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The Effect Of Service Quality And Price On Customer Satisfaction At Aneka Motor Sepauk Workshop

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ABSTRACT

The automotive service industry continues to grow along with the increasing need for motor vehicles. This study aims to analyze the effect of service quality and price on customer satisfaction at the Aneka Motor Sepauk Workshop. The study used a quantitative method with an associative approach. Data were collected through questionnaires distributed to 100 workshop customer respondents. Data analysis was carried out using multiple linear regression. The results showed that service quality and price have a significant effect on customer satisfaction, both partially and simultaneously. Service quality including reliability, responsiveness, assurance, empathy, and physical evidence make a large positive contribution to customer satisfaction. Prices that are in accordance with benefits and competitiveness also have a significant impact on satisfaction. This study concludes that improving service quality and adjusting competitive prices are the keys to creating customer satisfaction at the Aneka Motor Sepauk Workshop.

INTRODUCTION

In the era of globalization, service quality and price are two main factors in building customer relationships in various industries, including automotive services (Usman & Rehman, 2017a). According to the International Service Excellence Awards report (2023), companies with high-quality services are able to increase customer loyalty by up to 70%. In addition, a global survey by McKinsey (2022) shows that 60% of consumers prefer service providers with competitive prices, even in unstable economic conditions.

This shows that service quality and price are not only local aspects, but global issues that are relevant in maintaining competitiveness in various service sectors. Problems related to service quality are often caused by a mismatch between customer expectations and the reality received. Factors such as lack of workforce training, limited infrastructure, and minimal attention to customer feedback are major challenges. On the other hand, pricing issues often arise due to a lack of transparency, differences in price standards between service providers, and inflation that affects operational costs. (Indajang et al., 2023) Service quality discrepancies result in low

customer satisfaction, which in turn lowers loyalty and business reputation (Christanto & Santoso, 2022). Unsatisfied customers tend to switch to other service providers, which can result in a decrease in company revenue of up to 30% (Panama et al., 2023). Meanwhile, price volatility creates a negative perception of the value offered, thus affecting customer purchasing decisions and trust in service providers.

The service quality variables in this study include five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1985). This dimension includes the ability of technicians to provide service, speed of work, and effective communication between customers and workshop staff. Aneka Motor Sepauk Workshop faces challenges from many competitors offering similar services. By analyzing the influence of service quality and price on customer satisfaction, this study can provide relevant strategic solutions to improve business competitiveness. In addition, the results of this study can be a reference for other business actors in designing data-based policies that focus on customer satisfaction. This study aims to identify the extent to which service quality influences customer satisfaction at the Aneka Motor Sepauk Workshop.

This research is expected to provide the following benefits: Adding literature in the field of marketing management, especially related to service quality, price, and customer satisfaction in the automotive service sector. Providing strategic recommendations for Bengkel Aneka Motor Sepauk to improve service quality and competitive price adjustments. Helping consumers understand the importance of choosing a service provider that prioritizes service quality and price transparency, so that they get the best value for their money.

LITERATURE REVIEW

Quality of Service

Service quality is one of the main factors in creating customer satisfaction, especially in the service industry. According to Parasuraman et al. (1985), service quality can be measured through five main dimensions, namely:

a. Reliability: The ability to provide reliable service from the start without errors.
b. Responsiveness: The ability to respond to customer needs quickly and efficiently.
c. Assurance: Employee behavior that creates a sense of security and customer confidence in the services provided.
d. Empathy: The ability to understand needs and provide personal attention to customers.
e. Physical Evidence (Tangibles):** Visual aspects, such as physical facilities, equipment, and staff appearance.

Price

Price is an important element that influences customer purchasing decisions. According to Kotler and Keller (2020), price is not only the amount of money paid, but also a representation of the value perceived by customers. Research by (Wahyuningsih et al., 2023) shows that competitive and transparent prices can increase customer satisfaction. The main dimensions of price include:

1. Affordability: Suitability to the customer's financial capabilities.
2. Value for money: Customers expect value for money.
3. Competitiveness: Prices offered compared to competitors in the same industry.

In the context of Bengkel Aneka Motor Sepauk, affordable prices that still reflect quality are a key factor in attracting customers.

