Optimizing Customer Satisfaction: The Impact of Service Quality and Pricing

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Abstract

The aim of this study for investigate How quality service and price influence level satisfaction consumer. Quality service refers to how much Good something company give service to the customer, temporary price covers aspect price product or services offered. This study use study quantitative. Subject This study is UD Indah Jaya consumers. Data collection techniques include: questionnaire. Research result show exists strong relationship between Quality Factors Service and Price Factors towards Satisfaction Consumer. This is indicated by the value coefficient correlation high multiple. Coefficient value determination multiple show that part big Satisfaction Consumer influenced by both factor that, temporary part small influenced by other outside factors study. Findings from This study will give useful insight for company for optimize their strategy in increase satisfaction consumers, fine through enhancement quality service as well as determining strategies more price effective.
Keywords: service quality, price, customer satisfaction

Abstrak

Penelitian ini bertujuan untuk menyelidiki bagaimana kualitas pelayanan dan harga memengaruhi tingkat kepuasan konsumen. Kualitas pelayanan merujuk pada seberapa baik suatu perusahaan memberikan layanan kepada pelanggan, sementara harga mencakup aspek harga produk atau layanan yang ditawarkan. Penelitian ini menggunakan penelitian kuantitatif. Subjek penelitian ini adalah konsumen UD indah Jaya. Teknik pengumpulan data berupa angket. Hasil penelitian menunjukkan adanya hubungan yang kuat antara Faktor Kualitas Pelayanan dan Faktor Harga terhadap Kepuasan Konsumen. Ini ditunjukkan oleh nilai koefisien korelasi berganda yang tinggi. Nilai koefisien determinasi berganda menunjukkan bahwa sebagian besar Kepuasan Konsumen dipengaruhi oleh kedua faktor tersebut, sementara sebagian kecilnya dipengaruhi oleh faktor lain di luar penelitian. Temuan dari penelitian ini akan memberikan wawasan yang berguna bagi perusahaan untuk mengoptimalkan strategi mereka dalam meningkatkan kepuasan konsumen, baik melalui peningkatan kualitas pelayanan maupun strategi penetapan harga yang lebih efektif.
kata kunci: kualitas pelayaan, harga, kepuasan konsumen

INTRODUCTION

Guard satisfaction consumer become priority main for company (Budiyono et al., 2021; Wulandari, 2022) in an era of competition increasing business strict (Gazi et al., 2024; Lina, 2022). Satisfaction consumer No only simply indicator performance good business (Quadree & Pahari, 2022), but also a foundation for continuity and growth company in period long (Ripple & Bill, 2022). for reach objective that, is important for

company for understand and manage influencing factors satisfaction consumer in a way effective (Endwia et al., 2021; Hamzah & Shamsudin, 2020; Kurdi et al., 2020).

One of factor main influence satisfaction consumer is quality services provided by the company and prices product or services offered (Endwia et al., 2021; Lukman et al., 2021; Qomariah et al., 2021). Quality service covers how much Good something company fulfil needs and hopes consumer in the service process (Damaryanti et al., 2022; Sumarsid & Paryanti, 2022), while price reflect given value consumer to product or service the (Goeliling et al., 2023). Second factor This in a way together form perception consumer to received value from something transaction business.

Research result Aditia et al., (2021); Ichsan & Nasution, (2022); Sari & Marlius, (2023); Tannady et al., (2022) find that quality service, and price influential positive and significant to satisfaction consumer. On the other hand, research (Bansaleng et al., 2021; Ichsan & Nasution, 2022; Kasinem, 2021; Lonardi et al., 2021; Widodo, 2021) quality service, and price No influential to satisfaction consumer. Difference results study between studies diverse caused by methodology, context, management business, and time study. Difference in design, size samples, and measurements variable produce different results. Environmental factor like demographics, preferences consumers, and policy industry also influences results. Management different companies influence perception consumer to quality service and price. Change Market trends and technology also have an influence. Required consideration context, methodology, and other factors in interpret difference results study.

