Customer Satisfaction with Service Quality, Pricing and Promotion Approaches

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ARTICLE INFO
Keywords: Service Quality, Price, Promotion, Customer Satisfaction

Received : 22, February
Revised : 21, March
Accepted: 30, April

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ABSTRACT
This research aims to determine and analyze the influence of service quality, price and promotion on consumer satisfaction, both simultaneously and partially. This research design uses descriptive, verification and path analysis research methods. The sampling technique uses the saturated sampling method. The number of respondents was 100 people. The subjects of this research are Bogor Punya Kopi consumers, and the research objects are service quality, price, promotion and consumer satisfaction. The tools used in this analysis are path analysis, multiple correlation analysis, coefficient of determination analysis, and hypothesis testing (F test and t test). The results of the analysis show that partially or simultaneously service quality, price and promotion have a direct and positive influence on consumer satisfaction at the Bogor Punya Kopi cafe.
INTRODUCTION

The development and progress of industry can be seen from the increasingly rapid changes in the business world, namely the emergence of the goods and services industry. The rapid progress of the industrial sector has created a very tight level of business competition, which cannot be separated from the shift in product quality and promotions where people need the best quality, the large number of products used to compare product quality and attractive promotions with different sizes become satisfaction for product purchases.

Bogor Punya Kopi is a food and beverage industry, Bogor Punya Kopi started in 2018. Bogor Punya Kopi not only sells coffee drinks but also has various other drink variants such as coffee, non-coffee, tea, mocktail, squash and manual brew. According to Tjiptono (2015: 146) consumer satisfaction is a person’s feeling of happiness or disappointment that arises after providing a comparison between the perception of consumer satisfaction with the result or product and their expectations. According to Lupiyoadi (2014: 101), consumer satisfaction indicators consist of several aspects, namely conformity to expectations, interest in revisiting and willingness to recommend. According to Indrasari (2019: 87-88) consumer satisfaction can be influenced by quality, price and promotion. According to Tjiptono (2014: 59) Service Quality is the expected level of excellence and control over this level of excellence to fulfill customer desires.

According to Kotler and Armstrong (2013: 151) price is the amount of money charged for a good or service. According to Kotler, et al (2019: 117) promotion is something that is used to communicate and persuade the market regarding new products or services through advertising, personal sales, sales promotions, or publications. In order for a company to be able to compete in the business world, it must pay attention to important factors. There are several factors that determine the success of a company, one of which is customer satisfaction. According to Tjiptono (2015: 146) consumer satisfaction is a person’s feeling of happiness or disappointment that arises after providing a comparison between the perception of consumer satisfaction with the result or product and their expectations. Therefore, many competitors sell similar products and the location is not too far from Bogor Punya Kopi, at a more affordable price.

Sales achievement in 2021 is at a 90% achievement value of Rp. 86,337,000,- meaning that the sales level in 2021 was not achieved, namely Rp. 97,000,000 with an average monthly achievement value of Rp. 7,194,750. To find out the reasons why the company’s goals were not achieved, a pre-survey related to consumer satisfaction was carried out. A preliminary survey of consumers stated that 57% of consumers were not satisfied with their purchase of Bogor Punya Kopi products, while only 43% of consumers stated they were satisfied with their purchase of Bogor Punya Kopi products. It can be seen that the average Bogor Punya Kopi consumer is not satisfied with their purchase, especially if they are interested in visiting again because from the results of a pre-survey conducted on 30 consumers, 57% said no and 43% said yes, this needs to be paid attention to by Bogor Punya Coffee so that consumers feel
satisfied and meets consumer expectations so that consumers are interested in visiting again. Apart from that, the promotion variable states that all types of promotions carried out by Bogor Punya Kopi have been running well, but some of them are still less than optimal.

Based on this description, the objectives of this research are (1) to analyze consumer responses to service quality, price and promotion on consumer satisfaction, (2) to analyze the direct influence of service quality, price and promotion on consumer satisfaction, (3) to analyze the direct influence indirectly service quality, price and promotion on consumer satisfaction.

LITERATURE REVIEW

Satisfied consumers are customers who receive added value from the company. According to Lupiyoadi (2014: 228), customer satisfaction is the level that consumers feel as a result of consumer satisfaction with their expectations. The indicators of consumer satisfaction according to Lupiyoadi (2014: 101) Indicators of consumer satisfaction consist of conformity to expectations, interest in revisiting and willingness to recommend.

Service Quality reflects the comparison between the level of service delivered by the company compared to customer expectations and expectations. According to Subagyo (2013: 76) service quality is a complex thing, so it is necessary to determine the extent of the quality of the service. Meanwhile, according to Subagyo (2013: 76) service quality is a complex thing, so to determine the extent of the quality of the service, it can be seen from five indicators, namely, Tangible, Reliability, Responsiveness, Assurance, and Empathy.

Price is one of the competitive factors in marketing products. According to Kotler and Keller (2016: 324), price is the amount of money spent on a product or service, or the amount of value spent by consumers to obtain benefits or ownership or use of a product or service. As for price indicators According to Kotler and Armstrong (2016: 492, namely price affordability, price conformity with product quality, price competitiveness and Matching price with benefits.

