

# The Effect of Price and Service Quality on Consumer Satisfaction on Harapan Jaya Automotive and Car Wash District Tana Toraja

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## Abstract

*This research aims to determine how big the influence of price and service quality on the level of satisfaction felt by consumers who use the services of Harapan Jaya Automotive And Car Wash Tana Toraja. The type of research used is descriptive quantitative research, namely the process of collecting data through questionnaires. For data collection methods using field research and library research, while for data collection procedures using a questionnaire (with a Likert scale), observation, interviews, and documentation. In determining the sample using the Slovin formula with a population average of 800 people and obtained a sample of 89 people. coefficient of and correlation consumer satisfaction (Y).*

## Keywords

price; service quality; consumer satisfaction



## I. Introduction

In today's business competition, it is increasingly difficult to predict what might happen. Where the needs of the community have increased and varied. This change requires companies to compete to maintain their business with other similar companies by looking at the development of an increasingly sophisticated and modern world. In this case, all goods and services offered should have a place in accordance with the expectations of the community as consumers, in determining the goods or services that will affect the taste, type of goods or services that will be received.

This competition encourages business actors to give the best to their consumers as well as service and car wash services in Tana Toraja, especially at Harapan Jaya Automotive and Car Wash, Tana Toraja Regency. Harapan Jaya Automotive and Car Wash is a service business that is progressing in the Tana Toraja district, where in running its business it combines three business components at once, namely the sale of spare parts, services, and car washes as well as providing good service by using skilled employees, facilities and equipment. sophisticated equipment to achieve customer satisfaction.

Customer satisfaction is something that must be achieved by every company in determining the marketing strategies and tactics that are made. Consumer satisfaction is a measure of the confidence experienced by consumers after the results that perceived performance is compared to expectations. Consumers will be satisfied if the performance provided by Harapan Jaya Automotive and Car Wash in Tana Toraja Regency exceeds their expectations, but if consumers are not satisfied, it means that the performance given is lower than the consumer's expectations. The efforts made by Harapan Jaya Automotive and Car Wash in Tana Regency should be more consumer-focused and consumer-oriented by

measuring customer satisfaction using the Likert scale method to find out how much customer satisfaction is with Harapan Jaya Automotive and Car Wash in Tana Regency.

The components that affect customer satisfaction include price and service quality. Price is a measure in the form of money or other measures that have certain advantages that are needed to obtain an item or service. Price is one of the important characteristics that must be evaluated by Harapan Jaya Automotive and Car Wash, Tana Toraja Regency, the problem is that some of Harapan Jaya Automotive and Car Wash consumers complain about the price given, because it does not match the size and type of consumer vehicle. , because on the part of the company leveling prices regardless of the size and type of vehicle and the parts of the vehicle, the company needs to really understand the role of pricing in influencing consumer attitudes. Because in setting prices it has an influence that will give consumers a sense of satisfaction or not in using goods or services.

While the quality of service is the totality provided by the company or the characteristics of goods or services that will have an influence that can satisfy the needs shown by the company to consumers. Service quality is common for all companies, where service quality is the most important factor for the realization of customer satisfaction. Harapan Jaya Automotive and Car Wash, Tana Regency also needs to re-evaluate the quality of the services that have been provided, because of complaints from consumers about the services provided by related employees when the consumer just arrived until the consumer has used the services of a company that is less noticed For example, there are some goods or consumer vehicle accessories that are left behind or mixed up, which causes the consumer to be dissatisfied with the service they receive. Therefore, companies need to meet the measurement of service quality provided by employees to consumers consisting of tangibles, responsiveness, reliability, assurance and empathy so that consumers are satisfied and loyal to the company. Therefore, the basis for the company is how to understand the needs and desires of consumers in achieving successful marketing of an item or service on offer.

Based on the research problem with the above background, whether by setting the price first before receiving the service will affect the increasing and varied consumer needs in order to achieve customer satisfaction and also whether the services provided do not need to be increased again according to the price that has been set to achieve customer satisfaction. According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Regarding the background, this research considers the customer value as an important element for an industry, both in service and manufacture. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019). Therefore, the authors are interested in raising the title *The Effect of Price and Service Quality on Consumer Satisfaction at Harapan Jaya Automotive and Car Wash in Tana Toraja Regency.*

## **II. Review of Literature**

### **2.1 Understanding Prices**

Price is the main factor in facing competition to market a product. All companies compete to provide prices that have variations for consumers to buy the products they market.

