(Research/Review) Article

Analysis of the Influence of *Lempu* and *Temmappasilaingeng* Cultural Values and Services on Customer Loyalty through Satisfaction in Laundry Businesses in Watampone

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Abstract: This study aims to determine the influence of local Bugis cultural values specifically *Lempu* (honesty and integrity), *Temmappasilaingeng* (impartial justice), and service quality on customer loyalty through satisfaction in laundry businesses in Watampone. A quantitative approach was employed using Partial Least Square Structural Equation Modeling (PLS-SEM) through SmartPLS 4, involving 120 respondents from three major sub-districts in Bone Regency. The results reveal that *Lempu* culture does not have a significant effect on customer satisfaction (T = 1.498; p = 0.137) or loyalty (T = 0.542; p = 0.589). Similarly, *Temmappasilaingeng* does not significantly influence satisfaction (T = 0.746; p = 0.457) or loyalty (T = 1.347; p = 0.180). Service quality, however, significantly affects customer satisfaction (T = 4.984; p = 0.000), but does not directly influence loyalty (T = 0.915; p = 0.362). Meanwhile, customer satisfaction significantly impacts loyalty (T = 2.760; p = 0.007). Mediation analysis also shows that customer satisfaction significantly mediates the relationship between service quality and loyalty (T = 2.437; p = 0.016), but not between *Lempu* (T = 1.318; p = 0.190) or *Temmappasilaingeng* (T = 0.702; p = 0.484) and loyalty. In conclusion, customer satisfaction is a key factor in building loyalty, and service quality is the dominant factor driving that satisfaction. Although local culture holds essential moral values, its influence on loyalty needs to be realized in the form of tangible service experiences to be directly felt by customers.

Keywords: *Laundry*; *Lempu; Loyalty; Satisfaction; Temmappasilaingeng*

1. Introduction

Local cultural values, such as *Lempu* (honesty) and *Temmappasilaingeng* (impartial justice, non-discrimination), play an important role in shaping individual character and sustainable leadership. The integration of Bugis local wisdom values in education contributes positively to better character building and the development of strong leadership (Nooviar, 2024). These values have become relevant moral guidelines in various aspects of community life. In addition to the context of education, Bugis cultural values also play a crucial role in shaping community behavior, such as in forming awareness and compliance in paying taxes. The value of *Lempu* encourages people to act with integrity, while *Temmappasilaingeng* ensures that these actions are carried out fairly and without discrimination. Research findings show that people in this region pay taxes with a high level of awareness, reflecting the positive integration of local culture with tax obligations (Syafridayani, 2023).

The implementation of *Lempu* and *Temmappasilaingeng* values has been proven to play a role in shaping a person's character. Not only in the fields of education and taxation, these values also have real implications in the business world. One sector that has been influenced is the laundry service industry. The application of *Lempu* and *Temmappasilaingeng* values in service can increase customer trust. A laundry entrepreneur who prioritizes the

values of honesty and fairness will make customers feel more secure and satisfied. This proves that local culture has great potential to encourage more sustainable business practices. Currently, the laundry industry itself is experiencing rapid growth, especially in urban areas with high community mobility.

Nationally, laundry business statistics in Indonesia show an encouraging growth trend. The annual growth rate of this industry has reached 3.47%, with a projected turnover of IDR 143 trillion in the next 10 years. This fact shows how great the potential of the laundry sector is in contributing to the national economy. A survey conducted by the Indonesian Laundry Association (ASLI) also revealed that laundry services are increasingly becoming a primary need. Especially in big cities like Jakarta, around seven out of 10 people have used this service (Nurcahyadi, n.d.).

In the local context, research in Bone Regency, particularly on Octa Laundry, shows very significant results. This laundry business contributes up to 65% of total household income, which has a direct impact on family economic stability. This condition proves that the laundry business plays an important role in supporting the economic growth of the surrounding community (Bahri & Hj. Naharia, 2019). The success of laundry businesses in Bone Regency is not only determined by good management and operations, but also by the application of *Lempu* and *Temmappasilaingeng* values.

