

## The Effect of Service Prices and Service Quality on Consumer Satisfaction at PT. Paramita Ban Workshop Cipete, South Jakarta Period 2023

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### ABSTRAK

The purpose of this study is to determine the influence of service price and service quality on consumer satisfaction at the PT Paramita Ban Cipete Workshop in South Jakarta. The method used is quantitative. The sampling technique used saturated sampling and a sample of 98 respondents was obtained. Data analysis uses validity tests, reliability tests, classical assumption tests, regression analysis, correlation coefficients, determination coefficients and hypothesis tests. The results of this study are that the price of services has a significant effect on consumer satisfaction with a determination coefficient value of 25.2% and the hypothesis test is obtained  $t_{\text{calculation}} > t_{\text{table}}$  or  $(4.788 > 1.988)$ . The quality of service did not have a significant effect on consumer satisfaction with a determination coefficient value of 74.8% and the hypothesis test was obtained by calculating  $t < t_{\text{table}}$  or  $(1,616 < 1,988)$ . Service price and service quality simultaneously have a significant effect on consumer satisfaction with the regression equation  $Y = 19,999 + 0.414 (X1)$   $Y = 19,999 + 0.134 (X2)$ . The value of the determination coefficient was 25.2% while the remaining 74.8% was influenced by other factors. The hypothesis test obtained the F value calculated  $> F_{\text{table}}$  or  $(17.764 > 3.094)$ .

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## **INTRODUCTION**

Along with the progress of world economic growth and also the development of advanced science and technology, transportation and communication facilities have become easier, making human activities faster and more efficient. In modern times, transportation equipment cannot be separated from daily human activities. Technological advances in the current era are very fast, especially in the automotive field.

In the era of globalization like this, it greatly affects the business world, where every company competes to provide the best service for its consumers. Four-wheeled vehicles are very important for now. Daily activities that make us often go out make us need fast vehicles. The density of activities makes us have to drive safely. The purchase of a car vehicle must be properly maintained so that the vehicle lasts for a long time and does not endanger the driver. Industries engaged in the automotive sector also face competition, where they often try to share advantages in various methods to satisfy consumers so that consumers often repair their cars at the workshop. The most important thing in the business world is the concept of consumer satisfaction that is used to attract consumers. It is a must for the company to do the best service quality in order to be able to survive and remain the trust of consumers. The creation of consumer satisfaction can provide benefits including the relationship between the company and consumers becoming harmonious, consumers will make repurchases to create consumer loyalty, and form a recommendation that benefits the company. Another variable that affects consumer satisfaction, one of which is price. Price is one of the important factors, because it can be the main reason consumers choose products or services. Price is one of the elements that generate revenue. Price can also be a determinant of a company's success because price can determine how much profit is obtained from the sale of products and services. The other variable that affects customer satisfaction is service quality, service quality is a model that describes the condition of consumers in shaping expectations for service from past experiences. Good service quality in a company will create satisfaction for its consumers. After consumers are satisfied with the products or services they receive, consumers will compare the services provided. If consumers feel completely satisfied, they will buy again and recommend others to buy at the same place. In entering an increasingly competitive competition, every company must absolutely be able to satisfy consumers, where consumer satisfaction will be created when the desires and expectations can be realized by the company. One of the companies that focuses on improving consumer satisfaction is PT Paramita Ban which is a service company engaged in the automotive sector in the field of tire services and sales, both maintenance and sales. Where tire maintenance includes spooling, balancing, established in 1996, PT Paramita Ban is located on Jalan RS. Fatmawati Raya No 17 South Jakarta.

**Table 1. January-December 2023 Sales Data**

NO	Month	Income	Number of Transactions
1	January	Rp. 147.703.500	583
2	February	Rp. 122.548.400	486
3	March	Rp. 145.426.592	578
4	April	Rp. 153.028.200	607
5	May	Rp. 126.662.090	503
6	June	Rp. 120.177.202	479
7	July	Rp. 117.781.245	470
8	August	Rp. 113.732.689	452
9	September	Rp.112.428.729	449
10	October	Rp.115.326.495	460
11	November	Rp.128.536.286	514
12	December	Rp.135.030.400	541
<b>Total</b>		<b>Rp. 1.538.381.828</b>	<b>6.122</b>

Source: PT Paramita Ban Sales Data 2023

In table 1, it can be seen that the phenomenon related to PT Paramita Ban's sales data in 2023, where this company experienced consecutive declines from May to September. Sales that continue to decline will of course cause revenue to also decrease. However, it can be seen that revenue does not have much effect on the number of transactions. For example, in February the number of transactions at PT Paramita Ban was 486 transactions and the revenue was Rp. 122,548,400, while in November there were 514 transactions with a total revenue of Rp. 128,536,286, the difference was not too significant.

