



The Effect of Service Quality And Price on Customer Satisfaction in Po. Sumber Alam

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Abstract:

This study aims to determine the effect of service quality and price variables, either simultaneously or partially, on customer satisfaction at the Sumber Alam Autobus Company, especially the night bus majoring in Yogyakarta – Jakarta. In addition, the purpose of this study was to determine the level of customer satisfaction based on these independent variables. The data collection technique was done by using a questionnaire method to 100 respondents. Methods of data analysis using multiple linear regression analysis using SPSS 17.0 for Windows. The conclusion from the results of this study indicate that the variables of service quality (X1) and price (X2) have a positive and significant effect on customer satisfaction at PO. Sumber Alam Yogyakarta-Jakarta Department, either simultaneously or partially. Simultaneous test results show the calculated F value of 59.885 is greater than F table which is 3.098. The calculated t-value for the service quality variable is 5.900 and the price variable is 4.561, which is greater than the t-table value which is only 1.985. Based on the value of the coefficient of determination (Adjusted R²) shows a value of 0.543, meaning that 54.3% of customer satisfaction is influenced by service quality and price, while the remaining 45.7% is influenced by other variables.

Keywords: service quality, price, customer satisfaction

INTRODUCTION

Along with the development of science and technology which is growing very rapidly, coupled with the increasingly complex needs and various human activities in carrying out mobility, both work, school, tourism, research or just taking a walk. This increasingly has an impact on the need for the transportation service sector, both land, sea and air. A means of transportation or a vehicle is one of the inventions that really helps humans in carrying out their activities. With the presence of vehicles, humans can plan and determine the schedule of their activities and come to their destination quickly and on time. (Parinduri et al., 2020)

This situation has ultimately led to increasingly fierce competition between land, sea, and air transportation companies in providing the best service to acquire passengers. In Indonesia there are various types of transportation such as land, sea and air. Land transportation is one that is given special attention by the government and users of transportation services because besides being cheap, until now land transportation is still a *prima donna* for most Indonesian people. Based on the community's need for transportation facilities, companies offer various alternative uses of land transportation facilities such as buses, travel, public transportation cars, taxis or trains. (Sutito, 2021)

One means of transportation that is still widely used by Indonesian people is the bus, which offers a variety of alternative majors and different destinations. The reason for choosing the bus is because ticket prices are still affordable when compared to other means of land transportation. (Kurniati et al., 2020)

The increasing number of people who use buses, the more the number of inter-city inter-provincial bus companies in various cities is increasing. This bus company has increased every year but decreased in 2007 by 31.5 percent, in 2006 it was 2,452 and in 2007 it fell to 1,680 autobus companies, in 2008, 2009 and 2010 there was no increase or 0 percent increase, in 2011 it decreased by 0.18 percent.

One of the factors that causes this to happen is the intense competition and the many alternative transportation options so that consumers are increasingly selective. Anticipating this situation is how to create quality service and set the right price so that it can create passenger satisfaction. (Agussalim & Jan, 2018) Aware of the increasingly fierce competition between inter-city bus transportation service companies, bus companies compete with each other to complete various facilities both within the bus fleet and at ticketing counters. The facilities provided by the bus company vary depending on the class of the fleet and the ticket price or fare offered. Supporting facilities provided include LCD, audio/video, air conditioner, toilet or reclining eat, snack or soft drink, smoking room, internet (WiFi). With various facilities, it is hoped that passengers will feel comfortable during the trip. (Andri & Sanjaya, 2016)

Quality is a word that for service providers is something that must be done well. Service quality is the expected level of excellence and control over that level of excellence to meet customer desires. In determining service quality, there are five dimensions of service quality, namely the dimensions of tangibles, reliability, responsiveness, assurance and empathy. Maximum service quality is expected to create a satisfaction for consumers. (Nadlif, 2018)

In addition to the service quality factor, price also plays a very important role in creating satisfaction for consumers when the goods or services paid for are in accordance with the wishes of consumers. The definition of price is the amount of money needed as a medium of exchange to obtain a number of combinations of products and services. Price is the amount of money as a medium of exchange to obtain products and services. Price is the amount of money plus some product if possible what is needed to get some combination of products and services. (Gunarsih et al., 2021)

