

The Effect of Price and Service Quality on Customer Satisfaction at J Bross Computer Padang

Habibatul Hidayati¹, Dandi²

^{1,2} Sekolah tinggi ilmu Ekonomi "KBP" Padang

*Corresponding email: dandihusaintanjung@gmail.com

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Abstract

The research aimed to analyse the effect of price and quality service through the customer satisfaction at J Bross Computer Padang. The research used quantitative research, method with using accidental sampling by taking sample 96 respondents. The data analysis used in this research is the multiple regression analysis. The result showed that the price and quality service have a positive and significant effect through the customer satisfaction.

Keywords: Price, Quality Service, Customer Satisfaction

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I. Introduction

In the current era of globalization, business competition in the business world is getting tougher. A product that will be accepted and that will survive in market competition is a product that can provide maximum satisfaction to consumers. In the industrial world, it is expected to provide satisfaction to consumers, one of the forms of satisfaction provided is by providing product choices to consumers, and providing services that satisfactory to the consumer.

Every consumer must have a different level of satisfaction and desire from each other for a product they want, it is because the consumer comes from different segments or walks of life so that the mindset or view of the assessment of a product has differences.

Price is an amount of money that is used as a medium of exchange to obtain a product and can also be said to be a determinant of the value of a product desired by consumers (Weenas, 2013). Price is an obvious aspect for buyers, and for consumers

who are not tech-savvy, price is often one of the factors they can understand when buying a good or service, and it is not uncommon to use price as a measure. price or service.

The quality of service affects customer satisfaction. Kotler (2000) says quality of service is an activity in which one party to the other party in offering its basis is intangible nor does it acquire ownership of something. Quality service is very helpful in shaping customer satisfaction, besides that it can also create profits for the company.

Aswad et al. (2018) concluded that the price has a positive and significant effect on customer satisfaction of clean water users in the Batam Center water village community. Acompany gives a positive price to consumers, it will form a loyalty in the purchase of its products, consumers do not only see the quality of the goods that, but also look at the price a company gives.

Abdul Gofur, (2019) concluded that the price has a positive and significant effect on customer satisfaction at PT. Indosteger Jaya. Because price is an important consideration for consumers, the price that suits consumers, it will provide satisfaction to customers.

H1: It is Suspected that the Price Has a Positive and Significant Effect on Customer Satisfaction at J Bross Computer Padang.

Lesmana, (2019) with the title of research on the effect of price and service quality on customer satisfaction. Apa that consumers want, it has caused its own satisfaction for consumers, and pt. radekatama nusa device, the results of research prove that the quality of service has a positive effect on customer satisfaction. This proves that the quality of service will provide its own satisfaction to consumers, both physically and non-physically, which causes customers to resubscribe.

Imansyah & Irawan, (2018) conducted research entitled the effect of service quality on customer satisfaction at Karaoke Inul Vista Tanjung, the results of the research showed that service quality had a significant effect on to customer satisfaction. Knowing it causes curiosity about other products in the company.

H2: It is Suspected that Service Quality Has a Positive and Significant Effect on Customer Satisfaction at J Bross Computer Padang

II. Material and Method

This type of research uses quantitative research, according to Sugiyono, (2015) this method is called a quantitative method because this research uses data in the form of numbers and uses statistical procedures. Population and Sample According to Sugiyono, (2015) population is the person who is the subject of his research or the person whose characteristics are to be studied. People who are the subject of research are called research units or units of *observation* and many of the people who are the

subject of research are called population sizes or population sizes that are usually denoted by N. The population in this study is all people in Padang who have bought and who will buy laptops at J Boss Computer in Padang. The sampling technique that will be used in this study is to use a *non-probability sampling* technique, which does not provide equal opportunities for each element or every member of the population selected as a sample (Sugiyono, 2017). *Accidental sampling* is part of the *non-probability sampling* technique, that is, if the researcher believes that the person who met the researcher is suitable as a data source, then any researcher who discovers it consciously or unintentionally can be used as a sample (Sugiyono, 2013).

Sarwono, (2011) explained that to determine the number of samples in research whose population is unknown, the *Cochran* formula is used as follows:

$$n = \frac{Z^2 pq}{e^2}$$

Where:

N = number of samples required

Z = the level of confidence that the sample requires, which is 95% = 1.96

e = desired level of trust (10%)

p = 50% correct odds (0.5)

q = 50% false chance (0.5)

So, with this formula, the number of samples in this study was 96 respondents. With the following calculations:

$$\begin{aligned} n &= \frac{Z^2 pq}{e^2} \\ n &= \frac{(1,96^2)(0,5)(0,5)}{0,1^2} \\ n &= \frac{3,8416(0,25)}{0,01} \\ n &= 96,04 \end{aligned}$$

III. Results and Discussion

Multiple Regression Analysis

Table 9

Multiple Regression Analysis Results

Related Variables	Constants and Free Variables	Choophysiesn Regression
Customer	Constant (a)	15,123

satisfaction	Price	0.089
	Quality of service	0.313

Source :D ata SPSS (Data Processed in 2021)

