

**ANALYSIS OF THE INFLUENCE OF PRICE AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN BISMILLAH AUDIO SOUND SYSTEMS**

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**ABSTRACT**

*This study aims to analyze the influence of price and service quality on customer satisfaction in the sound system rental business of Bismillah Audio in Situbondo Regency. The method used in this study is a quantitative approach with an associative causal research design. Data collection was conducted through a questionnaire distributed to 50 respondents consisting of Bismillah Audio service users. The research instruments were tested for validity and reliability, indicating that all questionnaire items were valid and reliable. Data analysis techniques included multiple linear regression, t-test (partial), F-test (simultaneous), and the coefficient of determination ( $R^2$ ). The results of the study indicate that the service quality variable has a positive and significant effect on customer satisfaction, with a regression coefficient value of 0.398 and significance of 0.000 ( $< 0.05$ ). Conversely, the price variable does not show a significant effect on customer satisfaction partially, with a significance value of 0.310 ( $> 0.05$ ). However, simultaneously, price and service quality have a significant effect on customer satisfaction with a coefficient of determination ( $R^2$ ) of 0.949. This indicates that 94.9% of the variation in customer satisfaction can be explained by these two independent variables, while the rest is influenced by other factors outside the model.*

*Keywords: Price; Service; Satisfaction.*

## INTRODUCTION

The development of the service industry in this modern era is growing rapidly, including in the field of *sound system* rental. One of the most important aspects in this industry is how service providers are able to meet customer expectations through competitive prices and adequate service quality (Metta Yuniar & Murti, 2023). Bismillah Audio, as one of the providers of sound system rental services, faces the challenge of maintaining and improving customer satisfaction amid fierce competition. Customer satisfaction is a key factor that influences the success of a service business. Satisfaction is not only influenced by the quality of service provided, but also by the price offered. Competitive prices and good service quality can also create a positive experience for consumers, thereby encouraging loyalty and business continuity (Bali, 2022). However, there is still a gap in understanding the extent to which price and service quality influence customer satisfaction.

In an era of increasingly fierce business competition, service providers are required to be able to meet consumer needs and desires to the maximum extent possible. In the *sound system* rental industry, as practiced by Bismillah Audio, customer satisfaction is one of the determining factors for business success (Yuniar & Murti, 2023). The public's need for high-quality *sound systems* is increasing, whether for official purposes, entertainment, or other activities.(Febrina, 2022). This condition creates fierce competition among service providers to continuously improve quality and maintain competitiveness through competitive pricing. *Sound System* Bismillah Audio, as one of the service providers in this field, is required to maintain a balance between competitive prices and satisfactory services in order to maintain customer loyalty and win market competition. (Kelly, 2020) However, in practice, there are still complaints from customers regarding the mismatch between prices and the quality of services received, such as delayed delivery of equipment, slow response from the crew, or suboptimal sound quality. On the other hand, some customers remain highly satisfied because they feel they receive services that match the prices paid and adequate service. This phenomenon shows that price and service quality are two important factors that are thought to influence customer satisfaction levels. Therefore, research needs to be conducted to analyze the extent of the influence of price and service quality on customer satisfaction at Bismillah Audio Sound System.

According to (TANDRY, 2020), price is one of the important aspects that consumers consider when choosing a service provider. Competitive prices can attract consumers, but prices that are too low are often associated with poor quality (Br Marbun et al., 2022). On the other hand, prices that are too high can affect the attractiveness of services to consumers. Therefore, an appropriate strategy is needed to determine a price that balances consumers' ability to pay and the value offered by service providers.

