THE INFLUENCE OF SERVICE QUALITY AND PRICES RICKY MOTOR WORKSHOP CUSTOMER SATISFACTION

Teda Linata [1], Defrizal [2]

Management Study Program[1], Management Study Program[2]
Faculty of Economics and Business[1,2]
Universitas Bandar Lampung [2]

Teda.20011228@student.ubl.ac.id[1], defrizal@ubl.ac.id[2]

Abstract: In today's globalization period, there is a lot of competition, which is a significant challenge to manufacturers, because the enormous number of items or services available produces more intense competition in the corporate sector. This study aims to determine the effect of Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y). This type of research use quantitative methods, namely questionnaire data from 100 respondents. To aid data analysis, this study makes use of statistical calculation tools, specifically the SPSS 20 program. The following tests are used: validity, reliability, multiple linear regression analysis, T test, F test, and determination coefficient. Based on the research findings, it is feasible to conclude that service quality and price have a significant impact on consumer satisfaction at Ricky Motor Workshop.

Keywords: Service Quality; Price ; Consumer Satisfaction

I.   INTRODUCTION

In today's globalization period, there is a lot of competition, which is a significant challenge to manufacturers, because the enormous number of items or services available produces more intense competition in the corporate sector. To compete in the market, firms must optimize their company performance. To manage a business, you must employ several techniques to grow and develop your products, because business rivalry is vast and the battle for market share is increasingly intense [1]. To sustain the firm's continuity and growth in the face of competition, the company must be able to match consumer wants and ensure that customers are happy with its services. Furthermore, the organization must be able to sell high-quality items or services at a reasonable price.

Consumer happiness plays a vital role in increasing a company's marketing success. According to [2], achieving an ideal level of consumer satisfaction might inspire consumers to buy more. customers who are happy with the service offered will tell other customers about their satisfaction, allowing other consumers to visit that location; if consumers are dissatisfied with the service, they will tell other consumers about their disappointment.

In business, quality must begin with addressing client demands and shaping their views of those needs. This is a consideration while making a purchase. Service quality is the fulfillment of client demands based on the degree of product and service excellence that fulfills expectations in order to satisfy consumer wishes. Quality must start with addressing customers' demands and changing their views of those requirements. According to Martono 2019 [3], service quality is one of the most significant factors determining success and can have an impact on a company's competitiveness.

Aside from service quality being a component in consumer happiness, it is no longer a secret that pricing may influence whether consumers acquire goods or services. According to [4], price has become the most significant factor in deciding customer purchase decisions, citing Philip Kotler (2008). Companies must set pricing that reflect the quality and worth of their products. [5] defines price as the amount of money paid for a product or service relative to the amount of money delivered to the consumer in exchange for obtaining the benefits of the service and owning the product.

Motorcycle repair shops are small to medium-sized businesses that provide repair services. A common difficulty with motor vehicles is that they are not always in good shape. Motor vehicles must have been damaged and need to be repaired. This issue may generate economic possibilities for motorcycle maintenance services. As time passes, there are an increasing number of organizations in this service area, offering a variety of pricing and amenities, as well as giving consumers more options for repair shop services. As a result, customers require a location to service their automobiles, one of which is the Ricky Motor Workshop. Ricky Motor Workshop has been providing automotive services since 2012, and its current address is Jl. Pandawa Raya, Sukarame District, Bandar Lampung City. It is conveniently located near the MAN 1 Bandar Lampung school, MTs Negeri 2 Bandar Lampung, and UIN Raden Intan Lampung. It offers motorcycle repair and maintenance services, as well as alternatives for replacing broken motorcycle spare parts.

The Ricky Motor Workshop then encountered a number of issues. The first was competition from various sorts of automotive firms, one of which was just around 20 meters away. Second, the servicing takes a long time since the Ricky Motor Workshop only has two regular staff, and the workshop's owner immediately goes out into the field to work on problems with customers' motorcycles.

The author's purpose is to determine how 1) service quality effects client satisfaction and 2) pricing affects customer contentment. So, in the context of the Ricky Motor Workshop, this study will look at the influence of service quality and cost on client satisfaction.

