

The Influence of Service Quality and Price on Consumer Satisfaction with Exo Tea Beverage Products in Galanggang Village RT 01 Batujajar District, West Bandung Regency

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ABSTRACT

The study was intended to test the impact of service quality and prices on consumer satisfaction for exo tea products in the village of galbaking, the district of bandung. The research method used is the quantitative method using data collection techniques through the distribution of the questionnaire to 174 respondents. A data analysis using a partial correlation test and simultaneous hypothetical test (f) indicates that the quality of service and price have significant impact on consumer satisfaction. The respondents in this study are mostly 15-25 years old and are dominated by men. The study contributed theoretically by applying marketing management theories and by providing practical Suggestions for the development of exo tea products

INTRODUCTION

Tea, one of the most consumed beverages worldwide, boasts a rich history and cultural significance in various regions. Its popularity stems from its diverse flavors, potential health benefits, and its role as a social and ceremonial drink. In Indonesia, tea holds a special place in daily life, from traditional tea ceremonies to modern tea houses and cafés that cater to the younger generation. The tea industry in Indonesia, including small and medium enterprises (SMEs) like Exo Tea, significantly contributes to the national economy by providing employment, supporting smallholder farmers, and promoting cultural heritage.

Exo Tea, a local tea brand based in Galanggang Village, Batujajar District, West Bandung Regency, has carved a niche for itself with a unique assortment of tea products. The village, known for its picturesque landscape and agricultural activities, offers a fertile ground for growing high-quality tea leaves. Exo Tea's products, known for their distinct flavors and aromatic qualities, compete with both local and national brands in the market. Understanding the factors that influence consumer satisfaction is crucial for Exo Tea to maintain its competitive edge and achieve sustainable growth.

Consumer satisfaction, a key indicator of business success, is influenced by various factors including service quality and price. Service quality, defined as the degree to which a service meets or exceeds consumer expectations, encompasses several dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. High service quality can lead to increased customer loyalty, positive word-of-mouth, and higher profitability. In the context of Exo Tea, providing excellent service includes everything from the presentation and packaging of tea products to customer interactions and after-sales service.

Price, another critical determinant of consumer satisfaction, refers to the amount of money consumers are willing to pay for a product or service. Pricing strategies can significantly influence consumer perceptions of value and quality. While premium pricing can represent a business as high-end and exclusive, competitive pricing might draw in price-conscious customers. For Exo Tea, finding the right balance between affordability and perceived value is essential to cater to a diverse customer base.

This study aims to explore the impact of service quality and price on consumer satisfaction with Exo Tea products. By analyzing these relationships, the research seeks to provide actionable insights for Exo Tea to enhance its marketing strategies and improve customer satisfaction. The study's objectives are threefold: (1) to determine the effect of service quality on consumer satisfaction, (2) to assess the impact of price on consumer satisfaction, and (3) to analyze the combined effect of service quality and price on consumer satisfaction.

The research holds importance as it has the ability to add to the existing knowledge in marketing management, particularly for medium-sized businesses (SMEs) in the tea industry. Moreover, the findings can serve as a valuable reference for other local tea producers and SMEs aiming to improve their customer satisfaction and competitive positioning. By focusing on the specific case of Exo Tea in Galanggang Village, this study provides a localized perspective that highlights the unique challenges and opportunities faced by small tea producers in Indonesia.

In the following sections, the paper will review relevant literature on service quality, price, and consumer satisfaction, outline the research methodology, present the findings, and discuss the implications for Exo Tea and similar businesses. The conclusion will summarize the key insights and offer recommendations for future research and practical applications.

LITERATURE REVIEW

- **Service Quality**

According to (Indrasari, 2019, p. 54) The quality of service is determined by meeting customer expectations and ensuring that the delivery method is accurate while also satisfying the consumer's preferences. Dimensions of service quality include: Tangible, Reliability, Responsiveness, Guarantee, Empathy.

H1: Service Quality influences Consumer Satisfaction with Exo Tea Drink Products in Galanggang Village RT 01 Batujajar District, West Bandung Regency

- **Price**

According to Kotler and Armstrong (2018, p. 308), price is the amount of money paid to acquire a product or service. Beyond that, price reflects the perceived value by consumers resulting from the benefits of owning or using the product or service. The importance of price is evident in consumer attention during purchase decisions, with some associating price with the value of the product or service. The dimensions of price, according to Kotler and Armstrong (2018, p. 52), include consumer affordability, price suitability for consumers, price suitability with consumer benefits, and price competitiveness or consumer purchasing power.