The conclusion from the explanation above is that the price is the value of a product in the form of money that must be sacrificed or issued by consumers in order to get the desired product.

## **2.2 Pricing Method the Method of Price**

Setting proposed by Tjiptono (2016: 226) is as follows:

### **a. Demand-Based Pricing**

Demand-Based Pricing is a method that prioritizes indicators that will affect consumer demand, these indicators will affect costs, profits, and competition.

### **b. Pricing Based on Competition**

The method of pricing in this method is to consider the existing selling price or those that have been set by competitors. There are 2 methods used in determining the selling price, namely:

1. *Perceived value pricing* (based on the industry average selling price)
2. *Sealed bid pricing* (based on bids submitted by competitors)

### **c. Pricing Based on Costs**

The pricing factor in this method is the main thing, namely the supply or cost aspect, not the demand aspect. Prices are determined based on the addition of production and marketing costs in a certain way, so that they can cover direct costs, indirect costs and profits.

### **d. Profit-Based Pricing**

A method used to stabilize costs and profits in setting prices. This can be done for a specific profit or expressed as a percentage of sales.

## **2.3 Price**

Dimension the price dimension as proposed by Kotler and Armstrong which is translated by Alexander Sindoro and Benjamin Molan (2012: 318) is as follows:

### **a. Price Compatibility with Benefits**

If the perceived profit exceeds or equals the amount spent to obtain the product, the consumer will choose to buy the product.

### **b. Price Affordability**

Consumers can reach prices set by suppliers. Generally there are various types of a brand and the price ranges from the cheapest to the most expensive.

### **c. Prices According to Product Quality**

Prices are often used to measure product quality for consumers. Consumers often choose a higher price between the two products, because they see the difference in the quality of the products offered, because consumers often perceive better quality and higher prices.

### **d. Understanding Service Quality**

Service quality is the end result of a comparison between the service expected by consumers and their perception of the actual service performance. If the physical evidence provided is greater, then the service can be said to be of high quality, whereas if the expected physical evidence is lacking, then the service is said to be good, and if the expected physical evidence is insufficient, then the service quality is said to be poor. Therefore, whether the

quality of the service provided focuses on the ability of the service provider to consistently meet the expectations of its customers. Differences between expectations and physical evidence can be identified based on the dimensions of service quality.

The conclusion drawn is that service quality is a condition of the company's performance to provide services to customers for the purpose of customer satisfaction.

## **2.4 Measurement of Customer Satisfaction Customer**

Satisfaction is very important for a company, if you want to know the level of customer satisfaction, a tool is needed to measure it. The company uses a variety of tools to measure and monitor the satisfaction of its customers and competitors.

## **2.5 Consumer**

Satisfaction as suggested by Hawkins and Lonney quoted in Tjiptono (2014: 101), which are as follows:

### **a. Interest in Visiting Again**

Consumers are willing to revisit or repurchase related products, including:

1. Interested in coming again, because the supporting facilities provided are adequate, meaning that consumers feel comfortable with the company's environment with adequate supporting facilities.
2. Interested in coming back, because of the value and benefits obtained after consuming the product, meaning that consumers are satisfied with the benefits provided by the company after consuming existing products or services.
3. Interested to come again, because the services provided by workers are satisfactory, meaning that consumers feel that the services provided by the company are as expected.

### **b. Conformity of Expectations**

It is the level of consistency between consumer expectations and product performance that consumers perceive, including:

1. The services provided by employees meet or exceed expectations, meaning that consumers are satisfied with employee performance that exceeds their expectations.
2. The product obtained meets or exceeds expectations, meaning that the product obtained has more benefits than expected.
3. The supporting facilities obtained meet or meet expectations, meaning that consumers feel comfortable with the company's environment with adequate supporting facilities that exceed their expectations.

## **III. Research Methods**

This type of research is a quantitative descriptive research, which is a research whose data collection process is through a sample of consumers who are asked to fill out a questionnaire and answer a number of questions regarding the price and quality of service provided by Harapan Jaya Automotive and Car Wash, Tana Toraja Regency.

### **3.1 Population**

Population in this study are all consumers who at least 2x process transactions at Harapan Jaya Automotive and car wash in Tana Toraja Regency. The average visit to Harapan Jaya Automotive and Car Wash in a month is 800 people.

