

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY AND PRICES ON CUSTOMER SATISFACTION AT VENTION STORE SURABAYA

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Abstract

This research aims to analyze the influence of service quality and price on consumer satisfaction. Service quality and price are important factors in influencing consumer satisfaction in a marketing context. This research was conducted using quantitative research methods and data was obtained through surveys of consumers who had purchased goods and used services from the Vention Store Surabaya that was the object of research. The research results indicate that service quality and price have a significant influence on consumer satisfaction. In conclusion, this research shows that service quality and price play an important role in shaping consumer satisfaction. Companies need to ensure that the services provided to consumers have good responsiveness, provide reliability, guarantees, empathy, and have adequate physical evidence. Apart from that, companies also need to consider competitive pricing strategies and provide value that meets consumer expectations. Thus, companies can increase consumer satisfaction and gain a competitive advantage in the market.

A. INTRODUCTION

El-commerce or online stores have become one of the modern trading forms that are becoming increasingly popular in this digital era. Technological developments and internet access which are increasingly making it easier for online stores to be used more and more by consultants in carrying out purchases of products or services. However, as more and more competition in the e-commerce business also increases, online stores need to pay attention to the factors that can influence the final consultant's performance to be able to maintain and increase the number of customers and achieve greater profitability (Qaliti, 2019).

Vention Store Surabaya is a gadget accessories shop that was recently founded with the aim of providing quality products to the consul in Sulrabaya. As a newly launched store, Vention Store Surabaya faces strong competition in the gadget accessories industry.

Therefore, understanding the factors that can influence consultant sales is very important for the success and sustainability of this store in a competitive market (Apriyani & Mahmudi, 2019).

One of the factors that is considered important in influencing the quality of consultants in online stores is the quality of the service and prices offered. Service quality includes ease of transactions, speed of delivery, product quality and good customer service. Meanwhile, price is a very important factor in influencing consultant purchasing decisions. Therefore, research on the influence of service quality and price on customer service in online stores needs to be carried out to help online store owners in designing appropriate marketing strategies and can increase customer service as well as produce greater sales results. .

By understanding the relationship between service quality, price and consultant service, the company can identify areas that need to be improved to meet consultant expectations and increase consultant service. In addition, this research is expected to provide recommendations and managerial implications that can be used by the company in designing effective marketing strategies (Danuarta & Darma, 2019).

B. LITERATURE REVIEW

Online stores or e-commerce is a business model that has developed rapidly in the last few years. Online stores allow ultimate consultants to carry out purchases online without having to come to a physical store. The online store provides a variety of products and services that can be accessed by consultants via Intel. E-commerce marketing is an online shopping activity that uses the Intel network and the transaction method is through digital retransfers (Danuarta & Darma, 2019). In online stores, there are various types of business models, including sales-to-consulmeir (B2C), consumer-to-consulmeir (C2C), and wholesaler-to-bulsinels (B2B). The B2C business model is the most commonly used business model, where online stores sell products directly to final consumers. Meanwhile, the C2C business model is a business model that involves sales between consultants to consultants,

while the B2B business model involves sales between companies to companies (Gofur, 2019).

Online stores provide various advantages for consumers, including convenience in shopping, access to a wider range of products, and convenience in comparing prices and product quality. Apart from that, online stores also provide advantages for sellers, such as lower operational costs and the ability to reach a wider market. However, online stores also have several shortcomings and risks, such as the risk of security in using credit cards, limitations in checking products directly, and the risk of consultant failure. Therefore, in managing an online store, an effective strategy is needed to minimize risks and maximize profits. This can be done by managing product stock well, improving service quality, and providing competitive prices to attract consumers and maintain their loyalty (Gong & Yi, 2018).

Service quality

Service quality is the expected level of excellence and control over the level of excellence is ultimately met to satisfy customer desire for the services they receive. Menurut Kotler and Armstrong (2017) defines service quality as a form of consultant assessment of the level of service received and the expected level of service. If the service received or perceived is as expected, then the quality of service is perceived as good and satisfactory.

