BIoHS - Journal
Britain International of Humanities and Social Sciences Journal
| Publish : February - June - October |
E-ISSN: 2685-3868
P-ISSN: 2685-1989
http://biarjournal.com/index.php/biohs

The Effect of Service Quality and Price on Customer Satisfaction of PT. Alam Jaya Wira Sentosa Padang Sidimpuan

Muhammad Fadly Lubis[1], Suwarno[2], Husni Muharram Ritonga[3]
[1,2,3]Faculty of Social Sciences, Universitas Pembangunan Panca Budi, Indonesia
Email: fadlylubis1945@gmail.com

Abstract:

Marketing is something that can meet or satisfy the needs of customers through various distribution channels through the products offered. Quality of service and price are among the factors that can influence consumer purchasing decisions. This research aims to find out the influence of service quality and price on customer satisfaction in PT. Alamjaya Wirasentosa Padang Sidimpuan. The hypothesis tested is (1) There is a significant influence on the quality of service on customer satisfaction in PT. Alamjaya Wirasentosa Padang Sidimpuan; (2) There is a significant effect of price on customer satisfaction in PT. Alamjaya Wirasentosa Padang Sidimpuan; and (3) There is a significant influence on the Quality of Service and Price together on Customer Satisfaction at PT. Alamjaya Wirasentosa Padang Sidempuan. This research was conducted with survey methods with a quantitative approach. The results of the study concluded; First, there is the influence of quality of service on customer satisfaction in PT. Alamjaya Wirasentosa Padang Sidimpuan. Second, there is a price influence on customer satisfaction in PT. Alamjaya Wirasentosa Padang Sidimpuan. Third, there is the influence of service quality and price together on customer satisfaction at PT. Alamjaya Wirasentosa Padang Sidimpuan. All three showed that the quality of service and price can contribute to customer satisfaction in PT. Alamjaya Wirasentosa Padang Sidimpuan.

Keywords:

quality of service; price; customer satisfaction

I. Introduction

With the development of technology and information and communication systems, making the competition more open, thus every company will work hard for its efforts in satisfying customers so that the company gets loyal customers, more because customers are increasingly intelligent, price-conscious, and demanding, information obtained is widely accessed by customers and also much other product information that customers can access to make Customers are increasingly "spoiled" by-product choices over the internet. This condition causes customers to have more choice in using the money they have.

Generally, the context of customer satisfaction is the expectation of the customer which is the customer's belief or estimate of what he will receive by being expressed both verbally and non-verbally. Customer expectations are shaped by prior knowledge and purchase experience. The expectations of the customer above over time develop as the customer experience and knowledge increases, basically, the main customer expectation is customer satisfaction thinking more about what will be purchased can satisfy it according to the needs of the customer as the basis of the customer to buy.

All companies, both goods, and services, of course, must be aware of customer satisfaction, and customer satisfaction must be achieved by the company, in order to get loyal customers, the Customer is someone who continuously and repeatedly comes to the same place to satisfy his desire by owning a product or getting a service and paying for the product or service. And furthermore in the satisfaction that customers not only buy products but also buy services.

Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

All customers expect good service from the products he buys, both in terms of promotion, price, quality of service, and also service before and after buying the product, and the customer is entitled to the correct information and conformity of the product with advertising, then the conformity of the product with the price and conformity of the product with the service to the goods to be purchased. For example, there are instant noodle products that are newly launched through television advertising or mass media with promotions and prices that are economical and affordable. The expectations of other customers are about the discount and also the praiseworthiness of the goods they buy. Customer satisfaction problems will arise if one of the factors is not met, for example, poor service, inappropriate prices, and many other factors. For this reason, researchers at PT. Alam Jaya Wira Sentosa (AJWS), is a consumer goods distribution company that sells and markets indofood group products and others such as instant noodle products, popmie, flour, spices, etc.

Based on the problems described in the background above, the problems in this study can be identified as follows:

1. Not yet known the quality of service at PT Alam Jaya Wira Sentosa can affect customer satisfaction?;
2. Does the price affect customer satisfaction? and
3. Can the quality of service and price together affect customer satisfaction?

