

THE EFFECT OF SERVICE, PRICE, QUALITY, AND BRAND ON CUSTOMER SATISFACTION IN PT. SARANA BAJA PERKASA

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ABSTRACT

Customer satisfaction is one of the determining factors for the development of a company. Therefore, the aim of this research is to find out whether there is an influence of service, price, quality, and brand on customer satisfaction at PT. Mighty Steel Facilities. The research method is quantitative with a descriptive approach. The population of this study were all visitors to PT. Mighty Steel Facilities. The sample determination method in this study used simple random sampling, which had a sample size of 70 after adjusting to the specified criteria. Data was collected using a questionnaire which was then analyzed using the SPSS 24 application. The data analysis technique involved testing classical assumptions, coefficient of determination and hypothesis testing. The research results show that simultaneously the service, price, quality and brand variables influence customer satisfaction. Partially, the service and quality variables have a positive and significant effect on customer satisfaction, while the price and brand variables do not affect customer satisfaction at PT. Mighty Steel Facilities. The overall influence of the independent variables on customer satisfaction is 50.4%. Keywords: Service, price, quality, brand. Customer satisfaction.

Keywords: *Service, Price, Quality, Brand, Costumer Satisfaction*

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INTRODUCTION

Their efforts to survive, grow, and gain profit, one of the important actions taken by entrepreneurs is marketing. PT. Sarana Baja Perkasa is an experienced construction implementation company that handles projects at the national and private levels. PT. Sarana Baja Perkasa currently has the qualifications to handle various types of projects, including demolition, land/site preparation and maturation, excavation and embankment, field preparation for mining, foundations, including design. The company is currently experiencing a decline in satisfaction, as seen from the complaints filed. The number of complaints and grievances received by the company is quite common every month.

Table 1. Complaint Data of PT. Sarana Baja Perkasa in 2023

Month	Number of Complaints	Reason for Complaint
January	10	1. Operator/Driver is less able to communicate well with Customer Supervisor 2. Operators/drivers are not polite when communicating with customers 3. Heavy Equipment – Heavy equipment that is working often experiences damage 4. Operators/drivers often contradict work instructions in the field so that work targets are not achieved.
February	8	
March	10	
April	12	
May	9	
June	7	
July	9	
August	13	

Source: PT. Mighty Steel Facilities

The company received the highest number of complaints in August 2023, with 13 complaints, indicating that the company has not achieved customer satisfaction. The highest number of complaints occurred in August, when the company received 13 product unit returns. In the following months, the company continued to receive requests for rental units to be returned or replaced at the project site. This indicates that the company's product unit service is still poor or the product year unit is quite old.

The rental unit price is a competitive rental price compared to the price offered by employees to customers by other companies. Employees of the company will enjoy fast and maximum service. Due to the fact that employees are often considered to cause customers to suffer losses when they receive service, and there are many customer complaints about the service provided by employees, service complaints are generally received by employees. The

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highest number of complaints occurred in August, when 13 people complained about services that were considered unsatisfactory.

One of the important factors in business competition is quality, because customers always want to get high quality goods for the price they pay, although there are some people who believe that expensive goods are quality goods. If a company can do this, it will be able to continue to satisfy its customers and even more. A brand contains a company's promise to consistently provide certain features, benefits, and services to buyers.

A brand is also an identification mark in trading activities of similar goods or services and is also a guarantee of quality when compared with similar products or services made by other parties. Based on the problems that occur in the company, the researcher is interested in conducting research in this company entitled "The Influence of Service, Price, Quality, and Brand on Customer Satisfaction at PT. Sarana Baja Perkasa".

Definition of Service According to Gronroos

"Service is an activity or series of invisible (non-tangible) activities that occur as a result of interaction between consumers and employees or other things provided by the service provider company that are intended to solve consumer or customer problems" (Supeno, 2018). Service quality indicators, according to (Mukarom & Laksana, 2018) are as follows: (1) tangibility, (2) reliability, (3) responsiveness, (4) empathy, and (5) assurance.

Understanding Price

Price suitability with product quality, price suitability with benefits, and competitive price are three price indicators, according to Purba & Limakrisna (2017), "price is the amount of money charged for a product or the amount of value exchanged by consumers to have benefits or use the product".