In addition to these local findings, an Importance Performance Analysis (IPA) of Laundry XYZ services in Banjarmasin also shows that there are service attributes that still need to be improved. This study confirms that service quality remains a determining factor in the success of a laundry business, in addition to management and cultural aspects (Khaliq, 2019). Service quality itself encompasses various dimensions, ranging from reliability, responsiveness, assurance, empathy, to physical evidence. The better the quality of service provided, the higher the level of satisfaction felt by customer (Rifa'i, 2019). When customers are satisfied with the services provided, they tend to establish long-term relationships with service providers. Therefore, customer loyalty can be understood as loyalty to a brand, demonstrated through positive attitudes, commitment, and the intention to continue using the services in the future. Loyalty is more closely associated with actual behaviors such as repeat purchases and consistent use of services (Chusnul Rofiah, 2017).

Indonesia, as a country rich in culture, has great opportunities to develop businesses based on local wisdom. Bone Regency, which still strongly holds Bugis cultural values, is a very interesting area to study. The integration of local culture with modern service standards can increase the competitiveness of laundry businesses and support business sustainability. However, initial observations show that there are still various mistakes in laundry business practices in Bone Regency. Some laundries face technical and managerial problems. This has the potential to reduce customer satisfaction.

These obstacles can actually be minimized if the values of *Lempu* and *Temmappasilaingeng* are truly applied in laundry business practices. By promoting honesty, fairness, and consistency, entrepreneurs can rebuild customer trust. This will also contribute to increased customer satisfaction and loyalty. Through the application of local cultural values, laundry services in Bone Regency can become more competitive. The integration of culture, service quality, customer satisfaction, and loyalty will be key to creating a sustainable business. These values also provide a distinctive identity that differentiates laundry businesses based on local wisdom from other similar businesses. Therefore, this research is important to find the relationship between the *Lempu* and *Temmappasilaingeng* cultures with any several theories. It is hoped that the results of this study will be able to make a real contribution to the development of the laundry business in Bone Regency.

2. Literature Review
Lempu and *Temmappasilaingeng*

Lempu is a Bugis cultural value that emphasizes honesty, trustworthiness, and harmony between words and deeds in social and business life. This value is based on ethics and norms that shape the integrity of individuals and society (Asriadi et al., 2021). This concept is in line with the principle of Al-Amānah in Islam (Agung & Husni, 2017). Meanwhile, *Temmappasilaingeng* means "not discriminating." This value forms the basis for building inclusive social relationships. *Temmappasilaingeng* emphasizes tolerance and equality in social interactions. This value teaches that all people are equal, regardless of gender, religion, or social status (Iskandar, 2019). Nilai ini sejalan dengan prinsip Al-Musāwah dalam Islam (Collins, 2021). These values are also in line with the Theory of Planned Behavior (TPB) as an extension of the Theory of Reasoned Action (TRA). TPB explains that a person's intention to behave is influenced by three main components, namely attitude toward the behavior, subjective norms, and perceived behavioral control. All three play a role in shaping behavioral intentions, which ultimately influence a person's actual behavior (Wikamorys & Rochmach, 2017).

Laundry Business Services

Business services are activities carried out to assist or meet the needs of others with the aim of achieving certain results or profits. Meanwhile, laundry is a service activity that aims to assist customers by meeting their clothes washing needs. In measuring services, the five dimensions of service quality (SERVQUAL) can be used, as follows: 1) Reliability, 2) Responsiveness, 3) Assurance, 4) Empathy, 5) Tangibles (Rifa'i, 2019).

Customer Satisfaction

Customer satisfaction is an evaluation conducted after purchase by comparing what customers feel with their expectations. Kotler & Keller describe satisfaction as a feeling of pleasure or disappointment resulting from comparing the perceived quality of a product with one's expectatios. Indicators of customer satisfaction include expectation fulfillment, willingness to return, and willingness to recommend the product or service to others (Alhussaini & Rizqiawan, 2024). In line with this, Expectancy-Disconfirmation Theory (EDT) explains that consumer satisfaction is formed from a comparison between initial expectations of a product or service and the reality or perceived performance after using it. If the product's performance meets or exceeds expectations, positive disconfirmation occurs, causing consumers to feel satisfied. However, if the product's performance is lower than expectations, negative disconfirmation occurs, resulting in dissatisfaction (Schiebler et al., n.d.).

Customer Loyalty

Customer loyalty is the behavior or action of repeatedly using a service or product and recommending it to other customers, even when there are negative external influences. Loyalty Behavior Theory is an approach that explains customer loyalty based on observable and measurable actions, such as repurchase frequency, willingness to recommend to others, and the length of time consumers use a particular brand's products or services. This theory emphasizes actual customer behavior rather than mere intentions or attitudes. The main indicators of customer loyalty include word of mouth (WOM), repeat purchase decisions, decisions to purchase other products from the same brand, increased purchase volume, customer retention rates, and low brand switching rates (Hakim, 2022).

