



THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION IN SEPEDA MOTOR HERMAN CV IN NAGORI SILAKKIDIR

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ABSTRACT

This study aims to see how service quality and price influence customer satisfaction at CV Sepeda Motor Herman in Nagori silakkidir. The type of research used in writing this thesis is in this study the authors use quantitative data, because the data to be obtained is in the form of numbers. The location for the implementation of this research was in Nagori Silakkidir Village, Hutabayuraja District, Simalungun Regency on CV Sepeda Motor Herman. The population in this study were all customers who came to visit CV Herman Motorcycles in Nagori Silakkidir during the period January to March 2023 and the sample used in this study was 35 samples. The data collection techniques that can be used in this study are: interviews, observations, documentation, questionnaires. The data analysis technique used in this study was SPSS version 25. Based on the results of data analysis and hypothesis testing about "The Influence of Service Quality and Price on Consumer Satisfaction at CV Herman Motorbikes". So the following conclusions can be drawn: Service quality has a positive and significant influence on customer satisfaction at CV Herman Motorcycles with a count of 3,582 > 2,034 and a significant value of 0.001 < 0.05. Price has a positive and significant influence on consumer satisfaction at CV Herman Motorcycles with a tcount of 6,983 > 2,034 and a significant value of 0,000 < 0.05. Service quality and price have a positive and significant impact on customer satisfaction at CV Sepeda Motor Herman with an f value of 28.752 > 3.29 and a significance of less than 0.05. (0.000 < 0.05).

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1. INTRODUCTION

Indonesia is the third country with the most motorbike users in the world after Thailand and Vietnam, around 85% of households own at least a motorbike and according to an AISI survey which was reported in it the number of motorcycles in the country reaches 80 million. The high number of motorbike users in Indonesia creates an opportunity to create a business or CV that stands not only in the municipal area but also develops in the district area, namely with the aim of more easily reaching customers or new customers (Solimun & Fernandes, 2018). CV also does not necessarily only offer motorcycle unit products in cash or credit, but they also offer a variety of services, such as motorcycle service and (Le et al., 2020).

A company is said to be able to face competitors if the company is able to create value and provide customer satisfaction (Pakurár et al., 2019). Customer satisfaction is the main goal so that the business that is occupied runs smoothly and earns profits and profits as its main goal (Lie et al., 2019). CV Motorbike Herman is a business engaged in the automotive sector located in Nagori Silakkidir, Simalungun district, which is the place to buy motorbikes for the general public. Due to the current developments in the automotive world, every CV must have a good business strategy to survive in the face of competition with other CVs that sell the same product with their respective advantages (Ali et al., 2021). Some of the ways that companies do in satisfying customers are improving service quality and making price strategies that can be reached by customers (Huang et al., 2019).

Quality of service at every company aims to create satisfaction for customers (T. L. H. Nguyen & Nagase, 2019). Because customers do not just buy products but always pay attention to everything that concerns everything related to the quality aspects attached to these services, therefore, companies need to focus on efforts to fulfill consumer needs and desires, namely providing responsive service, responsive to efforts to fulfill the needs and desires of consumers and creating quality and enjoyable services and being able to provide benefits and convenience (Q. Nguyen et al., 2018). If the company cannot provide

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satisfactory service, it is likely that the company will be abandoned by its customers because they feel disappointed with the services provided so that a bad impression will arise from the company (Özkan et al., 2019).

In this case CV Herman Motorbikes also needs to pay attention to the phenomenon of not optimal service provided to its customers in terms of providing convenience and speed of responding to consumers, for example in administrative matters, for example in terms of arranging prerequisites for obtaining motorcycles, both cash and credit, are still very slow in providing responsiveness to this matter (Rita et al., 2019). because the number of employees working at CV Motorbike Herman is still limited and only managed by the direct business owner and still uses manual recording using for example recording still using receipts. In delivering employees to consumers, it is very necessary to pay attention to how they convey good communication to customers (Narteh, 2018). CV Motorbike Herman is required to prioritize maximum service to prospective customers and customers, this is a strategy to achieve customer satisfaction. This is in line with the writing which states that service quality has a positive and significant effect on customer satisfaction (Duy Phuong & Dai Trang, 2018).

