



The Effect of Service Quality and Price on Customer Satisfaction

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Abstract—Consumer satisfaction is the most dominant factor in meeting one of the needs of consumers and factors that can meet consumer satisfaction include service quality and price. Research conducted at Ayam Geprek Idola Pematang Siantar City, the results of the study with the help of SPSS found that the instrument of research variables had valid and reliable criteria. For the coefficient of determination, strong correlation results from service quality and price to consumer satisfaction and have a positive direction coefficient of service quality and price to consumer satisfaction. The results of the hypothesis found that service quality has a positive and significant effect on customer satisfaction, price also has a positive and significant effect on customer satisfaction. With good service quality and good and affordable prices, it will be able to generate customer satisfaction.

Keywords: Service Quality; Price; Customer Satisfaction

1. INTRODUCTION

Nowadays, economic growth in an area is expected to be a support for success and become a potential success for the area which will indirectly have an impact on the economy of the people in the area, the improvement of the economy of a developing community can be a sign that there is an increase in the community's economy as well (Siregar et al., 2020). This can be seen with the many emergence of the culinary industry that is so rapid today, because food and drink are basic needs for all and can become such a profitable business. In Indonesia, the growth of the food and beverage industry in the third quarter of 2022 reached 3.57% (Mahadi, 2022), likewise to the growth of the culinary industry in the city of Pematang Siantar. Pematang Siantar City is the second largest city in North Sumatra after Medan City (Situmorang & Bagus, 2017), currently there are hundreds of culinary businesses with various types of food that consumers can choose from (Wijaya et al., 2021), where one of them is the culinary business of Ayam Geprek Idola. Geprek chicken is the first culinary product to be present in Yogyakarta City which is the creation of Mrs. Ruminah (Sekarani et al., 2022), Geprek chicken is chicken that is fried with flour and then crushed with sambal bajak (Valentina, 2018), and currently the geprek chicken culinary business has become one of the culinary businesses in Pematang Siantar City.

In building the progress of the culinary business, Ayam Geprek Idola expects maximum satisfaction from consumers arising from the product process it sells to consumers. Pemberton (2018) stated that 81% of marketers view customer satisfaction as a key competitive area in their industry, every business venture should treat their customer satisfaction as an important business factor and always strive to improve it, as a 5% increase in retention from consumers will result in more than a 25% increase in profits (Reichheld, 2001). Customer satisfaction is essential to a successful business, no matter how innovative the product is or for a price that feels competitive (Patel, 2022), customer satisfaction will logically precede consumer confidence (Leninkumar, 2017), with high customer satisfaction, it means that consumers will have more tendency to recommend a business that has been run and will also give a positive opinion and satisfaction can be based on several factors, such as service quality and price (Hutagaol & Erdiansyah, 2020).

According to Bernazzani (2022) there are 5 (five) benefits of consumer satisfaction, namely: customer satisfaction helps businesses to become superior, customer satisfaction will help in understanding business improvement, customer satisfaction leads to higher customer loyalty and advocacy. Customer satisfaction increases customer retention and reduces the percentage of consumers to make a disconnection with a business, and lastly that customer satisfaction leads to a lifetime assessment of the consumer. The most basic purpose of a business is to create a sense of satisfaction to consumers (Uncles et al., 2013), customer satisfaction is thought about the essence of success in today's highly competitive world of business (Mulat, 2017), customer satisfaction is the extent to which the performance provided by a product is commensurate with the expectations of the buyer (Terpstra & Verbeeten, 2014). Customer satisfaction as satisfaction level of a person felt state resulting from comparing a product perceived performance or relation to the person expectation, which is interpreted as the level of one's feelings after comparing performance or performance with expectations – hope (Lin et al., 2017), and conduct post-purchase evaluations where the alternative chooses at least to provide results that are equal to or exceed customer expectations, whereas dissatisfaction arises if the results obtained do not meet customer expectations (Yap et al., 2012). Customers that are angry or dissatisfied will cause problems, because they can move to other companies and spread negative news from mouth to mouth (Mao, 2010).



