

INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION

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Abstract : *This study aims to determine the effect of service quality and price on customer satisfaction in Dalupa Trans travel services. In this study the population is consumers. Not all users of travel services are also passengers of Travel Dalupa Trans. The number of population in this study is not limited. The sample taken is 100 respondents by giving questionnaires to respondents to obtain data. The data analysis technique used in this study is multiple linear regression analysis. The results showed that the variables of service quality and price simultaneously had a positive and significant impact on customer satisfaction at Dalupa Trans. Service quality partially has a positive and significant influence on customer satisfaction. Price partially does not have a positive and significant impact on customer satisfaction at Dalupa Trans. The limitations of this study are that researchers only examine the variables that affect customer satisfaction, namely service quality and price. Suggestions For future researchers, they can re-examine the variables of this study with other types of transportation service businesses. In addition, further research can add other variables which are factors that influence customer satisfaction.*

Keywords: *Customer satisfaction, Service Quality, Price*

1. Introduction

The current rapid development of transportation technology makes competition in the provision of transportation services very sharp and tight. The development of an increasingly advanced era makes the activities carried out by the community more numerous and varied. Not infrequently these activities require moving from one place to another. This makes the shuttle service continues to grow. Currently, many service businesses are encountered in everyday life, one example is a transportation service company.

In relation to human life, transportation has a significant role in various aspects, both in social, economic, environmental, political, defense and security aspects. Customer satisfaction will be achieved if the quality of the product or service provided by the company is in accordance with the wishes of consumers (fandy tjiptono 2004). One of the transportation service businesses is the travel business. The case that occurs in the field is the increasing competition between travel businesses today, this can be seen by the increasing number of travel companies in various places that are close to one another, Service is closely related to consumer satisfaction. Optimal service quality can be used as one of the company's marketing strategies to increase and retain customers. Every company tries to provide the best service at affordable prices for its customers so that they are satisfied with the

services they experience and they want to become customers (Fandy Tjiptono 2004). Service quality has a close relationship with customer satisfaction. Quality gives a boost to customers. Good service is something that must be considered by service companies. Good and quality service will have a positive impact on the company, because with a good and quality service process it can make consumers become loyal customers which of course will be able to add many benefits to the company.

An equally important factor to pay attention to after service in the service business is price. Price in a service business is something that is very influential in a person's performance. It must be considered in a work or service relationship that is closely related to what is felt by the customer (Fandy Tjiptono 2004). Dalupa Trans Way Jepara is a company that provides rental services for various things, such as tour packages or pilgrimage trustees, airport and port shuttle travel, car rental and charter in all directions. With more and more travel companies being established in this era, there will automatically be very tight competition. And the public will certainly be even more observant when they want to use travel services from these companies. For this reason, Dalupa Trans strives to provide the best service and prices for the needs of the community so that people are more comfortable and have more trust in this company. Even though they have tried to provide the best service and price, there is still a problem with Dalupa Trans that can cause customers or consumers to complain.

2. Literature Review

Service Quality

Public service quality according to Wyckof quoted by Tjiptono (2010) "Service quality is the level of excellence expected and control over that level of excellence to fulfill consumer desires". If the service or service received or perceived (perceived service) is as expected, then the quality of the service or service is perceived as good and satisfactory. If the service or service received exceeds consumer expectations, then the quality of the service or service is perceived as an ideal quality. Conversely, if the service or service received is lower than expected, then the quality of the service or service is perceived as bad.

Based on the explanation described above by Tjiptono, it can be indicated that a quality of service is expected by the community as service recipients expecting a level of excellence from each service that is obtained from the service obtained previously. If the service provided exceeds the expectations of the consumer community, the quality of the service provided will get an ideal perception from the service recipients.

Price

Price is one of the factors considered by consumers in making purchasing decisions. Willian J. Stanton (1998) "price is the amount of money needed to get a number of combinations of products and services" Philip khotler (2012), states that price is the amount of money that customers have to pay for the product.

Definition of customer satisfaction

According to Rangkuti (2006) customer satisfaction is defined as the customer's response to the discrepancy between the previous level of importance of consumer satisfaction that is felt after feeling it. According to Lupiyoadi (2013), a trade is expected to have understanding and knowledge about customers, understand customer needs specifically, and have a convenient operating time for customers. Meanwhile, according to Daryanto (2013),

customer satisfaction is the level of one's feelings after comparing services (results) that perceived, compared to expectations.

Previous studies discussing the effect of service quality and price on customer satisfaction have been carried out by various researchers. Aghnia Anumillah and Abdullah (2016), Munawir (2018) Rosita, Sri Marhanah, and Woro Hanoum Wahadi (2016) Lestari Indah (2020) Nurhida Sri Wahyuni (2022) Proving that service quality and price simultaneously affect customer satisfaction. Based on the description of the previous research, the following models and hypotheses can be built.