In addition to price, service quality is another important element in building customer satisfaction. Service quality encompasses several aspects such as punctuality, friendliness, crew expertise, and the sound system equipment provided. Excellent service can provide a positive experience for customers, thereby increasing satisfaction and the likelihood of customers returning to use the same service in the future (Zainuddin & Handayani, 2022). In the context of Bismillah Audio, service quality is not only related to the technical excellence of the equipment used but also to how the service provider interacts with and meets customer needs. However, in practice, it is not yet fully understood how the combination of price and service quality can significantly influence customer satisfaction. This is important to investigate because customer satisfaction not only impacts business sustainability but also enhances a company's reputation in the market. Previous studies have revealed that both price and service quality have a significant influence on customer satisfaction, but the extent of this influence may vary depending on the context and characteristics of the business being studied. For example, in the highly technical business of sound system rental, service quality may carry more weight than price (Audio Production, 2023). However, this still needs to be tested empirically to determine the specific conditions at Bismillah Audio.

Through this study, it is hoped that the extent to which price and quality influence customer satisfaction at Bismillah Audio can be determined. Using a quantitative approach, this study aims to produce findings that can be used as a basis for formulating strategies to improve customer satisfaction, so that Bismillah Audio can remain competitive in a growing market (Nureska Meytyas Windaryati, 2014). This issue is important to raise because, strategically, understanding consumer needs and preferences is the first step in creating customer loyalty. Thus, this study is expected to not only provide theoretical contributions but also practical solutions for Bismillah Audio to continue to grow in the *sound system* rental industry. A sound system is a technology used in various events

such as music concerts, seminars, and other events. A sound system plays an important role in supporting the success of an event because the sound quality produced will affect the experience and satisfaction of consumers. Therefore, price and service quality are factors that influence consumer satisfaction with the use of a sound system.

Service quality is the level of a product's ability to meet the needs and expectations of renters, in terms of sound, service, and attitude. A quality product must have certain standards, provide optimal service, and satisfy consumers. In general, product quality can be assessed through the following aspects:

1. Performance: the ability of a product to perform its main function.
2. Reliability: consistently providing services as expected.
3. Conformance: the degree to which a product conforms to its price and established standards.
4. Aesthetics: appearance and design as the appeal of a product.
5. Safety: ensuring that the product is safe to use and does not harm consumers.

These aspects refer to the evaluation framework of renters or users of sound system services. Based on the issues identified and the results of the pre-survey conducted by the author on the Bismillah Audio sound system, the author is interested in conducting research to determine how price, service quality, and consumer satisfaction affect renters, with the title "Analysis of the influence of price and service quality on consumer satisfaction with the Bismillah Audio sound system."

## RESEARCH METHODS

This study uses a quantitative approach, which aims to measure the relationship between several variables studied using numbers and statistical analysis (Yam & Taufik, 2021). The method used in this study is a survey with a questionnaire as a means of collecting data. The analysis techniques used include multiple linear regression. In this study, the population and saturated sample taken were all consumers who had used the Bismillah audio sound system, with a population of 50 people who would be used as a saturated sample in this study, and those 50 were Bismillah Audio consumers.

## RESULTS AND DISCUSSION

### Data Analysis

#### Validity Test

The validity of the data in this study was tested using statistical methods, primarily SPSS. The validity of a measurement tool is demonstrated by its ability to measure the questionnaire administered to respondents. The results of the validity test can be seen in the following table:

#### Validity Test of Variable X1 (Price)

**Table 1. Results of validity testing for the price variable (x1)**

Question Item	<i>r</i> value	<i>r</i> table	Decision
1	0,874	0,279	valid
2	0,592	0,279	Valid
3	0,958	0,279	Valid
4	0,865	0,279	Valid
5	0,930	0,279	Valid
6	0,733	0,279	Valid
7	0,886	0,279	Valid
8	0,888	0,279	Valid
9	0,883	0,279	Valid
10	0,914	0,279	Valid

From the table above, it can be seen that the calculated *r* value for each item is greater than the table *r* value or  $r_{hitung} > r_{tabel}$ , so it can be concluded that each data item is valid.

