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Telp. 0875 8655 3215
Email : ideajournal@ideanusantara.com

The Influence of Service Quality and Price on Customer Satisfaction

Aditiya Dwi Anggara[1]; Kris Dipayanti[2]
[1-2] Universitas Pamulang, Email : aditiya21dor@gmail.com; dosen01018@unpam.ac.id

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ABSTRACT

Purpose – This research aims to determine the influence of service quality and price on customer satisfaction, both partially and simultaneously.
Research Methodology/Approach The method used is descriptive with a quantitative approach. The sampling technique used the Slovin formula and a sample of 95 respondents was obtained.
Findings – These findings show that there is a positive and significant influence between service quality and price on customer satisfaction. This study provides up-to-date evidence on the influence of service quality and price on customer satisfaction

INTRODUCTION

Services are often seen as a complicated phenomenon. The word service has many meanings, ranging from personal service to the definition of service as a product. According to Kotler and Armstrong (2021:234), a service is a form of product that contains activities, profits, or satisfaction that is offered for sale, which basically has no real form and does not provide any ownership.

The development of the business world in Indonesia is increasingly competitive, especially in the field of freight forwarding services. Every company is required to process the delivery of goods to be more professional. Expedition services are a part of the business that has an important role in the distribution chain. Many companies need expedition services, especially

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for logistics and goods distribution activities. The existence of expedition services can facilitate the flow of goods efficiently with speed in export and import activities in national and international trade.

Increasing business in the transportation sector shows the level of business competition that occurs in the expedition industry, it requires every company engaged in the expedition sector to have a competitive advantage in order to maintain its existence in the increasingly competitive transportation industry. In the face of this high competition, all people are expected to have a high spirit in developing their potential. Companies are required to be more flexible in meeting customer needs, and are also required to improve performance continuously.

PT. Muat Logistik Indonesia is one of the companies engaged in freight forwarding services which is located at Jl. Sukarjo Wiryopranoto No.85, Maphar, Kec. This PT has been established since 2018. The routes served are throughout Indonesia. As a delivery service provider of goods that customers are mandated to send to their destinations, PT. Loading Logistics Indonesia implements several delivery systems or procedures, so that the delivery can be achieved according to the target, namely being sent to their respective destinations, both those that enter the office of PT. Load Indonesian Logistics to be picked up by the recipient of the goods or to the destination address. First of all, the customer will place an order over the phone. Orders will be accepted by the customer service department, which will then check the availability of places in the warehouse and the arrival of the truck on that day. If there is a place available in the warehouse and there is a schedule, then the customer is allowed to deliver the goods to the warehouse. If the spot and truck are not available on that day, the order will be delayed or cancelled. The goods that have been sent are collected together with other goods to be sent in manual registration, then the delivery letter from the customer will be given a receipt number and a road letter from PT. Load Indonesian Logistics. Goods will be delivered if there is a truck available, but if the truck is not available on that day then the goods are forced to wait for the warehouse until the availability of trucks arrives.

In addition to offering delivery throughout Indonesia, PT. Loading Indonesian Logistics can also serve the delivery of goods even to foreign countries, and PT. Loading also offers delivery of goods by land, air, or sea To meet the needs of a person in terms of shipping goods that demand to be fast and professional, the company prioritizes the quality of service in terms of shipping goods, the desire of the freight forwarding company, namely its employees involved in the delivery of goods are able to work carefully and quickly in handling customer requests who sometimes demand that the goods be sent immediately to the place to go and there are no errors in the delivery of goods.

According to Park in (Irawan 2021; 54), expressing customer satisfaction is a customer's feeling in response to the product of goods or services that have been consumed. Customer satisfaction is the level of feeling a customer has after comparing what he or she receives and his expectations. Customers if they are satisfied with the value provided by the product or service are very likely to become customers for a long time. Customers will feel comfortable with what is offered and even customers will buy more than needed.

LITERATURE REVIEW

Service Quality

According to Kotler (2021:25), it is explained that service quality is the performance offered by a person to another person with an intangible action or does not result in the ownership of any goods and to anyone.

According to Moenir (2019:27), it is stated that service quality is closely related to consumer satisfaction. The quality of service can provide a special encouragement for consumers to establish long-term mutually beneficial relationships with the company

According to Arianto (2018:83) "service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations".