Research gaps that can be done identified from This study is need for more-deep understand influencing factors satisfaction consumers, especially in context quality service and price. Although study previously, as done by Aditia et al., (2021); Ichsan & Nasution, (2022); Sari & Marlius, (2023); and Tannady et al., (2022), found exists connection positive and significant between quality service, price, and satisfaction consumer, research others (Bansaleng et al., 2021; Ichsan & Nasution, 2022; Kasinem, 2021; Lonardi et al., 2021; Widodo, 2021) concluded that No There is significant influence from quality service and price to satisfaction consumer. Gap This study show exists difference significant results between studies earlier, which is a possible caused by factors methodology, context, and management different businesses. Therefore that, research more carry on required for investigate more in influencing factors satisfaction consumer, with consider factors that have mentioned as well as notice context and change in market trends and technology. With more understanding deep about connection between quality service, price, and satisfaction consumers, companies can develop more strategies effective in increase satisfaction consumers and retain superiority competitive they are in the market increasingly complex and dynamic.

This study aims for investigate influencing factors satisfaction consumers at UD Indah Jaya Mojokerto, with focus on quality service and price. With consider diverse findings from study previous, research This will give more insight deep about connection between quality service, price, and satisfaction consumers in context company the. With notice difference methodology, context, and practice possible business influence results study previous, research This expected can give understanding which are more comprehensive about influencing factors satisfaction consumers at UD Indah Jaya Mojokerto.

Result of This study expected can give valuable guide for practitioner business, esp in develop viable strategies increase satisfaction consumers and retain position competitive companies in the market continue changing and getting better complex. With Thus, research This will give contribution significant in development of more business strategies effective and sustainable at UD Indah Jaya Mojokerto, as well provide valuable insight for practitioner for manage connection with customer they with more-good.

FORMULATION OF THE PROBLEM

1. is quality service and price influential in a way Partial to satisfaction consumers?
2. is quality service and price influential in a way simultaneous to satisfaction consumers?
3. Which between quality service and price are influential in a way dominant to satisfaction consumers?

LITERATURE REVIEW

Quality Service

Quality service is draft key in management business (Chayomchai, 2021) which focuses on how company give satisfactory service or exceed hope consumer (Mulyani et al., 2020). According to (Parasuraman et al., 2002), quality service can define as comparison between hope consumer with perception they to performance actual provider service. Draft This expanded with the concept of the "GAP model" which states that there is a number of gaps that can be happen between expectations and perceptions consumer to quality service (Bruhn, 2023).

Study beginning about quality service emphasize aspects like reliability, power responsiveness, sustainability, assurance, and empathy (Parasuraman et al., 2002). However, research furthermore highlighting importance dimensions addition like speed, communication, reliability, and excellence technical in evaluate quality service (Wilson et al., 2020). Draft quality service has become focus study cross discipline, incl in context industry services, retail, hospitality, and sectors health. Research result show that quality high service No only increase satisfaction consumer but also have impact positive on loyalty customer, image brand, and performance corporate finance (Bitner et al., 2000; Ladhari, 2009).

Although quality service recognized as factor important in create mark for customers, challenges still There is in measure and improve quality service in a way consistent. Study advanced required for identify effective strategies in increase quality service and understanding How company can integrate practice best in management service for reach superiority competitive in a growing market complex and dynamic (Grönroos, 2011; Johnston & Michel, 2008). In research This indicator study take draft from Parasuraman et al., (2002) which states: quality service can be measured through five indicators main known as "RATER": reliability, power responsiveness, sustainability, assurance, and empathy. Reliability refers to ability provider service for give service in a way consistent and accurate. Responsiveness reflect how much fast provider service respond requests and needs consumer. Continuity related with confidence consumer that provider service own competence and expertise for do required tasks. Guarantee refers to trust consumer to ability provider service for give promised service and security transaction. Lastly, empathy reflect the care, feelings, and concern

shown by the provider service to needs and desires consumer. This is indicator important in evaluate quality service available influence perception consumer to experience they with company.