II. Review of Literatures

In Marketing Science it has long been known about customer satisfaction. The Free Market has begun to feel day-by-day upheaval and also the aroma of business competition is increasingly powerful, the power of interest and consumer behavior is changing, information and communication technology is growing rapidly so that manufacturers are racing to manage customer satisfaction. Manufacturers' belief is stronger that the key to success to win competition lies in the ability to provide total customer value that can satisfy quality product customers. The essence of customer satisfaction is the attitude of customers who are happy, happy, satisfied, after comparing quality with their expectations.

2.1 Understanding Customer Satisfaction

Satisfaction according to the Indonesian Dictionary is satisfied; feeling happy; (things that are content, pleasure, relief, and so on). Satisfaction can be interpreted as a feeling of satisfaction, pleasure, and relief of a person due to consuming a product or service to get the service of service.

According to Fandy Tjiptono & Chandra (2016: 204) the word satisfaction comes from the Latin "satis" (meaning quite good, adequate and "facio" (doing or making). Satisfaction can be interpreted as "efforts to fulfill something" or "make something adequate". If performance, especially service performance and so forth is below expectations, then customers will be dissatisfied. When performance is in line with expectations, then the customer will give an expression of his satisfaction. Meanwhile, if the performance exceeds the expectations of the customer will be very satisfied the customer's expectations can be formed by past experiences, comments from relatives and promises, and information from various media. Satisfied customers will be loyal longer, less price-sensitive, and make good comments about the company.

From the description above, it can be concluded that satisfaction is basically an expectation that customers want to get, whether in the form of price, service, comfort, or other things that will directly give satisfaction to their customers. If an expectation is not met according to his needs, it does not rule out the possibility that customers will look for other products and even drop the company image.

a. Theories about Customer Satisfaction Consumer

Satisfaction is divided into two, namely:

1. Functional satisfaction, is satisfaction obtained from the function or use of a product. For example: because eating makes our stomach full.
2. Psychological satisfaction, is satisfaction obtained from intangible attributes. For example: The feeling of pride because of the very special service of a luxurious restaurant.

To realize and maintain customer satisfaction, the company must do 4 (four) things, namely; among others;

a) Identify who the customer is;
b) Understand the level of customer expectations over quality;
c) Understand customer service quality strategies; and
d) Understand the measurement cycle and feedback from customer satisfaction.

b. Customer Satisfaction Measurement

According to Tjiptono (2015), there are six core concepts regarding the object of measuring customer satisfaction, namely :

1. Overall Customer Satisfaction, the simplest way to measure customer satisfaction is to directly ask customers how satisfied they are with a particular product or service. Usually, there are two parts to the measurement process. First, measure the level of customer satisfaction with the company's products or services. Second, assess and compare it with the overall level of customer satisfaction with competitors' products and services.
2. Customer Satisfaction Dimension, generally this process is affected by four steps. First, identify the key dimensions (also called 'determinants') of customer satisfaction. Second, ask customers to rate the company's pros and services based on specific items, such as price, service speed, service facilities, or customer service staff friendliness. Third, ask customers to rate a competitor's products and services based on the same specific items. And fourth, ask customers to determine the dimensions that they think are most important in assessing overall customer satisfaction.
3. Confirmation of Expectation, in this concept, satisfaction is not measured directly but concluded based on confirmation or confirmation between customer expectations and the actual performance of the company's products on several important attributes or dimensions.
4. Repurchase Interest, customer satisfaction is measured behaviorally by asking whether the

customer will buy the same product again or will use the company's services again.

5. Willingness to Recommend, in the case of products whose repurchase is relatively long or even only happens once (such as car purchases, life insurance, worldwide tours, wedding planner services, and so on), the customer's willingness to recommend the product to friends or family becomes an important measure to analyze and follow up.
6. Customer Dissatisfaction, some customer satisfaction experts have been quite a lot based on customer dissatisfaction perspective. Some aspects are often examined to find out customer dissatisfaction. Some of the various aspects that are often examined to find out customer dissatisfaction, including, complaints, return or return of products, warranty costs, product recall, negative titular method, and customer defections.

c. Synthesis of Customer Satisfaction Variables

Some experts' opinions on the notion of customer satisfaction variables, and theoretical studies and concepts, can then be compiled a construct on customer satisfaction variables, which can be defined as an expectation that customers want to obtain, whether in the form of price, service, comfort, or other things that will directly give satisfaction to their customers.