According to Laksana (2019:79), the quality of service is any action or activity that can be offered by one other party that is basically intangible and does not result in any ownership.

Based on the above definitions, it can be concluded that service quality is the actions and abilities of employees in a company that are carried out with full commitment to provide the best and quality service to consumers, fellow employees, and company leaders.

Price

According to Kotler & Amstrong (2019:63) translated by Bob Sabran, price is "the amount of money that customers have to pay to acquire a product". It is usually done to adjust the price to the existing competition situation and bring the product in line with the perception of buyers.

According to Sunyoto (2020:130), Price is "the money charged on a certain product. Companies set prices in a variety of ways". Typically, in small companies prices are often set by top management, while in large companies pricing is usually handled by division managers or product managers

According to Alma (2020:171), defining price is the value of an item expressed in money. Meanwhile, according to Pillai and Bagavathi in Sedjati (2018:89), it states that price may be defined as exchange of good and service in terms of money. The statement is defined as price as the exchange of goods or services into units of money.

Kotler and Amstrong in Sedjati (2018:90), said that price is the amount of money charged on a product or service, on the amount of value that consumers exchange for the benefits of owning or using the product or service.

Based on the explanation of prices according to the experts above, it can be concluded that price is an exchange rate that is equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place, the term price is used to provide financial value to a product of goods or services. In economics, price can be associated with the selling or buying value of a product or service as well as a variable that determines the comparison of similar products or goods.

Customer Satisfaction

According to Engel in Nashar (2020:4), "customer satisfaction is a post-pandemic evaluation where the chosen alternative at least gives the same results (out come) than or exceed customer expectations, while dissatisfaction arises when the results obtained do not meet customer expectations.

According to Kotler and Keller (2018:138), satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If the performance is in line with expectations, customers will be satisfied. In addition, if the performance exceeds expectations, customers will be very satisfied or happy.

According to Park in Irawan (2021:544), expressing customer satisfaction is a customer's feeling in response to the product of goods or services that have been consumed

RESEARCH METHODOLOGY

This study uses a type of associative research, according to Sugiyono (2022:36) stating that the associative method is a formulation of a research problem that asks about the relationship between two or more variables.

This research method is quantitative descriptive. According to Sugiyono (2021:16), the quantitative descriptive research method is a research method based on the philosophy of positivism or something definite, actual and based on empirical data, used to research a specific population or sample, as well as the collection of data using research instruments, quantitative/statistical or number-based data analysis that aims to test a predetermined hypothesis.

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This research was carried out on Jl. Sukarjo Wiryopranoto No.85, Maphar, Taman Sari District, West Jakarta, Special Capital Region of Jakarta 11160.

The place and time of the research are as follows:
Venue : PT. Loading Indonesian Logistics at Jl. Sukarjo Wiryopranoto No.85, Maphar.
Time: September – February 2025, this study in collecting samples uses probability sampling techniques or simple random sampling where sampling population members is carried out randomly, regardless of strata in the population. The sampling method uses the slovin formula with an error rate of 10%. The formula is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Information:
n : Sample Size / Number of Respondents
N : Total Population
e : Error in sampling set to 10%

Account:

$$n = \frac{1.803}{1 + 1.803x(0,1)^2}$$

$$n = \frac{1.803}{1 + 1.803x0,01}$$

$$n = \frac{1.803}{19,03}$$

= 94.7 rounded up to 95 respondents

After the calculation was carried out using the slovin formula, which is a formula that determines the number of samples in a population, as many as 95 respondents were obtained.

RESULTS AND DISCUSSION

Normality Test

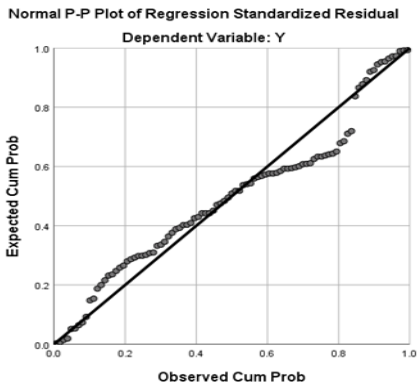
Table 1. Results of the Normality Test with *the Kolmogorov-Smirnov Test*

One-Sample Kolmogorov-Smirnov Test

N		95
Normal Parameters[a,b]	Mean	.0000000
	Hours of deviation	9.47112807
Most Extreme Differences	Absolute	.075
	Positive	.074
	Negative	-075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200[c,d]

a. The distribution of the test is Normal.
b. Calculated from data.
c. Koreksi Signifi cover Lilliefors.
d. This is the lower limit of true significance.