The definition of satisfaction is the customer's response to the fulfillment of his needs. This means an assessment that a form of privilege of a product or service provides a level of comfort related to the fulfillment of a need, including meeting needs below expectations or meeting needs exceeding customer expectations. This shows that the fulfillment of a need creates a comfort and comfort is satisfaction. (Al Farisi, 2020)

One company that provides land transportation services to transport passengers between cities between provinces (AKAP) and between cities within provinces (AKDP) is PO. Natural resource. This bus company is located at Jalan Diponegoro 164, Kutoarjo District, Purworejo Regency, Central Java. The company was founded by Mr. Yudhi

Setyawan Hambali in 1974. Until now, PO Sumber Alam already has approximately 300 fleet units serving AKAP, AKDP, and tourism routes. In meeting and satisfying the expectations of its customers, PO Sumber Alam strives to provide a bus fleet that suits the needs of customers. PO Sumber Alam tries to provide the best service to customers so that they feel satisfied and this can have an impact on loyalty in using the services of PO Sumber Alam. (Cholvía, 2021)

This company has a route Yogyakarta – Jakarta via the south route, Purwokerto – Jogja, Cilacap – Jogja, Purwokerto – Semarang, and Cilacap – Semarang. In the Yogyakarta – Jakarta department, PO. Sumber Alam serves 3 (three) bus classes, namely AC, Patas, and Economy classes. The number of fleets prepared to serve this department is 224 units which are divided into 146 units to operate every day and the remaining 78 units for backup. According to information from the management of PO Sumber Alam, the number of buses used to serve this department is decreasing. This is because consumer interest in using Sumber Alam bus services has decreased every month in the last two years. (Rifaldi, 2016)

High service quality is a means for PO Sumber Alam to gain a competitive advantage with its competitors. With these competitors, PO Sumber Alam should be able to further improve the quality of its services. Moreover, he received a certificate of appreciation from the Ministry of Transportation in 2007 because it was considered that he rarely had traffic accidents and provided good service to his passengers. This is contrary to the current condition of PO Sumber Alam, which is experiencing a decline in service quality. (Karim, 2015)

Companies that think about the survival of their business in the long term will consistently provide better services than competitors. The important key that must be done is to meet the needs and expectations or even exceed the expectations of customers for the services provided. Based on the description of the background above, the authors are interested in conducting research with the object of OD. Sumber Alam by raising the title The Influence of Service Quality and Price on Customer Satisfaction at PO Sumber Alam with the object of research on Sumber Alam bus passengers.

RESEARCH METHOD

This research uses explanatory research, which is to explain the causal relationship with hypothesis testing. This study will explain the effect of service quality and price on PO customer satisfaction. Natural resource. In this study, the authors limit only to PO passengers. Natural Resources Yogyakarta - Jakarta department. The research was conducted at the PO head office. Sumber Alam Jalan Pangeran Diponegoro No. 164 Kutoarjo District, Purworejo Regency, Central Java.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn. Population is the sum of all objects (units in individuals) whose characteristics are to be estimated. In this study the population taken is PO customers. Sumber Alam majoring in Yogyakarta – Jakarta, namely passengers who have used PO services. Natural Resources at least twice.

The sample is part of the number of characteristics possessed by the population. If the population is large, and it is not possible for the researcher to study all of them, the researcher can use a portion of the sample taken from the population. The sampling method used in this study is non-probability sampling where each member has an unequal opportunity to be included in the sample. This is because the number of PO service users. Natural Source unknown. Furthermore, this study uses the accidental sampling/convenience sampling technique, which is the technique of determining the sample by chance, or anyone who coincidentally (incidentally) meets a researcher who is considered to match the characteristics

of the specified sample will be used as a sample. The number of samples taken with the level of accuracy is 30 the number of samples.