### 3.2 Sample

In Determining the amount the sample in this study uses the Slovin formula (Sugiyono, 2011: 187), namely:

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

Description:

N = population size

n = sample size / number of respondents

e = percentage of tolerance for accuracy of sampling error

e = 0.1 (10%)

Number of samples used are:

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{800}{1 + 800(0,1)^2}$$
$$= 89 \text{ people}$$

### 3.3 Data Collection Techniques

In this study, the techniques used to collect what the researchers need are:

#### 1. Research Field

*Research Field* is research that is directly carried out to the object of research.

#### 2. Library research

Library Research is research carried out to collect data through library books, internet media, *literature* and other sources needed in conducting research.

### 3.4 Data

The types of data used in this study are primary data and secondary data.is

1. Data generated from respondents using questionnaires and data from direct interviews with respondents at Harapan Jaya Automotive and Car Wash, Tana Toraja Regency.
2. Secondary data is data obtained from company profiles, books related to research titles, internet, journals etc.

### 3.5 Data Analysis Techniques a

This study uses data analysis techniques as follows:

#### a. Validity Test

The validity test formula according to Sugiyono (2014:246) is:

$$r_{xy} = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{\{n\sum x^2 - (\sum X)^2\}\{n(\sum y^2 - (\sum Y)^2)\}}}$$

Description:

$r_{xy}$  = Correlation coefficient

$xy$  = Number of multiplication variables x and y x = Number of variables x y

= variables y

$\sum x^2$  = Number of powers of two variables X

y *Number*<sup>2</sup> = Number of powers of two variables Y

n = Number of samples

### b. Reliability

Test used to determine whether the instrument used for the questionnaire can be used more than once. (Sugiyono 2011: 121). Test the reliability of the instrument if it has Cronbach's Alpha equal to 0.6 or more. The formula used by Cronbach's Alpha (Arikunto 2011: 239) is as follows:

$$r_{11} = \left( \frac{k}{k-1} \right) \left( 1 - \frac{\sum \sigma_b^2}{\sum \sigma_1^2} \right)$$

$r_{11}$  = Instrument reliability

K = Number of questions

$b$  <sup>Description</sup> each question

$\text{variances}_1^2$  = total variance

The number of item variances can be found by the formula (Arikunto 2011:239), namely:

$$\sigma^2 = \frac{\sum x^2 - \frac{(\sum x)^2}{n}}{n}$$

Information:

<sup>2</sup> = Variance

$x$  = Total score

n = Number of respondents

### c. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the extent to which the independent variables had a related effect. It can be concluded from this sentence that if there are several independent variables, multiple linear regression analysis will be carried out. Partial test is used to test the significance of the constants of each independent variable, whether the independent variable really has a partial effect on the dependent variable at least 2 (Sugiyono 2017:275 ).

The equation formula for multiple linear regression analysis according to Sugiyono (2017:275), namely:

$$Y = a + b_1 X_1 + b_2 X_2$$

Description:

Y = Consumer satisfaction (dependent)

a = constant

b<sub>1</sub> = Regression coefficient between price and customer satisfaction

b<sub>2</sub> = Regression coefficient between service quality and customer satisfaction

X<sub>1</sub> = Price variable (independent)

X<sub>2</sub> = Service quality variable (independent)

#### d. Partial Test (T test)

Ghozali (2016: 96), argues that Partial test is used to determine the effect of each independent variable on the dependent variable.

Partial test is used to test the significance of the constant of each independent variable, whether the independent variable really has a partial effect on the dependent variable. The formula for calculating the T test value according to Ghozali (2016: 96), namely:

$$t = \frac{r\sqrt{n-2}}{1-r^2}$$

Description:

t = t test value

r = Correlation coefficient

r<sup>2</sup> = Coefficient of determination

n = number of samples

#### e. Simultaneous Significant Test (Test F)

Sugiyono (2011: 192), argues "that the F test is used to determine whether the independent variables used in the research model have an influence on the dependent variable".

