THE INFLUENCE OF SERVICE QUALITY AND PRICES OF SERVICES ON CUSTOMER SATISFACTION

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ABSTRACT

Udinrace car repair shop is a car repair shop that operates in the services and marketing sector, which is currently pioneering and is located in Bojongsoang, Bandung Regency. Globalization has had a huge impact on the development of the business world throughout the world. The market is getting wider and the business world is getting wider. But on the other hand, competition is getting tighter and more difficult. Conditions like this require companies to be competitive and have superior products or services compared to competitors who are involved in the same business. This research aims to determine the influence of service quality and price on customer satisfaction at the Udincare car repair shop. The research method used in this research is a quantitative research method with a descriptive and verification approach. The data used is primary data. Data collection uses library research and documentation obtained from the city of Bandung and previously purchased. Sampling used a non-probability sampling method with a purposive sampling method and data was obtained for 100 samples. The data collection technique carried out by the author was to collect the data by distributing questionnaires to respondents and literature study using data analysis techniques using classical assumption tests, multiple regression analysis, correlation coefficient analysis, determination coefficient analysis, and hypothesis testing. Descriptive research results show that Customer Satisfaction is in the very good category, Service Quality is in the very good category and Sales Promotion is in the very good category.

Keywords: Service Quality, Price Service, and Customer Satisfaction

1. PENDAHULUAN

A service company is a company whose business activities are aimed at obtaining income or revenue through providing certain services. A service company is a place where the production process takes place which combines production factors to produce a service. Services cannot be viewed. felt, touched, heard, or smelled before the service is purchased. The service does not recognize inventory or storage of products that have been produced. Services are produced and consumed simultaneously. Specially designed services that have various types for customer needs, such as car repair services.

Udinrace car repair shop is a car repair shop that operates in the service and marketing sector. As a newly established workshop, Udinrace is starting its business and is located in Bojongsoang, Bandung Regency. Globalization has had a huge impact on the development of the business world throughout the world. The market is getting wider and the business world is getting wider. But on the other hand, competition is getting tighter and more difficult. Conditions like this require companies to be competitive and have superior products or services compared to competitors who are involved in the same business. Companies that want to develop and gain a competitive advantage must produce quality goods and services, as

well as good service to customers so that satisfaction will emerge in the minds of customers and it is hoped that this will have a positive impact on the company.

The author conducted this research at the Udinrace car repair shop located in the GPA Cikoneng Bojongsoang Complex, Kab. Bandung. One of the advantages that the Udinrace car repair shop gets is that it is located in a housing complex and can also market to neighbors and the surrounding community, then this workshop has been supported by the Hyundai accenter club community. Besides that, even though it has just been established, this workshop is already able to compete with other workshops in the area.

Udinrace car repair shop is a workshop that provides repair services as well as selling spare parts. Based on data obtained from the Udinrace car repair shop, there is a decline and unstable growth in repair shop prices from June - September 2022.

Table 1 Sales Data

Data Per minggu	Pencapaian Target	Rata – Rata			
		Juni	Juli	Agustus	September
Minggu ke 1	3.500.000	1.849.814	1.790.354	1.562.537	1.410.586
Minggu ke 2	3.500.000	1.407.000	1.354.000	1.264.600	1.111.400
Minggu ke 3	3.500.000	1.476.600	1.206.100	1.044.800	1.031.200
Minggu ke 4	3.500.000	1.343.300	1.058.800	1.269.400	1.048.800
Rerata-rata/ bulan (%)		43,90	35,99	34,45	27,30

Source: Udinrace Sales Report (2023)

Table 1 shows the sales results from target achievement data at the Udinrace car repair shop which implements a monthly target of 3,500,000. Based on the table above, weeks 2,3,4 are unstable, showing that from June - September 2022 there will be a decline of 43.90% to 27.30%. This has an impact on existing aspects. This indicates that the target at the Udinrace car repair shop is still not optimal. This requires serious attention for the Udinrace car repair shop to improve its performance.

Even though the prices charged by the Udinrace workshop to consumers are not considered heavy by consumers, as revealed in the results of the pre-questionnaire, when compared with existing competitors, the price rates for the Udinrace workshop are apparently lower. The prices charged to customers are lower than competitors and are not felt by consumers to be heavy. This is seen in the following table.

