

The Influence of Price and Service Quality on Customer Satisfaction PT Karunia Jaya Andalan Prima

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Abstract: The study aims to analyze the extent to which Pricing and Service Quality at PT Karunia Jaya Andalan Prima affect Customer Satisfaction following the COVID-19 pandemic in 2022. Several issues encountered by PT Karunia Jaya Andalan Prima include the quality of the service offered not meeting consumer desires and the pricing of products being less affordable, tending to be expensive. The research method employed is descriptive analysis with a quantitative approach of multiple linear regression and the SMART-PLS 4 application to analyze the data. The sampling used is probability sampling with proportionate random sampling. A total of 86 respondents were selected using the Isaac Michael formula, conducted by distributing questionnaires. This research indicates that the Pricing and Service Quality variables positively influence Customer Satisfaction.

Keywords: *Price, Quality Service, Customer Satisfaction, Logistics, Distributor*

1. Introduction

In this section, both scientific issues and the relevance of the research should be substantiated and explained. Also a problem statement should be pointed out. In terms of both innovation and economic growth, the global medical equipment business is thriving. For instance, from 2020 to 2022, the healthcare equipment sector market expanded by over \$87.65 billion, as reported by Technavio, a renowned worldwide market research agency. The increasing need for healthcare equipment in developing countries tends to lead to market expansion (Hasbullah & Nasir, 2021). Indonesia, an archipelago with a population of over 270 million people, has a vast and diverse consumer market. In the past decade, national economic growth has invited various industrial sectors to develop, including the distribution sector. Every company has targets to achieve and aims to generate profits by ensuring customer satisfaction. In delivering satisfaction to customers, a company must be able to compete in providing good services and positive perceptions, as this will lead to increased customer loyalty (Adhitia et al., 2022). Distributors play a crucial role in trade as intermediaries between producers and consumers (Mera & Ernawati, 2023). However, the distribution sector in Indonesia faces various problems. According to (Andri Wijaya, 2018.), the availability of goods, expiration dates of products,

product mutation history, and even inventory history sometimes become fundamental problems for companies to provide them on time, as needed, and relevantly. The significant role of distributors in supporting economic growth, combined with existing challenges, makes this sector an interesting research subject.

Setting the right prices not only affects profits but also a company's competitiveness. Conversely, incorrect pricing can negatively impact the company's reputation and business continuity. In this regard, companies need to continuously monitor the ever-changing environment and adjust their marketing strategies to respond to new challenges and opportunities. The pricing of a product plays an important role in purchasing decisions; consumers seek product information and even compare it with other products before making a decision, and the level of prices set can be a benchmark for consumers to turn to other companies with different brands but the same functions (Jhon & Sinaga1, 2019). Alifah Devy Herfiana (2022) states that in setting prices for a service, it is usually done by considering all the costs to be incurred and what sacrifices in terms of time and energy are needed to provide the best service to users. However, there are still many health equipment distributor companies in Indonesia that use simple pricing methods without considering many factors, such as production costs, market demand, and competition.

With the growth of public health services in Indonesia, health equipment distributor companies need to make various efforts to attract and retain customers. Therefore, Nurul dan Mulyowahyudi (2019) conclude that customer satisfaction has now become one of the key factors in a company's performance success. Companies must provide added value to attract customers. In this regard, companies need to continuously monitor the ever-changing environment and adjust their marketing strategies to respond to new challenges and opportunities. Customer satisfaction has been recognized as a critical component in business success and is one of the main factors affecting customer loyalty.

PT Karunia Jaya Andalan Prima is a health equipment distributor company that provides services to distribute various types of health equipment to hospitals, clinics, pharmacies, and other health facilities. Health equipment distributor companies play an important role in the health supply chain, ensuring the supply of appropriate and high-quality health equipment for optimal medical services. However, sudden changes in demand or disruptions in the supply chain can cause imbalances between supply and demand, resulting in shortages or excess stock. Identifying and observing current trends in the health industry is a success factor for companies. To ensure that the right health equipment can be sent quickly and safely, distributor companies must also manage stock, logistics, and administration properly. Therefore, this study is considered important to provide an overview and in-depth analysis of how health equipment distributor companies in Indonesia set their product prices.