Customer satisfaction

Customer satisfaction is defined as an evaluation of the extent to which a product or service meets or exceeds customer expectations (Tjiptono, 2019). Hill et al. (1999) stated that customer satisfaction is not an absolute concept, but is relative to customer expectations and perceptions. Indicators of customer satisfaction include:

a. Expectation Conformity: The degree of correspondence between pre-purchase expectations and actual experience.
b. Return Visit Interest:** Customers' desire to return to use the service.
c. Willingness to Recommend:** Satisfied customers are more likely to recommend the service to others.

The Relationship Between Service Quality, Price, And Customer Satisfaction

The relationship between service quality and customer satisfaction has been proven in various studies. (Kencana & Kasdiyo, 2020) found that service quality contributes significantly to customer satisfaction in automotive service. On the other hand, price also plays an important role as an element that influences customer satisfaction. Research by (Wahyuningsih et al., 2023) shows that competitive and transparent prices increase customer trust in service providers. Furthermore, the simultaneous relationship between service quality and price on customer satisfaction has been proven in a study by (Usman & Rehman, 2017b). The results of the analysis show that both variables have a significant influence both partially and simultaneously on customer satisfaction.

Novelty Of This Research

This study offers a unique perspective by focusing on small and medium enterprises in Sintang Regency. Although previous studies have discussed the relationship between service quality, price, and customer satisfaction, this study provides a new contribution by examining the case of Bengkel Aneka Motor Sepauk. This analysis is expected to provide specific strategic guidance to improve the competitiveness of local businesses.

METHODS

This study uses a quantitative approach with an associative descriptive method. This approach was chosen to understand the relationship between service quality, price, and customer satisfaction variables in more depth through the collection and analysis of numerical data. The associative descriptive method helps in exploring how the two independent variables (service quality and price) simultaneously or partially affect the dependent variable (customer satisfaction). The research was conducted at the Aneka Motor Sepauk Workshop located in Sepauk District, Sintang Regency, West Kalimantan. This location was chosen because the workshop is one of the small and medium enterprises that has a significant number of customers in the area.

This research was conducted for six months, from January to June 2024, which included the planning, data collection, analysis, and reporting stages. The population in this study were all customers who had used the services of Bengkel Aneka Motor Sepauk. Based on the latest data, there were around 500 active customers.

The main instrument used in this study was a structured questionnaire designed based on indicators of each research variable. Each item on the questionnaire used a Likert scale with five levels of answers, from "Strongly Disagree" to "Strongly Agree," to ensure that the data obtained were quantitative and measurable. Validity and reliability tests were conducted to ensure the quality of the research instrument. Validity was measured using the Pearson Product Moment correlation technique, while reliability was tested using the Cronbach's Alpha method. The test

results showed that all questionnaire items had a validity value greater than r-table (0.197) and a Cronbach's Alpha value greater than 0.6, indicating that the instrument used was valid and reliable.

RESULTS AND DISCUSSION

Validity Test

Validity test is a procedure used to determine the accuracy or reliability of a measuring instrument. A valid instrument is a measuring instrument used to collect accurate data (Sugiyono, 2019). Data is said to be valid if the correlation coefficient of the instrument is greater than the correlation coefficient r table with a significance level of 5%.

In this study, a validity test was conducted on 48 question items that had been distributed to 100 respondents. In calculating r_table, the formula df = n-2 was used, so df = 97, and r_table = 0.197. The results of the validity test can be seen in Table 1 as follows:

Table 1 Results Of Validity Test Of Service Quality Variable (X1)

Validity Test			
Item	**r-count**	**r-table**	**Information**
X1_1	0.342	0.197	Valid
X1_2	0.210	0.197	Valid
X1_3	0.396	0.197	Valid
X1_4	0.499	0.197	Valid
X1_5	0.424	0.197	Valid
X1_6	0.398	0.197	Valid
X1_7	0.306	0.197	Valid
X1_8	0.342	0.197	Valid
X1_9	0.415	0.197	Valid
X1_10	0.265	0.197	Valid
X1_11	0.414	0.197	Valid
X1_12	0.303	0.197	Valid
X1_13	0.592	0.197	Valid
X1_14	0.410	0.197	Valid
X1_15	0.518	0.197	Valid
X1_16	0.609	0.197	Valid

Source: Processed Data, 2024

Table 1 shows that the results of the validity test on the Service Quality variable (X1) are declared valid because the calculated r value is greater than 0.197, meaning that calculated r ≥ r table. The results of the validity test of the statements in the Price variable (X2) can be seen in Table 2.