H2: Price influences consumer satisfaction with Exo Tea beverage products in Galanggang Village RT 01 Batujajar District, West Bandung Regency

- **Customer Satisfaction**

According to Tjiptono (2017, p. 349), customer satisfaction is defined as an emotional response to the evaluation of the consumption experience of a product or service. The dimensions of customer satisfaction, according to Tjiptono (2017, p. 453), include meeting expectations, intention to return, and willingness to recommend.

H3: Service Quality and Price influence Consumer Satisfaction with Exo Tea Drink Products in Galanggang Village RT 01 Batujajar District, West Bandung Regency.

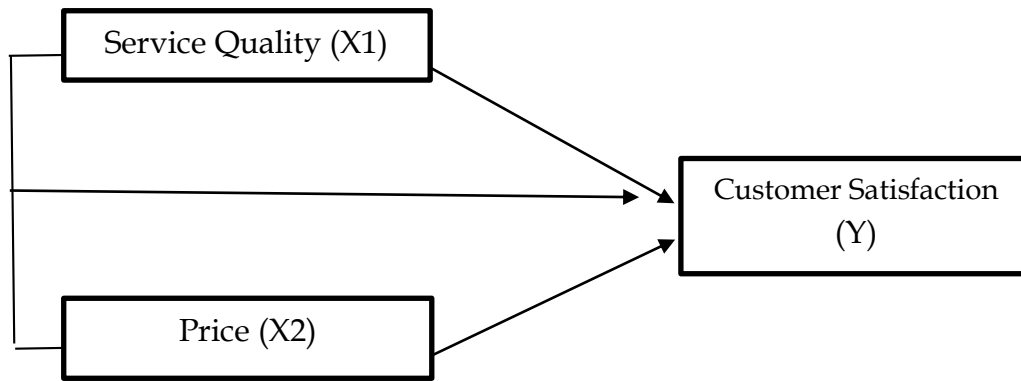


Figure 1. Research Paradigm

METHODOLOGY

Research Design

Research methods are a series of activities in searching for the truth of a research study, which begins with a thought that forms a problem formulation to give rise to an initial hypothesis, with the help and perception of previous research, so that the research can be processed and analyzed which ultimately forms a conclusion (S. Sahir, 2021, p. 1).

Population and Sampling Technique

Population

A population is a broad category made up of items with certain amounts and attributes chosen by researchers to be investigated and conclusions made from. (Sugiyono, 2022, p. 80). The research population is based on community data in Galanggang RT 01 Village, which consists of 297 people.

Sample

The sample is part of the number and characteristics of the population (Sugiyono, 2022, p. 81). The sampling technique used for sampling is purposive sampling, namely taking samples using certain considerations according to the desired criteria to determine the number of samples to be studied (Sugiyono, 2022, p. 85). Therefore, the researchers determined the criteria for the Rt 01 community who had purchased Exo Tea beverage products more than twice.

Considering the previously provided explanation, the study's population consisted of 297 individuals. then the authors took population namely 174 respondents.

Operational Variables

An operational variable is a quality, characteristic, or value of a subject, thing, or activity that the researcher has chosen to examine in order to draw conclusions. (Sugiyono, 2022, p. 38) In this research there are three variables, namely one dependent variable and and two independent variables as follows:

Table 1. Variable Operationalization

Variabel	Definisi	Dimensi	Indikator	Skala	No butir
Service Quality (X1)	According to (Indrasari, 2019, p. 54) the definition of service quality is an effort to fulfill needs accompanied by consumer desires and the accuracy of the delivery method in order to meet customer expectations and satisfaction.	Tangible	Comfortable waiting place	Ordinal	1
			Room cleanliness	Ordinal	2
		Reability	Provide services as desired	Ordinal	3
			Always ready to serve consumers	Ordinal	4
		Responsiess	Fast service	Ordinal	5
			Good communication with consumers	Ordinal	6
		Assurance	Responsibility for safety and comfort	Ordinal	7
			Provides a guarantee of service accuracy	Ordinal	8
		Empathy	Listen to consumers' complaints or desires	Ordinal	9
			Pay attention to consumer needs	Ordinal	10
Price (X2)	According to (Kotler & Armstrong, 2018, p. 308) price is the amount of money exchanged for a product or service. In addition, price is the value that consumers exchange for various benefits by	Affordability	An affordable price	Ordinal	1
			Prices vary with product	Ordinal	2
		Price match with product quality	Prices are in accordance with the quality of the products provided	Ordinal	3
			Quality raw materials	Ordinal	4
			Price match with packaging size	Ordinal	5
		Matching price with benefits	The price is in accordance with the benefits provided	Ordinal	6