Definition of Quality

According to Tjiptono in Riyanto (2018), "Quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations. On the other hand, the definition of quality varies from controversial to more strategic." Quality indicators include performance, features, reliability, and consistency with specifications.

Understanding Brands

Brand equity, according to (Abas and Meyzi, 2017), is a set of brand assets and liabilities associated with a brand, name, or symbol, which add to or subtract from the value provided by a product or service by a company or its customers. Building product character and providing value propositions, conveying product character uniquely so that it is different from its competitors, and providing emotional

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power over rational power are all examples of brand indicators, according to Kotler & Armstrong (2018).

Understanding Customer Satisfaction

Customer satisfaction is a customer's evaluation of a product or service in terms of assessing whether the product or service meets the customer's needs and requirements (in Ismanto, 2020). Therefore, this customer satisfaction may also be an important factor in purchasing decisions. Some indicators of customer satisfaction, according to Tjiptono (2020), are tangibles, reliability, responsiveness, and empathy.

The Influence of Service on Customer Satisfaction

"Service quality can be interpreted as a measure of how well the level of service provided is able to meet customer expectations or hopes," (Tjiptono, 2020). The theory above shows that the level of service affects customer satisfaction. The better the service, the higher the customer satisfaction.

The Effect of Price on Customer Satisfaction

Price is an important component that influences consumer satisfaction and their purchasing decisions, as shown by research conducted by Harris (2022). Companies must ensure that their own prices are not excessive or vice versa. They must continue to monitor their competitors' prices (Sa'adah & Munir, 2020).

The Influence of Quality on Customer Satisfaction

If companies improve the quality of their products, they can satisfy their customers and increase the number of customers. Product quality affects customer satisfaction and loyalty, according to previous research (Delima et al., 2019). Quality is measured by customers; this means that quality is based on customers' actual experiences with goods and services measured against specific requirements or features, which can be tailored to the customer's personal desires.

The Influence of Brand on Customer Satisfaction

According to Keller and Swaminathan (2020), "Brand image is a consumer's response to a brand based on the good and bad of the brand that consumers remember." (Firmansyah, 2019) said that "Brand image is a perception that arises in the minds of consumers when they remember a brand from a particular product line." Furthermore, this experience will be reflected or depicted in the brand, forming a positive or negative brand perception depending on previous experiences and images.

I.6 Conceptual Framework

Framework conceptual

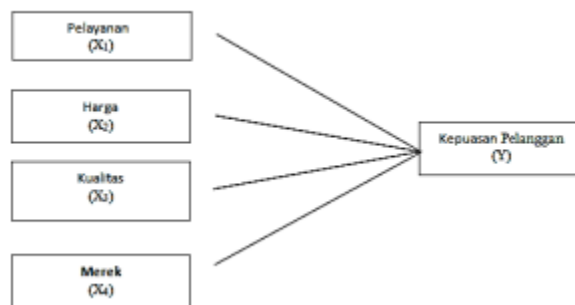


Figure 1. Conceptual Framework

Research Hypothesis

From the theoretical basis and conceptual framework that have been explained, the research hypothesis is as follows:

H1: Service has an effect on customer satisfaction at PT. Sarana Baja Perkasa

H2: Price has an effect on customer satisfaction at PT. Sarana Baja Perkasa

H3: Quality has an effect on customer satisfaction at PT. Sarana Baja Perkasa

H4: Brand influences customer satisfaction at PT. Sarana Baja Perkasa

H5: Service, price, quality, brand have an effect on customer satisfaction at PT. Sarana Baja Perkasa

METHODOLOGY STUDY

Research Place

This research was conducted at PT Sarana Baja Perkasa located at Km. 14.5, Jl. KL Yos Sudarso No.129, Besar, Medan Labuhan, Medan City, North Sumatra 20252. The research was conducted in July 2023-July 2024.

