

The Effect Of Price And Service Quality On Consumer Satisfaction at CV. BSP Media Prima

Imran Karo Karo¹⁾, Hendro Sutomo Ginting²⁾, Irwansyah Putra³⁾

^{1,2)}Satya Terra Bhinneka University, Medan, Indonesia

³⁾Universitas Medan Area, Medan, Indonesia

*Corresponding Author

Email: imran.karokaro@satvaterrabhinneka.ac.id

Abstract

This study aims to determine the effect of price and service quality on customer satisfaction at CV.BSP Media Prima. This study is a quantitative study, using multiple regression analysis methods with analysis tools using SPSS. The population in this study were customers who purchased at CV. BSP Media Prima in Medan City whose number is unknown. The technique used to determine the sample in this study is a non-probability sampling technique with an incidental sampling technique, the unknown population is using the Cochran formula so that the sample used is 68 people. The data collection technique in this study is by distributing questionnaires. The results of the study showed that price did not have a partial effect on customer satisfaction, while service quality had a partial effect on customer satisfaction. Price and service quality have a simultaneous effect on customer satisfaction at CV.BSP Media Prima.

Keywords: Price, Service Quality, Consumer Satisfaction

INTRODUCTION

In this era of increasing globalization, the business world is growing very rapidly, one of which is the service sector, the many businesses that have emerged have resulted in an increase in the number of similar businesses causing increasingly tight competition. To deal with such a situation, entrepreneurs must be able to make decisions so that the businesses they establish can develop well. Business actors are required to be able to maintain the market and win the competition. In winning the competition, companies must be able to understand and maintain the needs and desires of their customers, by understanding the needs and desires of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers.

The service sector plays an important role in the Indonesian economy, especially with increasing needs and consumer desires and demands for get the best service. See The reality of the business world now has many engaged in the service sector, especially in the field of photography services. This is marked by the rise of photography services that have permanent place of work or work just a call.

Especially in Medan City, the rapid development of photography services has resulted in high levels of competition. Therefore, photography service companies must improve their services and competitive prices for their consumers. Good service and prices can have a positive impact on the company.

Table 1. List of Photo Studios in Medan City

| No | Photo Studio Name |
|----|------------------------------------|
| 1 | Let's Photo Studio |
| 2 | BSP Studio |
| 3 | Professional Photo & Bridal Studio |
| 4 | Monica Bridal House |
| 5 | King Photo Studio |

| | |
|----|----------------------------|
| 6 | South Island Photo Studio |
| 7 | Studio Corner |
| 8 | Pajar Pro Photo Studio |
| 9 | Topaz Hexagon Photo Studio |
| 10 | Beautiful Works Studio |

Source: Primary Data, 2024

Table 1. shows that the competition in the photo studio service business is very tight. It is important for every business to continue to improve customer satisfaction, so that customers will remain loyal.

One of the photo studios that is currently developing is CV. BSP Media Prima in Medan City, located at Jl. Setia Budi Simpang No. 307, Tanjung Sari, Medan Selayang District, Medan City, North Sumatera. BSP Studio provides services such as Pasphoto Photo Full Body, Single Photoshoot, Group Photoshoot, Couple Photoshoot, Friendship, Family Portrait, Graduation, Maternity, Prawedding, Wedding Documentation, Event Documentation, Product Photoshoot.

According to Kotler (2019) customer satisfaction is a feeling of pleasure and someone's disappointment caused by the performance or results of a product felt, compared to expectations. Every service provided by company to its consumers, it will create satisfaction value for costs that have been incurred to meet the satisfaction. One of the factors of customer satisfaction is the quality of service provided to consumers. Service quality is a form of consumer assessment, on the level of service received (perceived service) with the level of service expected (expected service). The positive impact of good service will increase customer satisfaction and loyalty as well as the desire to make repeat purchases (re-buying), which of course will increase the income received from products that have been sold. In order to compete, survive, and grow, companies are required to be able to meet customer needs and desires by providing the best and quality service. Businesses that focus on the service sector must focus on training and helping employees with good skills, broad knowledge and ideas and an attractive appearance. In relation to the above, of course for service business actors through the management of service companies it is very important to improve the quality of good, superior and perfect service, because one of the keys to the success of a service business is felt by customers.

In addition to service quality, other factors that affect consumer satisfaction are price, price is an important factor in sales, the price set must be in accordance with the consumer's economy so that consumers can buy the goods. According to Lupiyoadi (2018:136) price plays a very important role because pricing is directly related to the income received by the company, pricing decisions are also very important in determining how far services are valued by consumers, and also in building an image.