	owning or using a good or service. Price is something that consumers pay attention to when making a purchase. Some consumers even identify price with value.		The quality of taste is commensurate with the price	Ordinal	7
			Prices are according to what consumers feel	Ordinal	8
		Prices according to competitive capabilities	Prices can compete with other products	Ordinal	9
			Prices have strong competitiveness with competitors	Ordinal	10
Customer Satisfaction (Y)	According to (Tjiptono, 2017, p. 349) An emotional reaction to the assessment of a product or service's consuming experience is known as customer satisfaction. by the investigator to be examined and conclusions made	Matching expectations	The service provided is in line with expectations	Ordinal	1
			Fast and precise service as expected	Ordinal	2
			The services provided are in line with expectations	Ordinal	3
			The facilities provided are adequate, for example waiting areas, etc	Ordinal	4
		interested in visiting again	interested in visiting again	Ordinal	5
			Consumers are interested in visiting again because the service provided is satisfactory	Ordinal	6
			Consumers are interested in visiting again because the facilities	Ordinal	7

			provided are satisfactory		
		Availability recommend	Recommend to people around or family	ordinal	8
			Satisfying service so recommend friends and family to visit again	Ordinal	9
			The value and benefits provided make consumers recommend it to others	Ordinal	10

Source: Created by Researchers, 2024

RESULTS

Descriptive Analysis Results

A standard weight value has been established to characterize the data gathered, based on the results of a study with 174 people who filled out questionnaires. The following is the standard weight value:

Table 2. Standard Weight Value

Weight Value	Category
174 - 313	Not very good
314 - 453	Not good
454 - 593	Good enough
594 - 733	Good
734 - 873	Very good

Source: Process Data, 2024

Table 3. Results of Descriptive Analysis of Service Quality (X1)

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Tangible Dimensions												
Exo Tea has a comfortable waiting area	30	150	86	344	22	66	31	62	5	5	627	Good
Exo Tea has a clean room area	43	215	73	292	25	75	25	50	8	8	640	Good
Dimensions of reliability												
Exo Tea provides service as expected	34	170	76	304	31	93	26	52	7	7	626	Good
Always ready to serve consumers	55	275	65	260	19	57	30	60	5	5	657	Good
Dimensions of responsiveness												
Fast service	55	275	61	244	24	72	23	46	11	11	648	Good
Exo Tea's service communicates well and politely with consumers	31	155	85	340	16	48	35	70	7	7	620	Good
Dimensions of Guarantee												
Exo Tea provides a sense of security and comfort in service	33	165	68	272	24	72	37	74	12	12	595	Good

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Accuracy in providing services	24	120	83	332	26	78	32	64	9	9	603	Good
Dimensions of Empathy												
Exo Tea is quick to respond to complaints and suggestions given by consumers	18	90	60	240	22	66	61	122	13	13	513	Enough
Exo Tea is sensitive to consumer needs	33	65	75	300	21	63	22	44	12	12	584	Enough
Lowest Actual Weight of Service Quality Variable											513	Enough
Actual Weighted Average of Service Quality Variable											611	Good
Actual Weight of the Highest Service Quality Variable											657	Good

Source: Data Processed by Researchers, 2024

The service quality variable consists of 10 statements with an average real weight value of 611, as shown by Table 3 of the frequency distribution.. This value falls within the interval of 594-733, categorizing it as good. The results indicate that the lowest actual weight value is 513 for the statement "Exo Tea is quick to respond to complaints and suggestions given by consumers." Conversely, the highest actual weight value is 657 for the statement "always ready to serve consumers."

