

## The Influence of Service Quality and Price on Consumer Satisfaction at Top Swalayan Kolaka

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### Abstract

*The purpose of this study was to determine the effect of service quality and price on consumer satisfaction at Top Swalayan Kolaka. This research is survey research using a questionnaire as an instrument. The population in this study were all consumers at the Top Swalayan Kolaka and taken as many as 90 respondents using accidental sampling, namely anyone who coincidentally met a researcher who was known to have used the product of Top Swalayan Kolaka. Data collection techniques are primary data and secondary data. The data obtained were analyzed using PLS analysis techniques through SmartPLS software. The results showed that service quality had a positive and significant effect on customer satisfaction. This is evidenced by the t-count or t-statistic which is 6.288 higher than the t-table value of 1.662 and the price also has a positive and significant effect on consumer satisfaction because the t-count or t-statistic value is 7.450 higher than the t-table value. which is 1,662. The service quality and price variables have a positive and significant impact on customer satisfaction of 74.2%.*

**Keywords:** Service Quality, Price, Consumer Satisfaction

### 1. INTRODUCTION

Currently, the world of business and enterprise is growing rapidly. Various sales methods are used by entrepreneurs to create and develop their business in order to get maximum profit (Batubara and Hidayat, 2016). One of the businesses that is currently booming is the retail business. Retail business is a business that involves selling goods or services directly to end consumers (Aprileny and Emarawati, 2019). If a few years earlier the retail business only developed in big cities, today the retail business has mushroomed in various regions and even in remote villages. The growth of the retail business is increasing, this is in accordance with retail sales turnover data according to APRINDO (Indonesian Retail Entrepreneurs Association):

**Table 1 Retail Sales Turnover**

| Year | Sale            |
|------|-----------------|
| 2016 | Rp 205 Trillion |
| 2017 | Rp 212 Trillion |
| 2018 | Rp 233 Trillion |
| 2019 | Rp 256 Trillion |

Source : Aprindo, (2020)

Based on sales turnover data, according to Aprindo, it is evident that every year sales data have increased. Not only that, several companies engaged in the same business compete with each other to increase sales. One of the factors that can increase sales is through customer satisfaction (Sumartini and Tias, 2019).

Consumer satisfaction felt by customers is the result of comparing performance with expectations so that the fulfillment of consumer satisfaction causes consumers to make repeat purchases (Sumartini and Tias, 2019). The level of satisfaction obtained by consumers will be influenced by several factors including service quality and price (Handayati, 2016).

Companies that have managed to survive in their business are companies that are able to provide satisfaction to consumers and good service (Aprileny and Emarawati, 2019). Panjaitan and Yuliati, (2016) in their research said that quality service plays an important role in shaping consumer satisfaction, besides that it is also closely related to creating profits for the company. Sholeha et al, (2018) in his research stated that service quality has a fairly strong relationship with customer satisfaction because as service quality improves, consumer satisfaction also increases.

In addition to service quality, price is also very influential on consumer satisfaction, because relatively cheap or affordable prices will make consumers interested in buying (Evelina et al, 2012). The price set by the company is a benchmark to achieve consumer satisfaction. So according to Aprileny and Emarawati, (2019) price is an important thing in consumer satisfaction. Research by Hermawan and Mandala, (2018) says that price has a significant simultaneous effect on consumer satisfaction in the retail business so that in the end the company can retain its customers.

Based on previous research regarding the effect of service quality and price on consumer satisfaction which has been researched by Aprileny and Emarawati (2019), Sebrica, (2014), Safrizal, (2015), and Maulana, (2016) with the results of the research showing that service quality and price effect on consumer satisfaction. This is different from the research results of Marwanto, (2016) which states that service quality affects consumer satisfaction, but price does not affect customer satisfaction. So that studies regarding satisfaction, especially those related to consumer satisfaction, service quality, and prices are still not satisfying.