Table 2 List of Service Rate

Perbandingan jasa	Bengkel Udinrace	Bengkel GS
Jasa ganti oli	35.000	50.000
Jasa *Tune up*	250.000	300.000
Jasa *overhaul*	1.300.000	1.500.000

Source: Udinrace Sales Report (2023)

If we look at the quality of service based on the author's experience, while at the Udinrace car repair shop, the author saw that there were several customers who always came to have their vehicles checked regularly, there were also those who said they were always satisfied with the service but there were also consumers who often complained, saying the service took a long time, the mechanic often ask for permission so that customers who come and have made an appointment the

previous day have to queue longer to get service.

Regarding the accuracy of prices and quality of services provided, the author has distributed a pre-questionnaire, which is presented in the following table:

Table 3 Presurvey Results

No	Quisioner	Sangat Setuju	Tidak Setuju	Jumlah Responden
1	Harga lebih baik dibanding pesaing	-	45	45
2	Kualitas layanan dan harga dibanding pesaing	-	40	40
	Jumlah	45	40	85

Source: Udinrace Sales Report (2023)

From table 3 it is known that of the 85 consumers surveyed, 45 consumers stated they were dissatisfied with the price given, while 40 consumers stated they were dissatisfied with the quality of service and price compared to competitors.

2. LITERATURE REVIEW

A. Customer Satisfaction

According to Howard and Sheth in Fandy Tjiptono (2014: p.353), customer satisfaction is a cognitive purchasing situation regarding the commensurability or disproportion between the results obtained compared to the sacrifices made.

According to Kotler and Keller in Priansa, (2018) states that consumer or customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the predicted product performance (results) with the expected performance (or results).

According to Fatihudin and Firmansyah (2019:206) customer satisfaction is a measurement of the extent to which customers or users of company products or services are very happy with the products or services received, customer satisfaction is a comparison between expectations and perceived experience.

B. Service Quality

According to Kasmir (2017: 47), service is the action or deed of a person or organization to provide satisfaction to customers, fellow employees and also leaders. Service and providing support to customers according to Tjiptono in Meithiana Indasari, (2019:61) service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the quality of service provided. expected. Rusydi (2017: 39) believes that service quality is a company's ability to provide the best quality service compared to its competitors.

According to Fandy Tjiptono, Ph,D. (2015: 157) defines service quality as a measure of how well the level of service provided is in accordance with customer expectations. In other words, there are two main factors that influence service quality, namely expected service and perception.

According to Dzikra (2020) also states that service quality is a strategic system involving all work units or organizational units from leaders to employees so that it meets the needs expected by consumers.

C. Price

According to Kotler and Keller (2016), elements in the marketing mix not only determine probability but also act as signals to communicate the proposed value of a product.

According to Fandy Tjiptono (2016), price is the only marketing element that brings in revenue or income for the company. According to Kotler in Sunyoto (2019: 131), price is the amount of money charged for a particular product.

Companies set prices in a variety of ways. In small companies, prices are often set by top management.

3. RESEARCH METHODS

A. Methods used

The research method was designed through research stages, starting with variable activation, identification of data types and sources, data collection methods, technical analysis and hypothesis testing. The research method used in this research is a quantitative method, with a descriptive and verification approach. The definition of quantitative research methods according to Sugiyono (2019:16-17) is as follows:

Quantitative methods can be defined as research methods that are based on empirical philosophy, using research on certain populations or samples, data collection using research equipment, and analysis of quantitative/statistical data to describe a given hypothesis, and testing.

Sugiyono (2018:45) states, "The descriptive approach is determining the value of an independent variable for one or more independent variables without making comparisons or connecting it with other variables."

What is meant by verification method according to Sugiyono (2018:36) is:

The verification method is a research method that uses evidence to carry out statistical calculations on hypotheses resulting from descriptive research, so that the results of the evidence indicate that the hypothesis is rejected or accepted.

B. Sampling Technique

The general approach used in this research is non-probability sampling, where population elements are selected on the basis of their availability. According to Sugiyono (2017: 136), states that population is a generalization area consisting of objects or subjects determined by researchers to be studied and then conclusions drawn. Population is not only people, but also objects and other natural objects. Population is also not just the number of objects or subjects being studied, but includes all the characteristics or traits possessed by the subject or object.

According to Sugiyono (2017: 85), saturated sampling is a sampling technique when all members of the population are sampled. This is done when the population is relatively small, less than 30, or research that wants to make generalizations with very small errors. Another term for a saturated sample is a census, where the entire population is sampled.