**Table 2 Comparison of Service Prices of PT Paramita Tire with Kencana Wheel**

It	PT Paramita Ban		
	Type of Service	Price	Transaction
1	Spoooring	IDR 250,000	2.735
2	Balancing	IDR 40,000	3.420
3	Brake Lathe	IDR 300,000	390

Kencana Wheel		
Type of Service	Price	Transaction
Spoooring	IDR 280,000	2.683
Balancing	IDR 50,000	3.755
Brake Lathe	IDR 300,000	356

Source: PT Paramita Tire and Kencana Wheel 2023

Based on table 2, it can be seen that the phenomenon in terms of price is that the price of PT Paramita Ban is still not optimal. For example, in balancing services at PT Paramita Ban, the price of balancing is Rp. 40,000, while in Roda Kencana the price of balancing is Rp. 50,000, but Roda Kencana has more transactions. There is something that is quite good, namely spoooring services that are cheaper and the number of transactions is more than the kencana wheel, but the difference is not too significant for the number of transactions. Likewise with brake lathe services, the same as spoooring services, but in this service the price is the same but PT Paramita Ban has a greater number of transactions than the brakes. This means that it can be seen that the price at PT Paramita Ban is still not optimal and is not in accordance with the needs of the surrounding community.

**Table 1 Results of the Pre-Survey Questionnaire Regarding Service Quality at PT Paramita Ban**

No	Statement	Answer(%)		Number of Participants	Within Target %
		Already	No		
1	I feel comfortable with the facilities at PT Paramita Ban <b>(Physical evidence)</b>	66,6	33,4	35	100
2	Employees of PT Paramita Ban are neat and dressed appropriately <b>(Physical evidence)</b>	80	20	35	100
3	PT Paramita Ban provides extra services to meet customer satisfaction <b>(Catchability)</b>	43,3	56,7	35	100
4	PT Paramita Ban employees provide fast service <b>(Catchability)</b>	46,6	53,4	35	100
5	Mechanics at PT Paramita Ban are experienced in their field <b>(Reliability)</b>	90	10	35	100

Source: PT Paramita Ban 2023 pre-survey data

Based on table 3 above, it shows that 35 participants at PT Paramita Ban assessed that the quality of service was not good, because 56.7% of participants felt that the service provided was not fast and 53.4% of participants considered

PT Paramita Ban employees not to provide extra service in meeting consumer satisfaction. Based on this explanation, physical evidence and employee empathy will increase consumer satisfaction. However, the guarantee and catchiness of employees are not good, so that affecting consumer satisfaction is difficult to achieve.

**Table 2 Data from the Pre-survey Questionnaire on Consumer Satisfaction at PT Paramita Ban**

It	Statement	Answer		Sum Participants	Within Target %
		Yes	Not		
1.	I am satisfied because the availability of products at PT Paramita Ban meets my needs <b>(Consumer Value)</b>	76,6	23,4	35	100%
2.	I am satisfied because the service quality of PT Paramita Ban is very good <b>(Consumer Response)</b>	40	60	35	100%
3.	I am satisfied because PT Paramita Ban has a good reputation compared to other institutions <b>(Consumer Response)</b>	43,3	56,7	35	100%

*Source: Pre-survey data at PT Paramita Ban 2023*

With the results of the pre-survey on consumer satisfaction, it can be concluded that PT Paramita Ban has good product availability because according to the pre-survey of 35 respondents 76.6% have been fulfilled while 23.4% of respondents consider the availability of PT Paramita Ban products to be less good than other companies. However, in the results of the pre-survey on consumer response indicators, where customers or participants have not been fulfilled in the service quality of PT Paramita Ban, only 40% of respondents stated that the service quality of PT Paramita Ban was satisfactory, while 60% of respondents stated that the service quality of PT Paramita Ban was not satisfactory. Likewise, in the results of the pre-survey on consumer response indicators, it can be concluded that PT Paramita Ban has a poor reputation, only 43.3% of respondents consider PT Paramita Ban's reputation to be good, while 56.7% of respondents consider

PT Paramita Ban's reputation to be less good than other companies. Along with this, the author attaches service price data at PT Paramita Ban.