2. Literature review

Price

This section gives a critical review of the relevant literature, places the study within the context of the scholarly conversation at large, and establishes the groundwork for the study's aims, methods, and contributions. The cost of a product or service is the total monetary investment made by consumers in exchange for their use or possession of the good or service (Farisi & Siregar, 2020). Zulkarnaen dan Amin (2018) explain that the definition of price is the money spent on a product or service. In a broader sense, the price of a product or service is the aggregate of all the values paid by consumers in exchange for those advantages. Price also can influence how much money will be spent on desired goods or services. Komang and Sintia (2021) conclude that incorrect pricing can be a significant loss for a company because it will make their products unsellable in the market. Customers who want inexpensive goods and services are usually highly influenced by the price factor. Dian (2021) reveal that pricing is a critical business decision that directly affects a company's revenue and profitability. Due to pricing will influence the supply or marketing channels, the decision must be aligned with the overall marketing plan. Price is the only element in the marketing mix that generates sales or revenue (profit center), while other factors, including product, place (location), and promotion, always incur costs (cost center) (Pribadi et al., 2022).

In a business context, price is a complex variable with broad impacts, not simply a figure charged for a product or service. In a broader definition, price includes all values perceived and given by customers, including the benefits gained from owning or using the product or service. Setting prices not only affects customer purchasing decisions but also the profitability and revenue of the company. Price-sensitive customers will be significant influenced by pricing, and this decision will also affect marketing and distribution channels. Therefore, pricing must be carefully and in the context of the overall marketing strategy to avoid the risk of products not selling in the market, which will ultimately be detrimental to the company. In this pricing, there are several indicators: price level, price affordability, and the appropriateness of the price with the quality of the product or service.

Service Quality

Every company is obligated to provide high-quality and satisfying services to prevent a decrease or loss of customers due to unsatisfactory service levels (Pribadi et al., 2022). Service quality is a dynamic condition in which goods, services, human resources, processes, and surroundings may either provide the required level of service quality or go above and above that level (Simanjuntak, 2023). It can be interpreted that service quality is the foundation of service, which is everything that can make consumers want to repurchase because they are satisfied with the service they get from the product or service. Service quality has a close relationship with customer satisfaction. Putra and Suska (2020) According to Wyckoff, service quality is achieved when both the desired level of quality and the ability to exert control over that desired level are present. Parasuraman argues that a service is considered to be of high

quality and satisfactory if and only if its perceived quality meets or surpasses its anticipated quality (Atmadinata, 2016). Manggala and Adirineksa (2022) explain service quality is the ability of the service provider to serve the users of said goods or services. In line with that opinion, according to Abdullah and Tantri (2019), service quality is the sum of a product's qualities that contribute to its ability to meet explicit or implicit demands. A company's service quality is considered successful if it consistently satisfies customers. Many people define service quality as the degree to which it conforms to one's expectations (Wijaya & Rahmat Alamsyah Harahap, 2019). The quality of a service is determined mostly by how well it responds to and satisfies the expectations of its users. Wijaya and Rahmat (2019) argue that service quality is the quality possessed by a company in providing service after customers make a purchase. This service assessment becomes a primary element for customers in judging the company's criteria.

Service quality is a key factor that impacts customer satisfaction and long-term loyalty. It encompasses various aspects from the product to post-purchase services and is measured based on the extent to which customer expectations are met or exceeded. Success in this regard directly influences the company's reputation and profitability. In this service quality, there are several indicators, namely: Assurance, Responsiveness, Reliability, Product Quality, and Empathy.