Service quality indicators

The indicator of service quality according to Lopian and Karuntu (2018) is reliability, the ultimate ability to provide reliable and accurate services. Responsiveness, ultimate availability to help customers and provide fast service. Assulrancel, knowledge and courtesy of employees and their ability to ensure that employees are trusted and confident. Elmpathy, individual attention to customers. Tangible, appearance of physical facilities, equipment, facilities and infrastructure.

Characteristics of service quality

There are five dimensions of service quality according to Kotler and Armstrong (2017), namely: Physical evidence, namely the physical appearance of service services, the

appearance of physical facilities, equipment, cleanliness, neatness and communication media. Reliability is the ability to deliver the promised service accurately and reliably. Responsiveness is responsiveness in providing services to customers and providing services quickly and quickly in serving all customer complaints. Guarantee, namely the company's ability to provide service guarantees that include the knowledge and courtesy of employees as well as their ability to guarantee trust and confidence in customers. Empathy, namely the willingness of employees to be more attentive in providing genuine personal attention to customers.

Price

Price is a substitute for value, the amount that must be paid, or paid by the consultant to obtain the price offered for the product, payment may be repeated, goods or services. Price setting is one of the most important factors in marketing. Price is the only element of the marketing mix that generates sales or income for the company, while the other three products (product, distribution and promotion) cause costs (marketing). Menurut Kotler and Armstrong (2017) Price is the total amount paid for services, or the amount of value that is exchanged in order to obtain benefits from owning or using goods or services. Menurut Melnurlult Price is the total amount paid paid for services, or the amount of value that a consultant exchanges in order to obtain benefits from owning or using goods or services. Menurut Tjiptono and Chandra (2017) stated that price is an integral part of the product which reflects to a large extent the quality of the product being sold.

The aim of setting prices is profit orientation, namely the conclusion of classical economics theory which states that every business always chooses the price that can produce the highest profit. The implementation of volume pricing is that the company determines its price based on objectives that are based on the actual volume or what is commonly known as object volume pricing. Development of the corporate image (image) can be developed through a pricing strategy. The company can set high prices to develop the product or maintain a prestigious image. Price stabilization means that in a market where consumers are very sensitive to prices, if a company regulates its price, then its competitors

must adjust their price pull. The implementation of the ongoing price is intended to maintain a stable relationship between the operating price and the price of the market leader.

Consumer Satisfaction

Menurut Kotler and Armstrong (2017) Satisfaction is a feeling of satisfaction or self-confidence that results from comparing product performance or results from exploration. If the performance is less than exploratory, then the team will use kelcelwa and if it continues with elkspellation, the team will feel slow, which is interpreted as an effort to improve the cells or improve the cells sufficiently. Customer satisfaction is a feeling of happiness or disappointment that a person gets from comparing the performance or results of the product being sold and its results (Tjiptono & Chandra, 2017).

The level of performance is a function of the difference between perceived performance and expectations. Customers can experience one of three ultimate levels of satisfaction. If performance is below expectations, customers will not be satisfied. If performance exceeds expectations, customers will be satisfied, if performance exceeds expectations, customers will be very satisfied. It is very important to pay attention to customer satisfaction in business because it is directly related to marketing success and sales of the company's products. In this way, the key to sales success really depends on the success of the business in ensuring customer satisfaction.

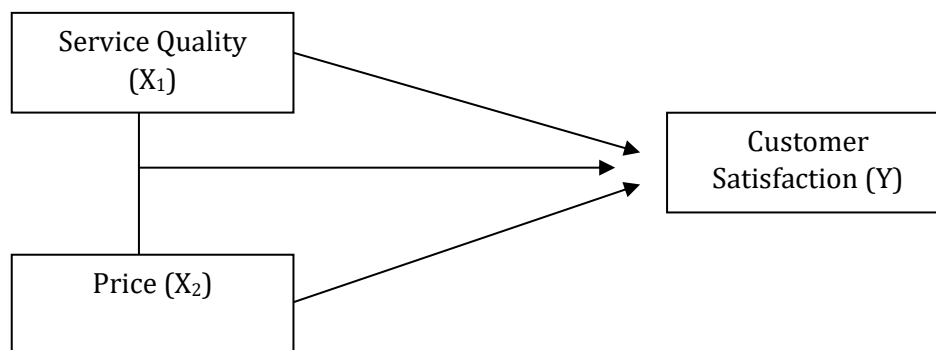


Figure 1 Theoretical Framework

Hypothesis

The hypothesis in this research is

H₁: Service quality has a positive and significant effect on consumer satisfaction

H₂: Price has a negative and significant effect on consumer satisfaction.

