

THE EFFECT OF PRICE, LOCATION, AND SERVICE QUALITY ON CUSTOMER SATISFACTION (CASE STUDY: A CAR WORKSHOP IN KAYUPUTIH VILLAGE, PANJI DISTRICT, SITUBONDO REGENCY)

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ABSTRACT

This study uses a quantitative approach. Quantitative research is a type of research that is systematic, planned, and clearly structured, from formulation to research design. Based on the results of the SPSS calculations above, it can be concluded that the correlation coefficient of 0.851 indicates the influence of price, location, and service quality on customer satisfaction. In this case, the number of respondents was 100. The R table value was obtained by calculating the degree of freedom ($df = 100 - 2 = 98$), with $df = 98$ and $\alpha = 0.05$, resulting in an R-table value of 0.198. Therefore, r calculated $>$ r table, $0.851 > 0.198$, meaning the null hypothesis is rejected and the alternative hypothesis H_a is accepted, indicating that there is an influence of price, location, and service quality on customer satisfaction, which is a high correlation. The calculated t -value for price is 8.096 and the t -table value is 1.985, meaning that the comparison between the t -table value and the calculated t -value ($8.096 < 1.985$) shows that the t -table value is greater than the calculated t -value. Therefore, it can be concluded that there is an influence of the price variable on customer satisfaction simultaneously, so H_a is accepted. The calculated t -value for location is 2.426 and the table value is 1.985, meaning that the table value is greater than the calculated value ($2.426 < 1.985$). Therefore, it can be concluded that there is a simultaneous influence of the location variable on customer satisfaction, so H_a is accepted and H_o is rejected. The calculated t -value for service quality is 5.501 and the table value is 1.985, meaning that the table value is greater than the calculated value ($5.501 < 1.980$). Therefore, it can be concluded that there is a simultaneous influence of the service quality variable on consumer satisfaction, so H_a is accepted and H_o is rejected.

Keywords: Price; Location; Service Quality; Customer Satisfaction.

INTRODUCTION

The rapid growth of the automotive industry in Indonesia over the past few years has led to an increase in the number of vehicles on the roads, particularly cars, which are now considered a primary necessity by the upper-middle class. According to data from the Indonesian Central Statistics Bureau (BPS), there has been an annual increase in the number of vehicles, such as 17,168,862 units in 2020 and 18,285,293 units in 2023 (Indonesian Central Statistics Bureau, 2022). This is evident from the high rate of new and used car purchases each year. This has opened up opportunities for entrepreneurs to develop businesses in the automotive repair service sector, particularly those focused on maintenance and repair of four-wheeled vehicles/car workshops (Gomes & Lopo, 2024).

Car repair shops are businesses engaged in the maintenance, repair, and related services of four-wheeled vehicles, offering various types of services according to the needs and maintenance of the car. The Sinjay car repair shop in Kayuputih Village, Panji District, Situbondo Regency is a body repair shop that provides body repair and painting services for vehicles. As the number of vehicles and public demand increases, more automotive repair shops are emerging, including in rural areas. The high level of competition among repair shops has made competition in the automotive service industry increasingly intense. This situation has prompted every workshop to continuously improve the quality of their services in order to compete and maintain their business. The operations of these workshops also have a positive impact on the owners and the surrounding community, such as creating job opportunities and increasing residents' income, which will drive overall economic growth (Keuangan et al., 2024).

During initial observations of workshop owners, it was found that Sinjay Mobil Workshop was established in 2020 and has four mechanics. The name "Sinjay Mobil" comes from "Sinarjaya," founded by Mr. Marik. This workshop provides various types of vehicle repair and exterior maintenance services. Typically, the services offered include repainting, welding, and body polishing. Additionally, the workshop provides vehicle maintenance services such as polishing and detailing to keep the appearance of the vehicles in top condition. Unstructured interviews with the owner revealed a decrease in the number of customers at Sinjay Mobil Workshop. One of the initial assumptions for this decline is customer dissatisfaction and increasing competition. This was confirmed by the researcher based on informal information from one of the customers who visited the workshop, who complained about prices that were considered inappropriate for the services provided, the distance that had to be traveled, and the quality of service, which sometimes took a relatively long time.