If an expectation is not met according to his needs, it does not rule out the possibility that customers will look for other products and even drop the company image. Some of these conceptual definitions, which are meant by feelings towards the elements of quality of service in this definition are:

1. Feeling satisfied with physical evidence;
2. Feeling satisfied with empathy;
3. Feeling satisfied with responsiveness;
4. Feeling satisfied with reliability;
5. Feeling satisfied with assurances.

2.2 Quality of Service

Consumers will essentially buy some products that can meet their wants and needs. One of the important elements that are the main consideration of consumers in purchasing a product is the quality of service, be it physical products or quality goods can be seen objectively can be seen also from the quality of service in the sale of the product both before and after the purchase. Thus comments can measure the quality of goods by looking at matters related to service both before and after the goods are purchased ranging from physical factors, service guarantees, service capabilities, proof of service, and so on.

a. Understanding the Quality of Service

Quality of service is one of the important parts that must be strived by every company if it wants to be able to compete in the market to satisfy the needs and desires of consumers. Today's developments are increasingly critical of consumers before and after buying products. Consumers always want to get quality products following the price paid, which is accompanied by good quality service. According to Kotler Parasuraman in Lupiyoadi (2013: 216) said that the quality of service is how far the difference between reality and customer expectations for the service they receive. Based on the above understanding can be concluded that the quality of service is all forms of activities carried out by the company to meet customer expectations.

b. Theory of Service Quality

The demands of quality service of goods are getting bigger and wider, which increasingly involves the role of product control, promotion, marketing and also price,

relationships. In connection with the above role that is very important in determining the quality of service to goods products, every company needs superior service (excellent service).

Sviokla in Lupiyoadi (2013), states that quality has eight dimensions of measurement consisting of the following aspects:

1. Performance. Performance refers to the core product character that includes the brand, measurable attributes, and aspects of individual work. The performance of some products is usually based on the subjective preferences of general customers.
2. Product privileges (features). It can take the form of additional products from a core product that can add value to a product. Product diversity is usually measured subjectively by each individual (in this case the customer) who indicates a difference in the quality of a product (service). Thus, the development of the quality of a service product demands the character of flexibility to adjust to market demand.
3. Reliability. This dimension is related to the onset of the possibility of a product experiencing a malfunction (malfunction) 9 in a period. The reliability of a product that signifies the level of quality means a lot to consumers in choosing a product (service). This becomes increasingly important given the large cost of replacement and maintenance that must be incurred if products that are considered not reliable are damaged.
4. Conformance. Another dimension that deals with the quality of an item are the conformity of the product to the standards in its industry. The suitability of a product in the service industry is measured by the level of accuracy and completion time including the calculation of errors that occur, delays that cannot be anticipated, and some other errors.
5. Durability. The size of a product's durability includes both economic and technical aspects. Technically, the durability of a product is defined as the number of uses that a person acquires before experiencing a decline in quality. Economically, durability is defined as the economic age of a product judging by the number of uses that can be obtained before damage and the decision to replace the product.
6. Serviceability. Service capabilities can also be called speed, competition, usability, and ease of repaired products. This dimension shows that consumers are not only concerned about a decrease in product quality but also the time before they are stored, service scheduling, communication processes with staff, frequency of product damage repair services, and other services. These variables can reflect differences in individual standards of 10 regarding the services received, where the serviceability of a product produces a conclusion of the quality of the product that is subjectively assessed by consumers.
7. Aesthetics. Aesthetics is the most subjective dimension of measurement. The aesthetics of a product are seen in how a product is heard by customers. Thus, aesthetics are an assessment and reflection felt by consumers.
8. Perceived quality. Consumers do not always have complete information about the attributes of the product (service). But generally, customers have information about the product indirectly, for example through the brand, name, and country of the manufacturer or service provider.

c. Synthesis of Service Quality Variables

Based on the opinion of experts on the understanding of service quality variables, and theoretical studies and concepts, a construct on service quality variables can be arranged as service standards that have been standardized as guidelines in service delivery. Based on the conceptual definition, what is meant by service standards in this definition is Physical evidence (tangible), about the physical appearance of service facilities and infrastructure, communication tools, and personnel display, Empathy, means that the company understands customer problems and gives personal attention to customers; Responsiveness, about the willingness and ability of service providers to assist customers and respond to their requests

promptly; Reliability, relating to the company's ability to deliver accurate and consistent services to customers; Guarantee (assurance).