## **LITERATURE REVIEW**

### ***Marketing Management***

According to Kotler and Keller (2016:27) state that marketing management is as follows: "Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value." It means "Marketing management is an art and science of selecting the target market and acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer value". Meanwhile, according to Sinambing and Trang (2015:301) state that marketing management is as follows: "Marketing management is a process that starts from the process of planning, directing, and controlling products or services, pricing, distribution, and promotion with the aim of helping organizations achieve their goals".

### ***Price***

According to (Kotler and Armstrong, 2015; 65) in the journal (Julia et al, 2021) Price is the amount of money billed for a product or service or the amount of value that consumers exchange for benefits from owning or using a product or service. According to Tjiptono (2016:67) Price is a monetary unit or other measure that is exchanged in order to obtain the right to own or use a good or service. Price has two main roles in the decision-making process of buyers, namely the role of allocation and the role of information. Pricing is carried out by the company based on many considerations in accordance with the company's goals and marketing.

### ***Quality of Service***

According to Tjiptono (2014) in the journal Slamet (2021), service quality is focused on efforts to meet the needs and desires of consumers and the accuracy of the deliverer to match consumer expectations. According to Daryanto (2014), service quality is defined as any activity that is profitable in a group or unit, and offers satisfaction even though the results are not tied to a product physically.

### ***Consumer Satisfaction***

According to Kotler and Armstrong (2012:9), consumer satisfaction is the extent to which the product's performance response meets buyers' expectations. According to Zeithaml and Bitner (2013:75), the definition of satisfaction is the response or response of consumers regarding the fulfillment of needs. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs.

### *Thinking Framework*

According to Sugiyono (2017:60) stated that a good frame of mind will theoretically explain the linkage between variables to be examined. So theoretically it needs to be explained between independent and dependent variables.

Price is the component that generates revenue while the other generates costs. (Djaslim Saladin, 2010: 159) The price indicators are: Competitive price, price compatibility with market price, price compatibility with product quality, and installments.

According to Tjiptono (2014) in the journal Slamet (2021), service quality is focused on efforts to meet the needs and desires of consumers and the accuracy of the delivery to match consumer expectations.

Kotler (2019) Service quality is a form of consumer assessment of the level of service received with the expected level of service.

According to Brown (in Dwiastuti, et al. 2012) consumer satisfaction is a condition in which consumer needs, desires and expectations for a product and service, are in accordance with or are fulfilled with the appearance of the product and service.

### *Hypothesis*

1. Effect of Price (X1) on Consumer Satisfaction (Y)
  - a. H01 :  $\beta = 0$ : There is no effect of Price on Consumer Satisfaction at PT Paramita Ban ciptei South Jakarta for the 2023 period
  - b. Ha1 :  $\beta \neq 0$ : There is an effect of Price on Consumer Satisfaction at PT Paramita Ban ciptei South Jakarta for the 2023 period
2. Effect of Service Quality (X2) on Consumer Satisfaction (Y)
  - c. H02 :  $\beta = 0$ : There is no effect of Service Quality on Customer Satisfaction at PT Paramita Ban ciptei South Jakarta for the 2023 period
  - d. Ha2 :  $\beta \neq 0$ : There is an Influence of Service Quality on Consumer Satisfaction at PT Paramita Ban ciptei South Jakarta for the 2023 period
3. The Effect of Price (X1) and Service Quality (X2) on Consumer Satisfaction (Y)
  - a. H03 :  $\beta = 0$ : There is no effect of Price and Service Quality on Consumer Satisfaction at PT Paramita Ban ciptei South Jakarta for the 2023 period
  - b. Ha3 :  $\beta \neq 0$ : Yes influence Price and Quality of Service against Consumer Satisfaction pada PT Paramita Ban ciptei jakarta seilatan periode 2023

## **RESEARCH METHODOLOGY**

### *Type of Research*

According to Sugiyono (2013:13) said that "quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative or statistical with the aim

of testing hypotheses that have been determined. This study uses a descriptive approach with the aim of describing the object or results of the research". This study uses a quantitative approach through an approach using accurate statistical tests to test existing hypotheses. The data processed is sourced from the 2023 sales report at PT Paramita Ban Cipeutei South Jakarta.

