



## Influence Service Quality And Price On Customer Satisfaction At Irian Supermarket Aksara

Mutriani Tafonao <sup>1</sup>, Edward Alezandro <sup>2</sup>, Adiwima Zebua <sup>3</sup>

<sup>1,2,3</sup> *Department of Management, Faculty of Economics and Business, Indonesian Institute of Business and Computer, Medan*

Email: <sup>1)</sup> [Mutrianitafonao@gmail.com](mailto:Mutrianitafonao@gmail.com)

### How to Cite :

Tafonao, M., Alezandro, E., Zebua, A. (2025). Influen Service Quality And Proce On Customer Satisfaction At Irian Supermarket Aksara. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(2). DOI: <https://doi.org/10.37676/ekombis.v13i2>

### ARTICLE HISTORY

Received [20 Maret 2025]

Revised [25 April 2025]

Accepted [30 April 2025]

### KEYWORDS

Price, Consumer Satisfaction, Service Quality, Retail Company.

*This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license*



### ABSTRACT

This research is motivated by business competition in the retail sector in the form of minimarkets, self-service supermarkets which is increasingly tight, making business actors flock to maintain the continuity of their companies so that they remain the choice for consumers to shop, so the role of marketing is very important. The method used in this research is quantitative. The technique used in this research is probability sampling with simple random sampling of 58 respondents. The results of data processing using the SPSS 16 program in the Coefficients table for the first regression coefficient of the service quality variable show that the calculated t value is 6,695 > t table of 2.004 so that H1 is accepted and H0 is rejected. In the Model Summary table, it can be seen that the R Square value is 0.644 or 64.4%, which means that the independent variables price and service quality influence the dependent variable of consumer decision by 64.4% and the remainder is influenced by other factors not examined in this research.

### INTRODUCTION

Business retail in Indonesia at the moment This develop the more rapid along with progress Indonesian economy . Progress Indonesian economy also push development of modern markets and business Indonesian retail . The growth public class medium in the country is encouraging increasing interest shopping in modern retail . The emergence of business retail such as minimarkets, supermarkets, hypermarkets and so on is part from modernization from traditional markets that allow people to shop with facilities and comfort as well as good service and price from every sufficient product affordable. Modern retail or modern markets other than give alternative shopping interesting also offers comfort and quality product , price compete even sometimes more cheap compared to traditional markets / traders retail .

Modern markets have system independent service , selling various type goods in a way retail in the form of supermarkets/minimarkets or supermarket . In modern markets, sellers and buyers No transact in a way direct but buyer can look at the price tag on the item you are going

to buy purchased , and is at in A buildings and services done in a way independent or served by salesperson .

Besides that , information was also obtained regarding SOP service at Indomaret that is employee must always greet when consumer want to shop or normal called with 3S (Greetings, Smile , Say Hi). Then , when consumer want to pay , then clerk / cashier required For mention return goods shopping consumer . Next , the cashier required For offer addition shopping as well as offer at least 2 products at the moment That on promotion. Condition competition business , progress technology , development economics and history public push the occurrence development quality service (service quality) which emphasizes the importance of fulfillment hopes and needs consumers .

The existence of performance good service will give contribution to achievement satisfaction consumers who hold very important role for continuity life company in the middle the amount competitor similar business . Orientation to consumer through good service very much effective For netting consumers .

Information , criticism and suggestions from consumer must responded with fast , so that customer No looking at other products . Strategy for to achieve consumer can built with manage quality the best service For create a sense of satisfaction to Consumer . Satisfaction consumer a obligation main for every organization business . In principle , every company must capable satisfy and maintain customers . This is is key For maintain performance business . Satisfaction consumers are also very important factor that must be noticed by the company .

Satisfaction according to Kotler (2005) is feeling like or disappointed someone who appears after compare between performance ( result ) of the product in mind to performance ( or expected results . Each company sued For make customer feel satisfied with give more offers and services well , considering company must capable For maintain position the market in the middle increasingly fierce competition tight . For to win competition , company must capable give customer satisfaction .

Efforts to be made done by the company For satisfying need consumer with various strategies and various method with hope that customers feel satisfied and next Want to For come return. Irian Supermarket Script is company trade or business retail that has vision become network distribution retail leading in Indonesia owned public area which also tries maintain consumers to always interested For shopping at Irian Supermarket compared with other supermarkets or minimarkets . Irian Supermarket also offers purchase from House It means consumer No need come direct to shop For shop but can do booking online . This prove that Irian Supermarket is very concerned quality services provided to every consumers so that consumers feel comfortable moment shopping.