**X2 Variable Validity Test (Service Quality)**

**Table 2. Results of the Service Quality Variable Validity Test (X2)**

Question Item	r <sub>value</sub>	r <sub>table</sub>	Decision
1	0,889	0,279	Valid
2	0,886	0,279	Valid
3	0,929	0,279	Valid
4	0,898	0,279	Valid
5	0,887	0,279	Valid
6	0,930	0,279	Valid
7	0,882	0,279	Valid
8	0,852	0,279	Valid
9	0,883	0,279	Valid
10	0,896	0,279	Valid

From the table above, it can be seen that the calculated r value for each item is greater than the table r value or  $r_{hitung} > r_{tabel}$ , so it can be concluded that each data item is valid.

**Validity Test of Variable Y (Consumer Satisfaction)**

**Table 3. Results of Validity Test of Consumer Satisfaction Variable (Y)**

Question Item	r <sub>value</sub>	r <sub>table</sub>	Decision
1	0,752	0,279	Valid
2	0,641	0,279	Valid
3	0,734	0,279	Valid
4	0,646	0,279	Valid
5	0,840	0,279	Valid

From the table above, it can be seen that the consumer satisfaction (Y) value of each item is greater than the table value or  $r_{hitung} > r_{tabel}$ , so it can be concluded that each data item is valid.

**Reliability Test**

This study used Cronbach's Alpha reliability test, which is widely used in studies, to assess the validity of the questionnaire used.

This analysis was conducted to obtain a minimum coefficient of more than 0.60. In general, the reliability test shows that the level of consistency has met the required criteria (Sihotang, 2023). The results of the reliability test are presented in the following table:

**Table 4. Reliability Test Results**

No	Variable	Alpha value	Cronbach's Alpha	Description
1	Harga	0,787	0,60	Handal
2	Kualitas Layanan	0,781	0,60	Handal
3	Kepuasan Konsumen	0,821	0,60	Handal

**Linear Regression Analysis**

Linear regression analysis can be used to determine how independent variables, namely price (X1) and service quality (X2), affect customer satisfaction (Y) at Bismillah Audio Sound System.

The results of the multiple linear regression analysis are shown in Table 4.10 below:

**Table 5. results of multiple linear regression**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.351	.554		.633	.530
	X1	.398	.073	.822	5.449	.000
	X2	.085	.083	.155	1.026	.310

a. Dependent Variable: Y

Based on the results of calculations using SPSS, the results of the multiple linear regression equation can be shown as follows:

$$Y = 0.351 + 0.398 X_1 + 0.085 X_2 + e$$

- If variable X1 (Price Influence) increases by 1 score, it will cause an increase in variable Y (customer satisfaction) by 0.398 or 39.8%.
- If the X2 variable (Service Quality) increases by 1 point, it will cause an increase in the Y variable (customer satisfaction) by 0.085 or 8.5%.

### Correlation Coefficient

The correlation coefficient analysis ( $R^2$ ) is used to determine the magnitude of the influence of independent variables on dependent variables. The SPSS results for obtaining the correlation coefficient can be seen in the following model summary table:

Table 6. Determination coefficient results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 <sup>a</sup>	.949	.946	1.09123

a. Variabel Prediktor: (Konstan), X2, X1

b. Variabel Terikat: Y

The correlation coefficient (R) is 0.974, indicating a significant impact between price and service quality on customer satisfaction. Therefore, the accepted hypothesis is: "There is an influence of price and service quality on customer satisfaction."

### Coefficient of Determination ( $R^2$ )

The Coefficient of Determination ( $R^2$ ) analysis is used to determine the magnitude of the influence of independent variables on dependent variables. The SPSS results for obtaining the Coefficient of Determination can be seen in the following model summary table:

Table 7. Coefficient of determination results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 <sup>a</sup>	.949	.946	1.09123

Based on the above calculations, it can be seen that the influence of price and service quality on customer satisfaction is 0.949 or 94.9%, and the remaining 5.1% is influenced by other variables outside this model.

