

The Effect of Price and Service Quality on Customer Satisfaction PT. Triputro Joyo Mandiri

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Abstract: This study aims to assess the impact of price and service quality on customer satisfaction at PT. Triputro Joyo Mandiri. The population consists of the company's customers, with a sample of 100 respondents selected using Purposive Sampling. The independent variables include price and service quality, while the dependent variable is customer satisfaction. A quantitative analysis method was employed. The t-test results indicate that price (X1) has a t value of 6.147, exceeding the t table value of 1.985, signifying a significant effect on customer satisfaction (Y). Similarly, service quality (X2) shows a t value of 6.603, indicating significant influence. The F-test yielded an F value of 195.984, greater than 3.09, demonstrating a simultaneous effect of both variables on customer satisfaction. The Adjusted R Square value of 0.802 indicates that 80.2% of customer satisfaction is influenced by price and service quality, with the remaining 18% affected by other factors.

Keywords: Customer Satisfaction, Price, Service Quality

1. Introduction

In this increasingly sophisticated and modern era, companies or UMKM can achieve overall excellence and profit simply by providing high-quality product or service prices. Marketing is a process and management that makes individuals or groups get what they need and want by creating, offering and exchanging valuable products to other parties or all activities related to the delivery of products or services from producers to consumers.

Consumer satisfaction is a post-purchase assessment where the choices made at least meet or exceed customer expectations. Conversely, dissatisfaction occurs if the results received do not match customer expectations. Therefore, satisfaction is influenced by the difference between perceived performance and expectations.

To stay ahead of the competition, companies must implement various strategies to attract new customers and retain old ones. The focus of the assessment that reflects many aspects is customer satisfaction. According to the view of (Firmansyah & Haryanto, 2019), "One of the most important but often overlooked management foundations today is closeness to consumers to meet their needs and anticipate their desires."

Therefore, companies are asked to carry out good marketing management so that they can maintain their goals, namely determining prices, improving quality, and getting consumers according to the expected targets (Suhardoyo. 2022). The most important thing that

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consumers pay attention to when buying a product or service is price. The concept of "price" together with "value" or "utility" is a concept that is interrelated in theoretical economics.

The workshop was established to provide services in an effort to meet the needs of the community. The name of the workshop is Triputro Auto body and paint. So it is hoped that the need for vehicle maintenance desired by vehicle owners will be met, especially in body workshops. Repair services provided by this workshop such as paint, welding and replacement of car spare parts. With the increasing number of body repair workshops in Bekasi, competition between one workshop and another has become increasingly fierce.

The workshop provides adequate equipment with vehicle standards, has mechanics who are already experts and have good knowledge to be ready to handle consumer problems. This workshop is oriented towards customer satisfaction with the quality of service produced. Therefore, with quality prices and services, it is hoped that it can also increase the volume of the workshop's business. Based on the background description, the author is interested in testing how much influence price and service quality have on customer satisfaction of PT. Triputro Joyo Mandiri

2. Research Methods

This study uses a quantitative method. (Risadiana Chandra Dhewy, 2022) defines quantitative research as an approach that uses numbers starting from the data collection and data estimation stages. Using this method, researchers conducted interviews and distributed questionnaires via Google Form with the criteria of customers who use PT. Triputro Joyo Mandiri workshop services and respondents aged adults or over 17 years.

The population used in this study were customers of PT. Triputro Joyo Mandiri, using the Lemeshow formula, a sample of 100 respondents was obtained and the technique used was Purposive Sampling, determining the sample with certain considerations. The independent variables consist of price and service quality, while the dependent variable is customer satisfaction.

3. Results and Discussion

An indicator is declared valid if $r \text{ count} > r \text{ table}$ and if the level of significance is below 0.05 then the question item can be said to be valid. While the value of $r \text{ table}$ is $df = 100 - 2 = 98$, resulting in a value of $r \text{ table}$ of 0.196.

Table 1. Instrument Validity

Variable	Items	R Count	R Table	Result
Price	X1.1	0.667	0.196	Valid
	X1.2	0.620	0.196	Valid
	X1.3	0.625	0.196	Valid
	X1.4	0.749	0.196	Valid
	X1.5	0.705	0.196	Valid
	X1.6	0.740	0.196	Valid