2.3 Price

The process of the trade from its history is barter i.e. the exchange between goods with goods according to the needs of each person who barters, then in its development that exchange is carried out with currency guidelines. Then the price arises to determine the exchange that is if you want to exchange goods, not with goods anymore that has occurred buying and selling using currency by referring to the price, the price certainly definitely refers to the father of many things such as the amount set, quantity, promotion, and shipping.

Price is a representation of the value set for exchanging a good or service as measured by the value of a currency. In the development of marketing science, price is an element of the marketing mix that generates profit. From the description above can be concluded bring the essence of price is a reference exchange that has a value following the goods or services to be exchanged.

a. Price Understanding

Price is an exchange rate that can be equated with money or other goods for benefits derived from a good or service for a person or group at a particular time and place. The term price is used to give financial value to a product of goods or services. Usually, the use of the word price in the form of nominal digits of the number of numbers against currency exchange rates indicates the high low value of quality of goods or services. In economics, the price can be associated with the selling or buying value of a product or service as well as a variable that determines the comparison of products or similar goods.

According to Kotler and Armstrong (2010: 314) the price is the amount of money charged for a product or service or the amount of value that the customer exchanges for the benefits of owning or using the product or service. Both definitions explain that price is an important element in a company wherewith the price, the company will get income for the sustainability of the company. In addition, a price is also a tool that will be used as a process of exchange for a good or service by customers.

b. Theory of Price

Decisions about price are influenced by several factors, namely:

1. Internal factors

The company in this case price decisions are adjusted to marketing goals, for example, its goal to survive maximizing short-term profits, maximizing market share.

2. External factors

Market and consumer demand is the highest price, consumers will compare the price of a service product with the benefits it has. Therefore, before setting a price, it must first be understood the relationship between the price and demand for the product or service both for different types of markets and consumer perceptions, then analyzed by appropriate methods. Other external factors such as interest cost inflation rates, recessions, and government decisions can affect the effectiveness of pricing strategies.

Philip Kotler (Marketing Management 2012) states that the price is the amount of money set by the product to be paid by consumers to cover the cost of production, distribution, and sale of principal including returns that mark the business and its risks.

Handoko, B. (2016) price is the amount of money set by the product to be paid by consumers or customers to cover the cost of production, distribution, and sale of goods, including the return on capital that marks the business and its risks. To determine the price there needs to be a certain policy to set a price. Policy is a plan in the sense that it is a statement that guides and channels thoughts and actions in making a decision. Policy limits an area in which a decision will be taken and guarantees it will be consequential by contributing to the goal.

Policy is also a guideline for thinking in decision-making, so the policy must allow the flexibility of thinking logically. The price set must be consistent with the pricing policy of a company. Three basic factors determine the price, namely:

a. Product Cost, by providing the cheapest price (a price floor / minimum price).
b. Competitive prices, by providing the highest competitive price (a price ceiling / upper boundary).
c. Optimum price, by providing a price that is between the lowest price and the highest price (between the lower and upper boundary).

c. Synthesis of Variable Prices

Based on the opinions of experts on the notion of price variables, and theoretical studies and concepts, a construct on price variables can be defined as "something of value spent by the consumer or customer in the form of money to pay for the product or service he receives. Based on the conceptual definition, there are several indicators, namely:

1. Pricing;
2. Production Costs;
3. Promotional Costs;
4. Payment method.

2.4 Research Framework

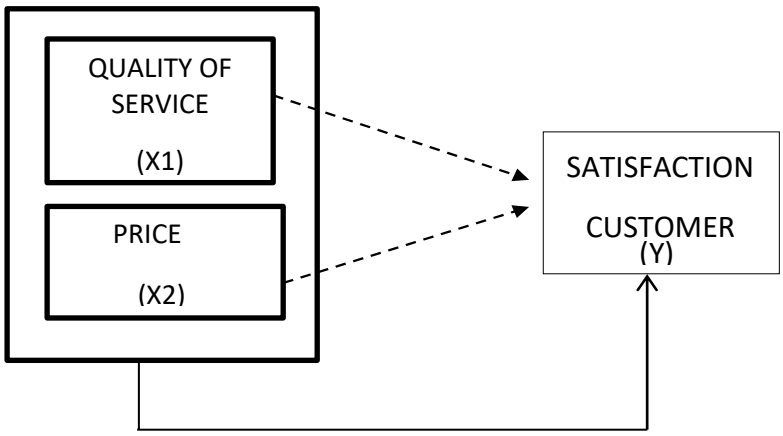

Figure 1. *Research Framework*

Description: → Influence Simultaneously
- -► Partial Influence

III. Research Methods

The study used quantitative methods with a sample of 100 stores/people. free variables of service quality (X1) and Price (X2) as well as variables bound to customer satisfaction (Y).