A companies in the field marketing naturally No off from existence factor factor quality service and also price For give satisfaction to its consumers , then company must notice second factor so that it is always can compete in the increasingly competitive business world tight . The more Lots consumers who shop there so the more There will also be a lot of turnover obtained . Cheap price as well as good service will make consumer feel satisfied , so on the contrary. After the consumer feel quality service and price affordable given so they give perception and assessment to quality service and price said .

If the consumer feel Enough satisfied to quality services and prices provided so matter the is mark positive for company . Quality reasonable service and price affordable is very much needed remember customer or consumer have desire that must be fulfilled and satisfied . Consumers always expect For get maximum service from the providers product or services , in matter This they want to treated in a way professional as well as to obtain something in accordance with the expected.

## LITERATURE REVIEW

### Definition Satisfaction Consumer (Y)

The more Lots engaged consumers in fulfillment needs and wants consumers , then competition the more strict cause company must put satisfaction oriented consumer as objective main For reach objective a company. According to Kotler and Keller in Donni Juni Priansa (2017), States that satisfaction consumer is feeling like or disappointed someone who appears after compare between estimated product performance ( results ) to performance ( or expected results .

If the performance under expectations , consumers No satisfied . If the performance fulfil expectations , consumers satisfied . If the performance exceed expectations , consumers very satisfied / happy. According to Fandy Tjiptono (2014) said " satisfaction " or satisfaction: comes from from Language Latin " satis " ( meaning Enough many , adequate ) and " facio " ( doing or make ) in simple satisfaction can interpreted as effort fulfillment something or make something adequate .

According to Howard and Sheth in Fandy Tjiptono (2014), revealed that satisfaction consumer is situation cognitive purchase regarding with equivalence or absence equivalent between the results obtained compared to with sacrifices made . While according to swan in Fandy Tjiptono (2014), defines satisfaction consumer as evaluation in a way aware or or evaluation cognitive concerning whether performance relatively good product or Bad or whether product concerned suitable or No suitable with objective or its usage.

Based on from various the opinion above , then what is meant is with satisfaction consumer is feeling like or disappointment that someone has or consumer based on with comparison between the hope that is held with reality obtained by consumers . If the goods or services obtained consumer in accordance or more than expected so consumer will feel satisfied or very satisfied . And vice versa , if what the consumer gets No in accordance with hope so consumer the will feel very disappointed.

### Definition Quality Service (X1)

Every company especially the moving ones in the field business service will still notice How quality service use For guard faithfulness his customers in fulfil every wholeness and desire they. According to Danang Sunyonto (2013), quality service is a presentation service or product in accordance applicable size in place the held and delivered at least The same with what is desired and expected by consumers . While according to Zeithaml et. Al in book Dawn Like (2017), quality service can defined as "The extent of discrepancy between customer expectations or desires and their perceptions".

From the statement the put forward that quality service received consumer stated the magnitude difference between hope or desire consumer with level perception they . According to Zeithalm and Bitner in Donni Juni Priansa (2017) stated that quality service is the total experience that only can evaluated by consumers . While according to Lovelock and Wirtz in Donni Juni Priansa (2017) stated that quality service is level expected excellence and control on level superiority the For fulfil desire consumers. Definition quality service focused on efforts fulfillment needs and wants consumer as well as accuracy delivery For to balance hope consumers .

According to Wyekof quoted in Fandy Tjiptono (2000), definition quality service is : level superiority yes expected and control on level superiority For fulfil desire consumers . If service received in accordance with what is expected , then quality service perceived good and satisfying , if service accepted beyond hope consumer so ideal quality . On the other hand , if service received more low than expected consumers , then the quality perceived bad . With thus quality service depends on ability owner service in fulfil hope consumer in a way consistent However dynamic with follow need consumers. According to Lovelock in Dawn Laksana (2017), stated that

quality service is level expected quality , and control diversity in reach quality the For fulfil need consumers .

According to parasuraman in Sonny Sumarwan , et al (2013), stated that quality service defined as how much Far difference between reality and hope customer on the service they provide accept or get. According to Parasuraman in Otto R. Payangan (2014), he stated that dimensions quality service consists of on reliability , power responsiveness, assurance , empathy and evidence directly . Besides That the expected service is greatly influenced by various factors perception communication from mouth to mouth , needs personal, experience mass then , and communication external.