Opinions from (Pulido et al., 2014) that to get customer satisfaction there are 3 (three) ways, namely: consistency with consumers, emotional consistency and consistency in communication. To get customer satisfaction can be measured by product quality, emotional factors, price and convenience (Nova, 2012), however, the problem of customer satisfaction felt not as expected because consumers do not have a sense of pride when consuming Ayam Geprek Idola Pematangsiantar because of the many similar products in other culinary places and the culinary of Ayam Geprek Idola Pematangsiantar has not been registered in delivery services such as Gofood or other online food applications, so consumers still have to come directly to make purchases to Ayam Geprek Idola Pematangsiantar.

Satisfaction from consumers can have an impact on the good form of service quality of a business. Gong & Yi (2018) stated that satisfaction from consumers is driven by the quality of service. Satisfied consumers will become loyal buyers when the business venture can be trusted and provide customer service where a study shows there is a 60% to 70% chance that satisfied consumers will return to make new purchases (Ameritas, 2020), consumers are most concerned about the quality of service (Arlen, 2022). Research (Haryati et al., 2021) explains that service quality plays an important role in customer satisfaction. Service quality is an important thing that should be maintained by all persons who being employee in certain company (Surahman et al., 2020), excellence in customer service is a hallmark of success in the service industry and among product manufacturers who need reliable service (Zeithaml, 2009), high quality of service reduces marketing costs because the company maintains consumer, the quality of service has implications for marketing managers and a much better situation will occur if the quality of service is related to customer satisfaction (Bhatta & Durgapal, 2016). If consumers feel the quality of service they receive is high, then consumer preferences for service providers will be high compared to other service providers (Rahmah et al., 2021), consumers are most concerned about the quality of service (Arlen, 2022), the loyalty of a customer towards a specific brand or company can be enhanced by providing a gift, discount voucher, and freebies during the event or festival for encouraging the repurchase intention (Chee & Husin, 2020). Customer satisfaction is the consumer's response to the service by comparing it with what is expected (Susilowati & Yasri, 2019).

In maintaining the growth of the food and beverage industry, business owners should be able to maintain customer satisfaction (Danurdara, 2021), service quality that is important for culinary businesses such as restaurants as a marketing strategy in order to create customer satisfaction and survive in business competition (Ma'ruf, 2021), quality of service can be intended to be a way in which consumers will be served in an organization that can be good or bad (Elisabeth et al., 2019), the quality of service in a service company is often conditioned as a comparison between the expected service and the service received significantly (Desiyanti et al., 2018), service quality in the other hand, has always been the very consideration in measuring customer loyalty and satisfaction in the restaurant industry (Sunaryo et al., 2019). Service quality can be measured by reliability, assurance, tangibles, empathy, responsiveness (Tjiptono & Chandra, 2011). However, the problem found that the building is not spacious so that there is no boundary wall between the kitchen and the dining room of the restaurant, which causes consumer comfort to be disturbed when enjoying food and drink dishes, furthermore, the responsiveness of employees is still not good in providing good service, which causes consumers to have to wait to get service in ordering food, so it is not in accordance with consumer expectations. The lack of optimal service in such a way will have an impact on customer satisfaction and will indirectly interfere with the ongoing business.

In addition to service quality, price factors also affect customer satisfaction. The price can be said to be the value of going to buy a limited quantity, or which becomes another measure of the goods or services (Siahaan et al., 2014), or as the amount of money charged to a product or service exchanged by a consumer to obtain and have product benefits (Nguyen & Meng, 2016). A study from Phan et al., (2016) stated that price is an important element in consumer satisfaction. Price sends an important message to consumers where a reasonable pricing strategy not only has a positive impact on customer satisfaction (Melanie, 2017). In markets with increasing volume and price pressure, the right pricing approach is essential to remain competitive (Meckes, 2018), in terms of price strategy, price is one of the elements that influence the activities of the company, which operated to create a competitive advantage (Prasilowati et al., 2021), many small businesses use price to compete, change market share, or create different revenue scenarios. Price determines the future of the product, acceptability of the product to the customers and return and profitability from the product (Mayuri, 2022), the price assessment can be seen from the suitability of sacrifice from the consumer to the value received after making a purchase, and from there the consumer will perceive, from the product or service (Aeni et al., 2019), Setting prices too high will cause sales to decrease, but if the price is too low it will reduce the profits that can be obtained by the company's organization (Subaebasni et al., 2019).