As explained in Chapter 1, the original customers/customers of the Udinrace car repair shop in the last year only numbered 100 people, which is the research population.

4. RESEARCH RESULTS

A. Validity Test

According to Ghozali (2018:67) a measuring instrument is said to be valid if it can answer carefully about the variables being measured. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. The minimum requirement to be considered valid is if r count > r table and seen from the distribution of r table values for the total item level above 0.300, Sugiyono (2022:126).

Table 4 Calculation of r table Y

Item	r tabel	r hitung	Sig	Ket
1	0,195	0,699	0,000	Valid
2	0,195	0,717	0,000	Valid
3	0,195	0,777	0,000	Valid
4	0,195	0,802	0,000	Valid
5	0,195	0,780	0,000	Valid
6	0,195	0,787	0,000	Valid
7	0,195	0,726	0,000	Valid
8	0,195	0,707	0,000	Valid
9	0,195	0,731	0,000	Valid

Source: author calculated (2023)

Based on Table 4, it can be seen that the calculated r value for each item is

greater than the table r value. It can be concluded that the 9 statement items in the Customer Satisfaction (Y) variable are declared valid. So that the data can be used for all research analysis purposes.

Table 5 Calculation of r table X$_1$

Item	r tabel	r hitung	Sig	Ket
1	0,195	0,761	0,000	Valid
2	0,195	0,723	0,000	Valid
3	0,195	0,719	0,000	Valid
4	0,195	0,709	0,000	Valid
5	0,195	0,722	0,000	Valid
6	0,195	0,663	0,000	Valid

Source: author calculated (2023)

Based on table 5, it can be seen that the calculated r value for each item is greater than the r value. So it can be concluded that the 6 statement items on Service Quality (X1) are declared valid. So that the data can be used for all research analysis purposes.

Table 6 Calculation of r table X2

Item	r tabel	r hitung	Sig	Ket
1	0,195	0,686	0,000	Valid
2	0,195	0,705	0,000	Valid
3	0,195	0,669	0,000	Valid
4	0,195	0,667	0,000	Valid
5	0,195	0,653	0,000	Valid
6	0,195	0,681	0,000	Valid

Source: author calculated (2023)

Based on table 6, it can be seen that the calculated r value for each item is greater than the table r value. So it can be concluded that the 6 statement items in the Price variable (X2) are declared valid. So that the data can be used for all research analysis purposes.

B. Reliability Test
Table 7 Reliability Test

Variabel	Cronbach Alpha	Keterangan
Kepuasan Pelanggan (Y)	0,777	Reliabel
Kualitas Pelayanan (X$_1$)	0,780	Reliabel
Harga (X$_2$)	0,766	Reliabel

Source: author calculated (2023)

Based on table 7, it can be seen that Cronbach's Alpha results for Customer Satisfaction are 0.777, the Service Quality variable is 0.780 and the Price variable is 0.766. The Cronbach's Alpha value for all variables is more than 0.700, so it can be concluded that the instrument used in the research is reliable.

C. Multiple Linear Regression Analysis
Table 8 Multiple Linear Regression

Coefficients^a

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta
1 (Constant)	3.768	2.369	
Kualitas Pelayanan	.710	.126	.458
Harga	.675	.126	.434

a. Dependent Variable: Kepuasan Pelanggan

Source: author calculated (2023)

The multiple linear regression model recorded is formed from the variables in Table 8, which can be formulated in the equation model as follows:

$$Y = 3.768 + 0.710\,X_1 + 0.675\,X_2 + e$$

Information:
Y   = Customer Satisfaction
X1   = Service Quality
X2   = Price
b1, b2 = Regression coefficient
e   = error

From the results of the multiple regression equation, each variable's influence can be interpreted as follows:

1. The constant value has a positive sign of 3,768 which indicates that if the variables Service Quality (X1) and Price (X2) have no change or are equal to 0 then Customer Satisfaction (Y) is 3,768.

2. Service Quality has a positive multiple regression coefficient of 0.710, this means that if Service

Quality (X1) is improved once, it will increase Customer Satisfaction by 0.701.

3. Price has a positive multiple regression coefficient of 0.675, this means that if the price is increased once, it will increase customer satisfaction by 0.675.