The F test formula according to Sugiyono (2011: 192), namely:

$$F = \frac{R^2/k}{(1-R^2)/(n-k-1)}$$

Description:

F = F count

R<sup>2</sup> = Regression coefficient

n = Number of samples

K = Number of independent variables

#### f. Determination Coefficient

The coefficient of determination can be used to determine the percentage caused by the influence of the independent variable on the dependent variable (Riduwan 2011:136), with the formula:

$$Kd = R^2 \times 100\%$$

Description:

Kd = value of the coefficient of determination

R = value of the correlation

### g. Coefficient Correlation Coefficient

Sugiyono (2014:231), argues that correlation is a pattern of relationships that involves a close relationship between one variable and another variable called correlation relationship.

The formula according to Sugiyono (2014:246) is as follows:

$$r_{xy} = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{\{n\sum x^2 - (\sum x)^2\} \{n\sum y^2 - (\sum y)^2\}}}$$

Description:

$r_{xy}$  = Correlation coefficient

$xy$  = Number of multiplication variables x and y x

= Number of variables x

$\sum y$  = Number of variables y

$x^2$  = Number of powers of two variables X

$\sum y^2$  = Number of powers of two variables Y

n = Number of samples

## IV. Discussion

### 4.1 Results

#### a. Validity Test

Validity shows the extent to which the measuring instrument can measure what it wants to measure (effective measurement of successful measurement phenomena). The effectiveness of this research is defined as the accuracy of the measuring instrument to the content or the actual meaning of the measurement. In terms of determining the effectiveness of measuring instruments, the least we can do is make the data obtained very close to the measurement results that we believe. The validity test is calculated by comparing the  $R_{\text{calculated}}$   $df = n-2$  then  $df = 89-2$  so that  $df = 87$ . If  $R_{\text{count}} >$  from  $R_{\text{table}}$  (significance level 5%), the statement is declared valid.

The analytical tool in the form of SPSS 23 was used in this study, and the results of the data validity test are shown in the table below.

**Table 1.** Validity Test Results

No.	Variable	Indicator	value $R_{\text{calculated}}$	value $R_{\text{table}}$	Sig value.	Information
1	Price ( $X_1$ )	$X_{1.0.784}$	1.1	0.213	0.000	Valid
		$X_{1.2}$	0.832	0.213	0.000	Valid
		$X_{1.3}$	0.760	0.213	0.000	Valid
		$X_{1.4}$	0.772	0.213	0.000	Valid



		X_1.5	0.665	0.213	0.000	Valid
		X <sub>1</sub> 0.759	0.6	0.213	0.000	Valid
		X_1.7	0.586	0.213	0.000	Valid
		X_0.251	1.8	0.213	0.020	Valid
		X_0.651	1.9	0.213	0.000	Valid
		X <sub>1</sub> .10	0.769	0.213	0.000	Valid
		X_0.735	1.11	0.213	0.000	Valid
		X_0.608	1.12	0.213	0.000	Valid
		Total X <sub>1</sub>	1	0.213	0.000	Valid
2	Quality of Service(X <sub>2</sub> )	X <sub>2</sub> .1	0.794	0.213	0.000	Valid
		X <sub>2</sub> .2	0.685	0.213	0.000	Valid
		X <sub>2</sub> .3	0.784	0.213	0.000	Valid
		X <sub>2</sub> 0.730	0.4	0.213	0.000	Valid
		X_0.671	2.5	0.213	0.000	Valid
		X <sub>2</sub> 0.699	0.213	0.6	0.000	Valid
		X <sub>2</sub> 0.619	0.7	0.213	0.000	Valid
		X <sub>2</sub> .8	0.600	0.213	0.000	Valid
		X <sub>2</sub> 0.837	0.9	0.213	0.000	Valid
		X <sub>2</sub> .10	0.814	0.213	0.000	Valid
		X <sub>2</sub> .11	0.912	0.213	0.000	Valid
		X <sub>2</sub> .12	0.723	0.213	0.000	Valid
		X <sub>2</sub> .13	0.823	0.213	0.000	Valid
		X <sub>2</sub> .14	0.736	0.213	0.000	Valid
		X_0.823	2.15	0.213	0.000	Valid
		X_0.736	2.16	0.213	0.000	Valid
		X <sub>2</sub> .17	0.477	0.213	0.000	Valid
		X <sub>2</sub> .18	0.744	0.213	0.000	Valid
		X <sub>2</sub> .19	0.833	0.213	0.000	Valid
		X <sub>2</sub> .20	0.618	0.213	0.000	Valid
		Total X <sub>2</sub>	1	0.213	0.000	Valid
3	Consumer Satisfaction (Y)	Y1	0.702	0.213	0.000	Valid
		Y2	0.749	0.213	0.000	Valid
		Y3	0.422	0.213	0.000	Valid
		Y4	0.683	0.213	0.000	Valid
		Y5	0.685	0.213	0.000	Valid
		Y6	0.383	0.213	0.000	Valid
		Y7	0.704	0.213	0.000	Valid
		Y8	0.850	0.213	0.000	Valid
		Y9	0.813	0.213	0.000	Valid