Promotion is influencing the attitudes and behavior of consumers so that they want to buy the products offered by the company. According to Alma (2016: 179), promotion is a type of communication that provides convincing explanations to potential consumers about goods and services. The indicators according to Alma (2016: 179) say that there are several promotional indicators, as follows: advertising, personal sales, sales promotion, public relations, direct marketing.

METHODOLOGY

The method used in this research is a descriptive verification method with a quantitative approach, using primary data obtained through distributing questionnaires to 100 respondents. The data testing method in this research is validity and reliability testing, classical assumption testing, which is carried out with the help of a software program Statistical Package for the Social Sciences (SPSS).
and also a sobel test with the help of Danielsoper.com. The tools used in this analysis are path analysis, multiple correlation analysis, coefficient of determination analysis, and hypothesis testing (F test and t test).

RESULTS AND DISCUSSION

Consumer characteristics of the 100 consumers who were sampled in the research, the majority of consumers were male, namely 53%, aged 23-28 years, namely 83%, had a bachelor’s degree education, namely 61%, had self-employed work, 38% with an average income of Rp. 4,600,000,- to Rp. 6,000,000 as much as 34%. The following are the results of data analysis using SPSS as follows:

<table>
<thead>
<tr>
<th>Variable</th>
<th>R2</th>
<th>Path Coefficient</th>
<th>tcount</th>
<th>Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality (X1)</td>
<td>0.508</td>
<td>0.241</td>
<td>2.380</td>
<td>0.006</td>
</tr>
<tr>
<td>Price(X2)</td>
<td>0.267</td>
<td>1.323</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>Promotions (X3)</td>
<td>0.239</td>
<td>1.168</td>
<td>0.003</td>
<td></td>
</tr>
</tbody>
</table>

Source: Results of statistical data processing with SPSS Version 25.00, 2023

Based on Table 1, it can be seen that the value of the path coefficient X1 to Y = 0.241, the coefficient of path X2 to Y = 0.267 and the coefficient of path = 0.001 and promotion (X3) = 0.003 is smaller than 0.05. These results provide the conclusion that the first equation model, namely product quality (X1), price (X2) and promotion (X3) variables have a direct and positive effect on consumer satisfaction (Y). The significance value of the service quality, price and promotion variables on consumer satisfaction is 50.8% and the remaining 49.2% is influenced by other factors of consumer satisfaction. The \( \text{PY}_{e} \) value is 0.492 as a result of calculations using the following formula:

\[
\text{PZe} = \sqrt{(1 - \text{R Square})}
\]

\[
\text{PZe} = \sqrt{(1 - 0.508)} = 0.492
\]

The structural equation for the model of the influence of service quality, price and promotion on consumer satisfaction is as follows:

\[ Y = 0.241 \times X1 + 0.267 \times X2 + 0.239 \times X3 + 0.492 \]

The equation model above is a structural model that does not describe the predicted value of changes in exogenous variables to endogenous variables. The magnitude of the influence of service quality, price and promotion on consumer satisfaction can be seen in the following table:
Table 2. Recapitulation of the Influence of Service Quality, Price and Promotion Variables on Consumer Satisfaction

<table>
<thead>
<tr>
<th>Variable</th>
<th>Path coefficient</th>
<th>Direct Influence</th>
<th>Indirect Influence</th>
<th>Total Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality (X1)</td>
<td>0.241</td>
<td>5.80</td>
<td>9.62</td>
<td>11.42</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.267</td>
<td>7.12</td>
<td>3.16</td>
<td>10.28</td>
</tr>
<tr>
<td>Promotions (X3)</td>
<td>0.239</td>
<td>5.71</td>
<td>5.45</td>
<td>11.16</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td>32.86</td>
</tr>
</tbody>
</table>

Source: Primary data processed, 2023

Based on Table 2, the results of these calculations show that service quality, price and promotion have an influence on consumer satisfaction of 32.86% and the remaining 67.14% is influenced by other factors. Apart from that, it can also be seen that the amount of Rsquare (R2) is 0.508 or 50.8%. This shows that the percentage contribution of the influence of service quality, price and promotion variables on consumer satisfaction is 50.8% while the remaining 49.2% is influenced by other variables not included in this research model such as product quality, emotions and costs (Indrasari, 2019:87-88). The results of the F test and t test calculations are as follows:

The statistical value of the F test is obtained in the Anova table of SPSS results. The results of the significance test calculations can be seen in the table below:

Table 3. Testing Hypothesis X Against Y (F-Test) and (t-Test)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Fcount</th>
<th>Ftable</th>
<th>Say</th>
<th>Decision</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pzx = 0</td>
<td>11.157</td>
<td>3.090</td>
<td>0.000</td>
<td>H0 is rejected</td>
<td>significant</td>
</tr>
<tr>
<td>Pyx1 = 0</td>
<td>2.011</td>
<td>1.661</td>
<td>0.004</td>
<td>H0 is rejected</td>
<td>Significant</td>
</tr>
<tr>
<td>Pyx2 = 0</td>
<td>3.127</td>
<td>1.661</td>
<td>0.002</td>
<td>H0 is rejected</td>
<td>Significant</td>
</tr>
<tr>
<td>Pyx3 = 0</td>
<td>3.759</td>
<td>1.661</td>
<td>0.000</td>
<td>H0 is rejected</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Source: Results of Statistical Data Processing with SPSS Version 25.00, 2023

From table F, the F table value with db1 = 2 and db2 = 100-2-1 = 97 is 3.090. So Fcount is greater than Ftable (11.157 > 3.090) and also if seen from the significance value of 0.000 it is smaller than 0.05. So Ha is accepted and H0 is rejected, meaning it can be concluded that service quality, price and promotion have a direct and positive effect on consumer satisfaction.

Based on Table 4.3, it can be seen that the service quality, price and promotion variables obtained a tcount greater than 1.661, meaning tcount > ttable ((2.011), (3.127), (3.759) > 1.661). So Ha1 is accepted and H01 is rejected, meaning that service quality, price and promotion have a direct and positive effect on consumer satisfaction at the Bogor Punya Kopi cafe.

The following is a recapitulation of consumer responses to service quality, prices, promotions and consumer satisfaction. Based on this recapitulation, it can be explained that:
1. Bogor Punya Kopi's service quality has an average value of 80%, this shows that service quality is included in a good interpretation based on statements including tangibility, reliability, responsiveness, certainty and empathy. The empathy indicator has the highest average, namely 3.57, this means that service quality can be a determinant for customers to continue choosing to use the company's services. Things that can support the service quality variable which are considered good include adequate physical evidence so that customers can feel comfortable when visiting, consumers are able to communicate well, fulfill promised services, respond quickly and responsively to customer complaints, and provide timely guarantees. In his service. If the quality of service provided by the company is good, it will increase customer satisfaction. The results of this research are supported by Sudarijati et.al (2021), that service quality directly has a positive and significant effect on customer satisfaction.

2. The price has an average of 80%, meaning that the price has a high interpretation based on statements including price affordability, price suitability to product quality, price competitiveness and price suitability to benefits. The price conformity indicator with product quality has the highest value of 3.82, this proves that price has an important role for customers considering purchasing. To increase customer satisfaction in workshops, by setting appropriate prices, you must be able to offer prices that are more economical but in accordance with the quality of service received when using the service. The results of this research are supported by Gofur (2019), the research results show that price has a direct positive effect on customer satisfaction.

3. The promotion determined has an average of 82%, meaning that promotion in an interesting interpretation based on statements includes advertising, personal sales, sales promotion, public relations and direct marketing. The personal selling indicator has the highest value of 3.60, so promotion has an important role in communicating the existence and value of the product to potential customers. In designing a marketing strategy, companies/supermarkets must always be customer-oriented, starting from finding the products that customers want, motives and buying habits and determining prices according to customers' purchasing power, determining distribution channels and finally determining promotional programs in an effort to increase sales. The results of this research are supported by Juniantara, et al (2018) that promotions have a positive and significant effect on consumer satisfaction.

4. Consumer satisfaction has an average of 78%, meaning that it is interpreted as high based on statements that include conformity to expectations, interest in revisiting and willingness to recommend. Service quality is a form of consumer assessment of the level of service received (perceived service) and the level of service expected (expected service). In the current climate of intense competition, companies must pay attention to the price factor, because the size of the price set will greatly influence the company's ability to compete and also be able to influence consumers to buy its products. The
results of this research are supported by Andriasan (2019) that service quality, price and promotion have a positive and significant effect on consumer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

The conclusions of the research are 1) There is a direct and positive influence of service quality on consumer satisfaction; 2) There is a direct and positive influence of price on consumer satisfaction; 3) There is a direct and positive effect of promotion on consumer satisfaction; 4) There is a direct and positive influence on service quality, price and promotion on consumer satisfaction; 5) There is a relationship between service quality and price; 6) There is a relationship between price and promotion; 7) There is a relationship between service quality and promotion.

The theoretical implication of this research is that the company's prices need to be increased and adjusted in order to maintain and maintain consumer satisfaction. It is hoped that the results of this research can strengthen knowledge, especially in the field of management, especially in the field of marketing, and it is hoped that it can become a source of thought and input for companies to evaluate company activities related to service quality, price, and promotions and consumer satisfaction so that they can be taken into consideration for planning in the future.

The limitation of this research is that it only uses a relatively small sample, namely 100 respondents from Bogor Punya Kopi consumers, so the results are not optimal and further research is directed at using variables that influence consumer satisfaction, such as emotional and cost. In order to obtain optimal results.

ACKNOWLEDGMENT

May all the good wishes from all parties in the University, Faculties, Study Programs, Companies and other parties, be accepted by Allah SWT and receive multiple rewards from Him, Aamiin. The author hopes that this thesis can be useful for readers and all parties who need it.

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