### **Definition of Price(X2)**

Understanding price can defined as tool swap Good between buyers and sellers For get A product or desired services , as stated by William J. Stanton translation Yamanto in book Dawn Laksana (2017:105), states bring price is amount of money ( possibly added a number of goods ) needed For to obtain a number of combination A products and accompanying services. Based on definition the so price is amount of money needed as exchanger various combination products and services , with thus so a price must be connected with many kinds of goods or service that finally will The same with something that is products and services .

This The same as stated by E. Jerome MC. Carthy translation Gunawan H. in book Dawn Laksana (2017:105), that price is " what is charged For something . Every transaction trade can considered as a money exchange , money is price For something ". In the economy theory understanding price , value and utility are mutually exclusive concepts related , what is meant with utility is a attributes attached to a items that allow goods the can fulfil needs , wants and satisfaction consumer. Definition price according to Fandy Tjiptono (2017:165), is amount ( unit) monetary ) and other non- monetary aspects that contain utility or utility certain ones used For get a product . Based on description on can We conclude that price is the amount of money paid by the buyer to the seller For get a goods or desired services , in fulfil all his need.

## **METHODS**

Method research used in study This is method quantitative with approach associative purposeful For know influence between two variable or more ( Sugiyono , 2012:125). The independent variables in study This is quality service (X1) and price (X2) as well dependent variable , namely satisfaction consumer (Y). With form study associative This so can known influence quality service and price to satisfaction consumers. Study This conducted at Irian Supermarket Aksara .

Population in study This is all over consumers who shop at Irian Supermarket for 2 months as many as 58 people. Withdrawal technique sample study This use probability sampling technique with simple random sampling approach . Instrument testing done For test statement in questionnaire or questionnaire created by researchers in researching influence price and quality service to satisfaction consumers at Irian Supermarket Aksara.

## **RESULTS**

Research result explain that of the 58 respondents used as sample in study This , as many as 15 respondents status students 12 respondents with status self-employed, 10 respondents ASN status , 9 respondents status employee private sector, 12 respondents status Mother House stairs . Research results explain that of the 58 respondents used as sample in study This , as many as 11 respondents aged 16 – 20 years , 25 respondents aged 21-30 years, 22 respondents aged 31 – 40 years Respondent with thus can known that the average age consumers who do purchases at Irian Supermarket Irian ranges from from 21 – 30 years.

### Influence Quality Service ( $X_1$ ) Towards Satisfaction Consumer (Y)

Based on the results of the hypothesis test that have been done known that in a way partial quality service influential to satisfaction consumers . The results of the t-test in study This can explained on the table following :

**Table 1 t-test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.032	4.893		1,028	.308		
x1_Total	.784	.117	.635	6,695	.000	.707	1,414
x2_Total	.347	.129	.256	2.695	.009	.707	1,414

a. Dependent Variable: Y\_Total

Source : Processed data (2024)

For know whether variable quality service influential or No to variable satisfaction consumer so t-test is used based on criteria with level significant of 0.05 so that got t table value 2.004. Based on results data processing with use SPSS 16 program assistance on the table *Coefficients* for coefficient regression First variable quality service seen t - value as big as 6.695 > t table is 2.004 so H1 is accepted and H0 is rejected . So that can concluded that in a way partial there is influence quality service to satisfaction consumers .

### The Influence of Price ( $X_2$ ) on Satisfaction Consumer (Y)

Based on results of the hypothesis test conducted known that in a way partial variable price influential to variable satisfaction consumers . The results of the t-test in study This can explained in the table following :

**Table 2 t-test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.032	4.893		1,028	.308		
x1_Total	.784	.117	.635	6,695	.000	.707	1,414
x2_Total	.347	.129	.256	2.695	.009	.707	1,414

a. Dependent Variable: Y\_Total

Source : Processed data (2023)

For know whether variable price influential or No to variable satisfaction consumer so t-test is used based on criteria with level significant of 0.05 so that got t table value 2.004. Based on results processing of the data obtained with use SPSS 16 program assistance on the table *Coefficients* for coefficient regression second variable price seen t - value as big as  $2.695 < t$  table is 2.004 so H1 is accepted and H0 is rejected . So that can concluded that in a way partial there is influence price to satisfaction consumers .

### **Influence Quality Service (X<sub>1</sub>) And Price (X<sub>2</sub>) Against Satisfaction Consumer (Y)**

Based on results of the hypothesis test conducted known that variable quality service and price in a way together influential to variable satisfaction consumers . The results of the F test in study This can explained in the table following

**Table 3 F Test**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1356,560	2	678,280	50,646	.000 <sup>a</sup>
	Residual	749,982	56	13,393		
	Total	2106.542	58			

a. Predictors: (Constant), x2\_Total, x1\_Total

b. Dependent Variable: Y\_Total

Source : Processed data (2023)

For know whether coefficient regression first and coefficient regression second on the variable free quality service and price influence variable bound satisfaction consumer so used F test with provision level significant 0.05 so got F table value of 3.16.