		Y10	0.711	0.213	0.000	Valid
		Y11	0.702	0.213	0.000	Valid
		Y12	0.824	0.213	0.000	Valid
		Total Y	1	0.213	0.000	Valid

Source: SPSS Output 23

The table above shows that all the question items used to measure the variables in this study, state that  $R_{count} > R_{table}$ , i.e. all  $R_{count}$  values are above 0.213 in  $R_{table}$  (for the sample 89 people or 0.213), so all the results show that all variables, both price, service quality and customer satisfaction for each question item are declared valid and also for the significance value of all variables for each question item less than 5% ( $<0.05$ ), so can be declared valid.

### b. Reliability Test

Reliability is the accuracy, precision, or accuracy displayed by the measuring instrument. Testing can be done internally, namely testing is done by analyzing the existing questions. Another external method is to retest. The results of the reliability test in this study used the Cronbach's Alpha coefficient, if the Cronbach's Alpha coefficient of the tool is equal to or greater than (0.6), the tool is said to be reliable. The results of the data reliability test are shown in the table below.

**Table 2.** Reliability Test Results

No.	Variables	Indicator	Cronbach Alpha Item	Cronbach Alpha	Description
1	Price (X <sub>1</sub> )	X <sub>1</sub> >	1.1 0.888	0.6	Reliable
		X <sub>1.2</sub> 0.885	0.6	>	Reliable
		X <sub>0.890</sub> 1.3	0.6	>	Reliable
		X <sub>1.4</sub> 0.889	>	0.6	Reliable
		X <sub>0.895</sub> 1.5	>	0.6	Reliable
		X <sub>0.890</sub> 1.6	0.6	>	Reliable
		X <sub>0.899</sub> 1.7	>	0.6	Reliable
		X <sub>0.909</sub> 1.8	>	0.6	Reliable
		X <sub>0.896</sub> 1.9	>	0.6	Reliable
		X <sub>1.10</sub>	0.889	> 0.6	Reliable
		X <sub>0.891</sub> 1.11	0.6	>	Reliable
		X <sub>0.898</sub> 1.12	>	0.6	Reliable
		Total X <sub>1</sub>	0.901	> 0.6	Reliable
2	Quality of service (X <sub>2</sub> )	X <sub>2</sub> >	1.1 0.948	0.6	Reliable
		X <sub>2.2</sub>	0.950	> 0.6	Reliable
		X <sub>0.949</sub> 2.3	0.6	>	Reliable
		X <sub>2</sub> >	0.4 0.949	0.6	Reliable
		X <sub>0.951</sub> 2.5	>	0.6	Reliable
		X <sub>2</sub> 0.6	0.950	> 0.6	Reliable

		X <sub>2.7</sub> 0.951	>	0.6	Reliable
		X <sub>2.8</sub> 0.952	>	0.6	Reliable
		X <sub>2</sub> >	0.9 0.947	0.6	Reliable
		X <sub>2.10</sub>	0.948	> 0.6	Reliable
		X <sub>0.947</sub> 2.11	>	0.6	Reliable
		X <sub>0.948</sub> 2.12	>	0.6	Reliable
		X <sub>0.948</sub> 2.13	>	0.6	Reliable
		X <sub>0.949</sub> 2.14	0.6	>	Reliable
		X <sub>0.949</sub> 2.15	0.6	>	Reliable
		X <sub>0.949</sub> 2.16	0.6	>	Reliable
		X <sub>2.17</sub> 0.95 5	>	0.6	Reliable
		X <sub>0.949</sub> 2.18	0.6	>	Reliable
		X <sub>0.948</sub> 2.19	>	0.6	Reliable
		X <sub>2.20</sub>	0.951	> 0.6	Reliable
		Total X <sub>2</sub>	0.952	> 0.6	Reliable
3	Consumer satisfaction (Y)	Y1	0.891	> 0.6	Reliable
		Y2	0.888	> 0.6	Reliable
		Y3	0.901	> 0.6	Reliable
		Y4	0.892	> 0.6	Reliable
		Y5	0.891	> 0.6	Reliable
		Y6	0.902	> 0.6	Reliable
		Y7	0.893	> 0.6	Reliable
		Y8	0.880	> 0.6	Reliable
		Y9	0.883	> 0.6	Reliable
		Y10	0.893	> 0.6	Reliable
		Y11	0.890	> 0.6	Reliable
		Y12	0.882	> 0.6	Reliable
		Total Y	0.899	> 0.6	Reliable