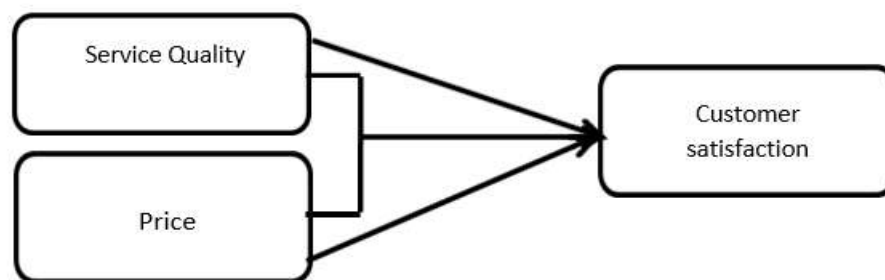


Figure 1. Research Model

3. Research Methods

This type of research is associative, according to Sugiyono (2012), an associative approach is an approach using two or more variables to determine the relationship or influence of one another. Quantitative research is research by obtaining data in the form of numbers or qualitative data. The data collection technique in this study is to use a survey. The data collection instrument used in this study was a questionnaire. This study discusses the effect of service quality and price on customer satisfaction case studies on Dalupa Trans. The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2010). The population in this study is the community or customers in Way Jepara, East Lampung, who rent in Dalupa Trans, East Lampung, whose number is unlimited (unrestricted). The sample is representative of the population, consisting of several members of the population. This representative is taken because in many cases it is not possible to examine all members of the population, therefore it must form a representative population called the sample Ferdinand, (2008:). The sample that will be used as a respondent in this study is the tenants as well as passengers of the Dalupa Trans Travel, totaling 100 respondents. It is considered that 100-150 respondents have represented the existing population.

Determining the sample size is based on the opinion of Gay and Diehl (2010: 168) which states that the minimum sample size for a study is 100 respondents because the minimum number is close to perfect or the minimum sample limit. Based on these considerations, the researcher determined that the size of the sample unit for this study was 100 samples with the assumption that the 100 samples could represent the entire population. In order to obtain valid data, the researcher has determined the sample/respondent criteria, namely that the respondent is a tenant as well as a passenger of Dalupa Trans Travel, who is at least 17 years old and has rented travel at least 2 times.

Data collection techniques in this study can be done using a questionnaire, namely collecting data using a list of questions/questions that have been prepared in advance and given to respondents. Where respondents choose one of the answers that have been provided in the list of questions regarding existing customer loyalty indicators.

Table 1. Respondent Profile

Profile of respondent	Amount	Percentage (%)
(1)	(2)	(3)
Gender:		
1. Male	43	43
2. Female	57	57
Age:		
1. 17-21	14	14
2. 22-26	24	24
3. 27-31	27	27
4. >32	35	35

Based on table 1. It can be seen that the classification of respondents aged between 17-21 years is 14 people (14%). Respondents aged between 22-36 years were 24 people (24%), and those aged 27-31 years were 27 people, (27%). Meanwhile, there were 35 people aged ≥ 32 years (35%). It can be concluded that the highest number of respondents aged ≥ 32 years and at least 17-21 years old.

Table 2. Reliability

Variabel	Reliabilitas Coefficient	Cronbach Alpha	
Service quality	5 item	0,709	reliabel
Price	3 Item	0,677	reliabel
satisfaction	4 Item	0,611	reliabel

Based on Table 2 it can be seen that each variable has a cronbach alpha > 0.60. Thus the variables (service quality, price and customer satisfaction) can be said to be reliable.

Multiple Linear Regression Analysis

This analysis is used to measure the quantity of service quality, and price. The analysis used was multiple linear regression with the help of spss version 25 with a confidence level used in multiple regression calculations of 95% or a significance level of 0.005 (= 0.05).

Table 3. Results of Multiple Linear Regression Calculations

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.013	1.598		6.267	0.000
	Service quality	0.242	0.091	0.326	2.649	0.010
	Price	0.145	0.143	0.125	1.012	0.314
a. Dependent Variable: customer satisfaction						

Based on table 4 to determine the formulation of the multiple linear regression equation, the effect of service quality and price on customer satisfaction in east lampung. Carried out regression coefficient analysis. The result is a regression constant: 10.013 quality of service variable constant (x1): 0.242 price variable constant (x2): 0.145 based on the results of the regression coefficient analysis above, the multiple linear regression equation formula is: $y = 10.013 + 0.242(x_1) + 0.145(x_2)$ this multiple linear regression equation can be interpreted as follows: a constant value means that if the value of quality and price = 0 then the quality of service at dalupa trans east lampung is 10.013 units, with this assumption price and satisfaction are constant/fixed. The regression coefficient values of service quality and price on customer satisfaction at dalupa trans in east lampung are (quality) = 0.242 and (price) = 0.145