	X1.7	0.686	0.196	Valid
	X1.8	0.703	0.196	Valid
	X1.9	0.746	0.196	Valid
	X1.10	0.719	0.196	Valid
Quality Of Service	X2.1	0.609	0.196	Valid
	X2.2	0.618	0.196	Valid
	X2.3	0.639	0.196	Valid
	X2.4	0.746	0.196	Valid
	X2.5	0.710	0.196	Valid
	X2.6	0.536	0.196	Valid
	X2.7	0.771	0.196	Valid
	X2.8	0.772	0.196	Valid
	X2.9	0.731	0.196	Valid
	X2.10	0.459	0.196	Valid
Customer Statification	Y.1	0.574	0.196	Valid
	Y.2	0.643	0.196	Valid
	Y.3	0.653	0.196	Valid
	Y.4	0.705	0.196	Valid
	Y.5	0.775	0.196	Valid
	Y.6	0.667	0.196	Valid
	Y.7	0.679	0.196	Valid
	Y.8	0.712	0.196	Valid
	Y.9	0.766	0.196	Valid
	Y.10	0.689	0.196	Valid

Sources: Output SPSS(2024)

From table 1 above, it can be seen that the Cronbach Alpha value of the price, service quality and customer satisfaction variables has a value above 0.60, which means that all items in the price, service quality and customer satisfaction variables are said to be reliable and suitable for use.

Discriminant Validity

The reliability test shows that a variable is said to be reliable if it provides a Cronbach Alpha (a) value > 0.60 .

Table 2. Instrument Reliability

Variablel	Cronbach Alpha Value	Result
Price	0,854	Reliabel
Quality Of Service	0.884	Reliabel
Customer Statifivation	0.875	Reliabel

Source : Oupout SPSS.(2024)

Based on Table 2, it is known that that AVE (Average Variant Extracted) value for each variable is more big from 0.7. So that can concluded that variable or construct used is valid.

Table 3. Normality Test

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.57975458
	Absolute	.074
Most Extreme Differences		

	Positive	.074
	Negative	-.067
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the results of table 3, it shows that the Asymp Sig. (2-tailed) value is 0.200, which means that the regression model in this study, both dependent and independent variables have a normal sample distribution based on a significance value of $0.200 > 0.05$.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a significant correlation between the independent variables. (Oktaviano, 2022). Based on table 4, the results of the multicollinearity test show that the independent variables price and service quality have a VIF (Variance Inflation Factor) value of $2.690 < 10.00$. While the Tolerance value for both independent variables is $0.372 > 0.10$. So it can be concluded that the regression model in this study does not experience multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to evaluate whether there is a difference in the residual variance between observations in the regression model. Based on table 5 above, it can be seen that the significance value of the price variable is $0.299 > 0.05$ and the service quality variable is $0.217 > 0.05$, which indicates that the results of the heteroscedasticity test do not occur symptomatically in the regression model.

Table 4. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.759	2.240		.785	.434		
Price	.449	.073	.456	6.147	.000	.372	2.690
Quality Of Service	.511	.077	.490	6.603	.000	.372	2.690

Source: Output SPSS.(2024)

Table 5. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta	t		
1 (Constant)	6.222	1.435		4.337		.000
Price	-.049	.047	-.163	-1.043		.299
Quality Of Service	-.062	.050	-.195	-1.243		.217

Source: Output SPSS.(2024)

Table 6. Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta	t		
1 (Constant)	1.759	2.240		.785		.434
Price	.449	.073	.456	6.147		.000
Quality of Service	.511	.077	.490	6.603		.000

Source: Output SPSS.(2024)

Table 7. F Test (ANOVA)

		<i>ANOVA^a</i>				
<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	998.373	2	499.187	195.984	.000 ^b
	Residual	247.067	97	2.547		
	Total	1245.440	99			

Source: Output SPSS.(2024)

Multiple Linear Regression Analysis Test

Based on table 6, the multiple linear regression equation is obtained as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 1.759 + 0.449 X_1 + 0.511 X_2$$

Based on the equation above, it can be seen:

- The constant value or a of 1.759 is a condition when the Customer Satisfaction variable has not been influenced by other variables, namely the Price variable (X1) and Service Quality (X2). If there is no independent variable, the Customer Satisfaction variable does not change.
- The regression coefficient value of X1 of 0.449 indicates that the Price variable (X1) has a positive effect on Customer Satisfaction (Y), which means that every 1 unit increase in the price variable will affect customer satisfaction by 0.449.
- The regression coefficient value of X2 is 0.511, indicating that the Service Quality variable (X2) has a positive influence on Customer Satisfaction (Y), which means that every 1 unit increase in the service quality variable will affect customer satisfaction by 0.511.

Hypothesis Testing t-test

With a significance level of 5% and degrees of freedom or $df = (n-k)$ so, $df = 100 - 3 = 97$, where N = number of samples and K = number of all variables. So that the t table is 1.985.

Based on table 4 above, the following can be seen:

1. The Price variable (X1) has a t-count value of 6.147 and a significance value of 0.000, then $t\text{-count} > t\text{ table}$ ($6.147 > 1.985$) and the level of significance is 0.05 or 5% ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted, meaning that the results indicate that the Price variable (X1) has a positive and significant effect on Customer Satisfaction (Y).