Types of research

This study uses a descriptive research type, which is a type of research that aims to describe a situation or event (Suryani & Hendryadi, 2015). This study will provide an accurate picture of how service, price, quality, and brand influence customer satisfaction at PT. Sarana Baja Perkasa. This type of research uses a questionnaire that is distributed directly to respondents or targets (Gainau, 2021). The research subjects are called research units or observation units, and the number of research subjects is called population size or population size, where N is usually used as a symbol (Roflin, et.al., 2021). There are 238 consumers from January to June 2024 included in this research population. Samples are part of a population, samples are seen as

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estimators of their population or as populations in small form (Roflin, et.al., 2021). The sampling method in this study used simple random sampling, which is a sampling technique that uses the principle of probability in the sample determination process. The number of samples is calculated using the Slovin formula as follows (Sugiyono, 2017):

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

Percentage of tolerance of sampling error accuracy that can still be handled; $e = 0.1$. The number of samples in this study was 70.

Data collection

The data collection technique used in this study was carried out by means of questionnaires and literature studies. Questionnaires or surveys will be given to consumers of PT. Sarana Baja Perkasa which are compiled based on the indicators of each research variable. The literature studies required in this study are in the form of journals, literature related to research problems, magazines, and other documentation information that can be taken through an online system (internet)

Data Types and Sources

In this study, there are two data used, namely primary data and secondary data. Primary research data comes from informants from the results of questionnaires that have been conducted on consumers of PT. Sarana Baja Perkasa. Secondary data used by the author in this study are documents or information on violations.

Data Analysis Techniques

1. Validity Test

Validity test is used to measure the validity of a questionnaire. A questionnaire is declared valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. The provisions of the statement are said to be valid if the total correlation value is greater than the r table.

2. Reliability Test

Reliability test according to (Kusmastuti, et al., 2020) is a coefficient that shows the level of consistency of the measurement results of a test. A variable construct is reliable if it provides a Cronbach's Alpha value > 0.70 .

1. Normality Test

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The normality test is carried out to see whether the residuals studied are normally distributed or not (Firdaus, 2021). The normality test is based on the Kolmogorov-Smirnov (KS) non-parametric statistical test. The research data is normally distributed if the Asymp.Sig (2-tailed) value of the residual variable is above 0.05. Conversely, if the Asymp.Sig (2-tailed) value of the residual variable is below 0.05, then the data is not normally distributed or the data does not meet the normality test.

2. Multicollinearity Test

According to Firdaus (2021) The purpose of the data multicollinearity test is to test whether the regression model finds a correlation between independent variables. To find out whether or not there is multicollinearity by analyzing the tolerance value and the Variance Inflation Factor (VIF) value. Decision making: 1. If the VIF value > 5 , then it is suspected to have a multicollinearity problem. 2. If the VIF value < 5 , then there is no multicollinearity. 3. Tolerance < 0.1 is suspected to have a multicollinearity problem. 4. Tolerance > 0.1 is suspected of not having multicollinearity.

3. Autocorrelation Test

The purpose of the autocorrelation test is to determine whether there is a relationship between the residual error, or nuisance error, at period t in linear regression with the error at period $t-1$ or earlier. There should be no symptoms of autocorrelation in the variables in classical regression. Autocorrelation can cause a regression model to be bad because it produces illogical and irrational parameters.

4. Heteroscedasticity Test

According to Kusmastuti, et al., (2020) the heteroscedasticity test aims to test whether there is inequality in the variation of variables in all observations, and errors that occur that show a systematic relationship according to the magnitude of one or more independent variables so that the error is not random. Tests to detect symptoms of heteroscedasticity are: (1) Graphical Analysis, using a scatterplot graph. If the data in the form of dots does not form a pattern or is spread out, then the regression model is not affected by heteroscedasticity; and (2) Statistical analysis, through the gelejser test. The model is stated not to have heteroscedasticity if the probability is greater than the 5% significance level.

1. Hypothesis Determination Coefficient

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The value of the coefficient of determination is between zero and one. If R is equal to 1, then the variation of the dependent variable can be explained by 100%, which means that the estimated value of the empirical model used is the same as the actual value of the dependent variable, so that the residual value produced has a mean of zero (zero mean of disturbance). Conversely, if the value of R is equal to 0, then the variation of the dependent variable cannot be explained.