The type of data used in this study is qualitative data, namely data that is not in the form of numbers or cannot be calculated, and obtained from interviews with company leaders and employees in the company as well as information obtained from other parties related to researched problem. Quantitative data, namely data obtained in the form of numbers that can be calculated, obtained from questionnaires distributed and related to the problem under study. (Sofyan & Efendi, 2022)

Primary data are data obtained directly from the object of research or respondents. Primary data in this study were obtained from questionnaires filled out by respondents. Secondary data is data that is not collected by the researcher himself. Secondary data is sourced from literature studies through articles, magazines and marketing journals as well as from the internet to obtain data on the number of complaints and testimonials from customers. (Anjelin & Wahyuni, 2018)

Literature study is used to collect secondary data from companies, theoretical basis and information related to this research by means of documentation. The study was conducted, among others, by collecting data sourced from the literature, lecture materials, and other research results related to the object of research. This is done to gain additional knowledge about the problem being discussed.

RESEARCH RESULTS AND DISCUSSION

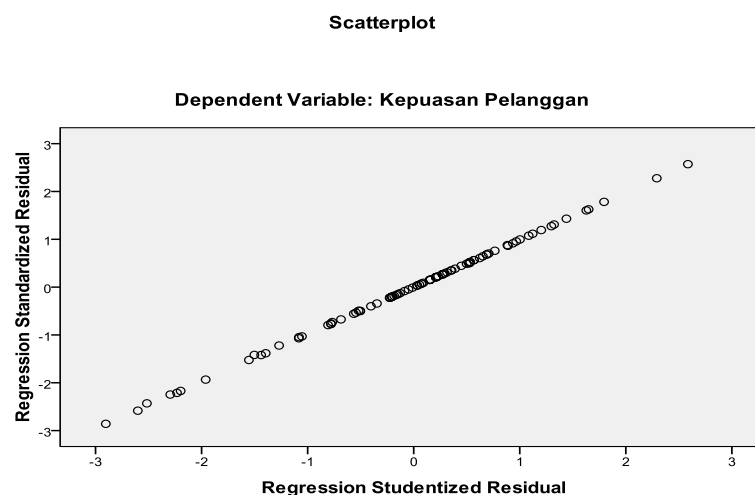
Classic Assumption Test

Data Normality Test

This test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. We can see it from the normal probability plot which compares the cumulative distribution with the normal distribution. A good regression model is to have a normal or close to normal data distribution.

The normal distribution forms a straight diagonal line, and plotting the residual data will be compared with the diagonal line. If the data distribution is normal, then the line that represents the actual data will follow the normal line. The following is a picture of the results of the data normality test:

Image 1.
Data Normality Test Graph



From the graphic above, it can be seen that almost all of the dots spread out in a straight line following the direction of the diagonal line. So it can be stated that the data are

normally distributed and the regression model is feasible to use to predict customer satisfaction based on the independent variables.

Data Multicollinearity Test

Multicollinearity test was conducted to test whether the regression model found a correlation between independent variables. If there is a correlation, it is called a multicollinearity problem. Testing for the presence or absence of multicollinearity symptoms is carried out by taking into account the value of the correlation matrix generated during data processing and the value of VIF (Variance Inflation Factor) and Tolerance. The following is a table of multicollinearity test results on the independent variables:

Table 2.
Multicollinearity Test Results of Independent Variables

Variabel Independen	Collinearity Statistics		Kesimpulan
	Tolerance	VIF	
Kualitas Pelayanan	0,707	1,414	Terpenuhi
Harga	0,707	1,414	Terpenuhi

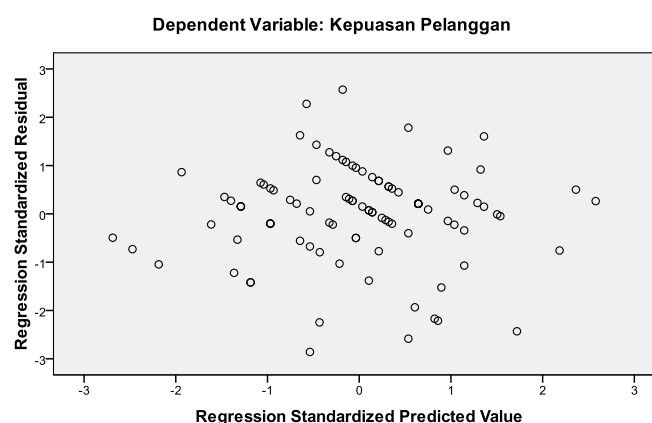
Source: Data processed, 2020

In table 2 it can be seen that the two independent variables, namely service quality and price, have the same VIF value around number 1, namely 1.414. Likewise with the Tolerance value, both have the same value approaching the number 1, which is 0.707. Thus it can be concluded that in this study there is no multicollinearity between the two independent variables, then the regression model is feasible to use.