Table 2 Results Of The Validity Test Of The Price Variable (X2)

Validity Test			
Item	**r count**	**r table**	**Information**
X2_1	0.495	0.197	Valid
X2_2	0.453	0.197	Valid
X2_3	0.397	0.197	Valid
X2_4	0.501	0.197	Valid
X2_5	0.349	0.197	Valid
X2_6	0.450	0.197	Valid
X2_7	0.309	0.197	Valid
X2_8	0.376	0.197	Valid
X2_9	0.412	0.197	Valid
X2_10	0.429	0.197	Valid
X2_11	0.541	0.197	Valid
X2_12	0.311	0.197	Valid
X2_13	0.352	0.197	Valid
X2_14	0.285	0.197	Valid
X2_15	0.364	0.197	Valid
X2_16	0.399	0.197	Valid

Source: Processed Data, 2024

Table 3 Results Of Validity Test Of Customer Satisfaction Variable (Y)

Validity Test			
Item	**r count**	**r table**	**Information**
Y_1	0.328	0.197	Valid
Y_2	0.360	0.197	Valid
Y_3	0.288	0.197	Valid
Y_4	0.337	0.197	Valid
Y_5	0.190	0.197	Valid
Y_6	0.443	0.197	Valid
Y_7	0.196	0.197	Valid
Y_8	0.356	0.197	Valid
Y_9	0.366	0.197	Valid
Y_10	0.419	0.197	Valid
Y_11	0.328	0.197	Valid
Y_12	0.337	0.197	Valid
Y_13	0.443	0.197	Valid
Y_14	0.383	0.197	Valid
Y_15	0.418	0.197	Valid
Y_16	0.257	0.197	Valid

Source: Processed Data, 2024

Table 3 shows that the results of the validity test on the Customer Satisfaction variable (Y) are declared valid because the calculated r value is greater than 0.197, meaning that calculated r ≥ r table. The results of the validity test show that all question items in this research instrument have a calculated r value greater than r table, which is 0.197, with a significance level of 5% and a degree of freedom (df) of 97.

Reliability Test

Reliability Test is a tool to measure a questionnaire which is an indicator of a variable or construct. Reliability Test uses the Cronbach Alpha statistical test, because this test is intended to connect tests that measure attitudes or behavior. The criteria for an instrument to be said to be reliable using a technique if the reliability coefficient (r11) > 0.6. The results of the Reliability Test in this study can be seen in the table below.

Table 4 Total Reliability Test Results

Total Questions	Cronbach's Alpha Value	Constant Value (N of items)	Decision
48 questions	0.860	0.6	Reliable

Source: Processed Data, 2024

Based on the results of the reliability test, the research instrument consisting of 48 questions showed a Cronbach's Alpha value of 0.860. This value is higher than the minimum reliability limit set, which is 0.6. Thus, this research instrument is declared reliable because it has met the established reliability criteria. The Cronbach's Alpha value of 0.860 indicates that the instrument has high internal consistency in measuring the intended variables, so it can be relied on to produce consistent and accurate data in the context of this study. This means that respondents provide answers that tend to be consistent on each question related to the same variable, so this instrument is suitable for further measurement.

Normality Test

Normality test is a test to measure whether the data obtained is normally distributed or not. Good data is data that has a certain pattern, for example normally distributed. This means that the distribution of the data must be symmetrical and not deviate to the left or right. The Kolmogorov-Smirnov test is used in this study to evaluate the normality of the distribution of unstandardized residuals in a regression model involving variables X1 (Service Quality), X2 (Price), and Y (Customer Satisfaction). The results of the normality test of this study can be seen in table 5.