### Hypothesis Testing: T-test and F-test

#### F-test (Simultaneous)

The impact of price and service quality on customer satisfaction was tested using the F-test. The F-test is used to determine whether the independent variables included in the regression equation have a simultaneous effect on the dependent variable.

The test criteria use the condition that if the sig. value is  $< \alpha = 0.05$ , then  $H_1$  is rejected. The following are the results of the F test (Simultaneous): Fhitung for further clarification can be seen in the table below.

Table 8. F Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1033.413	2	516.706	433.920	.000 <sup>b</sup>
	Residual	55.967	47	1.191		
	Total	1089.380	49			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the table, it can be seen that the significance level of  $433.920 > 2.790$ . Therefore, it can be concluded that there is an influence between price and service quality on customer satisfaction.

**T-test**

The t-test is used to determine the partial effect of the independent variable on the dependent variable. The test criteria use the condition that if the sig. value is  $< \alpha = 0.05$ , then  $H_1$  is rejected. The following are the results of the T-test:

**Table 9. T-test results**

		Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			
1	(Constant)	.351	.554		.633	.530	
	X1	.398	.073	.822	5.449	.000	
	X2	.085	.083	.155	1.026	.310	

1. Dependent Variable: Y

To test the significance of the influence of price and service quality on customer satisfaction, a partial test was conducted when testing the influence of the Price variable, which showed that the calculated t-value for (X1) was 5.449, while the table t-value at a confidence level of 95% was 1.9858. Since the calculated t-value is less than the critical t-value,  $H_0$  is rejected, and  $H_a$  is accepted, which means that there is a significant influence of price on customer satisfaction.

The service quality variable shows that the calculated t-value for (X2) is 1.026, while the t-table value at a 95% confidence level is 1.9858. Since the calculated t-value is greater than the t-table value, this means that service quality does not significantly influence consumer satisfaction based on the results of this test.

**DISCUSSION**

**The Influence of Price on Consumer Satisfaction**

The t-table value at a 95% confidence level shows a figure of 1.9858, while the t-value of the influence variable in (X1) is 5.449. The influence of price and consumer satisfaction are significantly related, as seen from the rejection of  $H_1$  and acceptance of  $H_2$  because the t-value  $<$  t-table.

Consumers tend to be satisfied with high-quality products offered at reasonable prices. Products with good quality standards typically offer benefits commensurate with their price, making consumers feel satisfied with the value they receive. High prices often indicate reliability, durability, and a product's ability to meet consumer needs. Therefore, even though the product is relatively expensive, consumers still feel they have made a good choice because they receive a quality product.

Conversely, consumers will feel disappointed if the products they purchase are of low quality but sold at high prices. This can lead to feelings of dissatisfaction and negative perceptions of the brand or company. The mismatch between price and quality often becomes the primary factor driving consumers to stop using a product and switch to another brand that better meets their expectations.

In the long term, this situation can also damage the company's reputation and reduce customer loyalty. Many previous studies investigating the influence of price and service quality on customer satisfaction have proven this.

These studies show that both factors are highly influential in shaping consumers' perceptions of a product or service. Price and quality are often the primary considerations in the decision-making process for purchasing; if these two elements are balanced, consumer satisfaction tends to increase. Therefore, it is important for a company to formulate a pricing strategy that aligns with the quality of the products offered to maintain and enhance customer satisfaction and loyalty on an ongoing basis.

**The Effect of Price on Customer Satisfaction**

Based on the price variable, the t-value for (X2) is 1.026, while the t-table value at a 95% confidence level shows a figure of 1.9858. Price and customer happiness significantly influence each other, as seen from  $H_1$  being accepted and  $H_2$  being rejected because the t-value is  $<$  t table.

The price of a good or service is the amount of money that consumers must pay to obtain it. One of the most important elements influencing the marketing of a product in business is pricing. When someone is looking for a product, their primary focus is always on the price, whether it is high or low. Therefore, before buyers make a decision to purchase a product or use a service, the price offered becomes a very important aspect.