II. LITERATURE REVIEW AND RESEARCH METHODS
Service quality
Every firm must strive to improve service quality in order to compete in the market by meeting client needs and desires. According to [3], service quality is determined by the company's ability to meet the needs and desires of its consumers, and higher quality is regarded by management and the organization. Inadequate service quality poses severe issues, which can result in decreased productivity leading to reduced earnings due to decreasing customer satisfaction and loyalty. [6]. The following are indicators of service quality according to Jeany & Mauli Siagian (2020) in [7]:
1.   Tangible/direct facts
2.   Realibility/reliability
3.   Responsiveness/response ability
4.   Assurance/coverage
5.   Empathy/empathy

Price
Price is the amount of value that customers pay in exchange for an item or service; it is also something that consumers value. Price is an important part of the marketing mix since it directly affects the company's income. [8]state that a company's prices must be in line with the consumer's economics in order for them to purchase the product or service. According to Sumawan (2015) [8], high prices drive away clients while cheap prices attract them. This aligns with Tendur et al., (2021), who state that buyers will consider inexpensive pricing when purchasing a product, demonstrating that price may be a decisive factor. The following are price indicators according to Setyo (2017:758) in [9]:
1.   Affordability
2.   Price match with quality
3.   Price competitiveness
4.   Discounts

Consumer Satisfaction

Consumer satisfaction is described as whether a consumer is satisfied with a service in terms of price, quality, and service both before and after purchase. If customer satisfaction with goods or services falls short of expectations, they will lose interest in the manufacturer or service provider. According to Tjiptono (2014) in Isnaini (2018), customer happiness is the buyer's cognitive state of equality or dissonance between the outcomes achieved and the sacrifices made. The following are indicators of consumer satisfaction according to Tjiptono (2019a) in [10]:

1. Quality of goods
2. Quality of service
3. Price
4. Time of delivery
5. Security

Conceptual Framework and Hypothesis
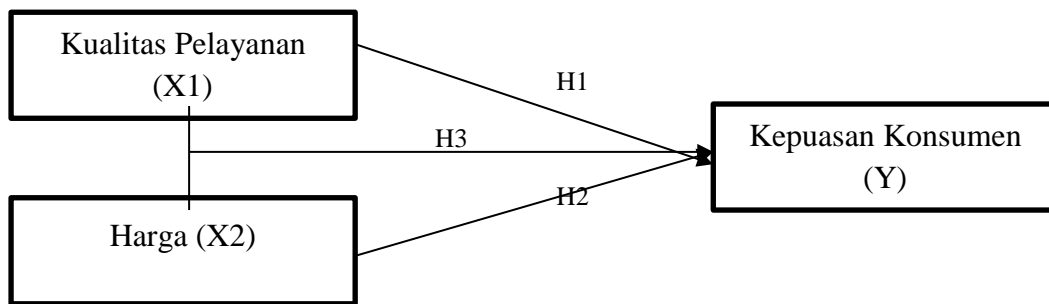
Hypotheses are developed using a framework of thinking that provides a temporary solution to the situation being addressed. Based on the background difficulties and problems, the hypothesis that might be proposed is as follows:

H1: Service quality influences consumer satisfaction at the Ricky Motor Workshop .
H2: Price influences consumer satisfaction at the Ricky Motor Workshop .
H3: Service quality and price influence consumer satisfaction at the Ricky Motor Workshop .

METHODOLOGY

Sugiyono (2017) defines a population as an area of generalization that contains items or persons with certain features and characteristics that the researcher has selected to analyze and draw conclusions from. The participants in this study are Ricky Motor Workshop customers. A sample is a representative or subset of a population that may be regarded a representation of the group under study since it has similar characteristics and qualities. Sugiyono (2017) defines a sample as a subset of the population's numbers and features. This study uses non-probability sampling. The sample strategy employed was purposive sampling. Purposive sampling, as defined by Sugiyono (2017), is a strategy for selecting samples based on certain criteria. This study's population is unknown. According to this calculation, n equals 100, thus the author of this study must gather data from a sample of at least 100 people who fit the criteria for servicing their motorcycle more than once at Ricky Motor Workshop.[11]

The sort of study to be conducted is quantitative. Quantitative analysis is based on numerical data. This analysis employs statistical computation tools to facilitate data analysis; hence, SPSS 20 software is used in this study. The data sources used are primary and secondary. Primary data was gathered by delivering surveys directly to respondents who had previously purchased from the Ricky Motor Workshop. Meanwhile, secondary data is gathered or gained from books, scientific journals, and other publications relevant to this inquiry. The following procedures were used: Validity Test, Reliability Test, Multiple Linear Regression Analysis, t Test, F Test, and coefficient of determination (R Square).

III. RESEARCH RESULTS AND DISCUSSION

Validity test

Validity shows how precisely the measuring tool measures what is being measured. The method entails comparing the scores obtained on each question item to the individual's total score. Validity testing was carried out on a computer with the SPSS for Windows Version 20.0 program. This research employed just 100 respondents for validity testing. If rcount (Corrected Item-Total Correlation) > rtable of 0.197 (df = 100-2 = 98; α = 0.05), the item/question is valid. Otherwise, it's invalid.