3.1 Relationship of Service Quality Factors with Customer Satisfaction (X1 – Y)

Empirically the customers of any product are human beings who can be divided into two sexes (genders) namely men and women. For example, the need for food that buys it is human. Humans have many complex needs such as basic physical needs for food, clothing, warmth, and safety. Social needs, a sense of compassion, a need for science, self-expression, and health need.

In connection with the above statement, the relationship between quality of service and customer satisfaction in terms of equality between men and women in essence is no different, both have the same rights, the same degree, and the same opportunities in terms of getting service. As customers, both have the same desire and demand. Desire is articulated into the form of human needs produced by individual cultures and personalities, while demand is a human desire supported by purchasing power.

The customer satisfaction statement above is the customer's perception of the performance of the product or service, if the product is following its expectations, then the customer will feel satisfied and if it turns out not following his expectations, then the customer will feel dissatisfied so that it will leave the product and switch to another product.

From the description above, it is suspected that there is a positive relationship between the quality of service and customer satisfaction. This means that the higher the quality of service, the higher customer satisfaction. Conversely, the lower the quality of service, the lower the customer satisfaction.

3.2 Relationship of Price Factor With Customer Satisfaction (X2 – Y)

In essence, a person or customer will choose the performance of which product is more effective, efficient and following his needs and according to the value of a price, if the performance is effective, efficient, and following his expectations, means that the customer will feel satisfied and will make calculations of cost expenditures and profits that can be for the procurement of the product.

Thus, it is suspected that there is a positive relationship between price and customer satisfaction. That is, the higher the feasibility of the price level, the higher the customer satisfaction, on the contrary, the lower the price, the lower the customer satisfaction.

3.3 Relationship Between Service Quality And Price With Customer Satisfaction (X1 & X2 – Y)

Based on the frame of mind as outlined above, the relationship together between the quality of service and price with customer satisfaction can be described as follows: It is suspected that there is a positive relationship between the quality of service and customer satisfaction. It is suspected that there is a positive relationship between price and customer satisfaction.

Thus, there is a positive relationship between the quality of service and price simultaneously to customer satisfaction. That is, the higher the feasibility of the level of service quality and price, the higher the customer satisfaction, on the contrary, the lower the quality of service and price, the lower the customer satisfaction.

a. Population and Sample

According to Sugiyono (2017: 80) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study was as many as 100 customers who had been regular customers of the company. Sampling technique is used nonprobability sampling with accidental sampling technique, which is a technique of determining samples based on chance, i.e. anyone who coincidentally meets with researchers can be used as a sample when viewed by people who happen to be found suitable as a source of data, Sugiyono (2017). The sample size is determined by the formula Slovin: n = N / (N(d) 2 + 1), so a sample of 80 respondents was obtained.

b. Measurement

The data collection technique uses questionnaires, which are how to give a set of questions or written statements to respondents to answer, Sugiyono (2017: 137). Measurement of indicators to assess respondents' responses to service quality: Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy, Tjiptono & Chandra (2013). While the measurement of price indicators: Product, Level of competition, and Promotion level, Morissan (2010).

c. Analytical Techniques

This study uses the Multiple Linear Regression Analysis technique that serves to predict how the state (ups and downs) of dependent variables (criterium), when two or more independent variables as predictor factors are manipulated (decreased in value). Multiple regression analysis is performed when the number of independent variables is at least 2 (two) (Sugiyono, 2015). Multiple linear regression equations are:

$$\mathbf{Y = a + b1X1 + b2X2 + e}$$

Where:

Y	=	Customer Satisfaction
X1	=	Quality of Service
X2	=	Price
a	=	Constant Value
b1	=	Service Quality Regression Coefficient
b2	=	Price Regression Coefficient
e	=	Error, interference variable