These complaints indicate that the decline in the number of customers is not only caused by intense competition but may also be related to their dissatisfaction with the prices and services received. Muafatun et al. (2022) mention that the increasingly intense business competition in the automotive repair industry drives every workshop to strive to increase customer volume and ensure customer loyalty in using their services. By providing the best service quality, workshops can face competition in the service sector more effectively in increasing and retaining customers (Bimbing et al., 2024). Valcarce-Torrente et al. (2021) state that satisfied customers will benefit from the producers or service providers. This aligns with the view of Colin Jatmiko Teddy (2024), who asserts that customers achieve satisfaction when the quality of goods or services received meets or exceeds their expectations and needs.

Based on the findings of a study conducted by Aziez Herdian et al., (2022), it was revealed that the variables of price, location, and service quality significantly contribute to customer satisfaction levels. This finding is in line with the research by Hertina & Dirgasurya, (2023), which states that strategic location selection can improve service quality to customers, which in turn will have a positive impact felt by customers. Meanwhile, service quality is an important component that must always be considered to meet customer expectations and needs. Quality service is achieved when the services provided have high quality (Lathifa & Silvianita, 2023). In the study by Setiawan & Frianto (2021), price is often used as an indicator of value by comparing the costs and benefits received by consumers. Therefore, a fair price that aligns with the quality of the product or service can increase customer satisfaction. Meanwhile, Adianta et al. (2023) define customer satisfaction as consumers' perceptions of how well a product or service meets their expectations and needs. Therefore, evaluations of automotive repair services must be conducted continuously by managers and owners, one of which is by using a user-based approach (Bopeng, 2021).

RESEARCH METHODS

This study uses a quantitative approach. Quantitative research is a type of research that is systematic, planned, and clearly structured, from formulation to research design. In this study, the researcher used purposive sampling, which is a non-random sampling method (*non-probability sampling*). The researcher carefully selected samples based on specific criteria that were appropriate for the objectives. The research instrument testing activities included four things, namely validity testing, reliability testing, hypothesis testing, and correlation and determination analysis testing.

RESULTS AND DISCUSSION

To determine the effect of price, location, and service quality on customer satisfaction, the author conducted several statistical tests as follows:

Validity Test

A validity test is a process used to assess the accuracy and consistency of a measuring instrument such as a questionnaire. It can be considered valid if the calculated r value is $> r$ table. In this case, the sample size used was 100 respondents. The r table value was obtained by calculating the *degree of freedom* ($df = 100 - 2 = 98$ with $df = 98$ and $\alpha = 0.05$, resulting in an r -table value of 0.198. The results of the validity test are shown in the following table:

Table 1. Results of the Validity Test for the Variable

No	Aspect	Factor	$r_{\text{calculated}}$	R_{table}	Description
1	Price	X1.1	0.788	0,195	valid
		X1.2	0.735	0,195	valid
		X1.3	0.718	0,195	valid
		X1.4	0.717	0,195	valid
		X1.5	0.779	0,195	valid
2	Location	X2.1	0.670	0,195	valid
		X2.2	0.692	0,195	valid
		X2.3	0.758	0,195	valid
		X2.4	0.673	0,195	valid
		X2.5	0.726	0,195	valid
3	Quality of Service	X3.1	0.738	0,195	valid
		X3.2	0.636	0,195	valid
		X3.3	0.764	0,195	valid
		X3.4	0.665	0,195	valid
		X3.5	0.613	0,195	valid
4	Customer Satisfaction	Y.1	0.746	0,195	valid
		Y.2	0.728	0,195	valid
		Y.3	0.729	0,195	valid
		Y.4	0.711	0,195	valid
		Y.5	0.833	0,195	valid

Data Source: Data managed through SPSS

From the table above, it can be seen that each variable's calculated r value for each item is greater than the table r or calculated $r > \text{table } r$, so it can be concluded that each data item is valid.