Hypothesis Testing Results

To test the hypothesis partially, the t test is used, namely to partially test the independent variable on the dependent variable. To test the significance of the effect of price and customer satisfaction, the t-test or partial test is used. Used to test the level of significance of variable x to y. The sample used was 100 people, so the test used the t test and the significance level (α) = 5% or 0.05, a t table of 1.985 was obtained. By testing criteria:

$$\begin{aligned}
 t_{\text{tabel}} &= t(\alpha/2; n - k) \\
 &= t(0,05/2; 100 - 3) \\
 &= t(0,025; 97) = 1,985
 \end{aligned}$$

The calculated f value is greater than the f table value, namely f count 9,268 > f table 3.09 and also a significant value of 0.000 less than 0.05 (0.000 < 0.05). This means that the variables of

service quality and price together (simultaneously) have a positive and significant effect on customer satisfaction variables.

Coefficient of Determination (R^2)

R square value of 0.172. This means that the effect of the quality and price variables together (simultaneously) on the y variable is 17.2% with the rest being influenced by other variables not present in this study.

4. Result And Discussion

This study seeks to obtain an overview, the effect of service quality and price on customer satisfaction at Dalupa Trans in East Lampung. The service quality variable has an influence on customer satisfaction but the price variable has no effect on customer loyalty. Evidenced by data analysis using research methods that have been determined. From the test results obtained the following discussion:

Effect of service quality on customer satisfaction.

The results of the research that has been carried out by researchers can be concluded that the variable service quality (X1) is tested partially on customer satisfaction at Dalupa Trans in East Lampung resulting in a t test of 2,649 and a value at 5% distribution of 1,985, so t count $2,649 > t$ table 1,985 and also a significant value of 0.01 is smaller than 0.05 ($0.01 < 0.05$). This means that service quality (X1) has a significant effect on customer satisfaction (Y). This positive influence means that if the quality of service increases, satisfaction will also increase. The results of this study are in line with previous research that service quality has a positive and significant effect on customer satisfaction, (Nora Pitri Ninggolan 2018; Sasha Dwi Harumi 2016) Dalupa Trans business owners must pay attention to service quality to increase customer satisfaction through reliability, honesty, care and quality.

Effect of price on customer satisfaction

The results of research that has been carried out by researchers can be concluded that the price variable (X2) is tested partially on customer satisfaction in East Lampung resulting in a t test of 1.012 and a value in the 5% distribution of 1.985 then t count $1.012 < t$ table 1.985 and also a value significant 0.314 greater than 0.05 ($0.314 > 0.05$). This means that price (X2) individually does not have a significant effect on customer satisfaction (Y). This negative effect means that if the Dalupa Trans business owner increases the fulfillment of consumer expectations, the attitude of using the product, recommending it to other parties, service quality, good reputation, and location, the customer will actually decrease. This shows that consumers do not pay much attention to customer satisfaction in customer satisfaction. The results of this study do not support previous research that price has a positive effect on customer satisfaction (Altje Tumbel 2016; Lestari Indah 2020)

Effect of Service Quality And Price on Customer Satisfaction

The results of the research that has been carried out by researchers can be concluded that the variables of service quality and price are tested simultaneously on Dalupa Trans customer satisfaction in East Lampung resulting in a calculated F value that is greater than the F table value, namely F count $9,268 > F$ table 3.09 and also a significant value of 0.000 is smaller than

0.05 ($0.000 < 0.05$). This means that the variables of service quality (X1) and price (X2) together (simultaneously) have a positive and significant effect on customer satisfaction variable (Y). The results of this study support previous research that service quality and price have a positive effect on customer satisfaction (Sasha Dwi Harumi 2016; Altje Tumble 2016; Nora Pitri Ninggolan 2018; Lestari Indah 2020; Nurhida Sri Wahyuni 2022).

5. Conclusion And Suggestion

Based on the results of the research and discussion of the effect of service quality and price on customer satisfaction at Dalupa Trans, it can be concluded that service quality has a positive and significant effect on customer satisfaction, price has a negative effect on customer satisfaction.

service quality and price simultaneously have a positive effect on customer satisfaction.

For companies or SMEs, especially Dalupa Trans in East Lampung, it is necessary to pay attention to the quality of customer service because the quality of customer service greatly influences consumer satisfaction by consumers. In addition, what must be considered is the age of consumers based on the demographic results of research respondents who are dominated by consumers aged 27-31 years, and are female. Consumers aged 27-31 years and female gender have characteristics and behaviors that are different from other age ranges and male gender. Therefore, business owners of Dalupa Trans and other companies should pay more attention to the trust and satisfaction that is tailored to their needs. For future researchers, they can re-examine the variables of this study with other types of transportation service businesses. In addition, further research can add other variables which are factors that influence consumer satisfaction.

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