IV. Results and Discussion

The most important thing in business is the concept of customer satisfaction that is used to attract consumers. To maintain and maintain the trust of our customers, the company needs to provide the highest quality service. Creating customer satisfaction can provide benefits, including a harmonious relationship between the company and the customer. Customers make repeat purchases to build loyalty and form word of mouth. It benefits the business (Tjiptono, 2014). In an increasingly competitive environment, all businesses must truly be able to satisfy their consumers, and customer satisfaction arises when they can meet

their desires and expectations. The best quality of service and reasonable product prices are the right strategies to meet any of these demands and expectations.

PT Alamjaya Wirasentosa is a company engaged in sales and distribution that has a fairly wide scope on the island of Sumatra. The company has considerable opportunities to expand its scope to all regions of Indonesia and even abroad so it requires effective and efficient managerial performance to be able to grow and develop. Effective working capital management becomes critical to the continuity of the company's growth. Sales in 2016 decreased by Rp. 429,585,000. And in 2017 it returned to rupiah. 530,916,000. As for the results of observations and interviews one of the factors that affect losses due to customer satisfaction. From several customer satisfaction surveys such as Kurnia (2015), the results of service quality partially affect customer satisfaction, price partially affects customer satisfaction, service quality and price together make a significant impact on customers. Satisfaction. Sintya (2018) has shown that price and quality of service affect customer satisfaction as a result of a survey of online transportation services on Sidempuan. However, in contrast to the consumer satisfaction survey from an Islamic economic perspective conducted by Agung (2018), price does not affect consumer satisfaction in India Mallet, and the quality of service is consumer satisfaction in India Mallet.

Similarly, according to Fitriani's research (2016), price, product quality, and service quality do not affect consumer satisfaction. After evaluating several research papers with diverse sales data and results, there is a gap in the impact of service quality and price on customer satisfaction. Based on this, the authors are interested in clarifying the new research. This research aims to fill those gaps and contribute to the development of science and is expected to serve companies in particular as a basis for reflection in the development of relevant marketing strategies. Quality, price, and customer satisfaction can be used for service, and for readers, this research can be used as a reference for further research.

Based on the results of classical hypothesis tests such as reliability tests, multilinearity, and normality tests, each variable corresponds as a measuring instrument, and the research model has multicollinearity with normally distributed data said not to. Therefore, the research model qualifies classical assumptions for testing research hypotheses using multiple linear regression analysis.

The analytical method used in this study is multiple regression analysis using the SPSS program, and the results of the analysis of this research model are shown in the table. 1 below, which reads as follows:

		Error			
(Constant)	3,338	1,117			
Quality of Service	,089	,016	,613	5,665	,000
Price	,269	,120	,243	2,244	,028

Based on the results of the double linear regression coefficient test above, the equation for multiple linear regression analysis is: Customer Satisfaction = 3,338 +0.089 Service Quality +0.269 Price + e From multiple linear regression above research Model Equation This is 3,338 and if the service quality value and price variable are considered constant or equal to zero, then customer satisfaction This indicates that the value of the degree variable (Y) is 3,338. Explain that if the value of the Variable Service Quality Factor (X1) is 0.089, then for every 1 point of service quality to the customer, customer satisfaction will increase by 1 point,

assuming the other variable remains (another variable equivalent). to zero). Also, the coefficient value of the price variable is (X2). 0.269 indicates that for every 1 point increase in product price, customer satisfaction increases by 1 point, assuming the other variable remains (the other variable equals zero). Coefficient of determination (R2) Based on the results of calculations in Table 2 it appears that R^2 is 0.673 or 67.3%. That is, fluctuations in customer satisfaction variables can be explained by fluctuations in service quality variables and price levels, with the remaining 32.7% affected by factors other than the survey model.

Coefesien Determination (R2)

Based on the calculations from Table below, it can be seen R square of 0.673 or 67.3%. It is that the variation of the customer satisfaction variable can be explained by variations of the service quality variable and the price level variable, while the remaining 32.7% is influenced by other factors outside of the research model.