Table 4. Results of Descriptive Analysis of Price (X2)

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
The dimension of price affordability													
The price of Exo Tea beverage products is more affordable	69	345	69	276	11	33	19	38	6	6	698	Good	
The prices offered by Exo Tea vary	62	310	78	312	11	33	16	32	7	7	694	Good	
Dimensions of price suitability to product quality													
The price of Exo Tea is in accordance with the quality of the product provided	36	180	75	300	26	78	33	66	4	4	628	Good	
Exo Tea uses quality raw materials	35	175	58	232	42	126	34	68	5	5	605	Good	
The price of Exo Tea is according to the packaging size	44	220	66	264	23	69	32	64	9	9	624	Good	
Dimensions of suitability of price to benefits													

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
The price of Exo Tea is in accordance with the benefits felt by consumers	30	150	56	224	25	75	45	90	18	18	557	Enough
Exo Tea has a quality taste that is comparable to the price	34	170	82	328	17	51	33	66	8	8	623	Good
The price of Exo Tea is in accordance with what consumers feel	28	140	76	304	24	72	42	84	4	4	604	Good
Price dimensions according to competitive capabilities												
The price of Exo Tea can compete with other products	39	195	68	272	23	69	33	66	11	11	613	Good
Exo Tea prices have strong competitiveness with competitors	40	200	58	232	27	81	42	84	7	7	604	Good
Lowest Average Price Variable											557	Enough
Actual Weighted Average of Prices Variable											625	Good
Actual Weight of Highest Price Variable											698	Good

Source: Data Processed by Researchers, 2024

Table 4 of the frequency distribution indicates that there are ten statements in the service quality variable, with an average real weight value of 625. This value is in the good range because it falls between 594 and 733. The findings show that, with an actual weight value of 557, the statement "The price of Exo Tea is in accordance with the benefits felt by consumers" has the lowest actual weight value. At 698, "The price of Exo Tea beverage products is more affordable," is the statement with the greatest real weight value.

Table 5. Descriptive Analysis Results of Customer Satisfaction (Y)

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
Dimensions of conformity to expectations													
I hope Exo Tea's service meets my expectations	47	235	91	364	12	36	21	42	3	3	680	Good	
I hope Exo Tea's service is fast and precise according to expectations	48	240	83	332	14	42	25	50	4	4	668	Good	
I hope the services provided by Exo Tea meet expectations	37	185	79	316	25	75	27	54	6	6	636	Good	
I hope that the waiting facilities provided at Exo Tea are adequate	41	205	57	228	27	81	39	78	10	10	602	Good	
Dimensions of interest in returning to visit													
I'm interested in visiting again	38	190	73	292	28	84	28	56	7	7	629	Good	

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
I am interested in visiting again because the service at Exo Tea is satisfactory	40	200	80	320	19	57	30	60	5	5	642	Good
I am interested in visiting again because the facilities at Exo Tea are adequate	32	160	62	248	17	51	50	100	13	13	572	Enough
Availability dimensions recommend												
I recommend Exo Tea to friends and family	39	195	72	288	27	81	30	60	6	6	630	Good
I recommend to friends and family because the service at Exo Tea is satisfying	28	140	81	324	23	69	36	72	6	6	611	Good
The benefits provided by Exo tea make consumers recommend it to other people	30	150	54	216	24	72	50	100	16	16	554	Enough
Lowest Actual Weight of Consumer Satisfaction Variable											554	Enough
Average Weight of Actual Consumer Satisfaction Variable											622	Good
The Actual Weight of the Highest Consumer Satisfaction											680	Good

Source: Data Processed by Researchers, 2024

Table 5 of the frequency distribution indicates that there are ten statements in the customer satisfaction variable, with an average real weight value of 622. Since this number is within the range of 594–733, it is classified as excellent. The findings show that, with an actual weight value of 554, the statement "The benefits offered by Exo Tea make consumers recommend it to others" has the lowest real weight value. At 680, "I hope Exo Tea's service meets my expectations," is the statement with the highest real weight value.