Hypotesis

To answer the research questions and achieve the research objectives, it is necessary to formulate hypotheses as a preliminary step in guiding the data analysis and empirical testing processes. The following are the hypotheses formulated in this study.

H1: *Lempu culture has a significant effect on customer loyalty.*
H2: *Temmappasilaingeng culture has a significant effect on customer loyalty.*
H3: *Service has a significant effect on customer loyalty.*
H4: *Lempu culture has a significant effect on customer satisfaction.*
H5: *Temmappasilaingeng culture has a significant effect on customer satisfaction.*
H6: *Service significantly affects customer satisfaction.*
H7: *Customer satisfaction significantly affects customer loyalty.*
H8: *Customer satisfaction mediates the relationship between Lempu culture and customer loyalty.*

3. Proposed Method
Research Design
This study uses a quantitative approach with a descriptive causal research design to analyze the relationship or influence between independent variables (*Lempu* Culture, '*Temmappasilaingeng*, and Laundry Services), mediating variables (Customer Satisfaction), and dependent variables (Customer Loyalty). This approach was chosen to measure the direct and indirect effects between variables through measurable statistical analysis (Sugiyono, 2015). This research was conducted in Watampone, South Sulawesi. The focus of the study was laundries operating in urban areas, with a sample size of 120 laundry service users.

Operationalization of Variables
The following are the operational definitions of the research variables used::

Table 1. Operationalization of Variable.

Variable	Indicator	Operational Definition	Instrument	Source and Theory
Lempu	1) Transparency in Service 2) Responsibility for Customer Goods 3) Consistency between Words and Actions 4) Fairness in Pricing 5) Compliance with Business Regulations and Ethics	*Lempu* culture, a Bugis cultural value that emphasizes honesty, trustworthiness, and consistency between words and actions in social and business life.	Questionnaire (Likert scale 1-5)	Source: Asriandi, dkk. and *Lontaraq* Bugis literature Theory: TPB and (TRA) – aspects of attitudes toward behavior, subjective norms, and perceived behavioral control are influenced by Bugis cultural values of honesty and ethics.
Temmappasilaingeng	1) Fairness in Pricing and Measurement 2) Fairness in Customer Service 3) Fairness in Wages and Benefits 4) Fairness in Business Ethics and Customer Trust	The *Temmappasilaingeng* culture emphasizes non-discrimination and fairness in social and business interactions, reflected in fairness in pricing, service, and ethics.	Questionnaire (Likert scale 1-5)	Source: Jamaluddin Iskandar (Al-Tadabbur Journal), Suhartono Firman et al. (Akkarungeng Journal)) Theory: TPB and TRA – reinforcing attitudes and subjective norms towards social justice and customer trust
Laundry Business Services	1) Reliability 2) Responsiveness	Laundry services include quality of service, punctuality, cleanliness, and customer comfort.	Questionnaire (Likert scale 1-5)	Source: Parasuraman, Zeithaml, & Berry (1988)

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	3) Assurance			Theory: SERVQUAL Model – five dimensions of service quality as a benchmark for customer perception of services
	4) Empathy			
	5) *Tangibles*			
Customer Satisfaction	1) Service Quality	Customer satisfaction level after using laundry services based on a comparison of expectations and reality	Questionnaire (Likert scale 1-5)	Source: Lenzun, Massie, & Adare (2014), Kotler & Keller, Avinda Yuni Setyawati
	2) Adequate Facilities			
	3) Emotional and Social Value			
	4) Fair Pricing			
	5) Willingness to Return and Recommend			
Customer Loyalty	1) Word of Mouth (WOM)	Loyalty is customer loyalty demonstrated through repeat purchases and recommendations to others.	Questionnaire (Likert scale 1-5)	Source: Hayes (2008:21)
	2) The Decision to Return to Using			
	3) Decision to Use Additional Services			
	4) Increase in Frequency/Volume of Use			
	5) Satisfaction that Prevents Switching to Competitors			