Based on table 1, it shows that it is known that Asymp is a nilasi. Sig (2 heads) 0.200 > 0.05 can be stated that the data from the population are distributed normally and can be carried out to the next stage of analysis. Visually, a normal probability plot image can be seen in the following image:



Data source: processed with SPSS 26 (2024)

Figure 1. Results of the Normality Test with P-P Plot Line

From Figure 1 of the probability plot, it can be seen that the distribution of data follows the existing diagonal line and spreads around the diagonal line, so it can be concluded that the regression model assumes normality.

Multicollinearity Test

This test is used to find out that the variable does not have multicollinearity. This test can be done by looking at the value of the Tolerance Value and the Variance Inflation Factor (VIF). The conditions are: If the VIF value is > 10.0 and the tolerance value is > 0.10, it means that there are symptoms of multicollineity. If the VIF villa < 10.0 and the tolerance value > 0.10, it means that there are no symptoms of multicollinearization.

Table 2 HasiL Multicollinearity Test Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	Correlations	
		B	Std. Error	Beta	Tolerance	BRIGHT
1	(Constant)	32.463	5,074			
	Brand Image	.038	.118	.034	.995	1.005
	Promotion	-115	.111	-108	.995	1.005

a.Dependent VariableY
Source:processed SPSS 26 (2024)

Based on table 2 above, it can be seen that the tolerance value of the brand image and promotion variables is 0.225 > 0.10 and the VIF value of the brand image and promotion variables is 4.445 < 10.00 so that it can be concluded that the brand image and promotion variables do not have symptoms of multicollinearity.

Heteroscedasticity

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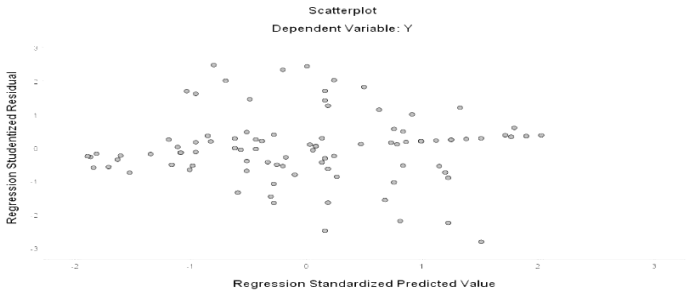
This test is performed to find out if there is an imbalance of the residual variance of the regression model, the requirements in scatterplot graph testing are:
If there is a fixed pattern, such as dots that form a regular pattern (wavy, widened, and then narrowed), then it is indicated that heteroscedacity has occurred. If there is an unclear pattern, the above scatter point will be below the number 0 on the Y axis, meaning there is no heteroscedasticity



Source: processed SPSS 26 (2024)

Figure 3 Scatterplots Chart Heteroscedasticity Test Results

Autocorrelation

The autocorrelation test aims to find out whether there is a correlation between interference errors in linear regression models, so it can be said that the linear regression equation model is still autocorrelated. In this test, SPSS software version 26 was used. The decision-making criteria for the Durbin-Watsons test (DW-Test) can be summarized in the following table:

Table 3. Autocorrelation Test Results Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.116a	.013	.008	9.547	2.125

a. Predictors: (Constant), Sercive Quality, Price
b. Dependent Variable: Customer Satisfaction
c. Source: processed SPSS 26 (2024)

Based on table 4 it shows that the Dw value is 2.125 which is in the interval of 1.550-2.460, so it can be concluded that there is no autocorrelation symptom in the data.

Multiple Linear Regression Analysis

Table 4. Multiple Regression Test Results (Y)

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Itself.
1	(Constant)	4.768	2,917		1,635	0,106
	Quality of Service	0,341	0,101	0,300	3,359	0,001
	Price	0,512	0,095	0,481	5,381	0,000

a. Dependent Variable: Customer

Satisfaction

b. Source: processed SPSS 26 (2024)

Based on the results of table 4 calculations above, it can be seen that the multiple linear regression formula is: Y = 4.768 + 0.341 X1 + 0.512 X2 From the equation, it can be concluded as follows:

The value of the constant is 4.768, then if the variables X1 and X2 do not exist, then the value of the variable Y = 4.768

A value of 0.341 means that if the value is constant and there is no change in the price variable (X2), then every 1 unit change in the service quality variable (X1) there is a change in customer satisfaction (Y) of 0.341.