The differences in the research described above were then strengthened by the phenomenon that occurred at Top Swalayan Kolaka. Top Swalayan is one of the retail businesses in Kolaka Regency, which was established in 2013. When there were no competitors, such as Alfamidi, Indomaret, MGM and Balandete Mart, after the emergence of more and more competitors, there were also more alternatives offered to consumers. So that it causes consumers to move easily, thereby affecting the level of customer satisfaction at Top Swalayan Kolaka. This can be seen in the following table:

**Table 2 Consumer opinion on Top Swalayan Kolaka year 2019**

| Nu | Indicator                | Satisfied | Not satisfied | Amount |
|----|--------------------------|-----------|---------------|--------|
| 1  | Service                  | 34        | 34            | 68     |
| 2  | Product price            | 36        | 32            | 68     |
| 3  | Prices on product labels | 35        | 33            | 68     |

Source : Interview, 2021.

**Table 3 Consumer opinion on Top Swalayan Kolaka year 2020**

| Nu | Indicator                | Satisfied | Not satisfied | Amount |
|----|--------------------------|-----------|---------------|--------|
| 1  | Service                  | 33        | 35            | 28     |
| 2  | Product price            | 32        | 36            | 28     |
| 3  | Prices on product labels | 33        | 35            | 28     |

Source : Interview, 2021.

Based on the results of observations made by the author, it shows that in 2019 there are more consumers who are satisfied than consumers who are dissatisfied. Meanwhile, consumer opinion in 2020 shows that there are more consumers who are dissatisfied than consumers who are satisfied. This dissatisfaction will result in a reduction in the number of Top Swalayan customers in Kolaka. Seeing this phenomenon, it is important to pay attention to the things that consumers want to buy to satisfy customers, because customer satisfaction is very influential in the company.

## 2. LITERATURE REVIEW

Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing perceptions of the performance of a product with expectations (Kotler, 2012). In line with Panjaitan, (2020) says that consumer satisfaction is the level of one's feelings after comparing the perceived performance or results with their expectations. Satisfaction is a hope that consumers want to obtain, either in the form of price, service, or things that will directly give satisfaction (Maulana, 2016). Consumer satisfaction with the company is defined as a situation where consumer expectations of a service are in accordance with the reality received about the services provided to consumers (Panjaitan and Yulianti, 2016).

The creation of customer satisfaction can provide benefits, namely a harmonious relationship between the customer and the company which will provide a good basis for repeat purchases and form word of mouth recommendations that benefit the company (Wijaya, 2011). Therefore, consumer satisfaction cannot be separated from consumer expectations so that consumers have an important role in determining how much service and price is provided to customers.

### Service Quality and Customer Satisfaction

Service quality is a measure of how good the level of service provided is in accordance with customer expectations (Tjjiptono et al, 2011). According to Maulana, (2016) service quality is a series of superior activities that are expected to fulfill consumer desires from the overall product characteristics. Service quality can also be defined as a form of compatibility between the services provided by the company and the level of expectations desired by consumers (Soekotjo, 2017).

Service quality has a very close relationship with customer satisfaction because to measure service quality after consumers compare the perceived service with their expectations. (Hasyim, 2015) says that there is a relationship between service quality and customer satisfaction, if the quality perceived by consumers is in accordance with their expectations, consumers will be satisfied and vice versa if the perceived quality of consumers is below their expectations, consumers will be dissatisfied. This is in line with the opinion (Riyanto, 2017) which explains that service quality and customer satisfaction have a fairly strong relationship, if service quality increases, consumer satisfaction also increases. Related to this opinion, it can be concluded that consumer satisfaction depends on the quality of service perceived. Based on the study of the effect

of service quality on customer satisfaction, the first hypothesis proposed in this study is:  
H<sub>1</sub>: Service quality has a positive and significant effect on customer satisfaction

### Prices and Consumer Satisfaction

Price is a monetary unit given to obtain rights to an item or service (Tjiptono, 2012). According to Putra, (2014) which states that price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service. In line with the research of Sintya et al, (2018) which stated that price is all forms of monetary costs sacrificed by consumers to obtain and utilize the combined quantity of goods and services from a product.

Price is often used as an indicator of value if the price is related to the benefits that consumers feel for an item or service (Soekotjo, 2017). Maulana, (2016) said that performance is effective and matches consumer expectations, customers will feel satisfied and will spend money on the product. So it can be concluded that there is a strong relationship between price and consumer satisfaction, because the higher the appropriateness of the price level, the higher the consumer satisfaction, conversely the lower the price, the lower the consumer satisfaction. Based on the study of the effect of price variables on consumer satisfaction, the second hypothesis proposed by this study is: H<sub>2</sub>: Price has a positive and significant effect on consumer satisfaction.