Data Analysis Technique

The next step is to interpret the analysis results with an emphasis on two main aspects, namely: First, interpretation of the validity and reliability tests, SEM, and mediating variables: Factor loading values exceeding 0.5 indicate good validity, while composite reliability values above 0.7 indicate a strong level of reliability. In the SEM (Structural Equation Modeling) test, the significance value ($p \leq 0.05$) between the independent, dependent, and mediating variables indicates a significant influence. If the mediating variable (customer satisfaction) shows a significant effect, then it can be said that customer satisfaction plays a role as a mediator in the relationship between *Lempu* culture, '*Temmappasilaingeng*', and laundry services on customer loyalty. The software used in this analysis is SPSS for descriptive tests and SmartPLS for SEM analysis and mediation testing (Idrus, 2013). Second, Interpretation with the *Lempu* (Honesty) and *Temmappasilaingeng* (Fairness) Cultural Approaches. At this stage, we will discuss how the *Lempu* and *Temmappasilaingeng* cultures influence and play a role in the relationship between laundry services and customer loyalty through satisfaction. This interpretation involves applying the

values of *Lempu* culture and '*Temmappasilaingeng* in explaining the influence of these variables and their implications for sustainable quality of life.

4. Results and Discussion
Pengujian Outer Model

The outer model is often referred to as the outer relation, which defines how each indicator block relates to its latent variable.
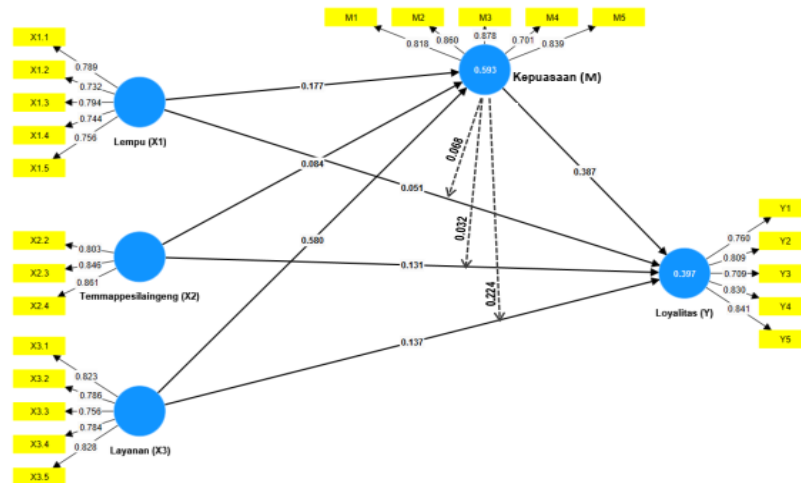
Figure 1. Outer Model Test Result

Based on the outer loading test results with SmartPLS4, most indicators are valid with values above 0.70. However, indicator X2.1 on the Temmappasilaingeng variable (X2) has a value of 0.590, so it is declared invalid and must be removed.

Table 2. Convergen Validity Test Result.

Variable	Indicator	Loading Factors
Lempu (X1)	X1.1	0.789
	X1.2	0.732
	X1.3	0.794
	X1.4	0.744
	X1.5	0.756
Temmappasilaingeng (X2)	X2.2	0.803
	X2.3	0.846
	X2.4	0.861
Service (X3)	X3.1	0.823
	X3.2	0.786
	X3.3	0.756
	X3.4	0.784
	X3.5	0.828
Satisfaction (M)	M1	0.818
	M2	0.860
	M3	0.878
	M4	0.701
	M5	0.839
Loyalty (Y)	Y1	0.760
	Y2	0.809
	Y3	0.709
	Y4	0.830
	Y5	0.841

The results of discriminant validity can be seen in the following table:

Table 3. Fornell-Larcker criterion Test Result.

Construct	(M)	(X1)	(X3)	(Y)	(X2)
Satusfaction (M)	**0.841**	0.645	0.748	0.703	0.583
Lempu (X1)	0.645	**0.778**	0.642	0.574	0.508
Services (X3)	0.748	0.642	**0.827**	0.644	0.592
Loyalty (Y)	0.703	0.574	0.644	**0.813**	0.618
Temmappasilaingeng (X2)	0.583	0.508	0.592	0.618	**0.827**

Based on the table, all constructs, namely Satisfaction (0.841), Lempu (0.778), Service (0.827), Loyalty (0.813), and Temmappasilaingeng (0.827), have diagonal values greater than the correlations between constructs, thus fulfilling discriminant validity. Construct reliability and validity are also adequate because all variables have AVE > 0.5, composite reliability > 0.7, and Cronbach's alpha > 0.6. Information regarding these values can be presented in the following table:

Table 4. Construct Realiability and Validity Test Result.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Satisfaction (M)	0,879	0,896	0,912	0,676
Services (X3)	0,855	0,857	0,896	0,633
Lempu (X1)	0,821	0,821	0,875	0,583
Loyalty (Y)	0,851	0,863	0,893	0,626
Temmappesilaingeng (X2)	0,788	0,800	0,875	0,701

Based on the results of data processing with SmartPLS, all research constructs meet the criteria for reliability and validity, with Cronbach's Alpha and Composite Reliability > 0.70 and AVE > 0.50. This indicates that the five variables (Satisfaction, Service, Lempu, Loyalty, and Temmappesilaingeng) have valid and reliable measurement instruments for use in further structural analysis.