Table 5 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Std. Deviation	4.19600311
Most Extreme Differences	Absolute	.052
	Positive	.031
	Negative	-.052
Test Statistics		.052
Asymp. Sig. (2-tailed)		.200 [c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed Data, 2024

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test for residuals from variables X1 (Service Quality), X2 (Price), and Y (Customer Satisfaction) show an Asymp. Sig. (2-tailed) value of 0.200. This value is greater than the significance level of 0.05, so it can be concluded that the residuals from this data are normally distributed. A normal residual distribution indicates that the regression model does not have significant deviations in spreading errors, which is an important assumption in classical linear regression. In addition, the test statistic value of 0.052, along with the Most Extreme Differences (Absolute of 0.052, Positive of 0.031, and Negative of -0.052), indicate that the residual deviation from the normal distribution is very small. In other words, the residual values are symmetrically distributed around the mean, which is close to zero (0.0000000), and the standard deviation is 4.196, which is in accordance with the data being tested.

This supports the assumption of homoscedasticity, where the residual variance does not increase or decrease significantly with respect to the predicted value. In conclusion, the normal distribution of the residuals for these three variables indicates that the regression model linking Service Quality, Price, and Customer Satisfaction meets the classical assumptions, such as residual normality, which are the basis for the validity of the model. This means that the model can provide reliable estimates for interpretation of results and future predictions, thus strengthening the accuracy of the analysis of the influence of Service Quality and Price variables on Customer Satisfaction.

Linearity Test

The linearity test is to find out whether there is a linear relationship between the dependent variable (Y) and the independent variable (X). If the significance value in the Deviation from Linearity result ≤ 0.05, then there is a linear relationship between the independent variable and the dependent variable. The results of the linearity test between variable X1 and variable Y in this study can be seen in table 4.13

Table 6 Linearity Test Results For Service Quality And Customer Satisfaction Variables

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction * Service Quality	Between Groups	(Combined)	1067,500	19	56,184	2,772	.001
		Linearity	531,161	1	531,161	26.209	.000
		Deviation from Linearity	536,339	18	29,797	1,470	.124
	Within Groups		1601.046	79	20,266		
	Total		2668.545	98			

Source: Processed Data, 2024

The results of the linearity test between the variables of Service Quality and Customer Satisfaction presented in the ANOVA table show several important things about the relationship between the two variables. First, the significance value in the "Linearity" row is 0.000, which is smaller than 0.05. This indicates that there is a significant linear relationship between the

variables of Service Quality and Customer Satisfaction. This means that changes in Service Quality significantly affect the level of Customer Satisfaction in a linear pattern. Next, in the "Deviation from Linearity" section, the significance value obtained is 0.124, which is greater than 0.05.

This indicates that the deviation from the linear pattern is not statistically significant. In other words, there is insufficient evidence to show that the relationship between Service Quality and Customer Satisfaction has a significant deviation from linearity. In conclusion, the relationship between Service Quality and Customer Satisfaction can be said to be linear and stable, so that the linear regression model can be used reliably to describe and analyze the relationship between these two variables. In addition, a linearity test was also conducted on variable X2 with variable Y. The results of the linearity test of variable X2 with variable Y can be seen in table 7.

Table 7 Results Of Linearity Test Of Price And Customer Satisfaction Variables

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction * Price	Between Groups	(Combined)	1305.625	18	72,535	4.258	.000
		Linearity	887,734	1	887,734	52.108	.000
		Deviation from Linearity	417,891	17	24,582	1,443	.139
	Within Groups		1362.921	80	17,037		
	Total		2668.545	98			

Source: Processed Data, 2024

Linearity test is conducted to determine whether there is a linear relationship between the dependent variable (Y) and the independent variable (X). Based on the ANOVA table, the results of the linearity test between the Price variable as the independent variable (X) and Customer Satisfaction as the dependent variable (Y) show that the relationship between these two variables is linear.

This is indicated by the significance value in the "Linearity" row of 0.000, which is smaller than 0.05, thus indicating a significant linear relationship between Price and Customer Satisfaction. In addition, the significance value of "Deviation from Linearity" is 0.139, which is greater than 0.05, indicating that there is no significant deviation from the linear relationship. Thus, it can be concluded that the linear model is quite good at representing the relationship between the variables Price and Customer Satisfaction. These results support the use of linear regression analysis because it meets the required linearity requirements, where this linear pattern shows a maintained relationship between the independent variables and the dependent variables.