## 3. METHOD

### Data Types and Sources

The primary data in this study were obtained directly from respondents' responses to the research variables which included service quality, price and customer satisfaction variables. Meanwhile, secondary data was obtained from magazines, reports from related agencies and from existing literature including: personal number, description of the characteristics of the respondents.

### Population and Research Sample

The population in this study are consumers who have shopped at Top Supermarkets Kolaka. To determine the number of samples using the Hair formula because the population is not known with certainty. According to Hair (2017) if the sample size is unknown, it is recommended that a minimum sample size of 5 to 10 observations for each parameter be estimated. In this study, the number of indicators was 9 times 10, so through calculations based on the formula, it was obtained that the number of samples from this study was 90 people from consumers of Top Swalayan Kolaka.

### Data Collection Technique

In this study data collection was carried out through literature study and distributing questionnaires. Questions in the questionnaire were tested using a Likert scale of 1-5, this is to obtain data that is internal and given a score as follows:

**Table 4 Assessment Rubric**

| Category          | Score |
|-------------------|-------|
| Strongly Agree    | 5     |
| Agree             | 4     |
| Disagree          | 3     |
| Disagree          | 2     |
| Strongly Disagree | 1     |

Source : Raihan, (2017)

### Research Instrument Test

Validity testing in this study was conducted with 30 respondents. In this study assisted by using SPSS 23 Software, the results of the validation test are shown in the following table:

**Table 5 Validity Test Results**

| Variable              | Indicator | r-count | r-table 5% | Information |
|-----------------------|-----------|---------|------------|-------------|
| Service quality       | X1.1      | 0.776   | 0,306      | Valid       |
|                       | X1.2      | 0.798   | 0,306      | Valid       |
|                       | X1.3      | 0.780   | 0,306      | Valid       |
| Price                 | X2.1      | 0.714   | 0,306      | Valid       |
|                       | X2.2      | 0.799   | 0,306      | Valid       |
|                       | X2.3      | 0.675   | 0,306      | Valid       |
| Consumer Satisfaction | Y.1       | 0.931   | 0,306      | Valid       |
|                       | Y.2       | 0.841   | 0,306      | Valid       |
|                       | Y.3       | 0.931   | 0,306      | Valid       |

Source : Primary Data Processed, 2021

Based on Table 3.3 it shows that  $r\text{-count} > r\text{-table} = 0.306$ , then from 9 items the instrument statement is declared valid and can be used for further analysis. Furthermore, the results of the reliability test with the help of SPSS can be shown in the following table:

**Table 6 Reliability Test Results**

| Variable              | Crobach's Alpha | Nilai Krisis | Information |
|-----------------------|-----------------|--------------|-------------|
| Service quality       | 0,832           | 0,600        | Reliable    |
| Price                 | 0,850           | 0,600        | Reliable    |
| Consumer Satisfaction | 0,936           | 0,600        | Reliable    |

Source : Primary Data Processed, 2021

Based on Table 3.4, it shows that the reliability test for statement items is stated to be valid. The results of Cronbch's Alpha the reliability of the service quality instrument was 0.832, the price instrument was 0.850, and the consumer satisfaction instrument was 0.936. Of the three instruments declared reliable or meet the requirements.

### Data Analysis Technique

The model used in this study is the causality or influence model and to test the hypotheses proposed. To support the research results, the data obtained were analyzed using statistical tools with the help of Partial Least Square (PLS) to obtain latent variable values for prediction purposes. Formally, the latent variables in the model are the aggregate liners of the indicators.

## 4. RESULTS AND DISCUSSION

Based on the results of the inner model test which includes the output r-square, parameter coefficients and t-statistics to find out whether the hypothesis is accepted or rejected by paying attention to the measurement of path coefficients between constructs

to see the significance and also the value of the t-statistic. The value of testing the hypothesis of this study can be seen in table 4 and the results of this research model can be seen in Figure 1:

**Figure 1 Results of the Research Mode**  
**Table 7 Path Coefficients Results**

| Hypothesis   | Origin<br>Sample<br>e (O) | Sample<br>Mean<br>(M) | Standar<br>Deviation<br>(STDEV) | Standar<br>Error<br>(STERR) | T<br>Statistics |
|--|---------------------------|-----------------------|---------------------------------|-----------------------------|-----------------|
| Service Quality (X1)<br>-> Consumer Satisfaction (Y) | 0.434                     | 0.42<br>4             | 0.069                           | 0.069                       | 6.28<br>8       |
| Prices (X2) -> Consumer<br>Satisfaction (Y)          | 0.501                     | 0.51<br>2             | 0.067                           | 0.067                       | 7.45<br>0       |