Make the price correctly and fairly so as not to make losses for consumers, price is very important because it can determine a decent value for your product and for use by consumers (Cambell, 2022), customer satisfaction considered to be able to influence the intention and action of repurchase and in turn, contribute to the sales and revenue potential of the organization (Zhao et al., 2021), and prices are determined through affordability, discounting and the method of referrals (Simatupang et al., 2021). The price problem is still unable to meet customer satisfaction where consumers still tend to see that prices are still relatively more expensive than other competitors, because consumers also reach prices that make consumers want to buy at the low prices given. Furthermore, discounts that are not in accordance with consumers' wishes because there are still many consumers really want discounts or discounts for every purchase in large quantities, while discounts are given at certain times only, it shows that the price is still not able to support consumer satisfaction.



2. RESEARCH METHODS

This research was conducted to determine the results of the effect of service quality and price on consumer satisfaction. The research was conducted during March 2023 to consumers who came in the culinary business of Ayam Geprek Idola, the culinary was located on Jalan Jawa No 86, Bantan Village, West Siantar District, Pematang Siantar City, North Sumatra. Data obtained through questionnaires given to visiting consumers, and the results were obtained by 182 consumers, this shows that the sample size is in accordance with 100 – 200 (Hair et al., 2010), each instrument item of the research questionnaire is tested for validity with a correlation limit $\leq 0,30$ (Sugiono, 2019)S, as well as conducting reliability test tests with cronbach alpa limits 0,70 (Eisingerich & Rubera, 2010), Then conduct a coefficient of determination test, regression equation (Suliyanto, 2011), and hypothesis test. The hypotheses of this study are:

H1: that the quality of service has a positive influence on consumer satisfaction.

H2: that price has a positive influence on consumer satisfaction.

3. RESULTS AND DISCUSSION

3.1 Validity test

The validity test is used to determine that the instrument item of the study has a valid form, and for more details it can be seen in table 1 below.

Table 1. Validity Test

Variabel	Corrected Item-Total Correlation	Critical t	Criteria
Service quality	,616	0,30	Valid
Price	,680	0,30	Valid
Costumer satisfaction	,655	0,30	Valid

Table 1 shows the results for the variable quality of service corrected item-total correlation 0.616, price corrected item-total correlation 0,680 and costumer satisfaction corrected item-total correlation 0,655 while the recommended correlation limit is 0.30. This shows that the criteria for each variable quality of service, price and costumer satisfaction have valid criteria because the corrected item-total correlation > 0.30

3.2 Reliability test

The reliability test is used to find out that the instrument item of the variable has a reliability value, and for more details it can be seen in table 2 below.

Table 2. Reliability Test

Variabel	Cronbach's Alpha	Limit Reliability	Criteria
Service quality	,909	0,70	Reliable
Price	,895	0,70	Reliable
Costumer satisfaction	,908	0,70	Reliable

The results from table 2 show that the result of cronbach's alpha for service quality is 0.909, for the price the value of cronbach's alpha is 0.895 and the value of cronbach's alpha for costumer satisfaction is 0.908, while the limit limit specified is 0.70, this means that the research variables of service quality, price and costumer satisfaction have reliable criteria.

3.3 Coefficient of determination

The coefficient of determination is carried out with the intention of measuring the ability of the model to explain how the influence of independent variables together (stimultan) affects the dependent variables, and for more details can be seen in table 3 below.

Table 3. Coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	0,684	0,681	4,293
a. Predictors: (Constant), Service Quality, Price				
b. Dependent Variable: Costumer Satisfaction				

Table 3 shows the results for the coefficient of determination of service quality, price to consumer satisfaction with R Square results of 0.684 or 68%, this means that the ability of service quality and price to explain consumer satisfaction is 68%, while the remaining 22% is not discussed in this study, such as product quality, discounts, location and other variables. For the correlation or R value of 0.82, the correlation range has a very strong value.