Table 1. Validity Test Results for All Variables

Question	X1	X2	Y	Table r value	Conclusion
1	0 .688	0 .629	0 .529	0.197	Valid
2	0 .753	0 .573	0 .701	0.197	Valid
3	0 .710	0 .583	0 .686	0.197	Valid
4	0 .746	0 .556	0 .822	0.197	Valid
5	0 .704	0 .614	0 .652	0.197	Valid
6	0 .770	0 .649	0 .665	0.197	Valid
7	0 .613	0 .630	0 .683	0.197	Valid
8	0 .623	0 .671	0 .694	0.197	Valid
9	0 .557	0 .647	0 .365	0.197	Valid
10	0 .366	0 .703	0 .515	0.197	Valid

Source: Data processed with SPSS 20 , 2023

According to the findings of validity testing in the table above, there are 30 questionnaires comprising these three variables, which were completed by 100 respondents in this study. To determine whether surveys are genuine and incorrect, we must first identify the table. The formula for r table is df = N-2, thus 100-2 = 98, yielding r table = 0.197. The results of the validity calculations in the table above show that r count > r table for all validated questionnaires.

Reliability Test

Reliability testing was conducted on question items that had been deemed valid. A variable is regarded dependable or trustworthy if its replies to inquiry are consistent. The instrument reliability coefficient evaluates the consistency of respondents' responses to statements. The split half approach is used in the analysis tool to compare total odd against even scores, and reliability is evaluated using the "Cronbach's Alpha" calculation. Calculations are performed using the SPSS computer application. The dependability for each variable is shown in the table below.

Table 2. Reliability Test Results for All Variables

Variable	Cronbach's Alpha	Realibility
X1	0 . 757	Reliable
X2	0 . 753	Reliable
Y	0 . 757	Reliable

Source: Data processed with SPSS 20 , 2023

Based on the aforementioned reliability test findings, the alpha value was more than 0.60, indicating that this research questionnaire is trustworthy. This suggests that the measuring apparatus employed in this study is already capable of producing consistent measurement findings for the same symptoms.

Multiple Linear Regression

Table 2.
Multiple Linear Analysis
Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,982	3,837		1,038	,302
	Service quality	,481	.106	.403	4,546	,000
	Price	,396	.103	,342	3,856	,000

a. Dependent Variable: Consumer Satisfaction
Source: Data processed with SPSS 20, 2023

Interpretation
$$Y = \alpha + \beta_1 X1 + \beta_2 X2 + e_t$$
$$Y = 3.982 + 0.481X_1 + 0.396X_2 + e_t$$
Interpretation:
According to the linear regression equation above, the meaning is as follows:

1. The Constant value (a) of 3.982 indicates that if service quality and pricing are not considered, Consumer Satisfaction is just 3,982.
2. The regression efficiency value for the service quality variable (X1) is 0.481, indicating a positive influence on the Consumer Satisfaction variable (Y). Increasing (X1) by 1% while keeping the price constant results in a 4.81% increase in Consumer Satisfaction.
3. The regression efficiency value for the price variable (X2) is 0.396, indicating a positive influence on the Consumer Satisfaction variable (Y). Increasing (X2) by 1% while keeping service quality constant results in a 3.96% increase in Consumer Satisfaction.
4. The data suggests that the service quality regression coefficient (X1) of 0.481 outperforms the pricing regression coefficient (X2) of 0.396. This demonstrates that the service quality variable contributes more to enhancing client happiness than pricing at the Ricky Motor Workshop.

Coefficient of Determination

Table 3.
Determination Coefficient
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,641 [a]	.411	,399	3,903

a. Predictors: (Constant), Price, Service Quality
Source: Data processed with SPSS 20, 2023

The table above illustrates the strong relationship between service quality and pricing factors on consumer satisfaction. The computation yielded R = 0.641 and the coefficient of determination was $R^2 = 0,411$, or 41.1%. The high coefficient of determination indicates that 41.1% of the change in the Consumer Satisfaction

variable is impacted by service quality and pricing, with the remaining 58.9% influenced by factors that the author did not investigate.

Partial Hypothesis Test or t Test
Partial hypothesis testing can be used to identify the effects of each independent variable on the dependent variable. If the sig value is less than 0.05, the proposed hypothesis is accepted. Otherwise, Ho is rejected and Ha accepted.

Table 4. Partial Hypothesis Test (t Test)
Coefficients ªa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,982	3,837		1,038	,302
	Service quality	,481	.106	.403	4,546	,000
	Price	,396	.103	,342	3,856	,000

a. Dependent Variable: Consumer Satisfaction

Source: Data processed with SPSS 20, 2023

Based on the hypothesis testing above, the significance level of 0.000 because the probability is much smaller than 0.050, which shows that service quality has a positive and significant effect on consumer satisfaction, rejection of Ho and acceptance of Ha. Thus, the first hypothesis is accepted, namely "service quality has a positive and significant effect on customer satisfaction at the Ricky Motor Workshop".

Based on the hypothesis test above, the significance level of 0.000. Because the probability is much smaller than 0.050, pricing has a positive and significant effect on consumer satisfaction, with Ho rejected and Ha accepted. As a result, the second hypothesis was accepted, namely "Price has a positive and significant effect on Customer Satisfaction at the Ricky Motor Workshop".

