

THE EFFECT OF SERVICE QUALITY AND PROMOTIONAL PRICES ON CUSTOMER SATISFACTION AT PT SWAKARSA JAYA INDONESIA

Silverius Laia¹, Bahdin Nur Tanjung², Irvan Muhrizal³, Nuzuliaty⁴

¹²³⁴Program Studi Manajemen, Fakultas Bisnis dan Humaniora, Universitas Tjut Nyak Dhien, Medan, Indonesia

Correspondence Email: silveriuslaia03@gmail.com

ABSTRACT

This research is motivated by the importance of customer satisfaction in facing increasingly competitive service business competition, especially at PT Swakarsa Jaya Indonesia which still faces various complaints related to service quality and the effectiveness of promotional prices. This study aims to analyze the effect of service quality and promotional prices on customer satisfaction at PT Swakarsa Jaya Indonesia. The research method used is a quantitative descriptive approach with data collection techniques through questionnaires using a Likert scale. The study population amounted to 1,000 consumers with a sample of 91 respondents determined using the Slovin formula. Data analysis was carried out through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficients of determination. The results showed that service quality has a positive and significant effect on customer satisfaction with a calculated t value of 5.810 > t table 1.986 and a significance value of 0.000 < 0.05. Promotional prices also have a positive and significant effect on customer satisfaction with a calculated t value of 2.519 > t table 1.986 and a significance value of 0.000 < 0.05. Simultaneously, service quality and promotional prices significantly influence customer satisfaction. Research findings indicate that improving service quality supported by appropriate promotional pricing strategies can increase customer satisfaction levels. An Adjusted R Square value of 90% indicates that variations in customer satisfaction can be explained by service quality and promotional prices, while the remaining 10% is influenced by other factors outside the study. Thus, service quality and promotional prices are important factors in increasing customer satisfaction at PT Swakarsa Jaya Indonesia.

Keywords: Service Quality; Promotional Prices; Consumer Satisfaction; Carwash Services; Consumer Behavior.

INTRODUCTION

The increasingly competitive business world demands that companies maintain and improve customer satisfaction, a key factor in business success. Customer satisfaction is a crucial indicator of the extent to which a company's products or services meet customer expectations. Satisfied customers tend to make repeat purchases, recommend products to others, and build loyalty. Conversely, customer dissatisfaction can lead to complaints, diminish trust, and even cause customers to switch to competitors. Therefore, companies need to understand the various factors that influence customer satisfaction to maintain their presence amidst increasingly fierce market competition. PT Swakarsa Jaya Indonesia is a car wash company located in Medan. In carrying out its business activities, the company strives to provide quality service and offers various promotional pricing programs to attract customers. However, based on conditions in the field, several issues remain that could potentially impact customer satisfaction, such as slow service response times, discrepancies between promotional information and customer experience, and complaints regarding the quality of service provided. These conditions indicate that service quality and promotional pricing still need to be evaluated to determine their impact on customer satisfaction.

Service quality is a crucial factor in creating customer satisfaction. According to Tjiptono (2019), service quality is the expected level of excellence and the control over that level of excellence to meet customer desires. Fast, accurate, friendly service that meets customer needs will create a positive experience that will increase customer satisfaction. In the service industry, service quality is a crucial factor because consumers evaluate not only the final product but also the service process they receive. In addition to service quality, promotional pricing is also a factor that can influence customer satisfaction. Promotional pricing strategies are often used by companies to attract customers through discounts, rebates, cashback, and other forms of promotion. According to Kotler and Armstrong (2019), price is the amount of value consumers must sacrifice to obtain the benefits of a product or service. Promotional pricing programs that align with consumer expectations can provide a better perception of value, thereby increasing customer satisfaction. Conversely, promotions that are not transparent or do not align with the information provided can lead to disappointment and lower customer satisfaction.