Source: SPSS Output 23

Based on the table above all the results show that all variables, both price, service quality and customer satisfaction for each question item are declared reliable because the value of Cronbach's alpha item is 0.6.

### c. Multiple Linear Regression Analysis

According to the research data collected, for the dependent variable (customer satisfaction) and independent variables (price and service quality) using the SPSS 23 program, the results of the multiple linear regression calculation are as follows:

**Table 3. Results of Multiple Linear Regression Analysis  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.438	3.109		Price	1.749 .084
	X <sub>1</sub> )	.161	.065	.130	2,013	.047
	Quality of Service (X <sub>2</sub> )	.448	.699	.051	8,722	.000

a. Dependent Variable: Kepuasan Konsumen (Y)

Sumber: Output SPSS 23

Based on the table above, it can be obtained the following multiple linear regression equation:  $Y = 5.438 + 0.130 X_1 + 0.448 X_2$

Where it is:

- 1) The value of the customer satisfaction constant (Y) is 5.438, namely if the price variable (X<sub>1</sub>) and service quality (X<sub>2</sub>) does not exist, then customer satisfaction is 5,438.
- 2) The price coefficient (X<sub>1</sub>) 0.130, meaning that for every 1% increase in the price variable (X<sub>1</sub>), consumer satisfaction (Y) increases by 0.130 (13%), and vice versa, each price variable (X<sub>1</sub>) decreases by 1% , then consumer satisfaction will also decrease by 0.130 (13%).
- 3) The service quality coefficient (X<sub>2</sub>) is 0.448, meaning that for every 1% increase in the service quality variable (X<sub>2</sub>), customer satisfaction (Y) increases by 0.448 (44.8%), and vice versa, each service quality variable X<sub>2</sub> which decreases by 1%, then consumer satisfaction will also decrease by 0.448 (44.8%).

#### d. Partial Test (T Test)

To answer the effect of price (X<sub>1</sub>) and service quality (X<sub>2</sub>) on consumer satisfaction (Y), then using the T-test can be seen from the table below:

**Table 4. Partial Test Results (T-Test)  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.438	3.109		Price	1.749 .084
	(X <sub>1</sub> )	.161	.065	.448	.051	.047
	Service Quality (X <sub>2</sub> )	.699	8,722	.000	2.013	a

. Dependent Variable: Consumer Satisfaction (Y)

Source : Output SPSS 23

Based on the basis of decision making, it can be interpreted that:

- 1) If the value of  $T_{count} > T_{table}$  then there is an effect of variable X on variable Y, or significance value  $< 0.5$  then it is accepted.
- 2) If the value of  $T_{count} < T_{table}$  then there is no effect of the variable X to Y variable, or significance value  $> 0,5$  then rejected

$$T_{table} = t(0.05/2 : 89-2-1) = (0.025 : 86) = 1.987$$

- a) Based on the table coefficient, the<sub>calculated</sub> 2.013, which means that  $T_{arithmetic} > T_{table}(2.013 > 1.987)$  is significant  $T_{arithmetic}$  is 0.047, because the t value is significantly smaller than 5% ( $0.047 < 0.05$ ) then  $H_{0,1}$  rejected and  $H_{1,1}$  accepted. Thus it can be concluded that the price variable  $X_{1a}$  significant effect on consumer satisfaction (Y).
- b) Based on the table the coefficient obtained by the value of  $T_{arithmetic} = 8.722$  which means  $T_{count} > T_{table}$  ( $8.722 > 1.987$ ) and the significance of t is 0.000 because the significance of t is less than 5% ( $0.000 < 0.05$ ) so  $H_{2,1}$  accepted but  $H_{0,2}$  is rejected, so it can be concluded that the service quality variable (X2) has a significant effect on customer satisfaction (Y).
- c) Based on the price variable ( $X_{1a}$ )  $T_{count}$  greater than  $T_{table}$  ( $2.013 > 1.987$ ) and a significant  $T_{count}$  of 0.047, because t is significantly smaller than 5% ( $0.047 < 0.05$ ), as well as the variable service quality (X2) which has a  $T_{count}$  greater than  $T_{table}$  ( $8.722 > 1.987$ ) and a t significance of 0.000 because the t significance is less than 5% ( $0.000 < 0.05$ ), it can be concluded that the price variable ( $X_1$ ) and the service quality variable (X2) has a positive and significant effect on customer satisfaction (Y).