Price

Price is the factor important influences decision purchase consumer (Dwijayanti et al., 2022) and have impact significant to satisfaction customer as well as performance business in a way whole (Otto et al., 2020). In context marketing, price often considered as one of the from four element mix marketing (marketing mix) together with product, promotion, and distribution (Mohamad & Rahim, 2021). Draft price No only covers price charged for product or service but also determination strategies prices, discounts, offers specials, and policies price.

Study related price covers various aspect, start from behavior consumer in evaluate price to strategy determination effective price for company. Economic theory highlighting importance price in determine market demand and allocation source Power economy. In context this, price considered as signal important information for consumer in evaluate mark something product or service (Amstrong & Kotler, 2008). Psychological studies consumer has show that perception price can influenced by factors like price reference, perception mark product, and sensitivity individual price. Additionally, research highlighting the importance of an appropriate pricing strategy with market segmentation and objectives company. for example, the price is too high tall or too low can impact negative on perception quality product or service (Suri & Monroe, 2003).

Apart from that, the price also increases factor important in influence behavior purchase consumers, incl decision for buy, quantity purchases, and loyalty customer. Study has show that offer the right price with perceived value consumer can increase satisfaction customer and helpful company maintain strong market share (Nagle & Holden, 2002). However, challenges in determination prices happen too, esp in face Intensive market competition and change trend consumer. Companies need understand market dynamics and adopting flexible and responsive pricing strategies for still compete in a competitive market.

Steinhardt, (2019) explain indicator price: Price is not simply numbers, but message that communicates information important about product to consumer. Consumer interpret price in various way, look at it as arrest hidden, premium marks, or indicator quality. Psychology price play role key in the reasoning process consumers, influence perception value and quality product as well as influence decision purchase. With Thus, price No only numbers, but also indicators significant value in connection between companies and customers.

Satisfaction Consumer

Satisfaction consumer is draft key in highlighting marketing importance meet and exceed hope consumer for create strong relationship between companies and customers. According to Armstrong & Kotler, (2008), satisfaction consumer is happen when perception consumer to performance product or service exceed or at least in line with hope they. Draft This become focus research and attention for company Because satisfaction consumer No only reflect indicator good performance, but also has impact straight to loyalty customers, retention, and recommendations to other people.

Study of satisfaction consumer has covers various aspect, start from influencing factors perception consumer to quality product or service until effect satisfaction consumer to behavior purchases and loyalty customer. Models such as the Satisfaction Model the American Customer Satisfaction Index (ACSI) and the European Customer Satisfaction Index (ECSI) consumers have developed for measure and understand level satisfaction consumers in various industry (Fornell et al., 1996). Additionally, research about satisfaction consumers are digging in, too influencing factors level satisfaction consumers, incl quality product or service, price, experience purchases, and interactions with brand or company. Findings study show that quality service, reliability product, responsiveness company, and empathy to need consumer is factors key that contributes to the level satisfaction consumer (Oliver et al., 1997; Parasuraman et al., 2002).

RESEARCH METHODS

This study classified in study quantitative. Study quantitative is A ongoing research in a way scientific and systematic Where observations made covers all related things with object study (Kristanto, 2018), Research objectives quantitative is for obtain explanation from something theory and laws reality. Study quantitative developed with using mathematical models, theories and/ or hypothesis (Balaka, 2022; Wibowo, 2020).

Object This study is UD Indah Jaya Mojokerto with the address Jl. Mojosari - Pacet fell asleep at Alley 5 No. 271, Juminong, Pesanggrahan, Kec. Kutorejo, Mojokerto Regency, East Java 61383. Population is all over consumer identified a total of 540 people, through formula slovin with a tolerance of 10% is set sample a total of 84 respondents. Data collection using questionnaire. Internal data sources This study namely primary data is answer from questionnaire and secondary data namely sales data business UD Indah Jaya trade.

Data analysis techniques used in This study that is multiple linear regression. Analysis model multiple linear regression is for know influence between variable independent to variable dependent in study variable The independence that is quality service service and price, variable dependent that is satisfaction consumer.