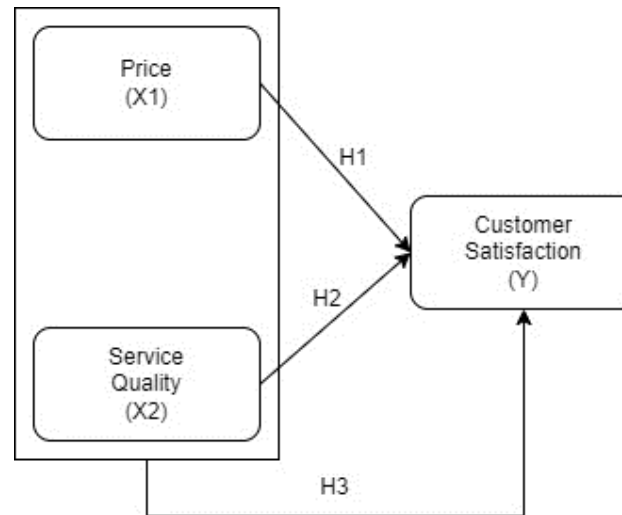
Customer Satisfaction

Satisfaction a person's satisfaction or dissatisfaction with a product (or result) depends on how well it met their expectations (Zulkarnaen & Amin, 2018). Dwi Syafutra (2021) argue Anger, discontent, aggravation, neutrality, excitement, and pleasure are all possible responses from customers after making a purchase. Benjamin (2023) define that customer satisfaction, viewed from the customer's side, is about what the customer has felt about the service provided compared to what they want. . Satisfied customers are likely to return for repeat orders and recommend the company's services to others. Therefore, companies should carefully consider the importance of providing services with a more thorough and professional approach (Pribadi et al., 2022). Customer satisfaction is an emotional condition formed from the comparison between expectations and the reality of the performance of a product or service. It includes various emotional post-purchase reactions, from disappointment to joy. Specifically, satisfaction measures whether a product or service meets needs and how customers feel after receiving the service or product. Therefore, customer satisfaction is a complex and multidimensional performance indicator, affecting loyalty and future purchasing behavior. In this Customer Satisfaction, there are several indicators, namely: customer satisfaction with the quality of service, fulfillment of customer expectations, repeat orders.

3. Research Framework and Hypothesis

A hypothesis is an initial response to the formulation of research problems, where the research problem has been formulated in the form of a question. Testing a hypothesis using statistical methods is a procedure that allows for decision-making, namely the decision to accept or reject a hypothesis being tested regarding its variables. Based on theory and the conceptual framework, the hypothesis of this research can be formulated as follows:

Figure 1. Conceptual Framework



H₁ = It is suspected that there is a positive influence of price on customer satisfaction at PT Karunia Jaya Andalan Prima.

H₂ = It is suspected that there is a positive influence of service quality on customer satisfaction at PT Karunia Jaya Andalan Prima.

H₃ = It is suspected that there is a positive influence of both price and service quality on customer satisfaction at PT Karunia Jaya Andalan Prima.

4. Research method

In this study, we analyse how PT Karunia Jaya Andalan Prima's pricing and service quality affect patron satisfaction. The subjects of this study are the customers of PT Karunia Jaya Andalan Prima, and the data collected is quantitative. The sample used to collect this data consisted from a total population of 110 customers, with the proportionate random sampling technique employed. The SMART-PLS 4 analytical tool is used to analyze the data. As the

sample size from the total population can be determined, the author employs a sample size based on the Isaac and Michael formula as follows:

$$S = \frac{\lambda^2 \cdot N \cdot P \cdot Q}{d^2 (N-1) + \lambda^2 \cdot P \cdot Q}$$

Explanation :

S : Required Sample Size

N : Number of population

P : Q = Population Proportion = 0,5

λ^2 : Chi-Square Table Value According to Confidence Level (5% = 3,841)

D : Accuracy Level= 0,05

Based on the above formulation, from a total population of 110, the number of sample units can be calculated as follows:

$$S = \frac{3,841 \times 110 \times 0,5 \times 0,5}{0,05 \times (110-1) + 3,841 \times 0,5 \times 0,5}$$

$$S = 85,68444535 \text{ (rounding to 86)}$$

5. Results and discussion

Validity and Reliability Testing

From the calculations using the SmartPLS tool, the following results were obtained:

Table 1. Square Root of AVE and Corelation Between Variable

Variable	AVE	Root of AVE
Pricing	0.640	0.800
Service Quality	0.648	0.805
Customer Satisfaction	0.706	0.840

The AVE (Average Variance Extracted) square root values of all variables are higher than the values of the correlation coefficients among constructs with other constructs, concluding that these values have good discriminant validity. From Table 2, it can be seen that the variables of pricing, service quality, and customer satisfaction can reflect each valid variable because the AVE values are > 0.50 .