A value of 0.512 means that if the value is constant and there is no change in the service quality variable (X1), then every change of 1 unit of the price variable (X2) there is a change in customer satisfaction (Y) of 0.60-0.799.

Hypothesis Test Test t (partial)

It is used to examine the hypothesis of the variables of service quality (X1) and price (X2) which are partly carried out on customer satisfaction (Y). The significance criterion was 0.05 (5%). All it takes to find table t is df = (n-2) or (95-2=93), and the result is table t = 1.661. The hypothesis criteria that will be accepted or not accepted is through a comparison between the significance probability value with 0.05 with the criteria If the calculation of the table <, H0 is rejected and the value Ha is accepted or the value *p* < sig.0.05.

Table 5. Test Result t (X1) against (Y)

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	11,329	3,022		3,749	0,000
	Quality of Service	0,633	0,098	0,557	6,472	0,000

a. Dependent Variable: Customer Satisfaction

b. Source: processed SPSS 26 (2024)

Based on table 5, positive results were calculated > ttable or (6,472 > 1,661) with a significance of 0.000 < 0.05. So H0 is rejected and H1 is accepted, meaning that there is a positive and significant partial influence between *the service quality* variables on customer satisfaction at PT. Loading Indonesian Logistics at Taman Sari, West Jakarta

Table 6. Test Result t (X2) against (Y)

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	9.818	2.634		3,728	0,000
	Price	0,683	0,085	0,641	8,061	0,000

Dependent Variable: Purchase Decision Source: processed SPSS 26 (2024)

Based on table 6, the result was positive with a ttable value > ttable or (8.061 > 1.661) with a significance of 0.000 < 0.05. So H0 is rejected and H2 is accepted, meaning that there is a

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positive and significant influence of some of the price variables on customer satisfaction at PT. Loading Indonesian Logistics at Taman Sari Jakarta Bar

Test f (Simultaneous)

It is used to evaluate the effect of all independent variables on the bound variables simultaneously. Using a significance level of 5% (0.05) it is necessary to find df = (n-k-1) then 95-2-1 = 65, ftable = 3.10. By comparing the fcal value with the ftable. The condition is, if the calculation > ftable, then H0 is rejected and H3 is accepted The Hypothesis formula is:

Table 7. Test Results f (X1) and (X2) against (Y)

ANOVA

Type		Sum of Squares	Df	Mean Square	F	Itself.
1	Regression	4064,746	2	2032,373	41,719	,000b
	Residual	4481,886	92	48.716		
	Total	8546,632	94			

Dependent Variable: Customer Satisfaction
Predictors:(Constant),Price,Quality of Service
Source: processed SPSS 26 (2024)

Table 7 shows a positive result with a fcal value of ftable > or (41.719 > 3.10), which means that it is said to be a significant ρ value < Sig.0.05 or (0.000 < 0.05). So that H0 is rejected and H3 is accepted, so that there is a simultaneous positive and significant influence between *service* quality (X1) and price (X2) on customer satisfaction (Y) at PT. Loading Indonesian Logistics at Taman Sari, West Jakarta.

DISCUSSION

The Effect of Service Quality (X1) on Customer Satisfaction (Y)

Based on the results of the analysis, the regression equation Y = 11.329 + 0.633 X1 was obtained, the correlation coefficient of 0.557 means that the two variables have a moderate level of relationship. The determination value or contribution of the influence of Service Quality (X1) on Customer Satisfaction (Y) was 0.476 or 47.6% while the remaining 52.4% was influenced by other factors that were not studied in this study. The hypothesis test obtained a positive value t calculated > t table or (6.472 > 1.665). This is also strengthened by a significance value of 0.000 < 0.05. Thus, Ho is rejected and H1 is accepted, this shows that there is a significant influence between Service Quality and Customer Satisfaction at PT. Loading Indonesian Logistics at Taman Sari, West Jakarta.