Table 5. Fit Model Test Result.

	Saturated model	Estimated model
SRMR	0,078	0,078
d_ULS	1.678	1.678
d_G	0,767	0,767
Chi-square	512.431	512.431
NFI	0,717	0,717

The test results show that the Saturated and Estimated models have identical values for all metrics, namely SRMR = 0.078 (<0.10), d_ULS = 1.678, d_G = 0.767, Chi-square = 512.431, and NFI = 0.717. This confirms that both models have good and equivalent levels of fit. The results of the R-Square and Adjusted R-Square tests can be explained in Table 6 below:

Table 6. R-Square and Adjaustrd R-Square.

Variable Indogen	R-square	R-square adjusted
Satisfaction (M)	0,593	0,583
Loyalty (Y)	0,397	0,376

The r-square test results show that satisfaction (0.593) is explained by 59.3% by the variables of Lempu, Temmappesilaingeng, and Service, while loyalty (0.397) is explained by 39.7% by satisfaction and the three variables. The model explains satisfaction better than loyalty. The adjusted r-square values for satisfaction and loyalty are 0.583 and 0.376, respectively, indicating that the model is quite good, especially for satisfaction, although there are still other factors outside the model that influence loyalty. The F-Square test results are explained in the following table:

Table 7. F-Square Value.

Variabel Influence	f-square Value
Service (X3) → Satisfaction (M)	0,344
Lempu (X1) → Satisfaction (M)	0,042
Temmappesilaingeng (X2) → Satisfaction (M)	0,007
Services (X3) → Loyalty (Y)	0,010
Lempu (X1) → Loyalty (Y)	0,002
Temmappesilaingeng (X2) → Loyalty (Y)	0,012
Satisfaction (M) → Loyalty (Y)	0,101

Based on the table above, it can be explained that Service (X3) has the greatest influence on Satisfaction (M) with an f-square value of 0.344, which is close to the category of significant influence. This shows that service greatly contributes to increased customer satisfaction. Meanwhile, Satisfaction (M) has an effect on Loyalty (Y) with a value of 0.101, which is in the category of approaching moderate, indicating that the more satisfied customers are, the more likely they are to become loyal. The variables *Lempu* (X1) and Temmappesilaingeng (X2) have a small effect on both Satisfaction and Loyalty, with f-square values all below 0.05, indicating that the effect exists but is relatively weak in this model. Overall, Service is the most dominant factor in influencing Satisfaction, while Satisfaction is the main bridge in driving customer Loyalty.

Inner Model Testing

Structural model testing was conducted to determine the direct and indirect effects between the influenced variables (dependent variables) and the influencing variables (independent variables) in this study. The effect was considered significant if it had a P value ≤ 0.05 or a T-statistic value ≥ 1.96. The test results can be seen in the following figure:
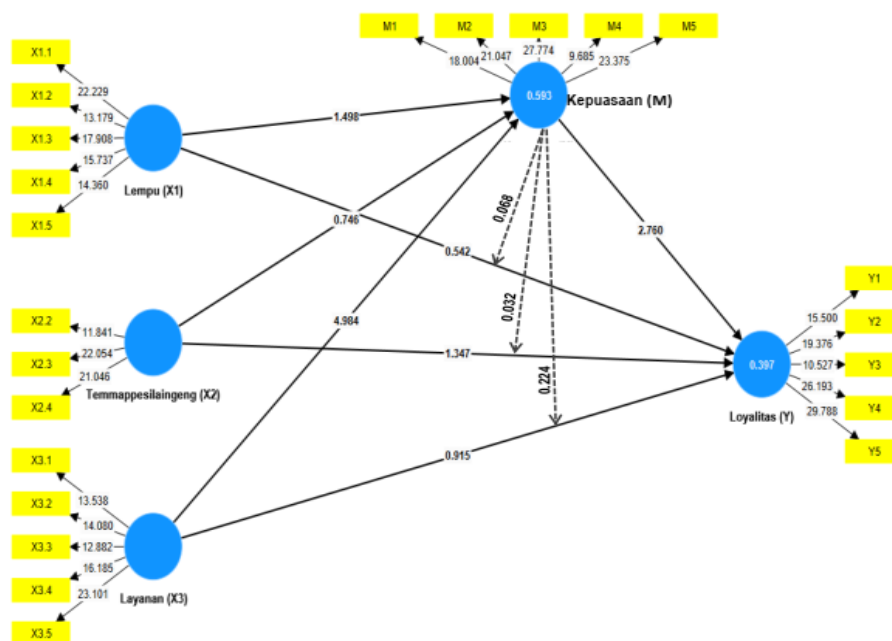
Figure 2. Structural Model Test Result