Reliability Testing

Cronbach's alpha and composite dependability are the most often used statistics for gauging reliability. Cronbach's alpha is considered dependable when it has a value higher than 0.70, which indicates that the instrument is consistent (Hair, 2019). Meanwhile, the value from the Composite Reliability method is considered acceptable if it is > 0.70 but < 0.95 (Hair et al., 2019).

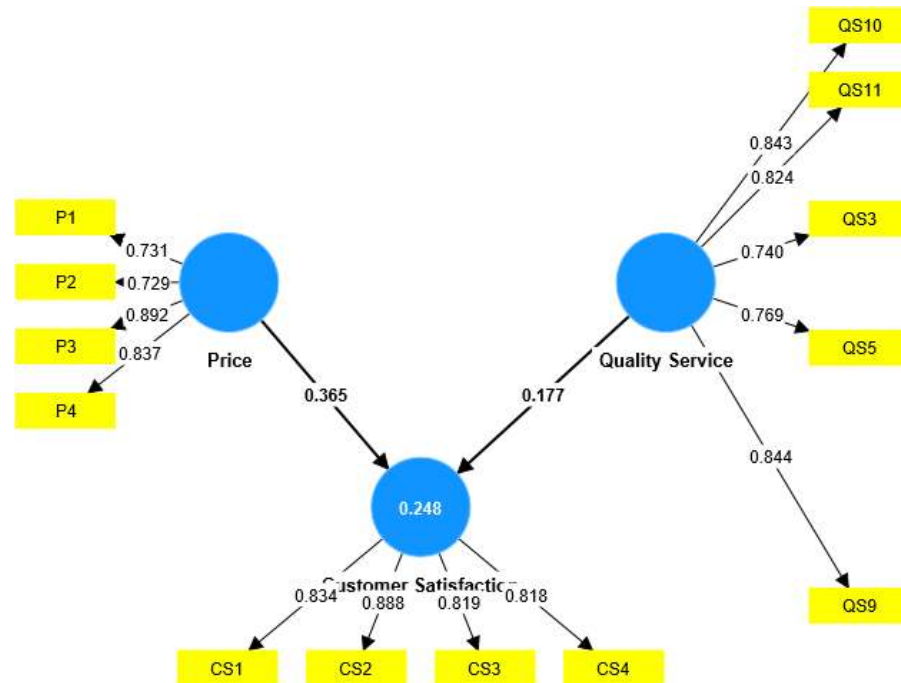
Table 2. Reliability Indicator

Variable	Composite Reliability	Cronbach's Alpha	Result
Pricing	0.876	0.812	Reliable
Service Quality	0.902	0.865	Reliable
Customer Satisfaction	0.906	0.864	Reliable

Validity Testing

In this study, convergent and discriminant validity were used to determine the reliability and accuracy of the results. Convergent validity is a scale validity test with multiple items that represent a situation where the items measuring the same construct have a variance value greater than 70% (Hair, 2019). Convergent validity is used to measure the extent to which two measures of a concept are correlated. Conclusions are drawn from a concept and then linked with an additive scale.

Figure 2. PLS Algorithm



The results of the aforementioned validity tests demonstrate that the loading factor value of each dimension is more than 0.70, indicating that the model satisfies the convergent validity criterion.

Discriminant Validity

Discriminant Validity can be observed from the cross-loading values between indicators and the measured constructs. The correlation of the measured construct with its indicators must have a higher value compared to the indicators of other constructs.

Table 3. Discriminant Validity

	Customer Satisfaction	Price	Quality Service
CS1	0.834	0.294	0.285
CS2	0.888	0.518	0.485
CS3	0.819	0.409	0.276
CS4	0.818	0.316	0.264
P1	0.347	0.731	0.509
P2	0.306	0.729	0.525

P3	0.487	0.892	0.548
P4	0.358	0.837	0.486
QS10	0.265	0.487	0.843
QS11	0.33	0.376	0.824
QS3	0.405	0.627	0.74
QS5	0.304	0.567	0.769
QS9	0.307	0.483	0.844

It is clear from the table above that latent constructs perform better than other indicators in predicting the indicators within their block. Therefore, the markers used in this investigation exhibit discriminant validity.