This research is also motivated by differences in research results (*research gap*) from several previous researchers, namely:

Table 2. Research Gap

| Variables | Description | Researcher |
|-------------------------------------------------|--------------------|---------------------------------------------------------|
| Price to customer satisfaction | Influential | Lumintang et al (2023) |
| | No effect | Febriansyah and Gerry Triputra (2021), Khoiriyah (2022) |
| Quality of service towards purchasing decisions | Influential | Sudigdo and Taufik (2021) |
| | No effect | Budiarno et al (2022) Wicaksono (2022) |

Source: Summary of several studies, data processed by researchers, 202 5

After looking at previous research on several variables used in the research, *a research gap is shown* in Table 1.2. which are inconsistent (inconsistencies) in the research results that are still shows varying results, so to get research results more accurate and latest researchers are interested in further research.

Hypothesis

Based on the description of the conceptual framework that has been explained regarding the influence of job satisfaction and work discipline on company value, the hypothesis in this study can be formulated as follows:

1. Price affects consumer satisfaction at CV. BSP Media Prima
2. Service quality affects customer satisfaction at CV. BSP Media Prima Price and Quality of Service affect consumer satisfaction at CV. BSP Media Prima.

RESEARCH METHODS

This research is quantitative research using multiple regression analysis method with analysis tools using SPSS. The population in this study were all customers who shopped at CV.BSP Media Prima. Where visitors from August 2024 to mid-December 2024 were approximately 210 people. The determination of the number of samples used in this study was determined using the Slovin formula so that the sample became 68 people. The technique used to determine the sample in this study was the *non-probability* sampling technique with the *incidental sampling technique*. The data collection technique was through questionnaires distributed to respondents. The operational definition and measurement of variables are as follows:

Table 3 Operational Definition and Measurement of Variables

| Variable Name | Definition | Indicator | Scale |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| Customer Satisfaction (Y) | Consumer satisfaction is the level of a person's feelings after comparing (performance or results) perceived compared to his or her expectations | 1. Conformity of Expectations 2. Interest in Returning 3. Willingness to Recommend Source: Tjiptono (2019:101) | Liqueur |
| Price (X2) | Price is an important element in the process of exchanging goods or services by consumers from producers. | 1. Affordable prices 2. Price matches product quality. 3. Price competitiveness. 4. Price matches benefits. Source: Kotler & Armstrong (2019) | Likert |
| Service quality (X3) | Service quality is centered on efforts to fulfill consumer needs and desires and the accuracy of delivery to match consumer expectations. | Tangible Reliability Responsiveness Guarantee and Assurance (<i>assurance</i>) Empathy Source: Lupiyoadi (2018:78) | Likert |

RESULT AND DISCUSSION

Data collection in this study was obtained by distributing questionnaires to respondents who came to shop. The sample of this study was 68 customers who shopped at CV. BSP Media Prima. Distribution of questionnaires to respondents by distributing questionnaires directly and explaining a little about how to fill them out.

The complete distribution of the research questionnaire is presented in table 4 below:

Table 4. Distribution of Questionnaires

| Information | Number of Questionnaires | Percentage |
|--------------------------------|--------------------------|------------|
| Distribution of questionnaires | 68 | 100% |
| Unreturned questionnaires | 0 | 0% |
| Returned questionnaire | 68 | 100% |
| Processable questionnaire | 68 | 100% |

Source: Primary Data, processed 2025

Based on Table 4, a total of 68 questionnaires were distributed to all customers who shopped at CV. BSP Media Prima.

The characteristics of the respondents can be seen as follows:

Table 5. Respondent Data

| Information | Amount | Percentage |
|----------------|--------|------------|
| Gender: | | |
| -Man | 27 | 40% |
| -Woman | 41 | 60% |
| Age: | | |
| <20 | 6 | 9% |
| 20-30 | 26 | 38% |
| 31-40 | 23 | 34% |
| 41-50 | 9 | 13% |
| >50 | 4 | 6% |

Source: Primary Data, processed 2025

Based on Table 5, it shows that out of 68 people, the highest respondents based on gender in this study were male, as many as 26 respondents, while female respondents were 46 respondents. Respondents based on age in this study were 6 respondents aged <20 years, 26 respondents aged 20-30 years, 23 respondents aged 31-40 years, 9 respondents aged 41-50 years and 4 respondents aged >50 years.