Reliability Test

A reliability test is a method for measuring a questionnaire that serves as an indicator of a particular variable. The decision-making method in reliability testing is a limit of 0.60, which means that a variable is considered reliable if the value shows *Alpha cronbach* > 0.60 . For more details on the alpha value for each variable, see Table 2 below:

Table 2. Reliability Test Results

No	Variable	Cronbach Alpha	Reliability Standard	Description
1	Price X1	0.791	0.60	Reliable
2	Location X2	0.719	0.60	Reliable
3	Quality of service X3	0.715	0.60	Reliable
4	Customer satisfaction Y	0.803	0.60	Reliable

Data Source: Data managed through SPSS

Based on the table above, it can be seen that the Corbach alpha values for each variable, namely product uniqueness and price, on customer satisfaction show a Cornbach alpha value above 0.6. Thus, it can be interpreted that the questionnaire used in this study is reliable.

Multiple Linear Regression Validity Test

Multiple linear regression analysis can be used to determine how the independent variables, namely price (X1), location (X2), and service quality (X3), affect customer satisfaction. The results of the multiple linear regression analysis are shown in the following table:

Table 3. Multiple Regression Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.507	1.446		1.042	.300
	X1	.680	.084	.571	8.096	.000
	X2	.155	.064	.163	2.426	.017
	X3	.260	.047	.318	5.501	.000

a. Dependent Variable: Y

Source: SPSS Processing Results

The multiple linear regression analysis equation in this study is as follows: $Y = 1.507 + 0.680X1 + 0.155X2 + 0.260X3 + e$

Correlation coefficient analysis (r)

Correlation coefficient analysis (r) 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 *model summary* table below:

Table 4. Correlation Coefficient Results.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	.725	.716	.969

a. Predictors: (Constant), X3, X2, X1

Source: SPSS Processing Results

Based on the SPSS calculations above, it can be concluded that the correlation coefficient of 0.851 indicates the influence of price, location, and service quality on customer satisfaction.

In this case, the number of respondents in the study was 100 respondents. The R table was obtained by calculating the degree of freedom (df) = 100 - 2 = 98 with df = 98 and alpha = 0.05, resulting in an r-table value of 0.198. Therefore, r calculated > r table, 0.851 > 0.198, meaning the null hypothesis is rejected and the alternative hypothesis Ha is accepted, indicating that there is an influence of price, location, and service quality on customer satisfaction, which is a high correlation.

Coefficient of Determination (R²)

The Coefficient of Determination (R²) analysis is used to determine the extent of the influence of independent variables on dependent variables. The SPSS results for obtaining the Coefficient of Determination can be seen in Table 4. Based on Table 4 of the SPSS calculation results above, it can be concluded that the magnitude of the influence of price, location, and service quality on customer satisfaction is 0.725 or 72.5%, while the remaining 30.6% is influenced by other factors that were not studied.

F Test (Simultaneous)

The F test is used to determine whether the independent variables included in the regression equation simultaneously or together influence the dependent variable. The F test hypothesis is as follows:

H0: There is no influence of price, location, and service quality on customer satisfaction

Ha: There is an influence of price, location, and service quality on customer satisfaction

The test criteria use the provision that if sig. < $\alpha = 0.05$, then H0 is rejected. The results of the F test (simultaneous) used in this study are as follows:

Table 5. Results of the F test (simultaneous)

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237.255	3	79.085	84.305	.000 ^b
	Residual	90.055	96	.938		
	Total	327.310	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Data source: SPSS processing results

Based on the results of the table above, it can be concluded that the F-count produced is 84.305 and sig. 0.000, so the results show that the significance level is $0.000 < 0.05$, so H0 is rejected. Therefore, Ha is accepted, and it can be concluded that there is a simultaneous effect of price, location, and service quality on customer satisfaction.