2. Simultaneous Hypothesis Testing (F Test)

According to Darma (2021) the F test is used to determine the effect of independent variables on dependent variables simultaneously (together). Decision making is done if the calculated $F > F_{table}$, then H_0 is rejected and H_a is accepted. If the calculated $F < F_{table}$, then H_a is rejected and H_0 is accepted. This means that service, price, quality, brand do not have a simultaneous effect on customer satisfaction at PT Sarana Baja Perkasa.

3. Partial Hypothesis Testing (t-Test)

According to Darma (2021), the t-test is used to test the effect of independent variables partially (individually) on the dependent variable. This decision is made if the significance of the calculated $t > \alpha$ (0.05), then the H_0 hypothesis is accepted and H_a is rejected. This means that service, price, quality, brand have a partial (individually) effect on customer satisfaction at PT Sarana Baja Perkasa. If the significance of the calculated $t < \alpha$ (0.05), then H_0 is rejected and H_a is accepted. This means that service, price, quality, brand do not have a partial (individually) effect on customer satisfaction at PT Sarana Baja Perkasa.

RESULTS AND DISCUSSION

Coefficient of Determination

Based on the results of the determination coefficient calculation, it will be presented in the following table:

Table 2. Results of Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.545	.504	.490	1.64150

a. Predictors: (Constant), Service, Price, Quality, Brand

b. Dependent Variable: Customer Satisfaction

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Based on the calculation results above, it can be concluded that the variables service, price, quality, brand has a large influence on customer satisfaction variables at PT Sarana Baja Perkasa. The magnitude of the influence of the independent variable on the dependent variable is 50.4%, while the remaining 49.63% is influenced by other factors not examined in this study.

Simultaneous Hypothesis Testing

This test is conducted to check whether there is an influence of the independent variable on the dependent variable. The results of this test are presented in the table below.

Table 3. Simultaneous Hypothesis Results
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50,181	4	12,545	4.656	.002
	Residual	255,979	95	2.695		a
	Total	306,160	99			

a. Predictors: (Constant), Service, Price, Quality, Brand

b. Dependent Variable: Customer Satisfaction

Based on the table above, it can be seen that $F_{count} > F_{table}$, which is $4.656 > 2.472$ with a confidence level of 5% or 0.05, it can be seen that the sig. value is $0.002 < 0.05$, which means that H_0 is rejected and H_a is accepted. This means that the variables of service, price, quality, and brand simultaneously have a significant effect on customer satisfaction at PT Sarana Baja Perkasa.

Partial Hypothesis Testing

The results of the tests carried out are presented in the following table.

Table 4. Partial Hypothesis Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,434	2,797		5.160	.000
	X1	.168	.067	.279	2.498	.014
	X2	.146	.096	.172	1,523	.131
	X3	.106	.114	.088	1,926	.035
	X4	.040	.163	.023	1,247	.086

a. Dependent Variable: customer satisfaction

In the table above, you can see the level of influence of each variable as follows:

1. Based on the analysis results, it is known that the service value (X1) has a tcount value of

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- 2.498 > t table 1.668 with a significant value of 0.014 < 0.05, indicating that H_0 is rejected and H_a is accepted. This means that the service variable has a positive and significant effect on customer satisfaction at PT Sarana Baja Perkasa.
2. Based on the test results, it is known that the price variable has a t-count value of 1.523 < t-table 1.668 with a significant value of 0.131 > 0.05, indicating that H_a is rejected and H_0 is accepted. This means that the price variable is not has a significant influence on customer satisfaction at PT Sarana Baja Perkasa.
 3. Based on the test results, it is known that the quality variable has a t-value of 1.926 > t table 1.668 with a significant value of 0.035 < 0.05, indicating that H_0 is rejected and H_a is accepted. This means that the quality variable has a positive and significant effect on customer satisfaction at PT Sarana Baja Perkasa.
 4. Based on the test results, it is known that the brand variable has a t-value of 1.247 < t table 1.668 with a significant value of 0.086 > 0.05, indicating that H_a is rejected and H_0 is accepted. This means that the brand variable does not have a significant effect on customer satisfaction at PT Sarana Baja Perkasa.