The urgency of this research is based on the importance of companies' efforts to improve service quality and develop effective promotional pricing strategies to maintain customer satisfaction. Amidst increasing competition in the car wash business, companies are required to provide superior service and competitive prices to remain a consumer choice. The results of this study are expected to provide useful information for company management in formulating more effective service and promotional policies to sustainably increase customer satisfaction. Previous research has shown that service quality and price are closely related to customer satisfaction. Lumintang's (2023) study found that price and service quality influenced customer satisfaction at the Karunia Kiawa car repair shop. Hasanah (2023) also concluded that price and service quality had a positive and significant effect on customer satisfaction at the Ola Amuntai Restaurant. Furthermore, research by Akbar and Nurcahyani (2024), Nisa and Farida (2023), and Ardiyansyah et al. (2020) consistently demonstrated that service quality and price have a positive effect on customer satisfaction. These findings support the hypothesis that service quality and promotional prices also influence customer satisfaction at PT Swakarsa Jaya Indonesia.

Based on the above description, the objectives of this study are to analyze the effect of service quality on customer satisfaction, analyze the effect of promotional prices on customer satisfaction, and analyze the simultaneous effect of service quality and promotional prices on customer satisfaction at PT Swakarsa Jaya Indonesia. The problem-solving plan was implemented through data collection from consumers using a questionnaire, which was then analyzed using multiple linear regression to determine the extent of each variable's influence on customer satisfaction. Based on the theoretical foundation and previous research results, the hypotheses proposed in this study are: (H1) service quality has a positive and significant effect on customer satisfaction; (H2) promotional prices have a positive and significant effect on customer satisfaction; and (H3) service quality and promotional prices simultaneously have a positive and significant effect on customer satisfaction at PT Swakarsa Jaya Indonesia.

RESEARCH METHODS

This study used a quantitative approach with a descriptive approach. The research design involved a survey of PT Swakarsa Jaya Indonesia consumers to analyze the influence of service quality and promotional prices on customer satisfaction. The research subjects included service quality (X_1), promotional prices (X_2), and customer satisfaction (Y). The study was conducted at PT Swakarsa Jaya Indonesia, located at Jalan Gatot Subroto No. 212A, Medan Helvetia, Medan City, North Sumatra, from May to July 2025. The study population consisted of 1,000 consumers, with a sample of 91 respondents determined using the Slovin formula and probability sampling techniques. The research materials consisted of primary data obtained from consumers, while the research instruments were a questionnaire with a five-point Likert scale and SPSS software for data analysis. Data collection techniques included questionnaires, observation, and documentation. Service quality variables were measured using tangible indicators, reliability, responsiveness, assurance, and empathy. Promotional prices were measured using affordability, price-to-quality, price-to-benefit, and price competitiveness. Customer satisfaction variables were measured through meeting expectations, intention to reuse the service, and willingness to recommend the service to others. Data analysis was conducted using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial (t) tests, simultaneous (F) tests, and the coefficient of determination (R^2).

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity Test

Validity testing is used to measure the validity of a questionnaire. An instrument or questionnaire is considered valid if the questions in the instrument or questionnaire are able to reveal what the questionnaire is intended to measure (Ghozali, 2018:51).

Table 1. Validity Test of Consumer Satisfaction

No	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted	R_Tabel
1	58.6154	127.128	.804	.960	0.2061
2	58.6154	127.017	.751	.961	0.2061
3	58.7143	129.540	.677	.962	0.2061
4	58.5714	126.025	.796	.960	0.2061
5	58.5934	127.466	.781	.960	0.2061
6	58.7912	129.056	.683	.962	0.2061
7	58.5495	125.450	.838	.959	0.2061
8	58.6044	126.020	.823	.959	0.2061
9	58.7143	127.895	.757	.960	0.2061
10	58.5385	126.540	.835	.959	0.2061
11	58.6374	126.923	.810	.959	0.2061
12	58.7143	126.940	.755	.960	0.2061
13	58.6374	126.589	.785	.960	0.2061
14	58.6264	125.881	.806	.959	0.2061
15	58.6154	127.262	.787	.960	0.2061

Based on the test results in Table 1 above, the fifteen question items produced a correlation coefficient greater than the r-table, namely 0.206. Therefore, the questions are able to measure consumer satisfaction. Based on this, the question items for variable Y can be concluded to have passed the validity test.