Direct Effect

Table 4. Indirect Effects

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values
Price → Customer Satisfaction	0.374	0.384	0.120	3.121	0.002
Quality Service → Customer Satisfaction	0.186	0.209	0.125	1.488	0.000

According to the data in Table 5, there is a positive between Price and Customer Satisfaction (as measured by a T-value of 3.121 that is larger than 1.97). The 0.374 link between these two variables demonstrates that pricing directly affects customer satisfaction. The correlation between Quality Service and customer satisfaction is 0.186, and the T-value for this hypothesis is 1.488 (higher than or equal to 1.97). Providing good service has a direct bearing on how satisfied customers are.

Discussion

The Influence of Price on Customer Satisfaction

Based on the path coefficient table, the P-value for Price (X1) → Customer Satisfaction (Y) is 0.002, meaning it is less than 0.05, and the original sample value is 0.374. Therefore, the first hypothesis is accepted, indicating a positive effect of price on customer satisfaction at PT Karunia Jaya Andalan Prima. This is supported by research conducted by (Dewi Sukaesih et al.,

2020; Bayu Putra Setiawan et al., 2021.; Solikha et al., 2020) proves that price has a positive and significant effect on customer satisfaction. This research also indicated that if the perception of price improve, then customer satisfaction increases.

The Influence of Service Quality on Customer Satisfaction

Based on the path coefficient table, the P-value for Quality Service (X2) -> Customer Satisfaction (Y) is 0.000, meaning it is greater than 0.05, and the original sample value is 0.186. Therefore, the second hypothesis is accepted, indicating a positive effect of service quality on customer satisfaction at PT Karunia Jaya Andalan Prima. This is supported by research conducted by (Dhimas & Aryadinata, 2020; Purwaningrum, 2022; Sudirman, 2022) shows that service quality has a positive effect and significant towards customer satisfaction. Futhermore, discovered that service quality is a main factor that directly influence customer satisfaction. This research also indicated there is correlation between service quality and customer satisfaction; the higher service quality, the greater customer satisfaction.

The Influence of Both of Price and Service Quality on Customer Satisfaction

The F-test is used to demonstrate whether all independent variables included in the model have a joint effect on the dependent variable. In this research, the F value will be tested using the following equation:

$$f = \frac{R^2(n - k - 1)}{k(1 - R^2)}$$

The R Square obtained from previous calculations is 0.264 (26.4%), with 2 independent variables (k) (Price and Quality of Service), a total sample size (n) of 86, and a significance level (α) of 5% used.

$$F = \frac{0,264^2(86 - 2 - 1)}{2(1 - 0,264^2)}$$

$$F = \frac{0,069(83)}{3(0,930)}$$

$$F = \frac{5,727}{2,79}$$

$$F = 2,05$$

Then, the F-table value is obtained through the F distribution table with a significance level of 5% used, as follows:

$$F_{table} = F\alpha (k, n - k - 1)$$

$$= F_{0,05} (2, 86 - 2 - 1)$$

$$= F_{0,05} (2,83)$$

$$F_{table} = 3,11$$

Following the preceding calculations, we find that the F-value is 2.05, which is less than the F-table value of 3.11, indicating that the variables Price (X1) and Service Quality (X2) have a positive but insignificant influence and contribute 26.4% (R-Square) to Customer Satisfaction (Y). Therefore, the third hypothesis might be considered confirmed. This is supported by research conducted by (Rini Dianti Fauz et al., 2022; Khairani et al., 2019; Syahrul Haqi et al., 2020) shows that price and service quality simultaneously have a positive and significant impact on customer satisfaction. This means there is a significant joint influence of price and service quality on customer satisfaction. The quality of service and pricing exert a strong and significant influence on customer satisfaction, fostering continued use of a company's services and enabling it to prevail in the competitive landscape. The three factors of service quality, pricing, and overall customer satisfaction have a robust interrelationship, playing a crucial role in sustaining the company's existence and achieving its vision and mission (Pribadi et al., 2022).