Discussion

The Influence of Service on Customer Satisfaction

Actions taken by one party to help another party are called services (Supeno, 2018). Service quality can be measured as how well a service can meet customer expectations (Tjiptono 2020). The results of the study showed that customer satisfaction is influenced by service, with a significant value of this variable of 0.014 < 0.05. Relevant to previous studies that found that service quality has a positive and significant effect on customer satisfaction. Previous studies conducted by Gofur (2019), Prabowo et al. (2023), Tatyana (2024), and Monica and Marlius (2023) found that service quality has a positive and significant effect on customer satisfaction.

The Effect of Price on Customer Satisfaction

According to Purba & Limakrisna (2017), price can be defined as the amount of money paid for a product or a certain amount of value given to customers to obtain benefits or use the product. Affordable prices can make consumers satisfied when buying goods or services because businesses must pay attention to customer convenience (Isnaini 2018). The previous

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theory argued that price does not affect customer satisfaction. In contrast, this theory argues that price does not affect customer satisfaction. The significance value is 0.131, which is greater than 0.05.

Hamid and Susanti's (2023) research, which found that price does not affect customer satisfaction, is previous research that is relevant to this finding. Factors such as costs, competition, offers, and the economy can cause this to happen (Dharmmesta and Irawan, 2015). Therefore, customer satisfaction is not influenced by several price reasons.

The Influence of Quality on Customer Satisfaction

According to Atmaja (2018), quality is an ever-changing state that impacts products, services, people, processes, and environments that meet or exceed expectations. Quality affects customer satisfaction. By comparing customer perceptions of the services they actually receive, service quality can be determined. Quality has a positive and significant effect on customer satisfaction, according to this study. This is evidenced by a significant value of $0.035 < 0.05$. Previous studies relevant to this study are Woen (2021), Sari and Amalia (2023), and Efendi et al. (2023) who found that quality has a positive and significant relationship with customer satisfaction.

The Influence of Brand on Customer Satisfaction

According to Setiadi (2016), a brand is a general description of a brand based on previous information and experience with the brand. According to Armstrong (2018), more than just a name or logo, a company's brand is very important to its customers. The results of this study indicate that the brand does not affect customer satisfaction because it is known that the quality variable has a significant value of 0.086 which is greater than 0.05. Previous studies, Sari and Amalia (2023), and Rudyarta (2023), found that the brand does not affect customer satisfaction.

CONCLUSION

In line with the results and discussion, the following conclusions can be drawn based on each variable.

1. The partial research hypothesis is known that the service value has a t-value of $2.498 > t$ table 1.668 with a significant value of $0.014 < 0.05$, indicating that H_0 is rejected and H_a

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is accepted. This means that the service variable has a positive and significant effect on customer satisfaction at PT Sarana Baja Perkasa.

2. The partial research hypothesis of the price variable has a calculated t value of $1.523 < t$ table 1.668 with a significant value of $0.131 > 0.05$, indicating that H_a is rejected and H_0 is accepted. This means that the price variable does not have a significant effect on satisfaction customers at PT Sarana Baja Perkasa.
3. The hypothesis of the quality variable has a t-value of $1.926 > t$ table 1.668 with a significant value of $0.035 < 0.05$, indicating that H_0 is rejected and H_a is accepted. This means that the quality variable has a positive effect and significant to customer satisfaction at PT Sarana Baja Perkasa.
4. The brand variable hypothesis has a t-value of $1.247 < t$ table 1.668 with a significant value of $0.086 > 0.05$, indicating that H_a is rejected and H_0 is accepted. This means that the brand variable does not have a significant effect on customer satisfaction at PT Sarana Baja Perkasa.
5. The hypothesis of the service, price, quality, and brand variables obtained a calculated F value $> F$ table, namely $4.656 > 2.472$ with a confidence level of 5% or 0.05. It can be seen that the sig. value is $0.002 < 0.05$, which means that H_0 is rejected and H_a is accepted. It means the variables service, price, quality, brand simultaneously have a significant effect on customer satisfaction at PT Sarana Baja Perkasa.

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