Table 2 Validity Test of Service Quality

No	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	R_Tabel
1	58.6484	110.031	.699	.944	0.2061
2	58.8242	110.947	.628	.945	0.2061
3	58.9231	108.583	.693	.944	0.2061
4	58.8901	105.810	.731	.943	0.2061
5	58.8242	109.080	.771	.942	0.2061
6	58.8132	112.754	.573	.946	0.2061
7	58.7473	108.458	.772	.942	0.2061
8	58.9121	106.570	.764	.942	0.2061
9	58.8242	106.591	.790	.941	0.2061
10	58.7253	106.424	.776	.942	0.2061
11	58.7363	108.352	.765	.942	0.2061
12	58.8242	111.035	.607	.946	0.2061
13	58.7582	107.474	.796	.941	0.2061
14	58.7473	107.480	.773	.942	0.2061
15	58.8022	112.383	.600	.946	0.2061

Based on the test results in Table 2 above, the fifteen question items produced a correlation coefficient greater than the r-table, namely 0.206. So the questions are able to measure service quality. Based on this, the question item variable X1 can be concluded to have passed the validity test.

Table 3 Validity Test of Promo Prices

No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	R_Tabel
1	58.0769	131.894	.784	.957	0.2061
2	58.1429	133.168	.728	.959	0.2061
3	58.2198	135.818	.674	.960	0.2061
4	58.0110	132.189	.832	.957	0.2061
5	58.0989	132.823	.836	.957	0.2061
6	58.0989	133.312	.812	.957	0.2061
7	58.0989	133.423	.756	.958	0.2061
8	58.0220	133.533	.836	.957	0.2061
9	58.1099	133.210	.769	.958	0.2061
10	58.1099	131.766	.789	.957	0.2061
11	58.1978	131.738	.790	.957	0.2061
12	58.1648	132.450	.783	.957	0.2061
13	58.1099	131.210	.764	.958	0.2061
14	58.2418	133.230	.685	.960	0.2061
15	58.2967	133.233	.742	.958	0.2061

Based on the test results in Table 3 above, the fifteen question items produced a correlation coefficient greater than the r-table, namely 0.206. Therefore, the questions are able to measure promotional prices. Based on this, the question item for variable X2 can be concluded to have passed the validity test.

Reliability Test

According to Ghazali (2018), reliability is a tool for measuring a questionnaire, which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answers to the statements are consistent or stable over time. With the decision-making criteria as stated by Ghazali (2018:46), namely if the Cronbach Alpha coefficient > 0.60, then the question is declared reliable, or

a construct or variable is declared reliable. Conversely, if the Cronbach Alpha coefficient < 0.60 , then the question is declared unreliable.

Table 4. Reliability Test Results

No	variabel	Cronbach Alpha	kreteria	keterangan
1	Kepuasan konsumen (Y)	0,963	0,60	Realibel
2	Kualitas pelayanan (X1)	0,947	0,60	Realibel
3	Harga promo (X2)	0,960	0,60	Realibel

Based on the test results in Table 4 above, the correlation coefficient is greater than the r-table. It can be concluded that variables X and Y have passed the reliability test.

Classical Assumption Test

Normality Test

According to Ghozali (2018), the normality test aims to determine whether the confounding variables or residuals in a regression model have a normal distribution. There are two ways to detect whether the residuals are normally distributed: graphical analysis and the Kolmogorov-Smirnov test. The following conditions apply:

- 1) If the probability is >0.05 , the distribution of the regression model is normal.
- 2) If the probability is <0.05 , the distribution of the regression model is not normal.