In addition to service quality factors, other factors that influence the level of customer satisfaction are price explaining that price is the amount of money needed to get a number of combinations of goods and services (Chien & Chi, 2019). Price is an important element in increasing customer satisfaction (Slack & Singh, 2020). The price phenomenon at CV Herman Motorcycles is not fully optimal, this can be seen from the increasingly rapid development of competitors - similar business competitors around the location of CV Herman Motorcycles, so in this case CV Herman Motorcycles must be able to provide competitive prices to win market share in their area, for example by giving discounts or promos at certain times (Uzir et al., 2021). From the results of the observation phenomenon that the author did on CV Herman Motorcycles, found that there were still affordable types of motorcycles offered (Afthanorhan et al., 2019).

Customer satisfaction with CV Herman Motorcycles is still not optimal, this is obtained from the results of observations where there is still a phenomenon in product quality such as motorcycle items being sold or offered still selling motorcycles with low year output (Fauzi & Suryani, 2019), CV Herman Motorcycles does not follow people's lifestyles Nagari Silakkidir. The phenomenon at the emotional level of employees when serving still shows expressions of lack of sympathy, friendliness and responsiveness to respond to consumer requests (Farooq et al., 2018).

Based on the description of the problem above, the writer is interested in rewriting and making the problems that occur as the topic of writing by taking the title of writing "Effect Of Service Quality And Price On Customer Satisfaction On Sepeda Motor Herman Cv In Nagori Silakkidir".

2. METHODS

The type of research used in writing this thesis is in this study the authors use quantitative data, because the data to be obtained is in the form of numbers. In this study, quantitative data were obtained from filling out questionnaires as a research instrument. The location for the implementation of this research was in Nagori Silakkidir Village, Hutabayuraja District, Simalungun Regency on CV Herman Motorcycles. The time of this research took place in February - June 2023. It started from the initial observation stage to the preparation of proposals from February 2023 to June 2023. The population in this study were all customers who came to visit CV Herman Motorcycles in Nagori Silakkidir during the period from January to March 2023. The sampling method was carried out by accidental sampling, which is a form of sampling based on coincidence where anyone happens to meet the researcher and considered suitable as a source of data that will be the sample of this study. In this study, the population was customers who visited CV Herman Motorcycles in Nagori Silakkidir. The sample used in this study were 35 samples. Data collection techniques are the way researchers do to collect data. Data collection techniques that can be used in this study are interviews, documentation, observation and questionnaires (Shokouhyar et al., 2020). The data collection tools used by the author are in the form of notebooks, stationery, questionnaires, internet networks and laptops/computers (Meesala & Paul, 2018). The results of the data obtained from the field will be analyzed descriptively, namely by giving a value (score) to each question. Instrument test is one of the most important tools in quantitative research, by using the instrument test we can determine the quality of the data to be used. The research instrument test was conducted at CV Tanah Jawa Motorcycles with a total of 30 respondents. The t test is a test conducted to find out whether the independent variables, namely service quality and price with regard to customer satisfaction, have a significant influence or not. The tcount results are compared with the ttable results. In this case data processing uses the help of the SPSS Version 21 program. To test the significance of the relationship between the independent variable and the dependent variable simultaneously, the F test is used. The calculation is assisted by using SPSS version 21. service quality and price on customer satisfaction using the correlation coefficient approach (Alzoubi et al., 2020).

3. RESULTS AND DISCUSSIONS

Results

This study aims to determine the effect of service quality and price on consumer satisfaction at CV Herman Motorcycles in Nagori Silakkidir. Based on the calculation results of data analysis using SPSS version 25, it can be seen that the magnitude of the influence and partial contribution of the independent variables to the dependent variable. The location for the implementation of this research was in Nagori Silakkidir Village, Hutabayuraja District, Simalungun Regency on CV Herman Motorcycles. The time of this research took place in February - June 2023. It started from the initial observation stage to the preparation of proposals from February 2023 to June 2023. The research was carried out directly to the respondents, in order to collect data and information obtained directly by consumers buying motorcycles on Herman's Motorcycle CV in Nagori Silakkidir. In this study, the population was customers who visited CV Herman Motorcycles in Nagori Silakkidir. The sample used in this study were 35 samples. CV Motorbike Herman is one of the micro and medium businesses engaged in motorcycle credit and cash. CV Herman Motorcycles was founded in 2013 which has its address at Jalan Besar Silakkidir, Hutabayuraja District, Simalungun Regency by Mr. Herman until now still using the same name, namely CV Herman Motorcycles. CV Herman Motorcycles has working hours from 08.00 WIB to 18.00 WIB to 18.00 WIB open from Monday to Saturday while CV Herman Motorcycles remains closed on national holidays. CV Herman Motorcycles provides direct service to consumers by offering motorbikes.

