of 0.7. So the data for the above customer satisfaction variables can be trusted so that the test in this study can be continued to the next test.

#### 4.1.2 Descriptive Analysis Results

The following are the results of the descriptive analysis processed using the SPSS application:

**Table 5.** Descriptive Analysis Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Hours of deviation
Quality of Service	100	20	50	37.46	5.851
Customer Trust	100	16	39	30.27	4.954
Customer Satisfaction	100	12	30	22.60	3.750
Valid N (listwise)	100				

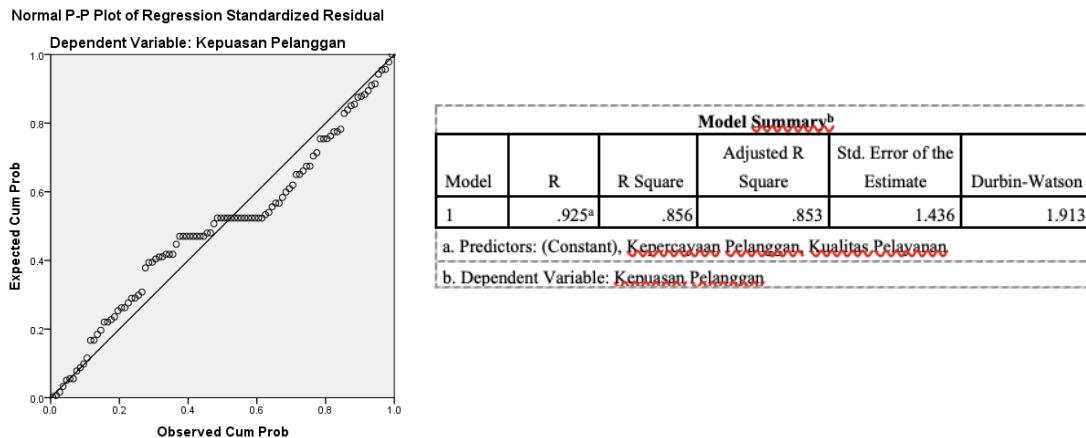
From the table above, it can be concluded that the quality of service has a minimum value of 20, a maximum value of 50, an average value of 37.46, with a standard deviation of 5.851. Customer confidence has a minimum value of 16, a maximum value of 39, an average value of 30.27, with a standard deviation of 4.954. Customer satisfaction has a minimum score of 12, a maximum score of 30, an average score of 22.60, with a standard deviation of 3.750. So that from these results, what affects customer satisfaction is the quality of service. Good service will make customers feel comfortable.

#### 4.1.3 Classical Assumption Test Results

The following are the results of the regression test using the classical assumption test, namely:

##### a. Normality Test

The results of the normality test are:

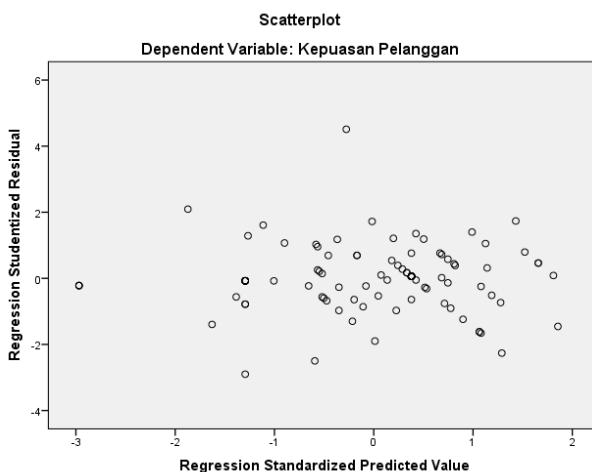


**Figure 1.** Normality Test Results

The image above is the result of this study where the results state that the data used are normally distributed. This is evidenced by the neat points following the diagonal line.

##### b. Heterokedasticity Test

The following are the results of the heterokedasticity test in this study:



**Figure 2.** Heterokedasticity Test Results

From the image above, it shows that the heterokedasticity test in this study is normally distributed by showing that the dots = dots in the image spread irregularly, so that this study does not have symptoms of heterokedasticity.

##### c. Autocorrelation Test

The following are the results of the autocorrelation test in this study:

**Table 6.** Autocorrelation Test Results

The results of the table above are  $dL < D < 4 - dU$  or  $1.50 < 1.913 < 4 - 1.58 = 1.50 < 1.913 < 2.42$  which means that the data in this study do not show autocorrelation symptoms so that the data in this study can be said to be good and can be carried out to the next classical assumption test.