Hypothesis Testing by Anova
ANOVA may be used to examine the effect of independent factors on the dependent variable. If the sig value is <0.05, the hypothesis is accepted. Otherwise, Ho is rejected and Ha is accepted.

Table 5. Hypothesis Testing by Anova (F Test)
ANOVA ªa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1032.332	2	516.166	33,883	,000 [b]
	Residual	1477.668	97	15,234		
	Total	2510,000	99			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Price, Service Quality

Source: Data processed with SPSS 20, 2023

Based on the hypothesis test above, the significance level of 0.000 because the probability is much smaller than 0.050, so this shows that service quality and price have a positive and significant effect on consumer satisfaction, rejection of Ho and acceptance of Ha. As a result, the fourth hypothesis was accepted: "Service quality and price together have a significant influence on customer satisfaction at Ricky's Auto Workshop."

Discussion

Service Quality Has a Positive and Significant Influence on Consumer Satisfaction

Based on the hypothesis testing above, the t count is 4.546 with a significance level of 0.000 because the probability is much smaller than 0.050, which shows that service quality has a positive and significant effect on consumer satisfaction, rejection of Ho and acceptance of Ha. Thus, the first hypothesis is accepted, namely "service quality has a positive and significant effect on customer satisfaction at the Ricky Motor Workshop".

In this situation, it demonstrates that one method for satisfying clients is to provide the greatest possible service. Customer pleasure is achieved via good service. Customers will compare services if they are happy with the items and services they have gotten. If a consumer is genuinely happy, he or she will make repeat purchases, tell numerous people about the firm, and be willing to recommend that others shop there as well. As a result, firms must now consider how essential customer service is in terms of service quality. Because it is now well acknowledged that service is an essential component of surviving in business and winning competition.

The research by Chaniego and Warganegara (2023) titled "The Influence of Service Quality and Location on the Decision to Purchase 3kg LPG Gas at the Tegar Jaya Abadi Gas Pangkalan" indicates that the decision to purchase 3kg LPG gas at Tegar Jaya Abadi Gas Pangkalan is positively and significantly influenced by service quality.[12]

Price has a positive and significant influence on consumer satisfaction

Based on the hypothesis test above, a tcount of 3.856 was obtained with a significance level of 0.000. Because the probability is much smaller than 0.050, pricing has a positive and significant effect on consumer satisfaction, with Ho rejected and Ha accepted. As a result, the second hypothesis was accepted, namely "Price has a positive and significant effect on Customer Satisfaction at the Ricky Motor Workshop". This suggests that the price symbolizes the value inherent in a product or service, and that the client must accept the price in order to obtain the desired product/service. Of course, clients who use the service on a regular basis may feel satisfied and continue to utilize it.

Price might impact consumer satisfaction with the service they receive. This satisfaction may be recognized or quantified via customer satisfaction survey criteria, such as providing questionnaires and recommendations, which can be provided directly or via a suggestion box. The t test findings using SPSS version 20 show that pricing has a substantial positive effect on customer satisfaction. The results show that the higher the price appropriateness value, the greater the effect on customer satisfaction at Ricky Motor Workshop, indicating that the second hypothesis is accepted.

Price has a positive and significant impact on traditional markets in West Tulang Bawang Regency, according to research by [13] titled "The Influence of Location, Product Quality, and Price on Consumer Satisfaction in Traditional Markets (Case Study of Traditional Markets in West Tulang Bawang Regency)".

Service Quality and Price Together Have a Significant Influence on Consumer Satisfaction

Based on the hypothesis test above, an F calculation of 33883 is obtained with a significance level of 0.000 because the probability is much smaller than 0.050, so this shows that service quality and price have a positive and significant effect on consumer satisfaction, rejection of Ho and acceptance of Ha. As a result, the fourth hypothesis was accepted: "Service quality and price together have a significant influence on customer satisfaction at Ricky's Auto Workshop."

The table above illustrates the strong relationship between service quality and pricing factors on consumer satisfaction. The computation yielded R = 0.641 and the coefficient of determination was R 2 = 0, 411, or 41.1%. The high coefficient of determination indicates that 41.1% of the change in the Consumer Satisfaction variable is impacted by service quality and pricing, with the remaining 58.9% influenced by factors that the author did not investigate.

IV. CONCLUSION

Theoretical research and data analysis findings support the notion that pricing and service quality positively impact customer happiness. The following conclusions are drawn from the analysis's findings:

1. Service quality has a positive and significant influence on the dependent variable Customer Satisfaction .
2. Price has a positive and significant influence on the dependent variable Consumer Satisfaction .
3. Service quality and price together have a positive and significant influence on the Consumer Satisfaction variable .

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