The following are the results of testing the structural Path Coefficient model:

Tabel 8. Structural Model Testing Results: Direct Effects.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Lempu (X1) -> Loyalty (Y)	0,051	0,039	0,095	0,542	0,589
Temmappesilaingeng (X2) -> Loyalty (Y)	0,131	0,141	0,097	1.347	0,180
Services (X3) -> Loyalty (Y)	0,137	0,164	0,149	0,915	0,362
Lempu (X1) -> Satisfaction (M)	0,177	0,147	0,118	1.498	0,137
Temmappesilaingeng (X2) -> Satisfaction (M)	0,084	0,116	0,112	0,746	0,457
Services (X3) -> Satisfaction (M)	0,580	0,587	0,116	4.984	**0,000**
Satisfaction (M) -> Loyalty (Y)	0,387	0,367	0,140	2.760	**0,007**

The analysis results show that Service has a significant effect on Satisfaction (T=4.984; P=0.000), and Satisfaction has a significant effect on Loyalty (T=2.760; P=0.007). Conversely, Service does not have a direct effect on Loyalty (T=0.915; P=0.362), so its effect is more through Satisfaction as a mediator. Meanwhile, Lempu and Temmappesilaingeng do not have a significant effect on Satisfaction or Loyalty, so these two cultural values are not yet able to directly influence customer behavior.

Tabel 8. Structural Model Testing Results: Indirect Effects.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Lempu (X1) -> Satisfaction (M) -> Loyalty (Y)	0,068	0,057	0,052	1.318	0,190
Temmappesilaingeng (X2) -> Satisfaction (M) -> Loyalty(Y)	0,032	0,040	0,046	0,702	0,484
Service (X3) -> Satisfaction (M) -> Loyalty (Y)	0,224	0,214	0,092	2.437	0,016

The results of the indirect effect analysis show that Service has a significant indirect effect on Loyalty through Satisfaction (T=2.437; P=0.016), meaning that satisfaction mediates this relationship. Conversely, Lempu (T=1.318; P=0.190) and Temmappesilaingeng (T=0.702; P=0.484) do not have a significant indirect effect on Loyalty through Satisfaction, so their role as mediators is still weak.

Of the ten hypotheses proposed, three were proven significant and seven were rejected. The cultural values of Lempu and Temmappasilaingeng had no direct or indirect effect on satisfaction or loyalty. Service also had no direct effect on loyalty, but had a significant effect on satisfaction (H6), and satisfaction had a significant effect on loyalty (H7). In addition, satisfaction was found to mediate the effect of service on loyalty (H8b). Overall, service and satisfaction are the main factors shaping customer loyalty, while Lempu and Temmappasilaingeng have not yet shown a strong role in this model.

5. Conclusion

Based on the results of the study, it is known that *Lempu* culture does not have a significant effect on satisfaction (T = 1.498; p = 0.137) or customer loyalty (T = 0.542; p = 0.589). Similarly, *Temmappasilaingeng* has no significant effect on satisfaction (T = 0.746; p = 0.457) and loyalty (T = 1.347; p = 0.180). Service was found to have a significant effect on customer satisfaction (T = 4.984; p = 0.000), but not directly on customer loyalty (T = 0.915; p = 0.362). Meanwhile, customer satisfaction had a significant effect on customer loyalty (T = 2.760; p = 0.007). The mediation test also showed that customer satisfaction significantly mediated the relationship between service and loyalty (T = 2.437; p = 0.016), but did not mediate the influence of *Lempu* culture (T = 1.318; p = 0.190) or *Temmappasilaingeng* (T = 0.702; p = 0.484) on loyalty.

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