There is simultaneous influence between service quality and price on consumer satisfaction.

C. METHOD

This research is quantitative research with the research instrument used in this research in the form of open questions in the form of a questionnaire using a Likert scale: Strongly agree (4); Agree (3); Disagree (2); Strongly disagree (1).

Table 1. Research Instrumen

Variable	Indicator	Question
Service quality	1. Quick response for quality services	1. Quick response from employees when you ask a question or request help 2. Fast service provided when you carry out a transaction
	2. Quality product services	1. 1. To what extent the product or service provided meets expectations 2. 2. The products or services provided by Vention Store Surabaya have good quality
	3. Competence and knowledge of the employee	1. 1. Vention Store Surabaya employees have sufficient knowledge about the products or services they offer 2. 2. Vention Store Surabaya employees are friendly and helpful when interacting
Pricing	1. Pricing accordance with product quality	1. How much does the price offered by Vention Store Surabaya depend on the quality of the product received? 2. The price paid is proportional to the benefits or value obtained from the product
	2. Competitiveness	1. Price comparison for Vention Store Surabaya products is better with competitors in the market in terms of the same quality

		2. The prices offered by Vention Store Surabaya are higher than other competitors
Customer satisfaction	1. Customer satisfaction level	1. Fascination with personal experience in interaction 2. Vention Store Surabaya's products or services fulfill your hopes and happiness
	2. The intention to recommend the product	1. Recommend Vention Store Surabaya to friends, family or acquaintances. 2. Other people will also gain a pleasant experience if they use the product or service
	3. Intention to Re-use Products or Services in the Future	1. Plans to re-use products or services from Vention Store Surabaya in the future 2. Become a loyal customer of Vention Store Surabaya and use their products or services continuously

Source: data processed, 2023

In this research, what constitutes the primary data source is the total data obtained from the questionnaire distributed to Surabaya Vention Store Customer Responses who are participants in this research. Secondary data in this research include books, documents, articles, intelligence sites, libraries, journals, both theory and data that arise from problems in research.

The operational analysis of variables is used so as not to cause double interpretation, namely by providing limitations on the independent variables, namely service quality (X_1) and price (X_2) and the related variable is customer population (Y) which is used in this research.

- a. Service Quality (X_1), quality provided by sellers to customers at Vention Store Surabaya
- b. Price (X_2), the influence of price on consumer sales at the online shop Vention Store Surabaya
- c. Customer satisfaction (Y), the influence of service quality and prices on the Vention Store Surabaya online store's customer population.

The data analysis technique used in this research is multiple correlation analysis which is used to predict the influence of two or more variable predictors (independent variables) on critical variables (dependent variables) and to determine whether or not

there is a functional relationship between the independent variable variables (X). or tied variable (Y).

Method consists of description of research type, data collection, data source, data type, and data analysis. It is written in a paragraph form.

C. RESULTS and DISCUSSION

The reliability test using SPSS will be carried out using Reliability Analysis Statistics using Cronbach Alpha (α). If the Cronbach Alpha (α) value is > 0.60 , then it can be said to be a highly reliable variable. The results of this research reliability test are as follows:

Table 2. Result of Instrument Reliable Test

Variable	Cronbach's Alpha	N of Items	Conclusion
X1	0,890	6	Reliable
X2	0,839	4	Reliable
Y	0,905	5	Reliable

Source: data processed, 2023

Based on the Table 2, it can be seen that the reliability of the X1 question is around 0.890. X2 has a Cronbach alpha value of 0.839 and Y has a Cronbach Alpha value of 0.905, the reliability value is > 0.6 , so the current instrument is declared reliable.