One of the main factors influencing a product's marketing strategy is its price. When consumers search for a product, the first thing they often notice is the price, so they tend to consider the price offered before making a decision to purchase or utilize the service. Based on consumer behavior, pricing methods have a significant impact on sales levels and product promotions. Demand has a major influence on pricing. When demand increases, prices tend to rise. Although the price per unit may be similar in both conditions, the rate applied will decrease when demand is weak. Pricing strategies can vary based on consumers. Those who are price-sensitive will get cheaper rates, while those who are not so price-sensitive will be offered higher rates. Over time, this pricing approach can erode customer trust.

Of course, the cost of goods will be high when consumers demand high-quality products. Customers who have the purchasing power and desire products or services of high quality will not be deterred by high costs. Conversely, the cost of goods will not be too high if consumers demand standard or low quality. Therefore, product prices should align with the level of quality or service offered.

Pricing for products and services is an important strategy for many companies due to deregulation, increasingly intense international competition, slow growth in various markets, and opportunities for companies to strengthen their position in the industry. Prices have an impact on financial performance and also play a major role in shaping consumer perceptions and brand positioning. When consumers find it difficult to assess complex products, prices become an indicator of product quality.

### **The Influence of Price and Service Quality on Customer Satisfaction**

The correlation coefficient ( $R$ ) = 0.974 shows the influence of price and service quality on customer satisfaction. To determine whether the proposed hypothesis is accepted or rejected, the calculated  $R$  is compared with the table  $R$ , and the results of the comparison with a significance level of 5% are used. In this case,  $n$  is the number of research samples, which is 50 respondents. The  $r$ -table is obtained by calculating the *degree of freedom* ( $df$ ) =  $50 - 2 = 48$  with  $df = 48$  and  $\alpha = 0.05$ , resulting in an  $r$ -table value of 0.203. From the comparison results, it turns out that  $R$ -calculated is greater than  $R$ -table, meaning that the working hypothesis ( $H_1$ ) is accepted and the null hypothesis ( $H_2$ ) is rejected. The accepted working hypothesis is: "There is an influence of price and service quality on consumer satisfaction."

The product quality variable has a calculated  $t$ -value of 5.449 and a table  $t$ -value at a 95% confidence level of 1.9858. Since the calculated  $t$ -value is less than the table  $t$ -value,  $H_0$  is rejected and  $H_a$  is accepted, which means that there is a significant influence between product quality and customer satisfaction. The price variable shows that the  $t$ -value for ( $X_2$ ) is 1.026, and the  $t$ -table value at a 95% confidence level is 1.9858. Since the  $t$ -value is greater than the  $t$ -table value,  $H_2$  is rejected, and  $H_1$  is accepted, which means that there is a significant influence of price on customer satisfaction.

This supports the theory proposed by (Nisa, 2022), which states that product quality and price have a strong relationship with consumer satisfaction in establishing a strong bond with the company. In the long term, such a bond enables the company to understand consumer expectations thoroughly and meet their needs.

### **CONCLUSIONS**

Based on the above conclusions, several recommendations that can be given to improve consumer purchasing decisions are as follows: first, the price variable has a partial and significant influence on consumer satisfaction with a calculated  $t$ -value of  $5.449 < 1.9858$ , which indicates that price significantly influences consumer satisfaction, as evidenced by the rejection of  $H_0$  and acceptance of  $H_a$ . Second, the price variable also has a partial and significant influence on consumer satisfaction with a  $t$ -value of  $1.026 > 1.9858$ , which means that price has a significant influence on consumer satisfaction. Third, the price and consumer satisfaction variables have a significant simultaneous influence on consumer satisfaction with an  $F$ -table value of  $433.920 > 2.790$ , which indicates that price and service quality influence consumer satisfaction simultaneously.

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