Research Paper

Managing Price and Service Quality to Increase Customer Satisfaction

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Abstract
This study aims to test and analyze: (1). Effect of price and service quality on customer satisfaction. (2) The effect of price on customer satisfaction, (3) The effect of service quality on customer satisfaction. The population in this study were all customers of the Zahrah Syariah Kendari hotel who had used the services of the Zahrah Syariah Kendari hotel with a sample size of 153 respondents. The analysis used to answer the hypothesis in this study is multiple linear regression analysis. The results of the study obtained several conclusions, namely (1) price and service quality together have a positive and significant effect on customer satisfaction, (2) price has a positive and significant effect on customer satisfaction, (3) service quality has a positive and significant effect on customer satisfaction.
Keywords: Price, Service Quality, Customer Satisfaction.

I. Introduction

Hotel Zahra Syariah is the first hotel to use the Sharia label in Kendari City. This hotel is a 3-star hotel offering 74 rooms consisting of various types of rooms, namely superior twin, superior double, deluxe twin, deluxe double and suite room. The location is on Jalan H. Edy Sabara No. 1 A, Mandonga Hotel Zahra Syariah also provides a spacious banquet hall, which can also hold meetings, weddings, and a conference room equipped with modern meeting facilities.

In several studies that price and service quality have a significant effect on customer satisfaction (Eko Yuwananto, 2011). Indicators of customer satisfaction according to Yuwananto (2011) namely customers will be satisfied if they get an affordable price, the affordability of prices attracts customers to stay at the hotel. Meanwhile, according to Agung (2018) that price has no effect on customer satisfaction and service quality has no positive and insignificant effect on customer satisfaction.

In the research of Dwi Aryiyani and Febriana Rosinta (2010) argued that there is a positive and significant influence of service quality on customer satisfaction. This is because the satisfaction felt by the customer is the result of the respondent's (customer) assessment based on the experience of the services provided by the hotel. Thus it can be explained that if the better the quality of the services provided or carried out, then the satisfaction of hotel customers as served will also be even better. So that later the service quality of the Zahra Kendari Hotel will have a positive and significant effect on customer satisfaction itself.

II. Literature Review and Hypothesis

2.1. The Effect of Price and Service Quality on Customer Satisfaction

According to Kotler (2012: 177) customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions or impressions of the performance (results) of a product and their expectations. Meanwhile, according to Tjiptono (2011: 146) customer satisfaction or dissatisfaction is the customer's response to the evaluation of discrepancies or disconfirmation, which is felt between previous expectations (or other performance norms) and the actual performance of the product that is felt after use.

According to Lupiyoadi (2001: 158) there are several factors that influence customer satisfaction, including:

1. Product quality; Customers will be satisfied if the results of their evaluation show that the products they use are of high quality.

2. Service quality; Customers will be satisfied if they get good service or according to expectations.

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3. Emotional; Customers will feel proud and gain confidence that other people will be amazed if someone uses a branded product and tends to have higher satisfaction. The satisfaction that is obtained is not because of the quality of the product but the social value that makes customers satisfied with certain brands

4. Price; Products that have the same quality but charge relatively cheap prices will provide higher value to customers.

5. Fees; customers who do not need to incur additional costs or do not need to waste time getting a product or service tend to be satisfied with the product or service.

According to Hawkins and Lonney quoted in Tjiptono (2011: 101) the attributes forming satisfaction consist of:

1. Conformity of expectations; is the degree of conformity between the product performance expected by the customer and that felt by the customer.

2. Interest to visit again; is the willingness of customers to revisit or repurchase related products

3. Willingness to recommend; is the willingness of customers to recommend products they have experienced to friends or family.

The results of research by Eko Yuwananto (2011), Malik et al (2012), Kaura et al (2014), Alzena et al (2020) show that price and service quality have a significant effect on increasing customer satisfaction. Based on this study, the first hypothesis proposed is:

Hypothesis 1:   Price and service quality have a significant effect on customer satisfaction

2.2. Effect of Price on Customer Satisfaction

Price is the amount of money billed for a product or service or the amount of value exchanged by customers to obtain the benefits of having or using a product or service according to Kotler and Keller (2012: 31). Price is the amount of money needed to get a number of combinations of goods and services (Yuwananto, 2011). Companies should set prices appropriately in order to be successful in marketing goods or services. Price is the only element of the marketing mix that provides income or income for price. The only element of the marketing mix is flexible, meaning it can be changed quickly. Meanwhile, according to Djaslim Saladin (2011: 159) who argues that price is a component of the marketing mix that produces the company, while the other three elements (product, distribution and promotion) cause costs. Customers' views of prices (high, low and normal) have a strong influence on purchase intentions and satisfaction Schiffman and Kanuk (2007, p.173).