Source: Primary Data Processed, 2021

The test results show that the beta coefficient value of service quality on customer satisfaction is 0.434, which means that if the service quality increases by one unit, consumer satisfaction can increase by 43.4%, this effect is positive. While the t-statistic is equal to 6.288, so this result is stated to be a significant t-statistic, because it is > 1.662 and the first hypothesis is accepted. This proves that service quality has a positive influence on customer satisfaction.

The results of testing the first hypothesis prove that service quality has a positive and significant effect on customer satisfaction at Top Swalayan Kolaka. Statistically, it can affect consumer satisfaction because the t-count or t-statistic value is 6.288 higher than the t-table value, which is 1.662. Based on the results obtained, service quality proves that there is a positive and significant influence on customer satisfaction, so this hypothesis is accepted. This shows that proper, polite, alert and responsive service will make consumers feel comfortable and responsible service is believed to make consumers feel safe (Riyanto (2017). This statement is evidenced in the descriptive variables that respondents' responses to service quality variables with three indicators namely reliability, assurance and responsiveness all have a response in the good category. This indicates that the higher the quality of service will increase consumer satisfaction (Sholeha et al, 2018). The quality of service provided to consumers in accordance with their wishes and expectations, will increase the level of consumer satisfaction (Putra, 2017).

The second hypothesis tests whether price has a positive and significant effect on customer satisfaction. The test results show that the price beta coefficient on consumer satisfaction is 0.501, which means that if the price increases by one unit, consumer satisfaction can increase by 50.1%, this effect is positive. While the t-statistic is 7.450. From these results it was found that the t-statistic was significant, because it was > 1.662 so the second hypothesis was accepted. This proves that price has a positive influence on consumer satisfaction.

The results of the second hypothesis in this study prove that price has a positive and significant effect on customer satisfaction at Top Swalayan Kolaka. Statistically, it can affect consumer satisfaction because the t-count or t-statistic value is 7.450 higher than the t-table value, which is 1.662. Based on the results obtained, the price proves that there is a positive and significant influence on consumer satisfaction, so this hypothesis is

accepted. This shows that the price is in accordance with the quality of the product and the perceived benefits make consumers feel satisfied. This is evidenced in the descriptive variables that the respondents' responses to the price variable with indicators of price feasibility and price certainty have a response in the good category. Meanwhile, the price comparison indicator has a fairly good response because the more affordable the prices provided by Top Swalayan Kolaka, the more satisfied consumers will be, so this will be one of the factors to retain customers. Relatively cheap or affordable prices will make consumers interested in buying (Evelina et al, 2012). This shows that price feasibility, price comparison and price certainty have a positive and significant influence on consumer satisfaction with the average respondent's responses being in the good range. The results of this study are in line with research conducted by Aprileny and Emarawati (2019), Sebrica et al (2014), Safrizal, (2015), (Titing & Wonua, 2022), (Sudarnice, 2020), and Maulana (2016) which shows that service quality and price affect consumer satisfaction. It can concluded that service quality and price have a positive and significant effect on customer satisfaction.

## 5. CONCLUSION

Based on the results of research conducted by research with the title "The Influence of Quality and Price on Consumer Satisfaction at Top Swalayan Kolaka" the following conclusions can be drawn:

1. Service quality has a positive and significant effect on customer satisfaction at Top Swalayan Kolaka. Where in the descriptive variable respondents' responses to the service quality variable with three indicators namely reliability, assurance and responsiveness have a response in the good category. This shows that the better the quality of service provided by Top Swalayan Kolaka, the higher consumer satisfaction will be.
2. Price has a positive and significant effect on consumer satisfaction at Top Swalayan Kolaka. This is evidenced in the descriptive variables with respondents' responses to the price variable indicators, namely price feasibility and price certainty, which have a good response and the price comparison indicator has a fairly good response. The more affordable the prices provided by Top Swalayan Kolaka, the higher consumer satisfaction will be.

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