The number of respondents in this study were 35 consumers who came to make purchases at CV Herman motorcycles. The results of the questionnaire answers were obtained by the way the researcher met the respondent directly and gave the questionnaire to the respondent. The characteristics of the respondents discussed in this study are gender, age and occupation (Abror et al., 2019).

Results of Research Instruments

Validity test is a measurement tool that must accurately explain the meaning of each variable. Validity test is a measure that shows the level of validity and difficulty of an instrument. Based on the validation above, it can be seen and concluded that the rcount of each statement item is > 0.334 , namely rtable. So it can be concluded that the service questionnaire used by researchers in data collection is valid. Reliability test is a tool that can measure a questionnaire which is an indicator of the variable. The technique used to calculate using SPSS version 25. A construct or variable is said to be reliable if it gives a Chronbach Alpha value > 0.70 . From the test, it can be seen that the parental income questionnaire has a reliability coefficient of 0.872, which means $0.872 > 0.7$. It can be concluded that the service questionnaire is declared reliable.

Prerequisite Test Results

Normality test

The normality test was carried out to find out whether the researcher's data used was normally distributed or not, in this study using *the probability plot* and *the Kolmogorov Smirnov (One sample test)*. The provisions are as follows:

1. If the points or data are near or follow the diagonal line, it can be said that the residual values are normally distributed.
2. If the points are far apart or scattered and do not follow the diagonal line, it can be said that the residual values are not normally distributed.

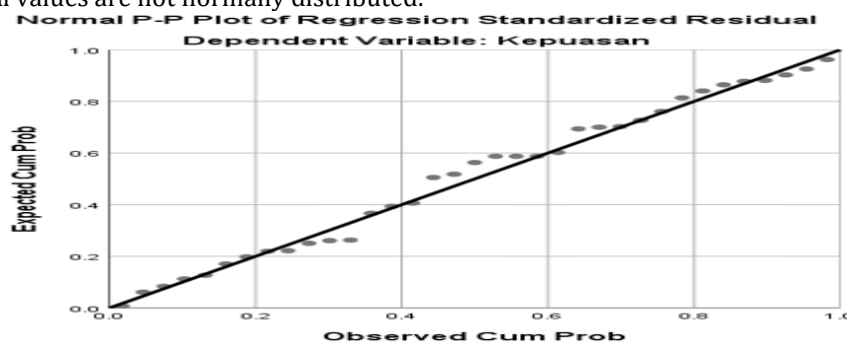


Figure 1. Normality test

From the picture above, it can be seen that the plot points are in the "Normal PP Plot Regression Standardized Residual" figure. Follow and approach the diagonal line. Therefore, in the normality test of the

probability plot technique, it can be concluded that the data for each variable is normally distributed. According to Sugiyono (2019) suggests that parametric statistics are for testing descriptive hypotheses if the data is interval or ratio is a one-sample t-test. For this reason, before researchers use parametric statistical techniques, the normality of the data must be tested first.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		35
Normal Parameters ^{a,b}	Means	0.0000000
	std. Deviation	3.66646377
Most Extreme Differences	absolute	0.086
	Positive	0.086
	Negative	-0.080
Test Statistics		0.086
asympt. Sig. (2-tailed)		.200 ^{c,d}

The basis for collecting decisions is based on probability (*Asytotic Significance*), namely:

1. If probability > 0.05 the data is normally distributed
2. If probability < 0.05 the data is not normally distributed

Based on the table of normality test results, the Asytotic Significance is 0.200. Value 0.200 > 0.05, it can be concluded that the service, price and customer satisfaction variables are normally distributed.

Multicollinearity Test

Multicollinearity to see the situation in which two or more independent variables. The multicollinearity test aims to test and find out whether in a regression model a high or perfect correlation is found between the independent variables. This test can be determined by looking at the tolerance value and the variance inflation factor (VIF) value. There are several methods that can detect whether or not a multicollinearity problem exists, namely by comparing the value of r² with R² from the regression results or by looking at the tolerance value, assisted by using statistical product software and service solutions (SPSS 25). Based on the test, it is known that the VIF value is 2.541 and the tolerance value is 0.394. Then the VIF value < 10 and the tolerance value > 0.10 so that it can be concluded that multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test was carried out in the regression model to test whether there is an unequal variance from the residuals from one observation to another. The heteroscedasticity test was carried out with the aim of testing whether there were differences in variance or residuals from one observation to another. The heteroscedasticity test was carried out to find out whether in a regression model there is variance discomfort from the residuals in one observation to another. The heterodity test will be carried out using SPSS Version 25. With the following decision-making criteria:

- a. If the significance value is > 0.05, then there is no heteroscedasticity
- b. If the significance value is <0.05, there is heteroscedasticity

Table 2. Heteroscedasticity Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error			
1	(Constant)	1.195	3,363		0.355	0.725
	service	0.081	0.091	0.245	0.894	0.378
	price	0.113	0.088	0.355	1,294	0.205

a. Dependent Variable: Abs_RES

Based on the table above, it is known that the sig value > 0.05 so that it can be concluded that there is no heteroscedasticity.

Hypothesis Test Results

Multiple Linear Regression Analysis

In this study the aim of testing the hypothesis was to prove the effect of service and price on customer satisfaction. For more detail, it has been summarized in the following table:

Table 3. Summary of Regression Analysis Results

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	std. Error	Betas
1	(Constant)	25,153	6,169	
	Service	0.595	0.166	0.604
	Price	1.122	0.161	1.177

a. Dependent Variable: Satisfaction

The results of multiple linear regression analysis in this study based on *the Coefficients* above as follows can be seen that the multiple regression equation is as follows: Based on the formula, the decision making is obtained as follows:

1. The constant value is 25.153, which is positive, meaning that if there is an increase in the independent variable, it will affect or increase consumer satisfaction.
2. The regression coefficient of service quality which obtains a positive value of 0.595 means that service quality (X1) has a positive and significant effect on consumer satisfaction.
3. Price regression coefficient which obtains a positive value of 1.122 means that price (X2) has a positive effect on consumer satisfaction.

Partial Test (t test)

The partial test is used to test whether there is an influence from the independent variables X1 and X2 individually/partially on the variable Y (bound). The t test in this study is used to test the significance of the hypothesis. The following is an explanation of the results of the t test on each independent variable as follows:

Table 4. Partial Test (t test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	25,153	6,169		4,077	0.000
	Service	0.595	0.166	0.604	3,582	0.001
	Price	1.122	0.161	1.177	6,983	0.000

Looking for T_{tables} : To find t tables the researcher uses a t test distribution table with a significant level $\alpha = 0.05$ and $Df = Nk$, where N: Many samples, and K: Many variables. So we get: $Df = 35 - 3 = 32$, $\alpha = 0.05$. For further comparison with the T table, $t(32, 0.05) = 2.034$ is obtained. If the $t_{count} > t_{table}$ and the significant value is less than 0.05 ($p < 0.05$), it can be concluded that the independent variable partially has a significant effect on the dependent variable. Based on the table, the following decision was obtained:

1. calculated t value of 3.582 > 2.034 and a significant level less than 0.05 ($0.001 < 0.05$). Then the first hypothesis H_{a1} is accepted and H_{01} rejects which means "There is a significant influence between customer satisfaction.
2. The results of the t test for the price variable obtained a calculated t value of 6.983 > 2.034. with a significant level less than 0.05 ($0.000 < 0.05$) Then the second hypothesis H_{a2} is accepted and H_{02} is rejected which means "There is a significant effect between price on customer satisfaction.

Simultaneous Test (F)

Simultaneous tests were carried out to determine the effect of the independent variables together on the dependent variable. The F test in research is used to test the significance of the hypothesis. With the calculated F criterion at a significant level of 95% ($\alpha = 0.05$).

Table 5. Simultaneous Test (F)

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	821,339	2	410,670	28,752	.000 ^b
	residual	457,061	32	14,283		
	Total	1278,400	34			

a. Dependent Variable: Satisfaction
b. Predictors: (Constant), Price, Service

From the test results, the calculated F value is 28.752, which is significant at 0.000. then proceed with determining Ftable as a comparison in making decisions. Searching for Ftable is done by searching DF1 and DF2.

DF1 : Many Independent Variables : 2

DF2 : N-5-1 : 35 -2-1 = 32

Obtained Ftable with a probability of 0.05, DF1 2 and F2 32 which is 3.29. So that it produces $28.752 > 3.29$ and the significance is smaller than 0.05. ($0.000 < 0.05$) Then H_{a3} is accepted and H_{03} is rejected, which means "There is a significant influence between price and service on customer satisfaction.