R	R Square	Adjusted R Square	
,820	,673	,664	1,50555

Source: Research results processed with SPSS

There is a positive and important positive influence on customer satisfaction between service quality and price while simultaneously proving the hypothesis of this study. Therefore, to address the problem of reduced revenue, the study expects companies to pay more attention to customer attitudes and satisfaction towards what they receive. Of course, in this case, especially in terms of physical evidence of office buildings need to be provided waiting rooms and neat offices so that the quality of service can be improved and customers can complete transactions freely and comfortably. . To increase responsiveness, employees focus on responding to all requests for supply, such as by email. If employees are unable to perform as many tasks as possible, company owners are advised to increase the number of employees until all work is completed. Business owners also pay attention to the asking price of the product they are selling, offer competitive prices at attractive promotional levels, and change the asking price so that customers are not disappointed with the change in the price of the product offered. Done.

V. Conclusion

1. The Effect of Service Quality on Customer Satisfaction is indicated by the regression equation Y = 3,338 + 0.089 X1 which means that every increase of one unit of Service Quality will affect the increase in Customer Satisfaction by 0.089 units. While the strength of influence between the two is positive at a strong level indicated by the correlation coefficient ryX1 = 0.673. Thus the effect of Quality of Service on Customer Satisfaction is strong, which is 67.3%. That is, 67.3% of Customer Satisfaction is determined by the quality of service, while 32.7% is still determined by other factors.
2. The Effect of Price on Customer Satisfaction is indicated by the regression equation Y = 10.764 + 0.269 X2 which means that every increase of one unit of Price will affect the increase in Customer Satisfaction by 1,482 units. While the strength of influence between the two is positive but at a strong level indicated by the correlation coefficient ryX2 = 0.877. Thus the effect of Price on Customer Satisfaction is low, which is 76.9%. That is, 76.9% of Customer Satisfaction is determined by Price, while 23.1% is determined by other factors.

3. The tendency to influence service quality and price together on customer satisfaction is indicated by the double regression equation Y = 10.795 + 0.466 X1 + 0.894 X2 which means that each increase of one unit of Service Quality and one unit of the price will affect the increase in Customer Satisfaction by 0.466 units of Service Quality and 0.894 unit price. While the strength of the relationship between the two is positive at a strong level indicated by the double correlation coefficient ry1.2 = 0.911. Thus the effect of Service Quality and Price on Customer Satisfaction is low, which is 83.1%. That is, 83.1% of Customer Satisfaction is determined by Quality of Service and Price.

   Based on the results of the analysis can be concluded that the quality of service and price together have a positive and significant influence on customer satisfaction. And partially the quality of service and price has a positive and significant effect on customer satisfaction. Therefore, the company must improve and improve the quality of service to continue to attract consumers to feel comfortable and happy when shopping.

References

Alfi Syahri Lubis, "The Effect of Service Quality on Customer Satisfaction of PT. Sucofindo Batam", Ejournal Polibatam, Vol. 1 No. 2 (Batam: Polibatam, 2017), p. 86

Amin, M. et al. (2019). Marketing Communication Strategy To Improve Tourism Potential. B*udapest International Research and Critics Institute-Journal (BIRCI-Journal)*. P. 160-166.

Gofur, A. (2019). Effect of Service Quality and Price on Customer Satisfaction. Journal of Management and Business Research (JRMB) Faculty of Economics UNIAT, 4(1), 37–44.

Handoko, B. (2016). Effect of Price and Quality of Service on Consensual Satisfaction in JNE Medan.17(1), 1–13.

Manus, W. F. 2015. Product quality, price, and quality of service affect the customer satisfaction of Tri prepaid cards in Wawalintouan Tondano Barat Village. Journal of EMBA. Vol. 3 No. 2 June 2015

Resti, Devi and Harry Soesanto. 2016. Effect of Price Perception, Quality of Service through Customer Satisfaction on Re-Buying Interest in Sifra Beauty House in Pati. Diponegoro Journal of Management. Vol. 5 No. 1.

Suwarsono, E. 2013. Effect of Price, Product Quality, and Quality of Service on Customer Satisfaction at UD. Kausar Jaya Purwodadi. Pandanaran University Semarang.Jurnal Sociotekno. ISSN 2337-7003.Vol.2 Edition 2014.

Tjiptono, Fandy. and Anastasia Diana (2015), Satisfied Customers? Not Enough!, First Edition, Yogyakarta: CV Andi Offset.