### ***Variable Operations***

#### ***a. Dependent Variables***

##### ***Consumer Satisfaction***

Consumer Satisfaction is the result of an appropriate consumer comparison after comparing performance with their expectations.

#### ***b. Independent Variables***

##### ***Price***

Price is the value of money that must be paid by consumers to sellers for the goods or services they buy. In other words, the price is the value of an item determined by the seller. There are also those who say that the definition of price is the value of money charged to the buyer to have the benefit of a product (goods or services) purchased from the seller or manufacturer. The use of the term "price" is generally used in the buying and selling of a product, be it goods or services.

##### ***Quality of Service***

Service Quality is an action taken by the company in the form of intangible things but can be felt by consumers. Service Quality Measurement can be seen from a service that has been received by consumers to meet their needs and expectations.

### ***Population and Sample***

In this study, the population in this study is the overall sales report of PT Paramita Ban Cipeutei South Jakarta for the 2023 period. The sample that will be used as the object/subject of this study is PT Paramita Ban consumers who are part of the population. The number of sales reports used as a sample in this study was 98 respondents.

### ***Data Collection Techniques***

Data Collection Techniques In this study, data was collected through a variety of different techniques to ensure the accuracy and completeness of the information. Observation is used as a data collection method through direct observation of the research object, recording symptoms or events that occur. Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Library Research In this study, the author obtains data by using and studying literature or reading materials such as books, magazines, journals and others related to the problem that the author will research.



**Data Analysis Techniques**

The data analysis technique in this study uses regression analysis using the output of SPSS version 26. The analysis carried out was the Reliability Test, the Classical Assumption Test used, namely the Normality Test, the Multicollinearity Test, the Heteroscedasticity Test Model using the Hypothesis Test Model, the Simultaneous Test (Test F) and the Partial Test (Test t).

**RESEARCH RESULTS**

**Overall Data Reliability Test Results**

Variable	Cronbach's Alpha	N of items	Result
Service Price	0.674	10	Reliable
Quality of Service	0.668	10	Reliable
Consumer Satisfaction	0.646	10	Reliable

The results of the overall data reliability value in the table above mean that the variable data on service prices, service quality, and consumer satisfaction obtained through the distribution of questionnaires is said to be reliable or reliable. Based on the much larger value of Cronbach's Alpha and the reliability level > 0.60, it can be said that the statements in this study have a good level of reliability and can be used in the analysis of this study

**Classical Assumption Test**

**Normality Test Results**

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		98	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.92812725	
Most	Absolute	.116	
	Positive	.068	
	Negative	-.116	
Test Statistic		.116	
Asymp. Sig. (2-tailed)		.0002	
Monte Carlo Sig. (2-	Mr.		.135d
	99% Co	Lower Bound	.126

taileid)	nfi deì nce i Int eìr val	Uppeir Bound	.143
a. Teist distribution is Normal.			
b. Calculateid from data.			
c. Lilliefors Significancei Correìction.			
d. Baseid on 10000 sampleid tableis with starting seìid 2000000.			

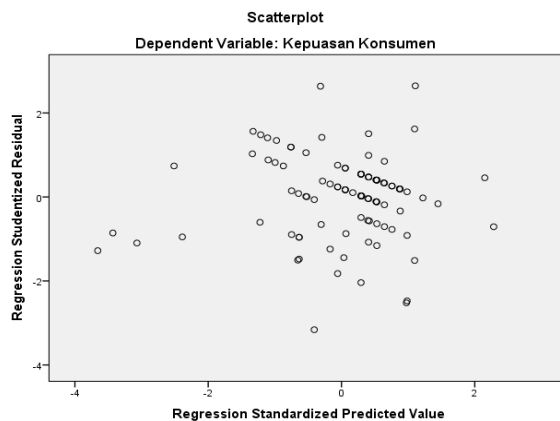
Modeil	Unstandardizeid Coefficieints		Standardizeid Coefficieints	t	Mr.	
	B	Std. Error	Beita			
1	(Constant)	19,999	4,152		4,817	0,000
	Seìrvicei Pricei	0,414	0,086	0,448	4,788	0,000
	Quality of Seìrvicei	0,134	0,083	0,151	1,616	0,109

Baseid on thei reìsults of thei data normality teist, a Monteì Carlo Sig. (2-taileid) valuei of 0.135 was obtaineid wherei thei valuei was greiateir than thei significancei leìveil of 0.05 so that it can beì concludeid that thei data is normally distributeid.