ANALYSIS AND DISCUSSION
Research result

This study aims for investigate influence variable quality service service (X1) and price (X2) against level satisfaction consumer (Y). for reach objective the, analysis model multiple linear regression used with variable satisfaction consumer as variable bound and quality service service as well as price as variable free.

Table 1
Test Results - t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	Constant	-13,674	2,268		-6.03	0		
1	X1	0.674	0.039	0.872	17,211	0	0.508	1,969
	X2	0.162	0.079	0.104	2,057	0.043	0.508	1,969

a. Dependent Variable: Y

Analysis results show exists significant relationship between quality service service (X1) and level satisfaction consumer, with coefficient standard significant (B = 0.674, p < 0.001). Additionally, results research also reveals that price (X2) has more influence low to satisfaction consumers, though Still significant (B = 0.162, p = 0.043). With Thus, the findings This give valuable insight for company in managing marketing strategies they for increase satisfaction consumers and retain Power compete in a competitive market.

This study use analysis variance (ANOVA) for evaluate significance of multiple linear regression models in explain variation in levels satisfaction consumers (Y) described by variables predictor, ie quality service service (X1) and price (X2).

Table 2
F test results
ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1755.017	2	877,508	344,787	,000 [b]
	Residual	195,971	77	2,545		
	Total	1950,988	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Analysis results show that regression model in a way whole own very high significance (F = 344.787, p < 0.001), indicating that model effective explain variation in satisfaction consumer. Contribution variable predictor to explanation variation in satisfaction consumers are also significant, as indicated by the high Sum of Squares value for the regression model (1755.017). Findings This give more understanding deep about influencing factors satisfaction consumer, deliver base for company for optimize their strategy in increase satisfaction customers and strengthen position them on the market.

This study aims for analyze influence variable quality service service (X1) and price (X2) against level satisfaction consumer (Y). Analysis done using multiple linear regression models and the results served in Model Summary.

Table 3
R test results
Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,948 [a]	0.9	0.897	1,595

a. Predictors: (Constant), X2, X1

a. Dependent Variable: Y

The results show that regression model in a way whole own level high suitability, with coefficient determination (R Square) is 0.9. This matter shows that about 90%

variation in level satisfaction consumer can explained by variables predictor in this model. In addition, the adjusted R Square value is almost the same with R Square (0.897) showing that the model explanation is not too affected by overfitting. This result gives more understanding in about variable extent quality service service and price contribute to level satisfaction consumer, deliver base for company for improve marketing strategies they in reach satisfaction more customers Good.

Discussion

Based on results analysis multiple linear regression, can concluded that quality service (X1) and price (X2) respectively Partial influential to satisfaction consumer (Y). Coefficient significant regression for second variable independent show that change in quality service and price in a way individual own real impact on levels satisfaction consumer. This matter in accordance with theory marketing that suggests that aspects like quality service and price own role important in form perception consumer to something product or service.

In the context of UD Indah Jaya Mojokerto, evidence empirical from analysis multiple linear regression show that enhancement in quality service, like responsive service to need customers, quality products offered, as well speed and reliability in service, in fact positive contribute to satisfaction consumer. Apart from that, research also found that factor price also plays a role role important in influence satisfaction consumers at UD Indah Jaya Mojokerto. That is, when price set with appropriate in accordance with the value provided by the product or service, p This will increase satisfaction consumer.

Findings This consistent with theory marketing stated that aspects like quality service and price play role crucial in form perception consumer to something product or service. With Thus, proof empirical from This study give strong support to importance management quality services and assignments the price is right as a strategy for increase satisfaction consumers at UD Indah Jaya Mojokerto. Additionally, findings this also delivers strong foundation for management of UD Indah Jaya Mojokerto for develop more strategies effective in increase satisfaction consumers and retain position competitive companies in the market continue changing and getting better complex. With understand contribution relatively from quality service and price to satisfaction consumers, companies can allocate source Power with more efficient for increase the most important aspects for customer they.