Analysis of the Coefficient of Determination (R^2)

Correlation coefficient analysis, namely the test used to determine the strength of the influence of service quality and price on customer satisfaction using the correlation coefficient approach.

Table 6. Analysis of the Coefficient of Determination (R^2)

Summary Model ^b					
Model	R	R Square	Adjusted Square	R	std. Error of the Estimate
1	.802 ^a	0.642	0.620		3.77930

a. Predictors: (Constant), Price, Service
b. Dependent Variable: Satisfaction

Based on calculations using the SPSS program, a correlation coefficient (R) value of 0.802 is obtained which indicates that the relationship between the independent variable and the dependent variable can be said to be strong, because it has an R value above 0.5. Then the coefficient of determination (Rsquare) is 0.642, which indicates that the percentage contribution of the independent variable to the dependent variable is 64.2%, which means that the effect of service quality and price on customer satisfaction can be explained by the independent variable of 64.2% and the remaining 35.8% is explained by other variables not explained in this study.

Discussion

This study aims to determine the effect of service quality and price on consumer satisfaction on CV Herman motorbikes in Nagori Silakkidir. The calculation results show that there is a positive and significant influence between Service Quality and Price on Consumer Satisfaction on CV Herman motorcycles in Nagori Silakkidir. Partially (t test) shows the influence of Service Quality, and Price on Consumer Satisfaction CV Herman Motorcycles in Nagori Silakkidir. This can be described as follows:

The Effect of Service Quality on Consumer Satisfaction

Service quality is a must that companies must do in order to survive and remain in consumer trust. The success of a company in providing quality service can be determined by using the service quality approach. Service quality is how far the difference between the expectations and reality of customers for the service they receive (Chandra et al., 2019). Based on the results of the study, it showed that service quality had a positive and significant effect on customer satisfaction. It was obtained t_{count} of $3.582 > 2.034$ with a significance value of 0.001, less than 0.05. This shows that service quality is an important factor in increasing customer satisfaction at CV Herman motorcycles, with this it can be said that CV Herman motorcycles in Nagori Silakkidir has provided good quality service to consumers (Tuncer et al., 2021).

Service quality can be seen based on customer perceptions or service recipients. If the service received or perceived is in accordance with what consumers expect, then the service can be said to be good

and satisfying. And conversely if the service received is far from consumer expectations, then the service quality is perceived as bad. Thus the good or bad of a service depends on the ability of service providers to meet consumer expectations (Martha-Martha & PRİYONO, 2018).

The effect of price on consumer satisfaction

Price is one of the factors that consumers pay attention to in buying an item. Prices that are too high without being offset by good quality can lead to disappointment in consumers. Therefore the producer must be clever in setting the selling price of a product so as not to cause disappointment to consumers. Based on the results of the study indicate that the price has a positive and significant effect on consumer satisfaction. The tcount is $6.983 > 2.034$ and the significance value is 0.000 which is less than 0.05. This explains that the better the price offered will result in consumer satisfaction. With this it can be said that the pricing at CV Herman Motorbikes is good according to the quality of the products received by consumers. The results of this study are in line with research conducted by Hariaji and Iriyanto (2019) with the title Effects of Service Quality Location and Facilities on Consumer Satisfaction. Journal of Economics Muhammadiyah University of Semarang. The results showed that the three independent variables studied proved to have a significant effect on the dependent variable Customer Satisfaction.

The results of this study are also in line with research conducted by Urbayani (in Li et al., 2021) entitled The Effect of Price, Service Quality and Location on Consumer Satisfaction (Study of Pramek Solo-Yogya Train Users). The results showed that the independent variables, namely the price variable (X1), the service quality variable (X2), and 6 location variables (X3) simultaneously had an influence on the dependent variable, namely the customer satisfaction variable (Y).

4. CONCLUSION

Based on the results of data analysis and hypothesis testing about "The Influence of Service Quality and Price on Consumer Satisfaction at CV Herman Motorbikes". Then it can be concluded as follows: Service quality has a positive and significant influence on customer satisfaction at CV Herman Motorcycles with a tcount of $3.582 > 2.034$ and a significant value of $0.001 < 0.05$. Price has a positive and significant influence on consumer satisfaction at CV Herman Motorcycles with a tcount of $6.983 > 2.034$ and a significance value of $0.000 < 0.05$. Service quality and price have a positive and significant influence on customer satisfaction at CV Herman Motorbikes with an f value of $28.752 > 3.29$ and a significance less than 0.05. ($0.000 < 0.05$)

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