D. Correlation Coefficient Analysis

Table 9 Correlation Coefficient

Hubungan	Pearson Correlation
Kepuasan Pelanggan ↔ Kualitas Pelayanan	0,763**
Kepuasan Pelanggan ↔ Harga	0,756**
Kualitas Pelayanan ↔ Harga	0,704**

Source: author calculated (2023)

1. The correlation between Service Quality and Customer Satisfaction has a value of 0.763, which is in the interval 0.60 – 0.799, which means there is a strong positive correlation between Service Quality and Purchase Satisfaction.

2. The correlation between Price and Customer Satisfaction has a value of 0.756 in the interval 0.60 – 0.799, which means there is a strong positive correlation between Service Quality and Purchase Satisfaction.

E. Multiple Correlation Coefficient Analysis

Table 10 Multiple correlation coefficient

Model	R	R Square	Durbin-Watson
1	.823ᵃ	.677	2.038

a. Predictors: (Constant), Kualitas Pelayanan, Harga
b. Dependent Variable: Kepuasan Pelanggan

Source: author calculated (2023)

a. Analysis of the Coefficient of Determination (R2)
i. Results of Partial Determination Coefficient of Service Quality

Table 11 Coefficient of Determination Y

Model Summaryᵇ

Model	R	R Square
1	.763ᵃ	.582

a. Predictors: (Constant), Kualitas Pelayanan
b. Dependent Variable: Kepuasan Pelanggan

Source: author calculated (2023)

Based on Table 11, it is known that the R-Square is 0.582, this shows that the influence of Service Quality on Customer Satisfaction is 58.20%, the remaining 41.80% is influenced by other factors not researched.

ii. Price Partial Determination Coefficient Results

Table 12 Partial Determination Coefficient

Model Summaryᵇ

Model	R	R Square
1	.756ᵃ	.572

a. Predictors: (Constant), Harga
b. Dependent Variable: Kepuasan Pelanggan

Source: author calculated (2023)

Based on Table 12, it is known that the R-Square is 0.572, this shows that the influence of price on customer satisfaction is 57.20%, the remaining 42.80% is influenced by other factors not researched.

iii. Simultaneous Coefficient of Determination Results

Table 13 Simultaneous Determination Coefficient

Model Summaryᵇ

Model	R	R Square
1	.823ᵃ	.677

a. Predictors: (Constant), Kualitas Pelanggan, Harga

b. Dependent Variable: Kepuasan Pelanggan

Source: author calculated (2023)

From Table 13, it is known that the R-Square is 0.677, this shows that the influence of Service Quality and Price on Customer Satisfaction is 67.70%, the remaining 32.30% is influenced by other factors not researched.

b. Partial Hypothesis Testing (t Test)

Table 14 t test

Variabel	T hitung	Sig.
Kualitas Pelayanan	5,637	0,000
Harga	5,343	0,000

Source: author calculated (2023)

Based on Table 14, the following results are obtained:
a. Service Quality (X1), has a t statistic greater than the t table (5.637> 1.660). So it can be said that Ho1 is rejected and Ha1 is accepted. Apart from that, it can also be said that Service Quality has a positive and significant effect on Customer Satisfaction at the Udinrace Car Workshop.
b. Price (X2), has a t statistic that is greater than the t table (5,343 > 1,660). So it can be said that Ho1 is rejected and Ha1 is accepted. Apart from that, it can also be said that price has a positive and significant effect on customer satisfaction at the Udinrace car repair shop.

c. Simultaneous Hypothesis Test (F Test)

Simultaneous testing aims to test whether Sales Promotion and Service Quality together have a significant influence on Purchasing Decisions or not.

Based on Table 15, the F statistic is greater than the F table, namely 101.819 > 2.31. So it can be said that Ho4 is rejected and Ha4 is accepted so that it can be said that Service Quality (X1) and Price (X2) have a positive and significant effect on Customer Satisfaction (Y) simultaneously because the significance value of Service Quality (X1) and Price (X2) is 0.000 smaller than 0.05.