#### e. Simultaneous Significant Test (F-Test)

To find out the problem regarding the question, how the effect of price (X1) is and service quality (X2) on consumer satisfaction (Y), then the F-test is used to perform the test, as shown in the table below.

**Table 5.** Simultaneous Significant Test Results (Test F)  
ANOVA<sup>b</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	896,364	2	448,182	80,154	000 <sup>a</sup>
Residual	480,872	86	5,592		
Total	1377,236	88			

a. Predictors: (Constant), Quality of Service (X<sub>2</sub>), Price (X<sub>1</sub>)

b. Dependent Variable: Consumer Satisfaction (Y)

Source: SPSS Output 23

Based on the basis of decision making, it can be interpreted that:

- 1) If the<sub>calculated</sub>  $> F_{table}$  then there is a simultaneous influence of the X variable on the Y variable, or the significance value  $< 0.5$  then it is accepted.
- 2) If the<sub>calculated</sub>  $< F_{table}$  , then there is no simultaneous effect of the X variable on the Y variable, or the significance value  $> 0.5$  then it is rejected.

$$F_{table} = f(k : nk) = f(2 : 89-2) = f(2 : 87) = 3.10$$

- a) The results of the hypothesis test show that the<sub>calculated</sub> is 80,154 and the F value<sub>table</sub> ( $\alpha$ ) is 5 % and  $df_1 = k-1$  and  $df_2 = nk$  ie  $df_1 = 2$  and  $df_2 = 87$  is 3.10. In other words,  $F_{arithmetic} >$

$F_{table}$  is  $80,154 > 3,10$ , so it can be concluded that  $H_{01\&2}$  rejected and  $H_{1\&2}$  accepted. In other words, price ( $X_1$ ) and service quality ( $X_2$ ) will affect consumer satisfaction ( $Y$ ).

- b) Based on the results of the F test, it is also known that the significance value (sig) that appears is 0.000 ( $0.000 < 0.05$ ), indicating the influence of the independent variable on the dependent variable.

The conclusion is that price ( $X_1$ ) and service quality ( $X_2$ ) have a simultaneous/joint effect on consumer satisfaction ( $Y$ ).

#### f. Coefficient of Determination Test

The coefficient of determination is used to determine the ability of the independent variable in explaining the dependent variable. The size of the coefficient of determination can be seen in *R Square* and expressed as a percentage. The results of the coefficient of determination are shown in the following table below:

**Table 6.** Test Results of the Coefficient of Determination

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.807 <sup>a</sup>	.651	.643 2.365	80.154	2	.651	86	000	a

. Predictors: (Constant), Service Quality (X2), Price (X1)

Source: SPSS Output 23

Based on the *R Square* of 0.651 which means that the price and service quality variables can explain consumer satisfaction in Harapan Jaya Automotive and Car Wash Tana Toraja by 65, 1%, while the remaining 34.9% is influenced by other factors not included in this study.

#### g. Correlation

The correlation coefficient is used to find out how closely the relationship between the price and service quality variables (independent) on the variable consumer satisfaction (dependent). The results of the correlation coefficient are shown in the following table below:

**Table 7.** Correlation Coefficient Test Results

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.807 <sup>a</sup>	.651	.643 2.365	80.154	2	.651	86	000	a

. Predictors: (Constant), Service Quality (X2), Price (X1)

Source: SPSS Output 23

Based on the table above to measure the closeness of the correlation coefficient between two quantitative variables according to Sugiyono, it can be interpreted that the price variable ( $X_1$ ) and service quality ( $X_2$ ) has a positive effect on consumer satisfaction, because it has an R value that is close to positive 1(+1) which is 0.807, it can be concluded that the relationship between variables is getting stronger, unidirectional and positive.