Classical Assumption Test

Normality test

Table 6. One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 68 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.81481496 |
| Most Extreme Differences | Absolute | .082 |
| | Positive | .035 |
| | Negative | -.082 |
| Test Statistics | | .082 |

Asymp. Sig. (2-tailed) |.200 c,d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The results of the Kolmogorov-Smirnov analysis show that the significance value is > 0.05, namely 0.200, so the data is normally distributed.

Heteroscedasticity test

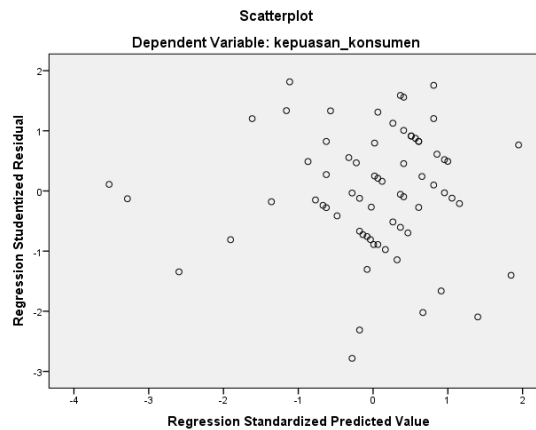


Figure 2 scatterplot

Based on the scatterplot above, it can be seen that the points are spread randomly, do not form a particular pattern or are irregular and the points are also spread above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity.

Multicollinearity Test

Table 7. Multicollinearity Test

| Variables | Collinearity Statistics | |
|--------------------|-------------------------|-------|
| | Tolerance | VIF |
| Price | .998 | 1.002 |
| Quality of Service | .998 | 1.002 |

Source: SPSS Processed. 2025

If the VIF value is less than 5 and the tolerance value is more than 0.10, it is concluded that there is no multicollinearity in the regression model, and vice versa. If the VIF value is greater than 5 and the tolerance value is less than 0.10, it is concluded that there is multicollinearity in the regression model.

In Table 7 it can be seen that each independent variable is: *tolerance value* 0.998 > 0.1 VIF 1.002 < 5 of each independent variable.

It can be concluded that there is no multicollinearity.

Multiple regression analysis

Multiple Linear Regression is intended to determine the linear relationship between several independent variables (X) with the dependent variable (Y). The regression equation model is:

Table 8. Multiple Regression

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 11,372 | 3,687 | | 3,085 | .003 |
| Price | .162 | .105 | .143 | 1,538 | .129 |
| Quality of Service | .556 | .080 | .643 | 6,932 | .000 |

Based on Table 8 above, the following equation can be formed:

$$Y = 11.372 + 0.162 X_1 + 0.556 X_2$$

Information:

- a) The constant of 11.372 means that if the price and quality of service are 0, then the variable on consumer satisfaction (Y) that occurs is 11.372.
- b) The regression coefficient of the price variable (X1) is 0.162, meaning that if the other independent variables remain the same and the price increases by 1%. The coefficient is positive, meaning that there is a positive relationship between price and consumer satisfaction.
- c) The regression coefficient of the service quality variable (X2) is 0.556, meaning that if the other independent variables remain the same and motivation increases by 1%. The coefficient is positive, meaning that there is a positive relationship between service quality and consumer satisfaction.

t-test (partial)

This test is conducted to determine whether the proposed hypothesis is accepted or rejected using the t statistic (Partial Test). The results of the t statistic test (partial test) are as follows:

Table 9. t-Test (Partial)

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 11,372 | 3,687 | | 3,085 | .003 |
| Price | .162 | .105 | .143 | 1,538 | .129 |
| Quality of Service | .556 | .080 | .643 | 6,932 | .000 |

a. Dependent Variable: Customer_Satisfaction
Source: SPSS Processed. 2025

Based on Table 9, the processed results of the SPSS model, it can be concluded that the results of the significance or influence of the independent variables on the dependent variables are as follows:

- a) calculated t value for price is 1.538 with a significance level of 0.129, so the price variable does not affect consumer satisfaction with a calculated t value (1.538) < t_{table} (1.996) and a significant value (0.129) > 0.05.
- b) calculated t value for service quality is 6.932 with a significance level of 0.000, so the service quality variable has an effect on consumer satisfaction with a calculated t value (6.932) > t_{table} (1.996) and a significant value (0.000) < 0.05.

f-test (Simultaneous)

Table 10. f Test (Simultaneous)

| ANOVA ^a | | | | | |
|--------------------|----------------|----|-------------|--------|-------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 Regression | 174,317 | 2 | 87,159 | 25,673 | .000 ^b |
| Residual | 220,668 | 65 | 3.395 | | |
| Total | 394,985 | 67 | | | |

a. Dependent Variable: Customer_Satisfaction
b. Predictors: (Constant), Price, Service Quality

In Table 10 it can be seen that the calculated F value is 25.673 with a significance level of 0.000. With the use of a significance level (α) of 5%. Based on the table obtained F_{count} is $25.673 > F_{table}$ 3.14 and sig value $0.000 < 0.05$, this shows that there is a significant influence simultaneously of the variables of price and service quality on consumer satisfaction.