##### d. Multicollinearity Test

The following are the results of the multicollinearity test, namely:

**Table 7.** Multicollinearity Test Results

Model		Coefficients <sup>a</sup>		Collinearity Statistics	
		Tolerance	VIF		
1	(Constant)				
	Kualitas Pelayanan	.202	4.954		
	Kepercayaan Pelanggan	.202	4.954		

a. Dependent Variable: Kepuasan Pelanggan

From the results of the multicollinearity test in this study, the tolerance value has a value greater than 0.1, and the VIF value has a value smaller than 10, so that in this study it is explained that there are no symptoms of multicollinearity. The data contained in this study has good data and model testing can be carried out to the next test method.

#### 4.1.4 Hypothesis Test Results

##### a. T Test (Partial)

**Table 8.** T Test Results (Partial)

Model		Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	.680	.943		.721	.473
	Kualitas Pelayanan	.157	.055	.245	2.863	.005
	Kepercayaan Pelanggan	.530	.065	.700	8.171	.000

a. Dependent Variable: Kepuasan Pelanggan

The T (Partial) Test Table above states that:

1. In this study, it is stated that the quality of service has a value of t calculated  $> t$  table or  $2.863 > 1.984$ , with a significance of  $0.05 > 0.005$ . This means that the quality of service has a positive and significant effect on customer satisfaction.
2. In this study, it is stated that customer trust has a t-value calculated  $> t$  table or  $8.171 > 1.984$ , with a significance of  $0.05 > 0.000$ . This means that customer trust has a positive and significant effect on customer satisfaction.

##### b. F Test (Simultaneous)

The following are the results of the F Test (Simultaneous), namely:

**Table 9.** F Test (Simultaneous)

Model		ANOVA <sup>a</sup>			
		Sum of Squares	df	Mean Square	F
1	Regression	1192.106	2	596.053	289.238
	Residual	199.894	97	2.061	
	Total	1392.000	99		

a. Dependent Variable: Kepuasan Pelanggan  
b. Predictors: (Constant), Kepercayaan Pelanggan, Kualitas Pelayanan

The results of the f (simultaneous) test in this study were 289,238 with a significance level of  $0.000 < 0.05$ . Judging from the above results, it states that F calculates  $> F$  erva or  $289,238 > 3.09$ . So it states that the test results that are carried out together state that the quality of service and customer trust have a positive and significant influence on customer satisfaction.

##### c. Coefficient Determination Test

To find out whether the relationship between service quality and customer trust is strong or not to PT Bumi Daya Plaza customer satisfaction at PT PAL Indonesia, a determination coefficient ( $R^2$ ) is used and to find out the amount of contribution between service quality and customer trust to the ups and downs of PT Bumi Daya Plaza customer satisfaction at PT PAL Indonesia is used.

**Table 10.** Determination Coefficient Test Results (R2)

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.925 <sup>a</sup>	.856	.853	1.43554	1.913
a. Predictors: (Constant), Ketercayaan Pelanggan, Kualitas Pelevenan					
b. Dependent Variable: Kepuasan Pelanggan					

To interpret the correlation coefficient, the following criteria are carried out:

**Table 11.** Table Interval Koefisien Correlation

Besar R	Interpretasi
Antara 0,80 sampai dengan 1,00	Sangat Kuat
Antara 0,60 sampai dengan 0,80	Kuat
Antara 0,40 sampai dengan 0,60	Cukup Kuat
Antara 0,20 sampai dengan 0,40	Rendah
Antara 0,00 sampai dengan 0,20	Sangat Rendah

The results of the multiple regression above obtained a multiple correlation coefficient value (R) of 0.925, which shows that the free and bound variables have a level of relationship in the very strong category.

The value of the determination coefficient (R2) of 0.856 means that the independent variable has an influence on the bound variable by 85.6% while 14.4% is influenced by other factors other than the variables in this study.

## 4.2 Discussion

### 4.2.1 The Influence of Service Quality Variables on Customer Satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia

In this study, service quality has a positive and significant influence on customer satisfaction. This statement is evidenced by the results of the t-test (partial) which states that the quality of service has a t-value calculated  $> t$  table or  $2.863 > 1.984$ , with a significance of  $0.05 > 0.005$ . Therefore, it can be concluded that H1 was accepted which reads "It is suspected that the Quality of Service has a positive and significant effect on the Customer Satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia". The results of the study show that each of the service quality indicators such as *reliability*, *responsiveness*, *assurance*, *empathy*, and *physical evidence* have a significant positive effect on customer satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia.

Based on the results of the study, the high quality of service by the cleaning staff of PT Bumi Daya Plaza at PT PAL Indonesia makes customers feel satisfied because they feel that they are given the best service. The quality of service is in the form of maintaining the cleanliness of *furniture* and accessories in the work environment, the reliability of PT Bumi Daya Plaza's cleaning personnel every time they get detailed cleaning tasks such as *scrubbing toilet cleaning*, and the friendliness of its workers in meeting all customer needs, as well as always ensuring that the work environment is always in a clean and comfortable condition at the beginning of PT PAL Indonesia's employees' working hours.