2. The Service Quality variable (X2) shows a t-count result of 6.603 and a significance value of 0.000, then $t\text{-count} > t\text{ table}$ ($6.603 > 1.985$) and the level of significance is 0.05 or 5% ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted, meaning that the results indicate that the Service Quality variable (X2) has a positive and significant effect on Customer Satisfaction (Y).

F Test

The level of significance in m (X1) partially on customer satisfaction (Y) is obtained by the calculated t value for this F test (simultaneous) using 0.05 and this study uses the F test

statistic by comparing the calculated F with the F table. Based on table 7 for the results of the F Test, the significance value (Sig) is $0.000 < 0.05$, and the calculated F value is $195.984 > 3.09$, so it can be concluded that the H_0 hypothesis is rejected and H_a is accepted. This means that simultaneously there is a positive and significant influence of the price variable (X1) and the service quality variable (X2) on customer satisfaction (Y).

Determination Coefficient Test

The Determination Coefficient (R Square) Aims to measure how much percentage of the influence of the independent variables, namely price and service quality, on the dependent variable, namely customer satisfaction in percent units in a research regression model.

Table 8. Simultaneous Determination Coefficient Test

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.895 ^a	.802	.798	1.59596

Source: Output SPSS.(2024)

Based on table 8, the Adjusted R Square value is 0.802 or 80.2%, which shows that the price and service quality variables together affect customer satisfaction by 0.802 or 80.2%. While the remaining 18% is influenced by other variables not included in this study.

The Influence of Price Variables on Customer Satisfaction

Based on the results of the study, it can be concluded that pricing and service quality have an impact on customer satisfaction at PT. Triputro Joyo Mandiri. So the influence of the price variable on the price variable (X1) is 6.147. This can be interpreted as $t \text{ count } 6.147 > t \text{ table } 1.985$. Then the significance result of the price variable is 0.00 which means < 0.05 . So H_0 is rejected and H_a is accepted, meaning that the results indicate that the Price variable (X1) has a positive and significant effect on Customer Satisfaction (Y).

This is in line with previous studies which state that price has a positive and significant effect on customer decisions (Solikha & Suprpta, 2020). Thus, the hypothesis states that there is a significant influence between service quality and customer satisfaction at PT. Triputro Joyo Mandiri customers.

The Influence of Service Quality Variables on Customer Satisfaction

Based on the results of the study, it can be concluded that pricing and service quality have an impact on customer satisfaction at PT. Triputro Joyo Mandiri. Then the influence of the service quality variable (X2) partially on customer satisfaction (Y), the calculated t value for the service quality variable (X2) is 6.603. This can be interpreted as $t \text{ count } 6.603 > t \text{ table } 1.985$. Then the significance result of the price variable is 0.00 which means < 0.05 . So H_0 is rejected and H_a is accepted, meaning that the results indicate that the service quality variable (X2) has a positive and significant effect on Customer Satisfaction (Y).

These results are in accordance with the phenomenon that occurs in the PT. Triputro Joyo Mandiri workshop that employees master the product and serve customers in a friendly

manner. Supported by research (Manengal, 2021) which states that service quality has a positive effect partially on customer satisfaction.

The Influence of Price Variables and Service Quality on Customer Satisfaction

Based on the results of the study, it can be concluded that pricing and service quality have an impact on customer satisfaction at PT. Triputro Joyo Mandiri. Then the results of the F Test show that the significance value (Sig) is $0.000 < 0.05$, and the calculated F value is $195.984 > 3.09$, so it can be concluded that the H_0 hypothesis is rejected and H_a is accepted. This means that simultaneously there is a significant influence of the Price variable (X_1) and the Service Quality variable (X_2) on Customer Satisfaction (Y). This study is adjusted to previous studies which state that price and service quality together have a positive and significant effect on customer satisfaction (Putra et al., 2020). The price and service quality variables are factors that influence customer satisfaction at PT. Triputro Joyo Mandiri.

4. Conclusion

After discussing the influence of price and service quality elements on customer satisfaction at PT. Triputro Joyo Mandiri, several conclusions can be drawn, including:

- a. There is a positive influence of the price variable on customer satisfaction, the calculated t value for the price variable (X_1) is 6.147. This can be interpreted as t count $6.147 > t$ table 1.985. Then the significance result of the price variable is 0.00, which means < 0.05 .
- b. There is a positive influence of the service quality variable on customer satisfaction, the calculated t value for the service quality variable (X_2) is 6.603. This can be interpreted as t count $6.603 > t$ table 1.985. Then the significance result of the price variable is 0.00, which means < 0.05 .
- c. There is a positive influence of price and service quality on customer satisfaction, the significance value (Sig) is $0.000 < 0.05$, and the calculated F value is $195.984 > 3.09$.

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