Heteroscedasticity Test

Heteroscedasticity test is conducted to test whether in a regression model, there is an inequality of residual variance from one observation to another. If the residual variance from one observation to another is constant, it is called Homoscedasticity. And if the variance is different, then heteroscedasticity occurs. A good regression model is that there is no heteroscedasticity (Santoso, 2001). Testing for the presence or absence of heteroscedasticity symptoms uses the graphical method by looking at the presence or absence of a certain pattern in the scatterplot of the dependent variable, where if there is no certain pattern then there is no heteroscedasticity and vice versa. The results of the heteroscedasticity test are shown in the following figure:

Figure 3.
Heteroscedasticity Test Graph
Scatterplot



Based on the scatterplot graph above, it can be seen that most of the points spread randomly (not forming a certain pattern) on numbers between (-3) to 3, and are spread both above and below the number 0 (zero) on the Y axis. There is no heteroscedasticity in the regression model, so it is feasible to use it to predict customer satisfaction based on the input of the independent variables.

Multiple Linear Regression Analysis

The analysis used to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent variable and the independent variable. The results of the regression analysis between the effect of service quality and price on customer satisfaction at PO. Natural Resources Yogyakarta-Jakarta department can be seen in the following table:

Table 2
Multiple Linear Regression Analysis Results
Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients
	B	Std. Error
1 (Constant)	.018	.994
Kualitas Pelayanan	.163	.028
Harga	.432	.095

Source: Data processed, 2020

The regression equation model that can be written from the results of data processing in the standardized coefficient form of regression equation is as follows:

$$Y = 0.476 X_1 + 0.368 X_2$$

1 = 0.476; meaning that if the increase in the price variable ($X_2 \rightarrow 1$) = constant, then the increase in the service quality variable (X_1) by 1 unit will cause an increase in the customer satisfaction variable (Y) of 0.476.

2 = 0.368; it means that if the increase in the service quality variable ($X_1 \rightarrow 1$) = constant, then the increase in the price variable (X_2) by 1 unit will cause an increase in the customer satisfaction variable (Y) of 0.368.

The regression coefficients of the variables X_1 (quality of service) and X_2 (price) are obtained have a positive direction. This supports the initial assumption that there is a positive influence of service quality and price on customer satisfaction.

Simultaneous Test (F Test)

Testing the model in general (simultaneously) is used to determine the effect of the independent variables on the dependent variable. In this case, to test the significance of the effect of service quality (X_1) and price (X_2) variables together on customer satisfaction (Y). The F test is done by comparing the calculated F with the F table. The following is a table of F . test results:

Table 3.
F Simultaneous Test Results
ANOVA^b

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.113	2	113.057	59.885	.000 ^a
	Residual	183.127	97	1.888		
	Total	409.240	99			

Source: Data processed, 2020

Based on table 4.14 the results of simultaneous test processing (F), it can be seen that the calculated F value is 59.885. While the F value of the distribution table with an error rate of 5% and the calculation results $df_1 (N_1) = 2$ and $df_2 (N_2) = 97$, then the F table value is 3.098. Meanwhile, the significance value of the table above is 0.000.

The result of the above calculation shows that the calculated F value $> F$ table (59.885 > 3.098) and the significance is < 0.05 (0.000 < 0.05). This means that the quality of service and price together affect customer satisfaction (H3).

Partial Test (t Test)

The purpose of this test is to determine the significance of the effect of the independent variable (X) partially or individually explaining the dependent variable (Y), which can be seen in the table of the results of the t-test analysis below:

Table 4.
Partial Effect Significant Test Results (t-test)
Coefficients^a

	Model	t	Sig.
1	(Constant)	.018	.986
	Kualitas	5.900	.000
	Pelayanan		
	Harga	4.561	.000

Source: Data processed, 2020

The t-test was carried out by comparing the t-count value with the t-table, based on table 4.14 at an error rate of 5% and the value $df = 97$ indicating $t\text{-table} = 1.985$. If $t\text{ count} > t\text{ table}$ and significance value < 0.05 , it can be concluded that the variable has a positive and significant effect.