Results of the Influence of Service Quality and Pirce on Consumer Satisfaction with Exo Tea Beverage Products

The multiple linear regression output results below show the significance outcomes:

Table 6. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,870	1,283		2,238	,027
	Service Quality	,235	,070	,225	3,342	,001
	Price	,685	,066	,697	10,339	,000

a. Dependent Variable: Customer Satisfaction

Source: SPSS Software Output Results, 2024

Based on the analysis results in table 6, it is obtained:

$\beta = 2,870$

$X_1 = 0,235$

$X_2 = 0,685$

The equation for multiple linear regression is:

$$Y = 2,870 + 0.235 X_1 + 0.385 X_2$$

These results can be explained as follows:

- a. The constant value $\beta_0 = 2.870$ represents the degree of customer satisfaction that is unaffected by the quality of the services provided. Stated otherwise, the consumer satisfaction value is 2.870 when the service quality value is zero (0) or remains stable.
- b. The service quality variable (X_1) has a regression coefficient of 0.235, indicating a positive or direct association between service quality and customer satisfaction. According to the model, every regression coefficient points in the direction that is predicted. This suggests that any value of the regression coefficient can be understood appropriately. The value of customer satisfaction is 2.870.
- c. The pricing variable (X_2) has a regression coefficient of 0.685, indicating a positive or direct association between price and customer satisfaction.

Table 7. Simultaneous Determination Coefficient Analysis Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,899 ^a	,809	,806	3,63484
a. Predictors: (Constant), Price, Service Quality				
b. Dependent Variable: Customer Satisfaction				

Source: SPSS Software Output Results, 2024

Table 7 shows that there is a correlation coefficient of 0.899 between the variables of price (X2) and service quality (X1) and customer happiness (Y).

Table 8. Partial Determination Coefficient Analysis Results

Coefficients ^a				
Model		Standardized Coefficients	Correlations	
		Beta	Zero-order	Tolerance
1	(Constant)			
	Service Quality	,225	,830	,247
	Price	,697	,892	,247
a. Dependent Variable: Customer Satisfaction				

Source: Data Processed by Researchers, 2024

The following computations can be used to ascertain each variable's partial influence based on the preceding table:

Service quality (X1) : $0.225 \times 0.830 \times 100\% = 0.187$ or 18.7%

Price (X2) : $0.697 \times 0.892 \times 100\% = 0.622$ or 62.2%

Based on the calculations provided, it is evident that the price variable (X2) has the greatest influence, contributing 62.2%, whereas the service quality variable (X1) contributes 18.7% to the overall influence.

Results of the Influence of Service Quality and Price on Consumer Satisfaction with Exo Tea Beverage Products

Following the completion of the regression and coefficient of determination tests, the t-test and F-test which test the hypothesis are run as follows: customer contentment.

Table 9. T-Test Results

Coefficients ^a			
Model		t	Sig.
1	(Constant)	2,238	,027
	Service Quality	3,342	,001
	Price	10,339	,000
a. Dependent Variable: Customer Satisfaction			

Source: Results of SPSS Software Output Version 23, 2024

At a significance level of $\alpha=5\%$ and with a sample size of $n=174$ (resulting in $df=172$), the critical t-value is 1.65376. The effect of service quality on consumer satisfaction was found to be significant, as indicated by a t-value of 3.342, which exceeds the critical t-value of 1.65376, with a probability level (p-value) of 0.001.

Similarly, the effect of price on consumer satisfaction was also significant, with a t-value of 10.339, which exceeds the critical t-value of 1.65376. The probability level (p-value) for price significance (X_2) was found to be 0.000.

Table 10. F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9541,544	2	4770,772	361,092	,000 ^b
	Residual	2259,261	171	13,212		
	Total	11800,805	173			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price, Service Quality						

Source: SPSS Software Output Results, 2024

The statistical computations, based on the given table, show an F-count value of 361.092, which is higher than the crucial F-table value of 3.05. Given a significance value of 0.000, below the significance level of 0.05 ($\alpha=5\%$), the alternative hypothesis (H_1) is accepted and the null hypothesis (H_0) is rejected. This suggests that in Galanggang Village, RT 01 Batujajar District, West Bandung Regency, customer satisfaction with Exo Tea beverage items is significantly influenced by both pricing and service quality at the same time.

DISCUSSION

The Influence of Service Quality on Consumer Satisfaction with Exo Tea Beverage Products in Galanggang Village RT 01 Batujajar District

Based on the findings from the research, it is evident that service quality significantly influences consumer satisfaction with Exo Tea beverage products in Galanggang Village, Rt 01, Batujajar District, West Bandung Regency. The calculated t-value for service quality (X1) was 3.342, which exceeds the critical t-value of 1.65376 at a significance level of $\alpha=5\%$, with a probability (p-value) of 0.001. This indicates that as service quality improves, consumer satisfaction also increases.