3.4 Multiple regression equation

Table 4. Multiple categorical equation

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,156	2,254		,956	,340
	Service quality	,606	,047	,688	12,923	,000
	Price	,260	,069	,202	3,794	,000

a. Dependent Variable: Costumer Satisfaction

The results of the multiple linear regression equations seen in table 4 show a model $Y = 2.156 + 0.606 X1 + 0.260 X2$. The explanation of the equation is that when the value of service quality and price value is zero (0), then the value of consumer satisfaction is 2,156, then when the value of the coefficient of service quality direction is 0.606 and the price value of the coefficient of direction is 0.260 and the quality of service and price increases by one (1) unit, the value for customer satisfaction of service quality is 0.606 and the price is 0.260. Furthermore, the results of the equation show that the results of the equation produce a positive direction coefficient of service quality and price to consumer satisfaction, and the most dominant value is the quality of service compared to price to customer satisfaction, in line with the opinion of (Albari & Kartikasari, 2019) that the quality of service has the greatest positive influence on consumer satisfaction, consumers will feel happy if they get excellent service and will not pay attention to other factors such as price and others in increasing satisfaction for these consumers. With good prices and good service quality, it will increase customer satisfaction (Grace et al., 2022)

3.5 Hypothesis Test

Table 5. Hypothesis Test

		Coefficients ^a		
Model		t	Sig.	
	(Constant)	2,12	0,035	
1	Service quality	18,642	0	
	Price	10,717	0	

a. Dependent Variable: Costumer Satisfaction

The results of table 5 of the hypothesis test showed a calculated value for service quality of 18,642, while to get the hypothesis result was carried out by the method of $t_{count} > t_{table}$ value and also a sig_{count} value of $< \alpha 0.05$. Then the result of the hypothesis was found that the value of the count was 18.642 and to determine the t_{table} was carried out by the method $df(n-k)$: 1.973, the conclusion that the value of the count was $18.642 > t_{table}$ 1.973 and the value of $sig_{count} < \alpha 0.05$, this means that the hypothesis H1 is accepted, that the quality of the service has a positive and significant influence on customer satisfaction. And the result of t count the value 10.717 and sig count 0.00. Meanwhile, to get the hypothesis answer, it is done by comparing the value of t count with t table and also sig count $< \alpha 0.05$. To get t the table is done by means of $df(n-k)$:1.973, then the conclusion is that the calculation is $10.717 > t_{table}$ 1.973 and sig calculate $0.00 < \alpha 0.05$ which means that the H2 hypothesis is accepted that price has a positive influence on consumer satisfaction.

3.6 Discussion

3.6.1 The effect of service quality on customer satisfaction

A successful company is a company that focuses on its customers, and makes the customers as its loyal customer (Mutaqien & Prabandari, 2013), service quality is the whole customers’ attitude towards a service, which is formed by a series of both successful and not successful service experiences (Susanti & Juliani, 2021). High service quality can be achieved by identifying problems in service and defining measures for service performances and outcomes as well as level of customer satisfaction (Suciptawati et al., 2019), Service quality is an abstract conception and is like to be understood because the quality of service has intangible characteristics (intangibility), varied (variability), non-durable (perishability), and production and consumption of services occur simultaneously (inseparability) (Putra & Amrial, 2021), the results showed that the quality of service has a positive and significant influence on customer satisfaction, this is in line with the research of (Maharsi et al., 2021), (Utomo et al., 2022) that customer satisfaction is influenced by the high or low quality of service. Services are well able to determine the satisfaction of consumers is the quality of services (Mahsyar & Surapati, 2020). Service quality has a positive impact on customer satisfaction. Service quality as a scale determine which service does provide client’s needs, and indicate a comparison between clients expectation with clients perceptions (Monther & Mahadevan, 2019), the service quality measures and techniques to makes customer happy and retain the customer to maximize the profitability (Murad & Ali, 2015). Service quality plays crucial role in the operational activities of a company since service quality heavily affects the satisfaction (Sutrisno et al., 2019).