T-test (partial)

The t-test is used to determine the partial effect of an independent variable on a dependent variable. The t-test hypotheses are as follows:

Hypothesis 1

H0 : There is no simultaneous effect of price on customer satisfaction.

Ha: There is a simultaneous effect of price on customer satisfaction.

Hypothesis 2

H0: There is no effect of location on customer satisfaction.

Ha: There is an effect of location on customer satisfaction.

Hypothesis 3

H0: There is no simultaneous effect of service quality on customer satisfaction.

Ha: There is a simultaneous effect of service quality on customer satisfaction.

The t-test (partial) criteria use the condition that if sig. < $\alpha = 0.05$, then H0 is rejected. The results of the t-test (partial) used in this study are as follows:

Table 6 T-test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.507	1.446		1.042	.300
	X1	.680	.084	.571	8.096	.000
	X2	.155	.064	.163	2.426	.017
	X3	.260	.047	.318	5.501	.000

a. Dependent Variable: Y

Data source: SPSS processing results

Conclusion of Hypothesis 1

Based on the SPSS data processing results above, it can be seen that the calculated t-value for price is 8.096 and the t-table value is 1.985, meaning that the comparison between the t-table value and the calculated t-value ($8.096 < 1.985$) indicates that the t-table value is greater than the calculated t-value. Therefore, it can be concluded that there is a simultaneous influence of the price variable on customer satisfaction, so Ha is accepted.

Conclusion of Hypothesis 2

The calculated t-value for location is 2.426 and the table t-value is 1.985, meaning that the table t-value is greater than the calculated t-value ($2.426 < 1.985$). Therefore, it can be concluded that there is a simultaneous influence of the price variable on customer satisfaction, so H_a is accepted and H_0 is rejected.

Conclusion of Hypothesis 3

The calculated t-value for service quality is 5.501 and the table t-value is 1.985, meaning that the table t-value is greater than the calculated t-value ($5.501 < 1.985$). Therefore, it can be concluded that there is a simultaneous influence of the price variable on customer satisfaction, so H_a is accepted and H_0 is rejected.

The Influence of Price, Location, and Service Quality on Customer Satisfaction

Based on the SPSS calculations above, it can be concluded that the correlation coefficient of 0.851 indicates the influence of price, location, and service quality on customer satisfaction. To determine whether the hypothesis is accepted or rejected, the calculated R is compared with the R-table at a significance level of 5%. In this case, the number of respondents was 100. The R-table value is obtained by calculating the degree of freedom ($df = 100 - 2 = 98$), with $df = 98$ and $\alpha = 0.05$, resulting in an R-table value of 0.198. Therefore, the calculated R value is greater than the table R value, $0.851 > 0.198$, meaning the null hypothesis is rejected and the alternative hypothesis H_a is accepted, indicating that there is an influence of price, location, and service quality on customer satisfaction.

The calculated F-value is 84.305 and sig. 0.000, indicating that the significance level is $0.000 < 0.05$, so H_0 is rejected. Therefore, H_a is accepted, and it can be concluded that there is a simultaneous influence of product uniqueness and price on consumer satisfaction. The results of the SPSS data analysis above show that the t-value for price is 8.096 and the t-table value is 1.985. This means that the t-table value is greater than the t-value ($8.096 > 1.985$), indicating that the t-table value is greater than the t-value.

The results of this study indicate that there is a positive relationship between price, location, and service quality simultaneously on customer satisfaction. Based on the t-calculated value above, the dominant factor influencing consumer satisfaction is the price variable, followed by service quality compared to the location variable. This aligns with previous studies referenced by the researcher.