Research result This in a way consistent with the findings that have been made expressed in literature previously. A number of studes previously, as done by Aditia et al. (2021), Ichsan & Nasution (2022), and Sari & Marlius (2023), also found that quality service and price own influence positive and significant to satisfaction consumer. Findings This support draft that customer tend more satisfied when they accept service quality and appropriate price with their value accept. However, there are also some research shows different results. for example, research by Bansaleng et al. (2021), Ichsan & Nasution (2022), Kasinem (2021), Lonardi et al. (2021), and Widodo (2021) found that quality service and price No influential to satisfaction consumer. Difference This Possible caused by factors like methodology different research, diverse market contexts, as well characteristics and preferences different consumers.

Results of deep ANOVA analysis This study show that regression model in a way whole significant (F = 344.787, p < 0.001), which indicates that quality service and price

in a way together influence satisfaction consumer in a way significant. Findings This consistent with a number of studes previously also used it analysis regression for evaluate connection between variable quality service, price, and satisfaction consumers (Aditia et al., 2021; Ichsan & Nasution, 2022; Sari & Marlius, 2023).

However, there are also some research shows different results. A number of study previously Possible find that one variable, fine quality service or price, have more influence dominant than others. for example, research by Bansaleng et al. (2021) perhaps find that quality service has more influence significant than price to satisfaction consumer. Temporary that, research by Kasinem (2021) is possible find that price own more influence dominant. Difference This can be caused by variations in sample, methodology research, or characteristics of the market studied.

In context This study is a finding that quality service and price in a way together influence satisfaction consumer in a way significant give consistent contribution with literature previously. However, it's important for remembered that every study own context and characteristics unique yourself, and the results can varies depending on factors the. Therefore that, research more carry on Possible required for understand more, carry on dynamics involved in connection between quality service, price, and satisfaction consumer in different context.

Lastly, for determine influential variables in a way dominant to satisfaction consumers, attention given to the coefficients regression standard (Beta). In context this, quality service (X1) has Beta coefficient is taller than price (X2), shows that quality service own more influence dominant to satisfaction consumer. Although the price also delivers significant contribution, quality service hold more role important in form perception consumer to product or service. Therefore that, company need focus on improvement quality service they for increase satisfaction consumer in a way effective.

In context This study is the result show that quality service has more influence dominant to satisfaction consumer compared to with price. Findings This in line with a number of studies previously which also highlighted role quality important service in form satisfaction consumer. However, results this also confirms importance consider second factor in a way simultaneously in marketing strategy, because price also has significant contribution to satisfaction consumer.

Research result This supported by a number of study previous ones who also explored connection between quality service, price, and satisfaction consumer. A number of studies previously, as done by Aditia et al. (2021), Ichsan & Nasution (2022), and Sari & Marlius (2023), found that quality service and price influential positive and significant to satisfaction consumer. Findings This consistent with results This study, which also shows that second factor the influence satisfaction consumer in a way positive.

Additionally, research previously also supported findings that quality service has more influence dominant than price in form satisfaction consumer. for example, research by Bansaleng et al. (2021) perhaps find that quality service has more influence significant than price to satisfaction consumer. Findings This in line with results This study, that shows that quality service has more contribution big to satisfaction consumer than price.

CONCLUSION

From the results This study, got it concluded that quality service and price own significant influence to satisfaction consumer. By partial, quality service and price each

contribute to level satisfaction consumer, with quality service own more influence dominant. ANOVA analysis also shows that in a way simultaneous, quality service and price in a way together influence satisfaction consumer in a way significant.

With So, company need notice second factor This in designing marketing strategies they for increase satisfaction consumer. Special attention must given to the upgrade quality service, because study show that factor This own more influence big to satisfaction consumer. However, prices are also fixed own role important in form perception consumer to mark product or service.

This conclusion give guide valuable for company in optimize marketing strategies they for reach objective satisfaction more consumers well, which in turn can increase loyalty customers and performance business in a way whole. Additionally, findings this also delivers contribution important in enrich understanding about influencing factors satisfaction consumers, who can used as base for research and practice more marketing continue in the future.

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