6. Conclusion

By using price and service quality as independent factors and customer satisfaction as a dependent variable, this research attempts to answer the question, "Does price and service quality influence customer satisfaction at PT Karunia Jaya Andalan Prima?". Based on the study conducted, it is concluded that the Price variable, encompassing indicators such as price competitiveness, affordability, and price appropriateness, contributes positively to Customer Satisfaction. The t-value of 3.121 and the associated P-Value of 0.002 demonstrates this is significantly different from zero. This suggests that PT Karunia Jaya Andalan Prima's pricing policy has an effect on customer satisfaction. A t-value of 1.488 and a P-value of 0.000 (below the 0.05 threshold) indicate that the Service Quality variable positively affects Customer Satisfaction. This variable covers indications such as tangibles, dependability, responsiveness, assurance, and empathy. These findings confirm that PT Karunia Jaya Andalan Prima's attention to detail in delivering high-quality service is a key factor in establishing loyal clientele. The F-test showed that when both price and service quality were considered together, the result was a favourable one for customer satisfaction. However, with an F calculated at 2.05, which is below the F-table value of 3.11, the effect is positive but not significant. Nevertheless, price and service quality simultaneously have an influence on customer satisfaction by 26.4%, as indicated by the R-Square value.

7. Implications

Important insights into consumer behavior may be gleaned from research conducted by PT Karunia Jaya Andalan Prima on the impact of price and service quality on customer satisfaction. It shows that customer satisfaction is affected by both price and the quality of the service

provided. The implications of these findings are extensive, especially in the context of business strategy and future service development.

The understanding that price has a positive effect on customer satisfaction, emphasizes the need for a more mature and integrated pricing strategy. In this case, it's not just about setting competitive prices, but also ensuring that the price structure reflects the actual value of the services offered. PT Karunia Jaya Andalan Prima should consider an in-depth analysis of consumer price sensitivity and the factors that add value to their services. This research also discusses the importance of consistent and high-quality service. This encompasses comprehensive staff training, development of customer service infrastructure, and implementation of clear operational standards. Investment in these qualitative areas will provide financial returns in the form of customer retention and satisfaction, since service quality has a substantial impact on customer satisfaction. The decision of customers to continuously use the services of PT Karunia Jaya Andalan Prima will depend on how well the company integrates and optimizes both factors simultaneously. In this regard, the company is challenged to adopt a balanced approach, such as maintaining affordable prices without reducing service quality.

In addition, these findings have significant implications for future research. Further studies could explore the specific dynamics between various customer segments and their preferences regarding price and service quality, or how minor changes in one factor can have a significant impact on customer satisfaction. This research reinforces the idea that in a competitive business, it's not just the product or price that matters, but the overall customer experience. It confirms the importance for companies to understand and respond to customer needs and expectations to build sustainable and mutually beneficial business relations.

8. Research limitations

This research has several limitations that can serve as considerations for subsequent studies to improve the quality and scope of findings, as well as to provide a more substantial contribution to the advancement of knowledge in the related field. This research has certain limitations, including a limited sample size (only 68 consumers of PT Karunia Jaya Andalan Prima throughout Indonesia in 2022 participated). This impacts the lack of understanding of a broader diversity of opinions, experiences, and backgrounds of PT Karunia Jaya Andalan Prima's customers. Future research is expected to expand the sample size and incorporate a stratification approach to ensure a broader and more balanced representation of customers in various regions in Indonesia.

Another limitation is the research duration, conducted over a three-month period from August to October 2023. This brief period is insufficient to fully comprehend the long-term dynamics concerning customer satisfaction in assessing the impact or strategic changes that might be implemented by PT Karunia Jaya Andalan Prima.

The limitations of this study are crucial for the accurate interpretation of the current

researcher's findings and as a foundation for future researchers. By designing a more comprehensive and in-depth research, they may augment the insights available for business practices and strategies, additionally scientific advancements in the major of study.

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