Table 5 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		91
Normal		.0000000
Parameters ^{a,b}	Mean	
	Std. Deviation	3.76668497
Most Extreme Differences	Absolute	.080
	Positive	.080 -
	Negative	.047
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200 ^{c,d}

The results of the Kolmogorov-Smirnov analysis show that the significance value is $0.200 > 0.05$. Therefore, the data is normally distributed.

Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test aims to determine whether the regression model exhibits unequal variances from one observation's residuals to another. If the variance remains constant, it is called homoscedasticity; if it differs, it is called heteroscedasticity.

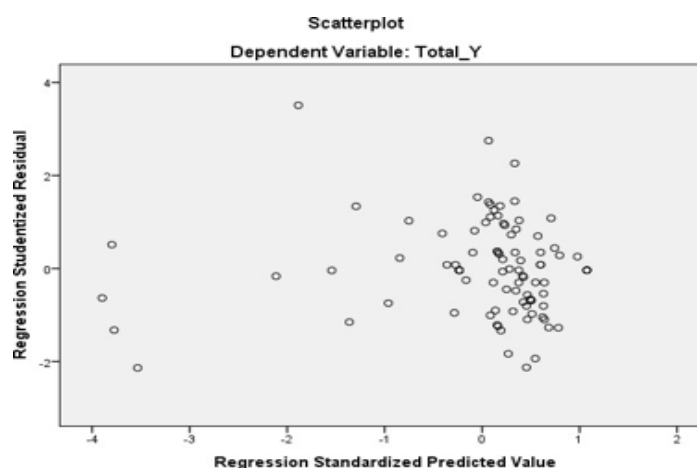


Image 1 of Heteroscedasticity Test Results

Based on the scatterplot above, it can be seen that the points are spread randomly, do not form a particular pattern or are irregular and the points are also spread above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity.

Multicollinearity Test

According to Ghozali (2018), this test aims to determine whether a correlation exists between independent variables in the regression model. A good regression model should have no correlation between independent variables. To detect multicollinearity in a regression model, the tolerance value and Variance Inflation Factor (VIF) values can be observed in the SPSS output. The following conclusions can be drawn:

- 1) If the tolerance value is >0.10 percent and the VIF value is <10, then it can be concluded that there is no multicollinearity among the independent variables in the regression model.
- 2) If the tolerance value is <0.10 percent and the VIF value is >10, then it can be concluded that there is multicollinearity among the independent variables in the regression model.

Table 6 Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)							
Kualitas pelayanan	.176	2.310		.076	.940		
Harga promo	.551	.095	.510	5.810	.000	.144	6.953
	.448	.086	.458	5.219	.000	.144	

In Table 6 above, it can be seen that the results of the analysis calculations show that the VIF values of each independent variable are less than 10 and the tolerance value is greater than 0.10, so it can be concluded that the regression model does not contain symptoms of multicollinearity.

Multiple Linear Regression Analysis

According to Sugiyono (2019), "Simple linear regression is a statistical analysis used to connect cause and effect between independent variables (X) and dependent variables (Y). Sugiyono (2017) also stated that multiple regression analysis is used by researchers when they want to predict the condition (rise or fall) of a dependent variable (criterion) when two or more independent variables as predictor factors are manipulated. Therefore, multiple regression is performed when the number of independent variables is at least 2.

Table 7 Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.176	2.310		.076	.940
Kualitas pelayanan	.551	.095	.510	5.810	.000
Harga Promo	.448	.086	.458	5.219	.000

Based on these results, the multiple linear regression analysis was obtained as follows:

$$Y = 0.176 + 0.551X_1 + 0.448X_2$$

The explanation is as follows:

- a) A constant of 0.176 means that if the service quality and promotional price variables are equal to 0, then customer satisfaction (Y) will be 0.176.
- b) The regression coefficient of the service quality variable (X₁) is 0.551, meaning that if the other independent variables remain constant and service quality increases by 1%, service quality will increase by 0.551. A positive coefficient indicates a positive relationship between service quality and customer satisfaction.
- c) The regression coefficient of the promotional price variable (X₂) is 0.448, meaning that if the other independent variables remain constant and the promotional price increases by 1%, the promotional price will increase by 0.448. A positive coefficient indicates a positive relationship between promotional price and customer satisfaction.