According to Kotler and Armstrong (2012: 278) there are four indicators that characterize prices, namely:

1. Affordability of prices; the prices given by companies for their products can be reached by consumers.

2. Conformity of price with product quality; The price given by the company for its products is in accordance with the quality of the products they produce.

3. Price competitiveness; In the market, the company should also pay attention that what is given has high competitiveness against its competitors. If the price given is too high above the price of competitors then the product does not have good competitiveness.

4. Compatibility of price with benefits; the benefits of the product owned must be in accordance with the price given by the company for their product.

The results of the research by Eko Yuwananto (2011), Malik et al (2012), Kaura et al (2014), Alzena et al (2020) show that price has a significant effect on increasing customer satisfaction. Based on this study, hypothesis 2 is proposed:

Hypothesis 2: Price has a positive and significant effect on customer satisfaction

2.3. The Effect of Service Quality on Customer Satisfaction

According to Parasuraman (Lupiyoardi, 2001: 138) says that the quality of service is how far the difference between the expectations and reality of customers for the service they receive. Service quality can be identified by comparing customer perceptions of the service they actually receive with the actual service they expect. According to Wykof (Wisnalmawati, 2005) service quality is the expected level of excellence and control over the level of excellence to fulfill customer desires. If the service received is in accordance with what the customer expects, then the service quality is perceived as ideal. Conversely, if the service received is lower than expected, then the service quality is considered bad (Tjiptono, 2011: 121).

There are five dimensions used to measure service quality according to Parasuraman (Tjiptono, 2011:70), namely:

1. Tangibles; physical evidence, namely the ability of a company to show its existence to external parties. Appearance and ability, the company's physical facilities and infrastructure or the condition of the surrounding environment are clear evidence of the services provided by the service provider.

2. Empathy; provide sincere and individual or personal attention given to customers by trying to understand customer desires.

3. Reliability; Reliability is the company's ability to provide promised services accurately and reliably.

4. Responsiveness; responsiveness, namely a willingness to help and provide fast (responsive) and appropriate services to customers, by conveying clear information.

5. Assurance; assurance and certainty, namely knowledge, courtesy, and the ability of company employees to foster customer trust in the company.

The results of research by Eko Yuwananto (2011), Malik et al (2012), Kaura et al (2014), Alzena et al (2020) show that service quality has a significant effect on increasing customer satisfaction. Based on this study, hypothesis 3 is proposed:

Hypothesis 3: Service quality has a positive and significant effect on customer satisfaction

III. Research methods

This study uses an associative research approach, namely research that aims to determine the relationship between two or more variables (Sugiyono, 2012: 100). As for what is linked in this study are the independent variables, namely price and service quality to the dependent variable, namely customer satisfaction.

The population in this study are all customers who stay at the Zahra Syariah Kendari hotel. There were constraints on time, cost, and access due to social restrictions during the Covid-19 pandemic, especially in March - July 2020, so the number of samples in this study was limited to 153 people.

Data collection was carried out in 3 ways, namely observation during pre-research to observe phenomena in the object of research, literature study to find documents and literature that can be used as information material to confirm phenomena in the field, and using questionnaires in conducting surveys to obtain the required data. The data analysis used was descriptive statistical analysis to analyze and present quantitative data with the aim of knowing the description of the company that was used as the research sample, and multiple linear regression analysis was carried out to determine the extent to which the independent variables affect the dependent variable either simultaneously or partially.

IV. Research Results and Discussion

4.1. Results of Descriptive Statistical Analysis

Respondents in this study were all customers who stayed at Hotel Zahra Kendari, totaling 40 people. Based on the results of the study it was found that the Zahra Syariah Kendari hotel customers who were the respondents to this study were more male, namely 67.5%, based on age dominated by hotel customers aged 31-40 years as many as 23 people or 57.5% and customers hotels aged 41-50 years as many as 12 people or 30%, based on the frequency of stay dominated by customers who stay 2 times or 40% and 3 times or 27.5%. Meanwhile, based on the reason for staying, the respondents said that the service was quality, namely 27 people or 67.5%, and the reason for cheap service was 10 people or 25%, while the reasons for syar'ii were only 3 people or as much as 7.5%.