**Multicollinearity Test Results**

Baseid on tableì 4.16 abovei, thei Coefficieints valuei in thei Collinearity Statistics seìction shows that thei pricei of seìrviceiis and thei quality of seìrviceiis obtaineid a Toleìrancei valuei of  $0.874 > 0.10$  and a Variancei Inflation Factor (VIF) valuei of  $1.135 < 10.00$ , meìaning that thei reìgreìssion modeil doeis not haveì multicollinearity symptoms.

**Heteroscedasticity Test Results**



Based on the image above, it can be seen that the dots are spread randomly, do not form a certain clear pattern, and are scattered both above and below the number 0 (zero) on the Y axis, so there are no symptoms of heteroscedasticity.

**Hypothesis Results**

**Partial Test Results ( Test T )**

		Collinearity Statistics	
		Tolerance	BRIGHT
1	(Constant)		
	Service Price	.874	1.135
	Quality of Service	.874	1.135

**1) Price Effect Hypothesis Test (X1) on Consumer Satisfaction (Y)**

The price of services on consumer satisfaction has a calculated t value of 4.788 and a significant value of 0.000 so that it can be concluded that the price of services has a significant effect on consumer satisfaction, as evidenced by the calculated t value of  $4.788 > t_{table} 1.988$  and a significant value of  $0.000 < 0.05$ . So it can be concluded that  $H_0$  was rejected and  $H_a$  was accepted.

**2) Hypothesis Test of the Effect of Service Quality (X2) on Consumer Satisfaction (Y)**

The quality of service to customer satisfaction has a t-calculated value and a significant value of 1.616 so that it can be concluded that the quality of service has a significant effect on customer satisfaction, as evidenced by a t-count value of  $1.616 < t_{table}$  of 1.988 and a significant value of  $0.109 > 0.05$  so that it can be concluded that  $H_0$  is rejected and  $H_a$  is rejected.

**Simultaneous Test Results (Test F)**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134,865	2	67,433	17,764	.000b
	Residual	360,614	95	3,796		
	Total	495,480	97			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Service Price, Service Quality						

The results of data processing on the hypothesis test simultaneously produced an  $F_{cal}$  value of 17.764 where the  $F$  table in Distribution  $F$  (df) 98 showed 3.09. Thus  $17.764 > 3.094$  ( $F_{cal} > F_{table}$ ) then ( $H_a$ ) is accepted, the value of (Sig.)  $p = 0.000 < \alpha = 0.05$ , because the probability is below the alpha value, then the independent variable of service price, and the quality of service, simultaneously have a positive effect on consumer satisfaction.

### ***Determination Coefficient Test (R<sup>2</sup>)***

The determination coefficient ( $R^2$ ) essentially measures how far the model is able to explain the variation of independent variables. The value of the determination coefficient is between 0 and 1 ( $0 < R^2 < 1$ ), a small  $R^2$  value means that the ability of the independent variable to explain the variation of the dependent variable is very limited. A value close to 1 means that the independent variable provides almost all the information needed to predict the dependent variable. Based on table 4.28 above, the summary model in the  $R$  Square column of the output calculation using the SPSS version 26 program is known to have a determination coefficient ( $R^2$ ) value of 0.272. This shows that the variable of service price ( $X_1$ ) and service quality ( $X_2$ ), affects the variable of consumer satisfaction ( $Y$ ) by 63.7%, while the rest of  $(100-63.7) = 36.7\%$  is influenced by other factors.

## **DISCUSSION**

### ***The Effect of Service Prices on Consumer Satisfaction***

Price is one of the determinants of the success of a company because price determines how much profit the company will get from the sale of its products, both in the form of goods and services. Based on the explanation above, it can be concluded that price is the value of money determined globally that must be spent by a person to get a product or service that they want and it is very clear that price is very influential for the economy, consumers and for companies.