The Effect of Price on Consumer Satisfaction with Exo Tea Beverage Products in Galanggang Village Rt 01 Batujajar District, West Bandung Regency

Based on the research findings, it is clear that price significantly impacts consumer satisfaction with Exo Tea beverage products in Galanggang Village, Rt 01, Batujajar District, West Bandung Regency. The calculated t-value for price (X2) was 10.339, which exceeds the critical t-value of 1.65376 at a significance level of $\alpha=5\%$, with a very low probability (p-value) of 0.000. This indicates that when the price of Exo Tea products is affordable, consumer satisfaction increases.

The Influence of Service Quality and Price on Consumer Satisfaction with Exo Tea Beverage Products in Galanggang Village Rt 01 Batujajar District, West Bandung Regency

Simultaneous testing (f test) findings showed that the value of Fcount was 361.092 > Ftable 3.05. Given that the significance value of 0.000 < 0.05, H0 is rejected and H1 is accepted. This indicates that, in Galanggang Village Rt 01 Batujajar District, West Bandung Regency, both price and service quality have a substantial impact on how satisfied customers are with Exo Tea beverage goods.

It is clear from the research's findings that pricing and service quality have a big impact on each other at the same time. on consumer satisfaction with Exo Tea beverage products in Galanggang Village Rt 01, Batujajar District, West Bandung Regency. If the service quality is good and the price is affordable, it can influence consumer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The research's data collection and data processing outcomes allow for the following findings to be made: Service quality is included in the good category with an actual weight value of 513, however there are weak aspects regarding the statement about Exo Tea being responsive in responding to complaints and suggestions given by consumers which are not optimal.

1. The pricing, with an actual weight value of 557, falls into the good category, however there are weak aspects regarding the statement regarding the price of Exo Tea according to the benefits felt by consumers which is not optimal.
2. satisfaction has an actual weight value of 554, placing it in the good category.
3. however there are weak aspects regarding the statement about the benefits provided by Exo tea which makes consumers recommend it to other people.
4. Customer satisfaction with Exo Tea beverage products is positively impacted by service quality by 18.7%.
5. Customer satisfaction with Exo Tea beverage products is positively impacted by price by 65.2%.
6. Customer happiness with Exo Tea beverage items is significantly positively impacted by both service quality and pricing, contributing to an 80.90% increase in satisfaction.

Recommendations

Based on the conclusions above, there are several suggestions that can be given regarding the results or analysis and discussion in this research, as follows:

1. To further optimize service quality, Exo Tea should provide a website for criticism and suggestions that can help manage and respond to consumer complaints and suggestions more quickly and efficiently. This website allows Exo tea to track every interaction with consumers, automate responses, and collect data for further analysis.
2. To optimize the price of Exo Tea, the company must be able to develop beverage products that offer product combinations at more attractive prices, while highlighting additional benefits obtained by consumers, which can include various tea variants, additional accessories, or exclusive services.
3. To increase Exo Tea consumer satisfaction, it is recommended to launch a loyalty and referral program that provides incentives for consumers who recommend the product to others. This program can take the form of discounts, free products, or exclusive prizes that are attractive to consumers.
4. To improve service quality towards consumer satisfaction, Exo Tea can consider implementing a structured customer feedback system and quick action based on feedback.
5. To increase the price of Exo Tea in line with increasing consumer satisfaction, Exo Tea can consider introducing premium product variants with clear added value.

6. Exo Tea can develop personalization programs that allow consumers to customize their tea products according to personal preferences and receive personalized service. This will provide a more exclusive and valuable experience for consumers, so that they feel more satisfied and are willing to pay higher prices.

FURTHER STUDY

The research on the impact of service quality and price on consumer satisfaction with Exo Tea products provides valuable insights; however, there are several areas for further study. Future research could explore the role of other factors such as brand image, product variety, and promotional strategies in influencing consumer satisfaction. Additionally, longitudinal studies could examine how changes in service quality and pricing over time affect customer loyalty and retention. Expanding the geographic scope of the study to include other regions could also provide a more comprehensive understanding of consumer behavior in different cultural and economic contexts.

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