Table 15 F Test

ANOVAª			
Model		F	Sig.
1	Regression	101.819	.000ᵇ
	Residual		
	Total		
a. Dependent Variable: Kepuasan Pelanggan			
b. Predictors: (Constant), Kualitas Pelayanan, Harga			

Source: author calculated (2023)

5. DISCUSSION

a. The Effect of Service Quality on Customer Satisfaction

Based on the results of statistical tests that have been carried out, it can be concluded that Service Quality (X1) has a significant and significant effect on Customer Satisfaction (Y). So the first hypothesis which states that Service Quality influences Customer Satisfaction is accepted. The decision to accept the hypothesis partially resulted in a calculated t value for Service Quality (X1) of 5,634 and a t table of 1,660 with a sig value of 0.000<0.05. Because the value of t count > t table, H0 is rejected and H1 is accepted, which means that Service Quality (X1) has a positive and significant effect on Customer Satisfaction (Y).

b. The Effect of Price on Customer Satisfaction

Based on the results of statistical tests that have been carried out, it can be concluded that Price (X2) has a significant and significant effect on Customer

Satisfaction (Y). So the first hypothesis which states that price influences customer satisfaction is accepted. The decision to accept the hypothesis partially resulted in a calculated t value for Price (X2) of 5,343 and a t table of 1,660 with a sig value of 0.000<0.05. Because the value of tcount > ttable, H0 is rejected and H1 is accepted, meaning that Price (X2) has a positive and significant effect on Customer Satisfaction (Y).

c. The Influence of Service Quality and Price on Customer Satisfaction

Based on the results of calculations using SPSS, it is known that F count is 101.819 with a p-value (sig) of 0.000. with α = 5%, we get F table 2.31. Because the value of F count > F table (101,819 > 2.31), Ho4 is rejected and Ha4 is accepted, so it can be said that Service Quality (X1) and Price (X2) simultaneously influence Customer Satisfaction (Y). This research is in line with the results of research conducted by Diah Pranitasari (2017) which states that price and service quality have a positive influence on customer satisfaction.

6. CONCLUSION

Based on research and discussions conducted at the Workshop regarding the Influence of Service Quality and Price on Customer Satisfaction, the author draws conclusions to answer what is asked in the problem formulation as follows:

1. Customer satisfaction is considered very good. The highest score was obtained from the statement 'I will always use Udinrace workshop services' in the very good category. Meanwhile, the lowest score was obtained from the statement 'Udincare Workshop Employees are responsive in handling consumers' in the very good category which means that some respondents want to further improve services to consumers.

2. The quality of service is considered very good. The highest score was obtained from the statement 'Udinrace Workshop employees make customers feel safe when carrying out car repair services' in the very good category. Meanwhile, the lowest score was obtained from the statement 'Udinrace Workshop is easy for customers to contact'. This can be said that the Service Quality needs to increase speed or improve the service system so that some customers are not disappointed.

3. Prices are considered very good. The highest score is obtained from the statement 'Price is cheaper than competitors'. in the poor category. Meanwhile, the lowest score was obtained from 'The price offered is in accordance with the quality of the Udinrace workshop' in the good category. It can be said that the price variables need to improve the pricing system to be in accordance with the quality provided. The relationship between price and customer satisfaction is that both variables have a very strong and unidirectional positive relationship. This can be seen from partial hypothesis testing which states that price has a statistically acceptable effect on customer satisfaction

4. The influence of service quality on customer satisfaction, where both variables have a strong positive relationship. This can be seen from partial hypothesis testing which states that Service Quality has a statistically acceptable effect on Customer Satisfaction.

5. Effect of Price on Customer Satisfaction where both variables

have a strong positive relationship. This can be seen from partial hypothesis testing which states that price has a statistically acceptable effect on customer satisfaction.

6. The influence of service quality and price on customer satisfaction, where both variables have a very strong positive relationship. This can be seen from simultaneous hypothesis testing which states that Service Quality and Price have an influence on Customer Satisfaction which is accepted statistically.

7. RECOMMENDATION

Based on the overall research results, several suggestions can be made that might be taken into consideration by the company's marketing management regarding Service Quality and Prices at the Udincare Car Workshop in Service Quality, including the following:

1. **Towards Management:**
   a. To increase customer satisfaction, the company has improved its supplier selection indicators. By improving customer channels from product availability, customer satisfaction will also increase.
   b. To improve service quality, companies need to improve the dimensions, namely price discounts, therefore companies need to provide price discounts, so that customers can be attracted to the product.
   c. To improve service quality, companies need to improve the dimensions of service quality, namely responsiveness and assurance so that customer complaints are resolved quickly which will lead to customer satisfaction.

2. **Towards Academics**

Future research should conduct further research using other variables of customer satisfaction that are not yet in this research, such as company image and others, which can be used as variables to influence customer satisfaction. This is done so that the results found are more optimal.

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