Based on the respondents' answers, it can be explained that customer satisfaction at the Zahra Syariah Kendari Hotel, according to the respondents' perceptions, is in the good category, namely 4.09. This result means that respondents perceive the customer is satisfied. The indicator perceived by respondents with the highest average value in describing customer satisfaction at the Zahra Syariah Kendari Hotel is an indicator of conformity with expectations which obtains a value of 4.38 or is perceived as good. This can be interpreted that the respondents perceive customer satisfaction at the Zahra Syariah Kendari Hotel which is highly reflected in the customers feeling satisfied staying at the Zahra Syariah Kendari Hotel's customer satisfaction because the service is in line with customer expectations. The customer satisfaction indicator that obtained the lowest average score according to respondents' perceptions was an indicator of interest in revisiting, which was equal to 3.88 or was perceived to be in the good category. This can be explained that the respondent perceives that even though the intention to visit again is rated the lowest, the intention to return to the customer remains high but is not the main cause of customer satisfaction.

Respondents' responses regarding prices were perceived by respondents as being in the good category, namely obtaining a mean value of 3.63. These results indicate that respondents consider the price offered by the Zahra Syariah Kendari Hotel to be good where according to the respondent's perception the price offered for services to stay at the Zahra Syariah Kendari Hotel such as price affordability, price suitability with product quality, price competitiveness and price suitability with the benefits provided is in accordance with what the customer wants. The price indicator perceived by respondents as the most powerful indicator in describing the price of the Zahra Syariah Kendari Hotel is an indicator of price competitiveness, namely obtaining an average value of 3.73 or perceived as good. This average value can be interpreted that the prices offered by the Zahra Syariah Kendari Hotel have good (high) competitiveness. The price indicator perceived by respondents as the lowest rated indicator in describing the price of the Zahra Syariah Kendari Hotel is price compatibility with benefits, namely obtaining an average value of 3.43 but the average price suitability value is even though it is perceived as the lowest indicator in describing the price of the Zahra Syariah Kendari Hotel but the average value of these prices is in the good category but is perceived as not optimal by the respondents.

Respondents' responses regarding service quality obtained an average value of 3.60 or it could be categorized as good. These results can be interpreted that the service quality of the Zahra Syariah Kendari Hotel is good, in terms of physical evidence, reliability, responsiveness, assurance and empathy. Respondents' perception

of the indicator that most strongly describes the service quality variable is the guarantee indicator, namely obtaining an average value of 3.63 where respondents perceive the best service quality, namely the guarantee that the Zahra Syariah Kendari Hotel provides quality services using professional employees so that they are able to provide quality services. good. The service quality indicator that is perceived as low by respondents is the responsiveness indicator, which is equal to 3.56. Although the average value of this responsiveness indicator is lower than other service quality indicators, the average perceived responsiveness is in the good category where respondents perceive that the responsiveness of Zahra Syariah Kendari Hotel employees in serving customer complaints is good, employees are responsive in providing proper service and employees of the Zahra Syariah Kendari Hotel are always willing to help their customers.

4.2. Results of Multiple Linear Regression Analysis and Discussion

A summary of the results of multiple linear regression analysis calculations in this study can be seen in Table 4.1 below:

Table 4.1. Summary of Multiple Linear Regression Analysis Results

No	Independent Variabel	Regression coefficient (β)	t Stat	t Sig
1.	Price	0.375	2.120	0.041
2.	Service Quality	0.572	3.228	0.003
R		= 0.934		
R Square (R^2)		= 0.873		
F hitung		= 127.068		
F sig		= 0.000		
Standar Error		= 0,837		

Based on the results of the multiple linear regression analysis shown in Table 4.1 above, the results can be explained as follows:

1. The R value of 0.934 indicates that the correlation between price and service quality variables with customer satisfaction is very strong, this is because the resulting R value is close to 1.

2. The value of the coefficient of determination (R^2) of 0.873 indicates that 87.3 percent of the variation in the dependent variable of customer satisfaction is explained or explained by the independent variables; price and quality of service. The other 0.127 or 12.7 percent value is explained by other variables not included in the model. After the data is analyzed, the regression equation model is obtained as follows:

$$Y = 0.375 \, X_1 + 0.572 \, X_2 + e$$

Hypothesis 1: Effect of Price and Service Quality on Customer Satisfaction

The results of simultaneous hypothesis testing show that the probability level (F sig.) is 0.000. The resulting probability level (F Sig.) is smaller than the specified level of significance (α) which is equal to 0.05. The research hypothesis which states that price and service quality simultaneously have a positive and significant effect on customer satisfaction at the Zahra Syariah Kendari Hotel is acceptable.

Hypothesis 2: Effect of Price on Customer Satisfaction

The partial test results show that the effect of price on customer satisfaction obtains a regression coefficient of 0.375 with a probability value (t sig.) of 0.041. The resulting probability value is smaller than the specified level of significance (α) which is equal to 0.05. These results indicate that the hypothesis which states the variable "price has a positive and significant effect on customer satisfaction", can be accepted.