Hypothesis Testing

Statistically, a research hypothesis can be measured using the coefficient of determination, F-statistic, t-statistic, and moderating variable testing. A statistical calculation is considered statistically significant if the test value falls within the critical region (the region where H_0 is rejected). Conversely, it is considered insignificant if the test value falls within the region where H_0 is accepted.

a. Partial Significance Test (t-Test)

According to Ghozali (2018:179), the t-test is used to determine the effect of each independent variable on the dependent variable at a significance level of 0.05. If the significance value is <0.05 and the calculated t-value is $>$ the table t-value, then the independent variable has a significant effect on the dependent variable. Conversely, if the significance value is >0.05 and the calculated t-value is $<$ the table t-value, then the independent variable does not have a significant effect on the dependent variable.

Table 8 of Partial Significance Test Results (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.176	2.310		.076	.940
Kualitas pelayanan	.551	.095	.510	5.810	.000
Harga Promo	.448	.086	.458	5.219	.000

Based on Table 8, the processed results of the SPSS model, the following conclusions can be drawn regarding the significance or influence of the independent variables on the dependent variable:

- The calculated t-value for service quality (X1) is 5.810 with a significance level of 0.000. This indicates that the service quality variable has a positive and significant effect on customer satisfaction, with a calculated t-value of 5.810 $>$ t-table 1.986 and a significance level of 0.000 $<$ 0.05.
- The calculated t-value for promotional price (X2) is 5.219 with a significance level of 0.000. This indicates that the promotional price variable has a positive and significant effect on customer satisfaction, with a calculated t-value of 5.219 $>$ t-table 1.986 and a significance level of 0.000 $<$ 0.05.

b. Simultaneous Significance Test (F-Test)

According to Ghozali (2018:179), the F test is used to determine the simultaneous influence of independent variables on the dependent variable. The test is conducted at a significance level of 0.05. Independent variables are declared to have a simultaneous influence on the dependent variable if the significance value is <0.05 and the calculated F value is $>$ F table. Conversely, if the significance value is >0.05 and the calculated F value is $<$ F table, then the independent variables do not simultaneously influence the dependent variable.

Table 9 of Simultaneous Significance Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	11814.274	2	5907.137	407.098	.000 ^b
Residual	1276.912	88	14.510		
Total	13091.187	90			

In Table 9, it can be seen that the calculated F value is 407.098 with a significance level of 0.000. With the use of a significance level (α) of 5%. Based on the table obtained 0.000 $<$ 0.05, and the calculated F value is 407.098 f table 3.10 shows that there is a simultaneous influence between service quality and promotional prices on consumer satisfaction.

Coefficient of Determination

According to Sugiyono (2019), the coefficient of determination (R^2) is used to measure the ability of a regression model to explain the variability of the dependent variable. The R^2 value ranges between 0 and 1; the closer it is to 1, the greater the influence of the independent variable on the dependent variable. The determination value is calculated using the formula:

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

Note:

D = Determination value

R^2 = Coefficient of determination

Table 10 Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.950 ^a	.902	.900	3.80925

The results of the determinant test in Table 10 above show that:

- 1) The R value is 0.950, indicating a 95% relationship between service quality and promotional price on customer satisfaction. This indicates a very strong relationship.
- 2) The Adjusted R Square value is 0.900, indicating that 90% of the factors contributing to customer satisfaction can be explained by service quality and promotional price, while the remaining 10% is explained by other factors not examined in this study.