Different opinions come from (Manalu & Akbar, 2019) that the relationship between service quality on consumer satisfaction has no significant effect, this is because the quality of service provided is not so good to consumers that consumers feel disappointed even though and far from consumer expectations (Sege et al., 2017). The implementation of service quality for service companies can be used as a competitive advantage as expressed by several experts, namely another important factor in improving service quality is that superior quality is proven to be a competitive strategy in competitive advantage (Evy da Silva, 2020). The three indicators of product and service quality most influential to customer satisfaction and loyalty are response accuracy, product uniqueness, and employees' attention that makes customers happy and want to return restaurant (Naini et al., 2022), therefore, the dimension of service quality is a good comparison or basis for setting customer expectations, so that service providers and end users can check what is expected or unexpected in a reciprocal relationship (Okolie & Udom, 2022), if the service quality provided is good and appropriate, customer satisfaction will be achieved, and the consumer's desire to return will be greater (Wirakananda & Sunaryo, 2021), satisfaction or dissatisfaction occurs when the customer evaluates expectations with the performance or results received (Ramadhaniati et al., 2020), that it is the customer who decides what is good or bad quality does not mean that the customer is always right or that the customer can always fully articulate or verbalize his needs and wishes (Condro & Wibowo, 2013).

3.6.2 The effect of price on consumer satisfaction

Consumers use the price as a consideration in determining the purchase of a product, when should the purchase be made and how much the need for products purchased in accordance with the ability of consumer purchasing power (Haq, 2018). Price is the only element of the marketing mix that provides income or income for the company, while the other three elements (product, distribution, and promotion) cause costs (expenses) (Kadir et al., 2022), pricing is determined through price affordability, discounts / rebates, and payment (Simatupang et al., 2021), the results showed that price is able to affect consumer satisfaction positively and significantly, this is in line with the research (Zardi et al., 2019) price has significant effect to customer satisfaction and where the price of a low-high product can be a significant effect on the customer's intention to buy a product. Customer satisfaction can also be formed when sacrifices are issued in accordance with the value received, which means the price of the product in accordance with the benefits obtained (Wantara & Tambrin, 2019), price play vital role in switching behaviour from one service to another. (Ali Qalati et al., 2019), price/cost of ownership remains the most influential decision driver, with nearly half of consumers considering it one of the top three factors for choosing a product or service (Jayasinghe, 2016)

Other opinions such as Madistriyatno & Nurzaman (2020) and Fakhriza et al., (2021) stated that the price had no significant effect on consumer satisfaction, this can happen when there are frequent changes in the price of the product, making customers dissatisfied (Alfian & Noersanti, 2020), customers perceived whether it is low or high based on their comparison against referent price. (Hasim et al., 2020), many companies are paying less attention to this factor by setting price too high so that the company could not survive a long period or out of business because that does not fix the price according to the market (Foster, 2016).

Customer satisfaction is assessed after transaction or as a result of a comparison between what is felt and what is hoped (Rufaidah et al., 2022), the fairness of the price will influence the perception of the customers and it ultimately will influence their willingness to become a customer (Razak et al., 2016). To find out the price that is suitable for consumers, the company must conduct deep research in order to determine the price that is suitable for consumers so that it makes transactions between buyer and seller fluently (Manguyoga & Ganawati, 2019), if the price are low, customer satisfaction will also decrease (Kencana, 2018). Consumer satisfaction arises from performance expectations in meeting customer satisfaction needs (Ernest Grace et al., 2021), a satisfied consumer believes that the value of goods and services is comparable with the price, which will encourage them to repurchase the products (Zhao et al., 2021).

Consumer satisfaction is the result of an evaluation of product expectations and perceptions by consumers achieved or exceeded (Butarbutar et al., 2021), consumers use price as a consideration in determining whether or not to purchase products, when to purchase it and how much is the need for the product to be purchased according to the purchasing power of consumers (Djunaidi et al., 2020). The better service a company can present in a relatively cheap price but with good benefits and services, the more satisfied consumers will feel about the services used (Josua et al., 2017).

4. CONCLUSION

The conclusion that can be given that the quality of service and price is able to affect consumer satisfaction positively and significantly, this indicates that consumers always want quality services and prices that are in accordance with the ability of consumers to make transactions. With good service quality and prices that are in accordance with consumer capabilities, it will be able to produce consumer satisfaction.

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