Based on table 4.15, a model of regression equations can be obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 15.123 + 0.089 X_1 + 0.313 X_2$$

Where it means that the regression equation above shows the relationship between *independent* variables and *dependent* variables partially, from the equation can be concluded that:

1. The constanta value is = 15,123 meaning that if it is assumed that the price, the quality of service is worth 0, then customer satisfaction is worth 15,123 units
2. The value of $X_1 = 0.089$ means that the price regression coefficient shows a positive direction. This means that if the price increases by one unit, customer satisfaction will increase by 0.089 units. Assuming the variable quality of service is constant.
3. The value of $X_2 = 0.313$ means that the coefficient of regression of service quality shows a positive direction. This means that if the quality-of-service increases by one unit then customer satisfaction will increase by 0.313 units Assuming a constant price variable.

Hypothesis Test Results

T Test

Table 10

Regression Coefficient Calculation Result (T Test)

Free Variables	T Table	T count	Sig.	Conclusion
Price(X_1)	1,989	2,187	0.031	H_1 accepted
Service quality(X_2)	1,989	4,756	0,000	H_2 received

Source :D ata SPSS (Data Processed in 2021)

From the results of the t test in table 9, it can be seen that the price variability, service quality affects customer satisfaction. Based on the test results of the first hypothesis test stated that the price variable had a positive and significant effect on customer satisfaction at J Bross *Computer* Padang. With a t-count value greater than the t-table ($2.187 > 1.989$) with a significant value smaller than the alpha value ($0.031 < 0.05$) then in this study it was stated the first hypothesis (H_1) **diterima**.

From the results of data analysis obtained from testing the second hypothesis, it is stated that the service quality variable has a positive and significant effect on

customer satisfaction decisions at J Bross *Computer* Padang, with a t-count value greater than the t-table ($2.832 > 1.989$) with a significant value smaller than the alpha value ($0.0006 < 0.05$) then in the research this is stated the second hypothesis (H2) **diterima**.

The Effect of Price on Customer Satisfaction

Based on the test results of the first hypothesis test stated that the price variable had a positive and significant effect on customer satisfaction at J Bross *Computer* Padang. With a t-count value greater than the t-table ($2.187 > 1.989$) with a significant value smaller than the alpha value ($0.031 < 0.05$) then in this study it was stated the first hypothesis (H1) **diterima**.

Price is a consideration for consumers to make their purchase decisions if the price offered is in accordance with what consumers want, of course, consumers will choose the product. If consumers think that the price is higher or more expensive than the value of the product, then consumers will not buy a product, it can be said that the price can affect the satisfaction of a customer.

This proves that price indicates a strong relationship with customer satisfaction, with the existence of a price that will encourage the creation of customer satisfaction that makes customers return to use the product.

Boimau & Bessie, (2021) research conducted shows that prices have a positive effect on customer satisfaction of grabbike online transportation services.

Aswad et al. (2018) research conducted shows that prices have a positive effect on customer satisfaction of Clean Water Users of the Batam Center Water Village Community.

Anggraini & Budiarti, (2020) research shows that prices have a positive effect on customer satisfaction of Panderman Coffee Shop during the Covid-19 Pandemic.

The Effect of Service Quality on Customer Satisfaction

From the results of data analysis obtained from testing the second hypothesis, it is stated that the service quality variable has a positive and significant effect on customer satisfaction decisions at J Bross *Computer* Padang, with a t-count value greater than the t-table ($2.832 > 1.989$) with a significant value smaller than the alpha value ($0.0006 < 0.05$) then in the research this is stated the second hypothesis (H2) **diterima**.

This shows that the more reliable a company is in providing services such as serving all customers according to their promises, providing the same service to all customers, informing customers about their products, and being able to help solve customer problems will make the level of satisfaction for customers higher.

The quality of service through agility / speed in providing services can affect customer satisfaction but it has not been able to optimally increase customer satisfaction.

The guarantee provided by employees in serving can affect customer satisfaction. This shows if the guarantees provided by employees such as guaranteeing customer security in transactions. Can store data correctly and accurately. Free from mistakes, instilling trust and a sense of security in customers to be polite and friendly to customers the better it will make the level of satisfaction higher

Imansyah & Irawan, (2018) concluded that the quality of service has a positive effect on customer satisfaction at karaoke vista inul tanjung.

Lubis & Andayani, (2018) concluded that the quality of service has a simultaneous and positive effect on customer satisfaction at Pt. Sucofindo Batam.

Fatriani & Sari, (2018) concluded that service quality has a positive effect on customer satisfaction at Sigma Komputer Pekanbaru

IV. Conclusion

Based on the results of P's research on the price and quality of service on customer satisfaction at J Bross Computer Padang from the discussion processed, it can be concluded that the price and quality of service have a positive effect on and significant customer satisfaction at J Bross Computer

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