Multicollinearity Test

Data is said to be free from multicollinearity if the VIF value is less than 10 and the tolerance value is greater than 0.10. Conversely, if the VIF is more than 10 or the tolerance is less than 0.10, the data indicates multicollinearity. The results of the multicollinearity test in this study can be seen in table 8.

Table 8 Multicollinearity Test Results

Coefficients [a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Quality of Service	.777	1.286
	Price	.777	1.286
a. Dependent Variable: Customer Satisfaction n			

Source: Processed Data, 2024

The results of the multicollinearity test between the independent variables of Service Quality and Price on the dependent variable of Customer Satisfaction indicate that there is no multicollinearity problem between the two independent variables. This is indicated by the Tolerance value of 0.777 for each variable, which is greater than the minimum limit of 0.1. In addition, the Variance Inflation Factor (VIF) value for Service Quality and Price is 1.286, which is far below the general threshold of 10. Thus, these Tolerance and VIF values indicate that Service Quality and Price are not significantly correlated with each other. Therefore, these two independent variables can be used in the regression model simultaneously without the risk of multicollinearity that can affect the accuracy and stability of the model.

Multiple Linear Regression Analysis

Table 9 Multiple Linear Regression Test Results

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,409	2,776		3,750	.000
	Quality of Service	.248	.102	.224	2,439	.017
	Price	.511	.099	.471	5.135	.000
a. Dependent Variable: Customer Satisfaction						

Source: Processed Data, 2024

Based on the results of multiple regression analysis, the regression equation model that explains the relationship between the variables of Service Quality (X_1) and Price (X_2) to Customer Satisfaction (Y) can be written as $Y = 10.409 + 0.248X_1 + 0.511X_2$. In this equation, the constant of 10.409 indicates the basic value of Customer Satisfaction when the variables of Service Quality and Price are considered non-existent or have a value of zero.

The regression coefficient for Service Quality of 0.248 indicates that every one-unit increase in Service Quality will increase Customer Satisfaction by 0.248, assuming the variable Price remains constant. Likewise, the coefficient for Price of 0.511 indicates that every one-unit increase in Price will increase Customer Satisfaction by 0.511, assuming the variable Service Quality remains constant. From these results, it can be concluded that both independent

variables, namely Service Quality and Price, have a positive influence on Customer Satisfaction, with Price having a stronger influence than Service Quality in increasing Customer Satisfaction.

Correlation Coefficient (R) Analysis

Table 10 Multiple Linear Regression Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.610 [a]	.372	.359	4.179
a. Predictors: (Constant), Price, Service Quality				

Based on the results of the correlation coefficient (R) test which shows an R value of 0.610, the level of relationship between the variables of Service Quality and Price on Customer Satisfaction is in the strong category. Referring to the Interpretation of the Correlation Coefficient, the correlation value between 0.60 and 0.799 is included in the strong relationship level. Thus, the variables of Service Quality and Price have a significant and strong relationship in influencing the variable of Customer Satisfaction.

Coefficient Of Determination (R^2)

Based on the results of the determination coefficient test in table 10. Model Summary, the R Square value of 0.372 indicates that 37.2% of the variation in the dependent variable, namely Customer Satisfaction, can be explained by the independent variables of Service Quality and Price. In other words, 37.2% of the change in Customer Satisfaction can be explained by the two variables in this model.

Meanwhile, the Adjusted R Square value of 0.359 provides an estimate adjusted for the number of variables in the model, indicating that approximately 35.9% of the variation in Customer Satisfaction is explained by Service Quality and Price more accurately. Adjusted R Square is used to provide a more realistic picture especially when there are many predictors in the model, helping to minimize bias towards the number of independent variables. This means that approximately 64.1% of the variation in Customer Satisfaction is influenced by other factors outside this model.