This finding supports the previous research by Pengaruh et al. (2023) that price, location, and service quality influence customer satisfaction (a case study at Eko Autocare car workshop in Sleman), while the study conducted by Hertina & Dirgasurya (2023) showed that price, location, and service quality influence customer satisfaction, based on a survey conducted at motorcycle workshops in Cimahi City. From these two studies, it can be concluded that appropriate pricing, strategic location, and good service quality can enhance customer satisfaction. Therefore, these three factors are important components that need to be optimized to support increased customer satisfaction and customer loyalty.

The Effect of Price on Customer Satisfaction

Based on the results of the SPSS data analysis above, it can be seen that the calculated t-value for price is 8.096 and the t-table value is 1.985. This means that the t-table value is greater than the calculated t-value ($8.096 < 1.985$), indicating that the t-table value is larger than the calculated t-value. Therefore, it can be concluded that there is a simultaneous influence of the price variable on customer satisfaction, and thus the null hypothesis (H_a) is accepted.

The analysis results indicate that the price variable plays a significant role in influencing customer satisfaction levels at Sinjay Mobil Workshop. This is evident from the regression test and partial test (t) conducted, where the calculated t-value is $8.096 > t\text{-table } 1.985$, with $\text{sig} < 0.000$ and a regression coefficient B of 0.680, indicating that the better consumers' assessment of the price aspect, the higher their satisfaction level. The beta value of 0.571 reinforces that price is one of the important factors in creating satisfaction at Sinjay Mobil Workshop. The above results indicate that Hypothesis 1 in this study is accepted, meaning that the better the price accepted by customers, the higher their satisfaction will be.

Price is considered important because it reflects how affordable the workshop's service costs are for customers, in line with the quality and results of the work. Price assessment at Sinjay Mobil

Workshop refers to how appropriate the service rates are perceived to be in relation to the benefits obtained by consumers. Aspects such as affordability, price fairness, and the benefits between costs and service quality are factors influencing customer satisfaction with the set prices. In this case, customers feel that what they pay is commensurate with the services provided at the workshop.

The above indicates that positive perceptions of prices will increase satisfaction and are likely to strengthen customers' decisions to use Sinjay Mobil Workshop services again in the future. This reinforces the view that price is an important element in shaping positive customer experiences. As an improvement strategy, the workshop can continue to maintain price transparency and provide free additional services for loyal customers. Clearly communicating cost estimates before work begins will also strengthen customers' trust in the workshop's honesty. Based on the above, workshop owners should maintain competitive prices without compromising quality so that customers remain satisfied.

This finding is supported by similar findings in a study conducted by Solikha & Suprpta (2020), which found that price influences consumer satisfaction with the services of PT Go-jek. Furthermore, Hertina & Dirgasurya (2023) found that price influences customer satisfaction based on a survey conducted at motorcycle repair shops in Cimahi.

The Influence of Location on Customer Satisfaction

The results of the analysis indicate that the location factor has a significant impact on customer satisfaction levels at Sinjay Mobil workshops. The regression analysis and t-test results indicate that the location variable has a significant influence, with the calculated t-value of 2.426 > t-table value of 1.985, and a significance level of 0.017, which is still below the threshold of 0.05. The regression coefficient (b) of 0.155 indicates that the better the strategic location of the workshop, the higher the customer satisfaction level tends to be. The beta value (β) of 0.163 confirms that location is one of the determining factors influencing customer satisfaction at Sinjay Mobil Workshop. The above findings indicate that Hypothesis 2 in this study is accepted, meaning that the better the location, the higher the customer satisfaction.