So based on the relationship level category according to Sugiyono, it can be interpreted that the price variable ( $X_1$ ) and service quality ( $X_2$ ) to the consumer satisfaction variable (Y) is positive with a sufficient degree of correlation (0.807).

## 4.2 Discussion

Based on the results of the data analysis above, it can be concluded several things as follows:

- 1) The effect of price ( $X_1$ ) and service quality ( $X_2$ ) on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash, Tana Toraja Regency.

Based on the results of the coefficient of determination proves that price ( $X_1$ ) and service quality ( $X_2$ ) have a positive and significant effect of 65.1% on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash Tana Toraja and the remaining 34.9% is influenced by factors others were not included in this study.

The results of this study indicate that there is a positive and significant effect between price ( $X_1$ ) and service quality ( $X_2$ ) on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash Tana Toraja. With the results of this study, it supports the results of research from Bagus Handoko (2016) and Nur Rifqi (2016) which state that price and service quality have a positive and significant effect on consumer satisfaction, respectively, price is 68.4% and service quality is 12.1% and the rest is influenced by other factors.

- 2) The effect of price ( $X_1$ ) and service quality ( $X_2$ ) on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash, Tana Toraja Regency

Based on the results of the partial test (T test), the correlation coefficient proves that the significance value of the three test results above is less than 0.05 ( $<0.05$ ), so  $H_0$  rejected and  $H_1$  and  $H_2$  accepted. This proves that price ( $X_1$ ) and service quality ( $X_2$ ) have a significant and positive effect on customer satisfaction (Y) at Harapan Jaya Automotive and Car Wash Tana Toraja.

The results of this study indicate that there is a significant and positive effect between price ( $X_1$ ) and service quality ( $X_2$ ) on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash Tana Toraja. With the results of this study, it supports the results of research from Febby Gita Cahyani (2016) which states that the results of the partial test (T test) indicate that the variables of product quality, service quality and price have a positive and significant effect on consumer satisfaction.

- 3) The effect of price ( $X_1$ ) and service quality ( $X_2$ ) on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash, Tana Toraja Regency

The results showed that the calculation obtained  $F_{count} = 80,154$  and a significant value of 0.000. This means  $\leq 5\%$ . So it can be concluded that simultaneously Price ( $X_1$ ) and Service Quality ( $X_2$ ) have a simultaneous/joint effect on Consumer Satisfaction (Y) on Harapan Jaya Automotive and Car Wash Tana Toraja.

The results of this study indicate that there is a significant and positive effect between price ( $X_1$ ) and service quality ( $X_2$ ) on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash Tana Toraja. With the results of this study, it supports the results of research from Bagus Handoko (2016) and Febby Gita Cahyani (2016) which state that the results of

the simultaneous significant test (F test) indicate that the variables of product quality, service quality and price have a simultaneous/joint effect on consumer satisfaction.

- 4) The effect of price ( $X_1$ ) and service quality ( $X_2$ ) on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash, Tana Toraja Regency.
  - a. Based on the results of multiple linear regression analysis shows that the price has no effect on consumer satisfaction, because the price given by Harapan Jaya Automotive and Car Wash Tana Toraja only has an effect of 13%, so consumers think that price is not a determining problem for consumer satisfaction.
  - b. The results of multiple linear regression analysis shows that the quality of service is quite influential on customer satisfaction by 44.8%, therefore Harapan Jaya Automotive and Car Wash Tana Toraja need to improve the quality of services provided in order to achieve customer satisfaction.
  - c. Based on the theory according to Tjiptono, apart from price and service quality at Harapan Jaya Automotive and Car Wash Tana Toraja, other factors such as product quality, pleasant shopping experience, testimonials from other people and marketing strategies.

## V. Conclusion

1. Price ( $X_1$ ) has no effect on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash Tana Toraja. Because the magnitude of the effect of price on consumer satisfaction is only 13%.
2. Service quality ( $X_2$ ) is quite influential on consumer consumer satisfaction at Harapan Jaya Automotive and Car Wash Tana Toraja. The magnitude of the effect of service quality on consumer satisfaction is 44.8%.
3. Price ( $X_1$ ) and service quality ( $X_2$ ) have a positive and significant effect of 57.8% on consumer satisfaction (Y) at Harapan Jaya Automotive and Car Wash Tana Toraja and the remaining 42.2% is influenced by other factors not included in the study.

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