Simultaneous Effect Test (F Test)

Table 11 Simultaneous Test Results (F Test)

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	991,669	2	495,835	28,386	.000 [b]
	Residual	1676.876	96	17,467		
	Total	2668.545	98			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price, Service Quality Source: Processed Data, 2024						

The results of the F test in the ANOVA table show a significant simultaneous influence between the variables of Service Quality (X_1) and Price (X_2) on Customer Satisfaction (Y) at the Aneka Motor Sepauk Workshop. The hypothesis proposed for this test is whether or not there is a significant influence of the two independent variables on the dependent variable. Based on the level of significance used, namely α = 5% or 0.05, the F-count value is 28.386, while the F-table value at 94 degrees of freedom is 2.701.

The test rule used states that if F-count ≥ F-table or significance ≤ 0.05, then the alternative hypothesis (Ha) is accepted, which states that there is a significant influence. The test results show that F-count (28.386) is greater than F-table (2.701), with a significance value of 0.000 which is far below 0.05. Based on these results, Ho is rejected and Ha is accepted, which means that there is a significant simultaneous influence between the variables of Service Quality and Price on Customer Satisfaction.

Partial Test (t)

Table 12 Partial Test Results (t)

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,409	2,776		3,750	.000
	Quality of Service	.248	.102	.224	2,439	.017
	Price	.511	.099	.471	5.135	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed Data, 2024

The results of the t-test show the partial influence of Service Quality and Price variables on Customer Satisfaction at the Aneka Motor Sepauk Workshop. For testing the Service Quality variable, the null hypothesis (Ho) states that there is no significant partial influence between Service Quality and Customer Satisfaction.

Conversely, the alternative hypothesis (Ha) states that there is a significant influence. The t-value for Service Quality is 2.439 with a significance of 0.017. Because this significance value is less than 0.05, the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

Thus, it can be concluded that Service Quality has a significant partial influence on Customer Satisfaction. Furthermore, for the Price variable, the null hypothesis (Ho) also states that there is no significant influence between Price and Customer Satisfaction, while the alternative hypothesis (Ha) claims otherwise. The results show that the t-value for Price is 5.135 with a significance of 0.000.

This significance value is far below 0.05, so the null hypothesis (Ho) is also rejected and the alternative hypothesis (Ha) is accepted. This means that Price also has a partial significant influence on Customer Satisfaction. From the test, with a significance level (α) set at 5% or 0.05, and the t table value obtained is 1.661 with degrees of freedom (dk) = n - 3 = 94. The test rule used is to compare the calculated t value with the t table. For both variables, the calculated t value is greater than the t table (2.439 > 1.661 for Service Quality and 5.135 > 1.661 for Price). This confirms that both variables have a significant influence on Customer Satisfaction at the Aneka Motor Sepauk Workshop.

CONCLUSION

Respondents in this study were mostly male, aged between 18-46 years, unmarried, working as farmers with income <Rp. 500,000 and using Aneka Motor Sepauk service services. The multiple linear regression equation is Y = 10.409 + 0.248X_1 + 0.511X_2. The results of the correlation coefficient (R) test showed an R value of 0.610, so the level of relationship between the variables of Service Quality and Price on Customer Satisfaction is strong.

The results of the determination coefficient test showed an R^2 value of 0.372, this means that 37.2% of customer satisfaction at the Aneka Motor Sepauk workshop can be explained by service quality and price, while the remaining 64.1% of customer satisfaction at the Aneka Motor Sepauk workshop is influenced by other variables not examined in this study.

The results of the simultaneous influence test (F) that F-count 28.386 is greater than F-table 2.701, with a significance value of 0.000 which is far below 0.05. So, it can be concluded that there is a significant simultaneous influence between the variables of Service Quality and Price on Customer Satisfaction at the Aneka Motor Sepauk workshop. The results of the partial test (T-Test) show that service quality and price partially have a significant effect on consumer decisions at the Aneka Motor Sepauk workshop.

LIMITATION

From the conclusion above, the variables of service quality and price have a partial influence, so the Aneka Motor Sepauk workshop company should continue to pay attention to the issue of pricing by continuing to pay attention to the price of service with other workshop competitors because service quality and price are factors that greatly influence customer satisfaction.

The variables suggested for further research because there are 64.1% of variations influenced by other variables, from this study, namely Consumer Satisfaction, Process, People, Promotion, Location, Decisions and others.

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