CONCLUSIONS

The partial regression analysis shows that the service quality variable has a significant effect on customer satisfaction. The regression results show that the calculated t-value is 5.810 > t-table 1.986, with a significance level of 0.000 < 0.05. The partial regression analysis shows that the promotional price variable has a significant effect on customer satisfaction. The regression results show that the calculated t-value is 5.219 > t-table 1.986, with a significance level of 0.000 < 0.05. Based on the results of the simultaneous regression analysis, it can be seen that the product quality and promotional price variables have a significant effect on consumer satisfaction. The regression results show a value of 0.000 < 0.05, and the calculated f is 407.098. The Adjusted R Square value is 0.900, meaning that 90% of the factors contributing to consumer satisfaction can be explained by the service quality and promotional price variables, while the remaining 10% is explained by other factors not examined in this study.

BIBLIOGRAPHY

- Agus Sudigdo, Taufik (2021). The Effect of Price and Service Quality of Garuda Express Delivery (GED) on Customer Satisfaction. *Journal of Economics and Business Management*. Volume 2, Issue 02.
- Akbar & Nurcahyani (2024). The Effect of Price and Service Quality on Customer Satisfaction at PT Mutiara Multifinance Pamulang. *Proceedings of the National Management Seminar Vol. 3 (2)*.
- Ardiyansyah et al. (2020). The Effect of Price and Service Quality on Customer Satisfaction at Firman Dekorasi (Wedding Organizer). *Journal of Economics and Management*.
- Arsyad, Muh Rezky Pangeran Syafar. (2023). The Effect of Price and Service Quality on Customer Satisfaction. *Mirai Management Journal*. Volume 8 Issue 2 (2023) Pages 183–197.
- Febriansyah, Gerry Triputra. (2021). The Effect of Price and Service Quality on Repurchase Decisions with Customer Satisfaction as an Intervening Variable. *Darmajaya Business Journal*, Vol. 7, No. 1, March 2021.
- Ghozali, I. (2018). *Application of Multivariate Analysis with SPSS*. Seventh Edition. Semarang: Diponegoro University Publishing House.
- Hasanah, (2023). The Effect Price and Service Quality on Customer Satisfaction at Ola Amuntai Restaurant. *Inovatif*, Vol. 5, No. 1.
- Hasan, Ali, (2018). *Marketing and Selected Cases*, CAPS (Center for Academic Publishing Service), Yogyakarta.
- Kasmir. (2019). *Human Resource Management*. Depok: Rajawali Pers.
- Kotler, P. & Keller, K.L. (2020). *Marketing Management (12)*. Jakarta: Erlangga
- Kotler, Philip and Armstrong, Gary. (2019). *Principles of Marketing*. 12th Edition Volume I. Erlangga. Jakarta.
- Khoiriyah, Nailatul Sinollah Siti Magfirotul Wahidah. (2022) Analysis of Product Quality, Price, and Service Quality on Mobile Phone Customer Satisfaction. *Journal of Islamic Business and Entrepreneurship*. Volume 1 Number 1. April 2022. 1–6.

- Lumintang (2023). The Effect of Price and Service Quality on Customer Satisfaction at Karunia Kiawa Car Repair Shop. Productivity, Vol. 4 No. 2, 2023.
- Lupiyoadi, RambatdanA. Hamdani. (2018). Competition-Based Service Marketing Management. Jakarta: Salemba Empat.
- Nisa, Khoirun. Ilya Farida. (2023). The Effect of Price and Service Quality on Customer Satisfaction at Tiara Beauty Salon, Surabaya.
- Soetomo Management Review, Volume 2, Number 5, Pages 631-638
- Priharto, S. (2020, August). Customer Satisfaction Indicators: Definition, Types, and Functions for Business. Accurate. <https://accurate.id/marketingmanajemen/indikator-kepuasan-pelanggan>
- Sugiyono. 2019. Statistics for Research. Bandung: Alfabeta Publisher.
- Tjiptono, Fandy. 2019. "Service Marketing Latest Edition." Yogyakarta: Andi Publisher.