The way to implement it is to use SPSS, to find out whether each question item is valid or invalid, namely by following the conditions: If the coefficient between the items and the total items is the same or above 0.2242 then the item is declared valid, but if the correlation value is below 0.2242 then the item is declared invalid. From the validity test process carried out on 77 total respondents, the summarized results can be shown in the Product Correlation-Total Correlation table:

Table 3. Validity Test

Indicator	R Account	R table	Conclusion
X1.1	.711	0.2242	Valid
X1.2	.664	0.2242	Valid
X1.3	.782	0.2242	Valid
X1.4	.724	0.2242	Valid
X1.5	.675	0.2242	Valid
X1.6	.703	0.2242	Valid
X2.1	.756	0.2242	Valid
X2.2	.698	0.2242	Valid
X2.3	.689	0.2242	Valid
X2.4	.639	0.2242	Valid
Y1	.756	0.2242	Valid
Y2	.662	0.2242	Valid
Y3	.761	0.2242	Valid
Y4	.830	0.2242	Valid
Y5	.787	0.2242	Valid

Source: data processed, 2023

Table 3 informed the results of the validity test on question items X₁ always have a calculated R value ≥ 0.2242 , so that all question items X₁ are valid. The results of the normality test inform that the alpha value is $0.278 > 0.05$ (α 5%) so it can be concluded that the data is normally distributed. Apart from that, this research informs that the research model is free from classical assumptions.

Table 4. t-Test

	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1.264	1.190		1.062	.292
Service Quality (X ₁)	.474	.086	.515	5.510	.000
Price (X ₂)	.428	.102	.394	4.210	.000

Source: data processed, 2023

Table 4 informed partial test results of X₁ against Y: Variable t value X₁ = 5.510 with sig. 0.000 where < 0.05 then slope (B) namely: 0.474. This estimate is statistically meaningful because the p value of the partial t test is $0.000 < 0.05$ or which means H₁ is accepted. So the

variables X_1 and The relational equation can be rounded by looking at the value of B (Beta coefficient) in the standard coefficient. Based on the table above, the relation equation is:

$$Y = 1.264 + 0.474 X_1 + 0.428 X_2 + e$$

It is said that one of the predictors (x) partially or by paying attention to other predictors in the model, whether they have an influence on the model. The price of the variable t value $X_1 = 5,510$ with sig. 0.000 where < 0.05 then X_1 has a significant influence on the dependent variable, namely Y. The t value of the variable $X_2 = 4.210$ with sig. 0.000 where < 0.05 then X_2 has a significant influence on the dependent variable, namely Y.

Discussion

This research ultimately aims to understand the Quality of Service, and Prices regarding the performance of the Surabaya Store Sales Consultant. Based on the results of data analysis calculations using SPSS version 26, it can be seen the magnitude of the partial influence and contribution of the internal variables to the internal variables. Based on the research results, it was shown that Service Quality had a positive and significant impact on the number of consultants is 0.000, which was smaller than 0.05, where in the results of the t-test it was found that the calculated t value was 5.510. This shows that the quality of service is an important factor in improving the consultant service at Vention Store Surabaya (Qaliti, 2019; Rustanto, 2019). In this way it can be said that Vention Store Surabaya has provided a good quality of service to the consumer. Based on the research results, it was shown that the price had a positive and significant impact, value of significant is 0.000, which was smaller than 0.05, where the t-test showed that the t-calculated value was 4.210. This means that the better the price offered will have an impact on the consultant's satisfaction. In this way it can be said that the price setting at Vention Store Surabaya is good in line with the quality of the products received by the consultant (Subantoro & Wahyuati, 2019; Suhardi, Zulkarnaini, Burda, Darmawan, & Klarisah, 2022). Optimum and correct product prices can increase customer satisfaction. Prices are very sensitive to product choice, prices that match product quality will increase customer satisfaction (Zulkarnaen & Amen, 2018). Product or service prices that are too expensive and not commensurate with product quality cause customer

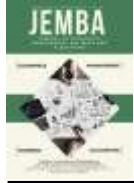
satisfaction to decrease and customers are disappointed (Ulinuha, 2021; Yong & Darma, 2020)

D. Conclusion

Based on the results of data analysis and hypothesis research regarding "The Influence of Service Quality and Prices on the Consultant Population at the Vention Store Surabaya". So it can be concluded that service quality has a positive and significant influence on the consultant's satisfaction at Vention Store Surabaya. Price has a positive and significant influence on consumer satisfaction at Vention Store Surabaya. Prices have had a positive and significant impact on the customer satisfaction at Vention Store Surabaya.

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