The findings reveal that location plays a crucial role in shaping customer satisfaction at Sinjay Mobil Workshop. One of the main aspects of location that is most appreciated by customers is ease of access. Unlike many other workshops that tend to be located in areas that are difficult to reach or hidden, Sinjay Mobil Workshop occupies a strategic position on the main road, making it easy to reach and recognize by customers, whether they are using two-wheeled or four-wheeled vehicles. Its proximity to bustling areas also provides added convenience, as customers do not have to go out of their way to reach the location. This smooth access contributes to customer comfort and directly impacts their satisfaction levels. Most of the statements in the questionnaire regarding ease of access were answered "agree," indicating that this condition has a significant influence on customer satisfaction. This location must be maintained and utilized as a competitive advantage by Sinjay Mobil Workshop. Therefore, this location advantage needs to be preserved and leveraged as a value-added factor in facing competition in the automotive repair services sector.

This finding is reinforced by the results of a study conducted by Hertina & Dirgasurya (2023), which stated that strategic location contributes positively to increased customer satisfaction, as evidenced by a survey of motorcycle repair shops in Cimahi. Meanwhile, Fawzy et al. (2023) found that location does not have a significant influence on customer satisfaction, as customers prioritize service quality over location accessibility (Balung Jember Cafe Station).

The Influence of Location on Customer Satisfaction

From the analysis results obtained, it is known that service quality has a significant impact on increasing customer satisfaction at Sinjay Mobil Workshop. The regression results and t-test show that the calculated t-value is 5.501, which is greater than the t-table value of 1.985, and the significance value is 0.000, which is less than 0.05. The regression coefficient of 0.260 indicates that every increase in customers' perception of service quality is followed by an increase in customer satisfaction. The beta value (β) of 0.318 further reinforces that the better the service quality provided, the higher the level of customer satisfaction. Although its influence is not as strong as the price variable, service remains an important component in shaping overall customer satisfaction. These results prove that the third hypothesis in this study is valid, indicating that the more strategic or accessible the location, the higher the level of customer satisfaction tends to be.

Customers rate the mechanics at Sinjay Mobil workshop as friendly and thorough in responding to customer complaints. However, there are still weaknesses in the reliability and responsiveness indicators. In the questionnaire, some respondents expressed disagreement with statements regarding the speed and accuracy of responses from the workshop. This condition can lead to a decrease in satisfaction levels. Therefore, reliability and responsiveness need to be further improved, for example by adding more staff or increasing efficiency in handling complaints. These two steps are important so that services at the Sinjay Mobil workshop can run more quickly and accurately. In addition, the workshop can add vehicle pick-up and drop-off services to increase customer comfort and satisfaction with the service.

The findings of this study align with the results of a study conducted by (Lathifa & Silvianita, 2023), which showed that service quality has an influence on customer satisfaction at Kopi Kenangan (Study on Consumers in Bandung). Support for these findings is also evident in the research by Hertina & Dirgasurya (2023), who stated that service quality has a positive and significant influence on customer satisfaction in a survey of motorcycle repair shops in Cimahi City. Additionally, Fawzy et al. (2023) found that service quality plays a significant role in enhancing customer satisfaction at Balung Jember Cafe Station.

CONCLUSIONS

Based on the results of this study, it can be concluded that first, from the results of multiple linear regression analysis, the price variable (X1) has a regression coefficient value of 0.680, which means that every increase/addition of X1 by 1 unit will decrease Y by 0.680 units, so that the price variable is predicted to increase consumer satisfaction by 0.680 times. The location variable (X2) has a regression coefficient of 0.155, which indicates that an increase in location is predicted to increase consumer satisfaction by 0.155 times, while the service quality variable (X3) has a regression coefficient of 0.260, which indicates that an increase in service quality is predicted to increase consumer satisfaction by 0.260 times. Second, the results of SPSS data analysis show that the t-value for price is 8.096, location 2.426, and service quality 5.501, all greater than the t-table value of 1.985, which indicates that there is a simultaneous influence of the price, location, and service quality variables on consumer satisfaction, so that the null hypothesis (H0) is rejected. Third, the F-count result of 84.305 with a significance of 0.000 (less than 0.05) shows that H0 is rejected and Ha is accepted, which means there is a simultaneous influence of price, location, and service quality on consumer satisfaction.

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