Coefficient of Determination

The coefficient of determination is used to see the ability of the independent variable to explain the dependent variable, where the *Adjusted R Square value* is close to one, then the independent variable provides almost all the information needed to predict the variation of the dependent variable.

Table 11. Coefficient of Determination

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .664 ^a | .441 | .424 | 1.84252 |

a. Predictors: (Constant), Price, Service_Quality

coefficient test in Table 11 show that:

- 1) The value of $R = 0.664$ which means the relationship between the variables of price and service quality to consumer satisfaction is 66.4%. This means that the relationship is close.
- 2) *Adjusted R Square* is 0.424, which means that 42.4% of consumer satisfaction factors can be explained by price and service quality, while the remaining 57.6% is explained by other factors not examined in this study.

The Influence of Price on Consumer Satisfaction

The results of the hypothesis are known to have a t statistic value of 1.538 < 1.996 and a P Value of 0.129 > 0.05, thus it can be concluded that the price variable does not have a significant effect on customer satisfaction. This shows that price is not an important thing for consumers to continue using the services of CV. BSP Media Prima. Consumers feel that the quality of the product or service is much more important than the price, so their satisfaction will be more influenced by this aspect. For customers who are loyal to a brand or company, price may not affect their satisfaction too much. They may prefer to continue buying products or services from a particular brand even though the price is higher than competitors, because they already have a strong emotional connection or trust in the brand.

The results of this study are in line with research conducted by Febriansyah and Gerry Triputra (2021), Khoiriyah (2022) that price does not affect consumer satisfaction. This study is also supported by the results of research by Sudigdo and Taufik (2021) which states that price does not affect consumer satisfaction.

The Influence of Service Quality on Consumer Satisfaction

The results of the hypothesis are known t statistic value $6.932 > 1.996$ and P Values are $0.000 < 0.05$, thus it can be concluded that the service quality variable has a significant effect on customer satisfaction. This shows that service quality has a very important role in creating customer satisfaction. Consumer perception of the good or bad of a company depends on the suitability and desire of the service they receive. Service provider companies, the service provided becomes a benchmark for customer satisfaction. If the service felt is smaller than what is expected, consumers will feel disappointed and will not be satisfied with the service and will have an impact on customers leaving the company.

The results of this study are in line with research conducted by Sudigdo and Taufik (2021) which states that service quality affects consumer satisfaction. This study is also supported by research results which state that service quality affects consumer satisfaction.

The Influence of Price and Service Quality on Consumer Satisfaction

The results of the hypothesis are known to have a statistical f value of $25.673 > 3.14$ and a P Value of $0.000 < 0.05$, thus it can be concluded that the variables of price and service quality have a significant effect on customer satisfaction. This shows that price is one of the variables that can be controlled and determines whether or not a service is accepted by consumers. Price depends on the policy made by the company. This can be compared with the prices of similar products offered by other companies. In implementing the price of a product or service, the company must always pay attention to the extent to which consumers expect the benefits/services received by consumers. The higher the price of a product or service, the higher the expectations that must be met by the company. If there is a gap between expectations and company performance, consumers will feel disappointed or dissatisfied.

Quality Service Quality has an important role in creating customer satisfaction. Customer perception of the company's Service Quality, whether good or not, depends on the suitability and desire for the Service Quality they receive. Service provider companies, the Service Quality provided becomes a benchmark for customer satisfaction. If the quality of the perceived Service Quality is smaller than expected, customers will feel disappointed and dissatisfied and even have other negative impacts on the company. Basically, customer satisfaction is a condition where the desires, needs and hopes of customers can be fulfilled by the goods or services consumed. namely, if consumer hopes exceed what is expected, then consumers will feel satisfied

The results of this study are in line with research conducted by Arsyad (2022) which states that price and service quality influence consumer satisfaction.

CONCLUSION

Based on the results of the data analysis and discussion that has been carried out, this study produces the following three conclusions:

1. Price does not affect consumer satisfaction at CV. BSP Media Prima.
2. Service quality has a positive and significant effect on consumer satisfaction at CV. BSP Media Prima.
3. Price and service quality simultaneously influence consumer satisfaction at CV. BSP Media Prima.

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