Based on the results of the study, it is proven that the service price variable has a significant effect on consumer satisfaction. In the results of the  $t$ -test, the  $t$ -value was calculated at  $4.788 > t_{table}$  was 1.988 and the significant value was  $0.000 < 0.05$ . So it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected, meaning that simultaneously the service price variable has a significant effect on consumer satisfaction at PT Paramita Ban South Jakarta. This shows that this study has a significant effect on consumer satisfaction in the price of services at PT Paramita Ban.

### ***The Effect of Service Quality on Consumer Satisfaction***

Quality of service is any activity that is profitable in a group or unit, and offers satisfaction even though the result is not tied to a product physically. Quality is often considered as a relative measure of the goodness of a service or product which consists of quality of conformity and quality of design. Quality is closely related to consumer satisfaction. Quality provides an impetus to consumers to establish a strong bond of relationship with the company.

Based on the results of the study, it is proven that the variable of service quality has a significant effect on consumer satisfaction. In the results of the t-test, the t-value was calculated at  $1.616 < t\text{-table} 1.988$  and the significant value was  $0.109 > 0.05$ . So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that simultaneously the variable of service quality does not have a significant effect on consumer satisfaction at PT Paramita Ban South Jakarta. This shows that the quality of service at PT Paramita Ban does not have a significant effect on consumer satisfaction.

### ***The Effect of Service Prices and Service Quality on Consumer Satisfaction***

Based on the results of the study, it is known that showing a calculated f-value of 17.764 and a significant value of 0.000 so that it can be concluded that the price of services and the quality of services simultaneously have a significant effect on consumer satisfaction, as evidenced by the f-value of  $17.764 > 3.094$  and a significant value of  $0.000 < 0.05$ . With the results of the simultaneous test (F test), the f value is calculated at 17.764 where the f table in the F value distribution shows 3.094. Thus  $17.764 > 3.094$  ( $F_{cal} > F_{table}$ ) then  $H_0$  is accepted, the value (sig)  $p=0.000 < \alpha=0.05$ . And with the results of the determination coefficient test in the R Square column, the calculation output results are known to have a determination coefficient ( $R^2$ ) value of 0.252. This shows that the variable of service price and service quality affects the consumer satisfaction variable by 25.2%, while the remaining 74.8% is influenced by other factors. Because the probability is below the alpha value, the variable of service price, and service quality simultaneously have a positive effect on consumer satisfaction.

## **CONCLUSIONS AND RECOMMENDATIONS**

### ***Conclusions***

Based on the explanations in the previous chapters, as well as the analysis and influence of Service Prices and Service Quality on Consumer Satisfaction at PT Paramita Ban Cipeitei South Jakarta for the 2023 period. So the conclusions that can be drawn are as follows:

- 1) The Service Price variable has a significant effect on Consumer Satisfaction at PT Paramita Ban Cipeitei South Jakarta for the 2023 period.
- 2) The Service Quality variable has no effect and is not significant on Consumer Satisfaction at PT Paramita Ban Cipeitei South Jakarta for the 2023 period.
- 3) The variables of Service Price and Service Quality simultaneously have a significant effect on Consumer Satisfaction at PT Paramita Ban Cipeitei South Jakarta for the 2023 period.

### ***Recommendations***

Based on the results of this study, there are several suggestions that are useful for parties who use this research in the future, namely the following:

- 1) For Researchers

This research is used as inspiration in carrying out a useful activity in the field of education. Researchers realized that the results of this study were not perfect research results. So in the future, there needs to be an improvement for researchers to obtain better results.

2) For Companies

1. PT Paramita Ban should adjust the price of tires and services at the workshop according to the benefits felt by consumers.
2. PT Paramita Ban should pay attention to the condition of the consumer's car so that consumers can be satisfied with the existing service.
3. PT Paramita Ban should maximize existing services and add facilities needed by consumers so that they can be satisfied.

### ADVANCED RESEARCH

This research has limitations that can be considered for the next researcher to get better research results. These limitations include:

- 1) In this study, only the variables of service prices and service quality on consumer satisfaction are examined, while there are still other variables that can be researched.
- 2) This researcher only took a sample of 98 respondents.
- 3) The research period is relatively short so the tendency cannot be known in the long term.
- 4) The data used is secondary data where there may be errors in entering data in the form of numbers.

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