The Effect of Price (X2) on Customer Satisfaction (Y)

Based on the results of the analysis, the regression equation Y = 4.768 + 0.341 X2 was obtained, the correlation coefficient of 0.641 means that the two variables have a strong relationship level. The determination value or contribution of Price (X2) to Customer Satisfaction (Y) is 0.411 or 41.1% while the remaining 58.9% is influenced by other factors that were not studied in this study. The hypothesis test obtained a value of t calculated > t table or (8.061 > 1.665). This is also strengthened with a significance value of 0.000 < 0.05. Thus Ho is rejected and H2 accepted, this shows that there is a significant influence between Price and Customer Satisfaction at PT. Load Logistics Indonesia at Taman Sari, West Jakarta.

The Influence of Service Quality (X1) and Price (X2) on Customer Satisfaction (Y)

Based on the results of the research, it was shown that Service Quality (X1) and Price (X2) had a positive effect on Customer Satisfaction (Y) by obtaining a regression equation of Y = 4.768 + 0.341 X1 + 0.512 X2. The value of the correlation coefficient or level of influence

between the free variable and the bound variable was obtained as 0.690, meaning that the variables of Service Quality (X1) and Price (X2) had a strong relationship with the Purchase Decision (Y). The value of the determination coefficient or contribution of influence was simultaneously 0.472 or 47.2% while the remaining 52.8% was influenced by other factors that were not studied in this study. The Hypothesis Test obtained an F value calculated > F table or (41,719 > 3.11). This was also strengthened with a significant value of 0.000 < 0.05. Thus, it can be concluded that Service Quality and Price together or simultaneously have a positive and significant effect on Customer Satisfaction at PT. Loading Indonesian Logistics at Taman Sari, West Jakarta.

CONCLUSION

Based on the description in the previous chapters, and from the results of the analysis and discussion of Service Quality and Prices are significant to Customer Satisfaction at PT. Loading Indonesian Logistics in Taman Sari, West Jakarta., then the following conclusions can be drawn:

Partially, there is a positive and significant influence between significant Service Quality on Customer Satisfaction at PT. Loading Indonesian Logistics in Taman Sari, West Jakarta., this can be proven from the regression equation Y = 11.329 + 0.633 (X1), the correlation coefficient of 0.557 means that the two variables have a very strong level of relationship. The determination value or contribution of the influence of Service Quality (X1) Price (Y) is 47.6% while the remaining 52.4% is influenced by other factors. The hypothesis test obtained a value of t calculated > t table or (6.472>1.665), this is strengthened by a significance probability of 0.000< 0.05, thus H0 is rejected and H1 is accepted, meaning that there is a partially significant influence between Service Quality (X1) on Customer Satisfaction (Y) on Customer Satisfaction at PT. Loading Indonesian Logistics at Taman Sari, West Jakarta.

Partially, there is a positive and significant influence between Price on Customer Satisfaction at PT. Loading Indonesian Logistics in Taman Sari, West Jakarta, this can be proven from the regression equation Y = 4.768 + 0.341X2, the correlation coefficient of 0.641 means that the two variables have a moderate level of relationship. The determination value or contribution of the influence of Service Quality (X2) on Customer Satisfaction (Y) is 41.1% while the remaining 58.9% is influenced by other factors. The hypothesis test obtained a value of t calculated > t table or (8.061> 1.665), this is strengthened by a probability significance of 0.000< 0.05, thus H0 is rejected and H2 is accepted, meaning that there is a partially significant influence between Price (X2) on Customer Satisfaction (Y) on Customer Satisfaction at PT. Load Indonesian Logistics.

Simultaneously, there is a positive and significant influence between Service Quality (X1) and Price (X2) on Customer Satisfaction (Y) at PT. Load Indonesian Logistics, this can be proven from the regression equation Y = 4.768 + 0.341 X1 + 0.512 X2. The value of the correlation coefficient or level of influence between the independent variable and the bound variable was obtained at 0.690, meaning that the variables of Service Quality (X1) and Price (X2) have a very strong relationship level with Consumer Satisfaction (Y). The value of the coefficient of determination or contribution of influence in a follow-up was 47.2%, while the remaining 52.8% was influenced by other factors that were not studied. The hypothesis test obtained a Fcalcul>Ftable value or (41.719> 3.11, this is also strengthened by ρ value<Sig.0.05 or (0.000< 0.05). Thus H0 is rejected and H3 is accepted. This means that there is a significant simultaneous influence between service quality (X1) and price (X2) on customer satisfaction (Y) at PT. Loading Logistics Indonesia

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