### **Coefficient Determination of R<sup>2</sup>**

Coefficient test results determination can explained in the table following :

**Table 4 Coefficients Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 <sup>a</sup>	.644	.631	3,660

a. Predictors: (Constant), x2\_Total, x1\_Total

b. Dependent Variable: Y\_Total

Source : Processed data (2023)

For know How many big influence coefficient regression first and coefficient regression second on the variable free price and quality service in a way together influence variable bound decision consumer with use SPSS 16 program assistance .

## DISCUSSION

Based on results data processing with use SPSS 16 program assistance in the Model Summary table is visible The R Square value is 0.644 or 64.4%, which means that variable free price and quality service influence variable bound decision consumer by 64.4% and the rest influenced by other factors that are not investigated in study This. Based on results data processing with use SPSS 16 program assistance on the table Anova seen F value count of 50,646 > F table of 3.16 so that H0 is rejected and H1 is accepted , which means variable free price and quality service in a way together influential to variable bound satisfaction consumers.

## CONCLUSION

Based on research and results data processing that has been done in study This so obtained conclusion as following :

1. Based on results data processing with use SPSS 16 program assistance on the Coefficients table for coefficient regression First variable quality service seen t - value of 6,695 > t table is 2.004 so H1 is accepted and H0 is rejected . So that can concluded that in a way partial there is influence quality service to satisfaction consumers .
2. Based on results processing of the data obtained with use SPSS 16 program assistance on the Coefficients table for coefficient regression second variable price seen t - value of 2,695 < t table is 2.004 so H1 is accepted and H0 is rejected . So that can concluded that in a way partial there is influence price to satisfaction consumers .
3. Based on results data processing with use SPSS 16 program assistance on the table Anova seen F value count of 50,646 > F table of 3.16 so that H0 is rejected and H1 is accepted , which means variable free price and quality service in a way together influential to variable bound satisfaction consumers .

## REFERENCES

- Alma, Buchari 2018. *Manajemen Pemasaran & Pemasaran Jasa*. cetakan ke-13. Bandung: Alfabeta.
- Efendy, Asrizal, dkk, 2018. " *Pengaruh Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Alfamart Di Kota Medan*". Jurnal Prosiding Seminar Vokasi Indonesia, Vol. 1, e-ISSN 2654-6493 Tahun 2018.
- Gunawan, Imam, 2017. " *Pengantar Statistika Inferensial*". Cetakan kedua. Jakarta: PT. Rajagrafindo Persada
- Kotler dan Keller 2018. *Manajemen Pemasaran*. Cetakan ke-13. Erlangga.
- Laksana, Fajar 2017. *Manajemen Pemasaran*. Cetakan Kedua. Yogyakarta: Graha Ilmu.
- Lumban Raja, Togu harlen, Sitanggang HD. Melva 2015. *Metodologi Penelitian*. Cetakan Kedua. Medan : CV. Indah Karunia Jaya.
- Rachman, Aditya, Denny (2017). " *Pengaruh Kualitas Pelayanan dan Harga Terhadap Keputusan Pembelian Pada Rumah Makan Wajan Mas Kudus*". *Diponegoro Journal Of Social And Political Science*, Hal 1-8, Tahun 2017.
- Septianto, Wahyu, Ganang, Dkk, Waro, Wanda, Kanisius, 2015. " *Pengaruh Harga dan Pelayanan Terhadap Keputusan Pembelian di Hypermart Paragon Semarang*". *Diponegoro Journal Of Social And Political*, Hal 1-7, Tahun 2015.
- Setiawan, Budi 2013. *Menganalisa Statistik Bisnis dan Ekonomi dengan SPSS 21*. Edisi I. Yogyakarta: ANDI.

- Setiawan, Budi 2013. *Menganalisa Statistik Bisnis dan Ekonomi dengan SPSS 21*. Edisi I. Yogyakarta: ANDI.
- Sugiyono 2018. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Cetakan Ke-20. Bandung: Alfabeta.
- Suharyanto,dkk 2021 “ Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Apotek Rf Bandung” dalam jurnal Semnastek UISU ISBN : 978-623-7297-39-0.
- Tjiptono, Fandy 2017. *Pemasaran Strategik*. Cetakan ke-3. Yogyakarta: Andi.