Service Quality Variable

Based on table 4.15, it can be seen that the t-count value for the service quality variable is 5.900, while the t-table value is 1.985. Then $t\text{ arithmetic} (5.900) > t\text{ table} (1.985)$ with a significance value of $0.000 < 0.05$. So H1 which reads that there is a positive and significant influence between service quality and PO customer satisfaction. Natural Resources accepted. Meanwhile, H0 which reads that there is no positive and significant effect between service quality and PO customer satisfaction. Natural resource. This means that the service quality variable (X1) has a positive and significant effect on the customer satisfaction variable (Y).

Price Variable

Based on table 4.15, it can be seen that the t value for the price variable is 4.561, while the t table value is 1.985. Then t count (4.561) > t table (1.985) with a significance value of $0.000 < 0.05$. So H1 which reads that there is a positive and significant effect between price and PO customer satisfaction. Natural Resources accepted. Meanwhile, H0 which reads that there is no positive and significant effect between price and PO customer satisfaction. Natural resource. This means that the price variable (X2) has a positive and significant effect on the customer satisfaction variable (Y).

Coefficient of Determination (R^2)

The coefficient of determination (R^2) test is used to measure how far the model's ability to explain the variation of the dependent variable (Ghozali in Hardian 2010: 121). The value of R^2 which is getting closer to 1, means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

The coefficient of determination used is Adjusted R Square because it is more reliable in evaluating the regression model. Adjusted R Square value can increase or decrease if one variable is added to the model. In contrast to R Square which will definitely increase every additional one independent variable, no matter whether the variable has a significant effect on the dependent variable or not. The results of the coefficient of determination test (R^2) can be seen in table 5 below:

Table 5.
Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.553	.543	1.374

Source: Data processed, 2020

The results of the regression calculation in table 4.16 show the coefficient of determination (Adjusted R^2) of 0.543, this means 54.3% of customer satisfaction on PO. Natural Resources can be influenced by the quality of service and price. While the remaining 45.7% is influenced by other variable factors that are not included in the study. The Standard Error of The Estimate (SEE) from the table above is 1.374. The smaller the SEE value, the more accurate the regression equation will be in predicting the dependent variable.

CONCLUSION

After doing research on the effect of service quality and price on customer satisfaction at PO. Sumber Alam which is located at Jalan Pangeran Diponegoro No. 164 Kutoarjo District, Purworejo Regency, Central Java, the results can be concluded that the results of the partial test processing (t test) for each independent variable, the following conclusions are obtained. table of 1,985. Then t arithmetic (5.900) > t table (1.985) with a significance value of $0.000 < 0.05$. So H1 which reads that there is a positive and significant influence between service quality and PO customer satisfaction. Natural Resources accepted. Meanwhile, H0 which reads that there is no positive and significant effect between service quality and PO customer satisfaction. Natural resource. This means that the service quality variable (X1) has a positive and significant effect on the customer satisfaction variable (Y).

The results of the t-test on the price variable obtained the t-count value of 4.561, while the t-table value of 1.985. Then t count (4.561) > t table (1.985) with a significance value of $0.000 < 0.05$. So H1 which reads that there is a positive and significant effect

between price and PO customer satisfaction. Natural Resources accepted. Meanwhile, H0 which reads that there is no positive and significant effect between price and PO customer satisfaction. Natural resource. This means that the price variable (X2) has a positive and significant effect on the customer satisfaction variable (Y). Based on the value of the coefficient of determination shows the value of the coefficient of determination (Adjusted R²) of 0.543, this means 54.3% customer satisfaction on PO. Natural Resources can be influenced by the quality of service and price. While the remaining 45.7% is influenced by other variable factors that are not included in the study.

The overall results of regression analysis, hypothesis testing and the coefficient of determination (R²) provide answers to the formulation of the problem in this study, namely the service quality and price variables, have a positive and significant influence on customer satisfaction, either simultaneously or partially. The level of customer satisfaction based on service quality and price is quite good and high, it can be seen from the value of the results of each test, both the F test, t test and the value of the coefficient of determination.

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