In this study, it means that PT Bumi Daya Plaza has good service quality so that PT PAL Indonesia as a customer is satisfied with the quality of service provided by PT Bumi Daya Plaza. Therefore, the results of this study support previous research conducted by Fachrul, et al. (2021) whose results stated that service quality has a positive and significant influence on customer satisfaction. However, the results of this study are contrary to research conducted by Kasinem (2021) whose results stated that service quality has a negative impact on customer satisfaction.

### 4.2.2 The Influence of Customer Trust Variables on Customer Satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia

This study states that customer trust has a positive and significant influence on customer satisfaction. This is evidenced by the results of the t-test (partial) which states that customer confidence has a t-value of  $> t$  table or  $8.171 > 1.984$ , with a significance of  $0.05 > 0.000$ . Therefore, it can be concluded that H2 was accepted which reads "It is suspected that Customer Trust has a positive and significant effect on Customer Satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia". The results of the study show that each indicator of customer trust such as *reliability*, *honesty*, *care*, and *credibility* has a significant positive effect on customer satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia.

Customers who already have trust in a brand, product, or service, will continue to use it. The trust that is formed will not be wavered by bad news that says or drops the product. This is like PT PAL Indonesia which has

confidence in PT Bumi Daya Plaza in terms of consistency in the standard of cleaning implementation in the work environment, as well as commitment to fulfilling the welfare of its workers, so that in their daily activities, PT Bumi Daya Plaza cleaning personnel are able to work professionally.

The level of trust that has been obtained makes PT PAL Indonesia employees ignore bad talk about service products from PT Bumi Daya Plaza. This also has the potential to increase the contract period of PT PAL Indonesia and PT Bumi Daya Plaza in the following years. So with the trust that exists will always make customers feel satisfied. This research supports previous research conducted by Nurdin & Niko (2019) whose results stated that customer trust has a positive and significant influence on customer satisfaction. However, this study is contrary to research conducted by Kasinem (2021) whose results stated that customer trust has no influence on customer satisfaction.

#### **4.3.3 The Influence of Service Quality and Customer Trust Variables on Customer Satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia**

Based on the analysis of the results of the F test, the variables of service quality (X1) and customer trust (X2) simultaneously affect customer satisfaction (Y). This is evidenced by the results of the F (simultaneous) test of 289.238 with a significance level of  $0.000 < 0.05$  and F calculated  $> F$  table or  $289.238 > 3.09$  So it can be concluded that under H3 is accepted with the reading "It is suspected that Service Quality and Customer Trust have a simultaneous effect on Customer Satisfaction, which means that if the quality of service and customer trust increases, then customer satisfaction also increases.

## **5 CONCLUSION**

### **5.1 Conclusion**

In the research that has been conducted on PT Bumi Daya Plaza as a cleaning service provider of PT PAL Indonesia, the conclusion is:

1. The quality of service has a positive and significant influence on the customer satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia.
2. Customer trust has a positive and significant influence on customer satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia.
3. The quality of service and customer trust simultaneously have a significant effect on customer satisfaction of PT Bumi Daya Plaza at PT PAL Indonesia.

### **5.2 Suggestion**

Based on the conclusion mentioned above, the author gives the following suggestions:

1. The quality of service has a positive and significant influence, for this reason PT Bumi Daya Plaza should increase the frequency of periodic visits (*Management Walk Trough*) as a form of concern and a means of monitoring the quality of services for its cleaning personnel. In addition, in order to maintain quality standards and service quality, PT Bumi Daya Plaza routinely carries out socialization related to Standard Operating Procedures (SOP) for Cleaning Services to all cleaning personnel.
2. Customer trust has a positive and significant effect, so it is recommended that PT Bumi Daya Plaza remains firm in maintaining its commitment (both in terms of fulfilling the quality and welfare of its workers) in establishing business relationships with its customers. Always uphold the values of honesty, transparency, and responsibility in the implementation of services. Open communication and prompt and timely and appropriate resolution of customer complaints are also key in building long-term customer loyalty.
3. The quality of service and customer trust simultaneously have a positive and significant effect, so PT Bumi Daya Plaza is advised to develop an integrated service strategy, not only focusing on the technical aspect, but also paying attention to the emotional aspect of customers.
4. The next researcher is expected to be able to complement and develop the limitations contained in this study such as conducting research with other independent variables outside of this study such as price, customer loyalty and expanding the population as well as increasing the number of samples so that the results are better and comprehensive

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