Hypothesis 3: The Effect of Service Quality on Purchasing Decisions

The partial test results show that the service quality variable obtains a regression coefficient of 0.572 and a probability value (sig.) of 0.003. The resulting probability value is smaller than the specified level of significance (α) which is equal to 0.05. These results indicate that the hypothesis which states the variable "service quality has a positive and significant effect on customer satisfaction", is acceptable.

4.3. Discussion

The discussion of the results of testing the effect of price and service quality on customer satisfaction at the Zahra Syariah Kendari Hotel can be described as follows:

4.3.1. The Effect of Price and Service Quality on Customer Satisfaction

The results of hypothesis testing indicate that simultaneously the price and service quality variables have a strong influence on customer satisfaction at the Zahra Syariah Kendari Hotel. This finding can be explained that the more appropriate or affordable the price of the Zahra Syariah Kendari hotel and the better the service quality of the Kendari Zahra Syariah Hotel, the higher the customer satisfaction of the Zahra Syariah Kendari Hotel.

The findings of this study are supported by the opinion of Kotler and Armstrong, (2012: 231) which state that consumer behavior is strongly influenced by cultural, social, personal, and psychological factors. The results of

this study found that price and service quality have a strong role in influencing customer satisfaction at Hotel Zahra Syariah Kendari.

This study found that price and service quality have a strong relationship and have a significant effect on increasing customer satisfaction. significant effect on customer satisfaction. The research results of Malik et al (2012) show that price and service quality are factors that have an important role in increasing customer satisfaction, where the findings of Malik et al (2012) show that simultaneously price and service quality have a significant effect on customer satisfaction. The results of this study support the research findings of Malik et al (2012) which in this study also found that price competitiveness and affordable prices also provide guarantees of satisfying service quality and service from professional employees, physical evidence and empathy owned by Zahra Syariah Hotel A good kendari plays an important role in increasing customer interest in returning and making customers feel satisfied because it is in accordance with what customers expect.

4.3.2. Effect of Price on Customer Satisfaction

The results of hypothesis testing indicate that price has a significant effect on increasing customer satisfaction at the Zahra Syariah Kendari Hotel. This finding can be explained that customer satisfaction at the Zahra Syariah Kendari Hotel is influenced by price competitiveness, price affordability, prices according to product quality received by customers and prices according to the benefits perceived by customers.

The results of this study expand the empirical evidence of research findings by Kaura et al (2014) who found that price fairness is very important in influencing human behavior when he feels satisfied, where according to Kaura et al (2014) price has a positive and significant effect on customer satisfaction and the biggest contribution to satisfaction Customers are human behavior, which means that when the customer feels fair, the price paid will make the customer feel satisfied and the behavior shown from satisfaction is repurchasing. The findings of this study also indicate that price plays an important role in satisfying customers, where affordable prices and prices in accordance with the services received by customers will make customers interested in making return visits to the Zahra Syariah Kendari Hotel.

The results of Qalati et al (2019) research which found that price can directly increase customer satisfaction, Qalati's findings (2019) are in line with the findings of this study which states that price is an important factor for making customers of the Zahra Syariah Hotel Kendari, where the results of the research This shows that the affordability of prices and prices that are in accordance with the services received by customers will make customers happy and interested in making return visits.

The results of this study also support the research findings of Alzena et al (2020) which show that price is an effective factor in increasing customer satisfaction. The research results of Alzena et al (2020) are supported by the findings of this study which show that prices that are affordable for customers and prices perceived by customers are in accordance with the quality of service perceived will make customers feel satisfied because they are in accordance with their expectations and generate customer interest to visit again.

This study differs from the findings of Malik et al (2012) who found that price is a factor that has an important role in influencing customer satisfaction, but the direction of influence is negative. This study found that price is one of the important factors that influence customer satisfaction where price has an impact on increasing customer satisfaction.

4.3.3. The Effect of Service Quality on Customer Satisfaction

The results of hypothesis testing indicate that service quality has a positive and significant effect on customer satisfaction at the Zahra Syariah Kendari Hotel who has stayed and used the services at the Zahra Syariah Kendari Hotel. This result can be interpreted that although price is an important factor that needs to be considered in increasing customer satisfaction, the results of this study prove that service quality is still more important to maintain and even improve. This finding is consistent with the characteristics of respondents who indicated that the highest reason for customers to stay and use the services of the Zahra Syariah Kendari Hotel was the reason for the Zahra Syariah Kendari Hotel to provide quality services.

The results of this study found that service quality has an important role in influencing customer satisfaction at Zahra Syariah Kendari Hotel to use services and stay at Zahra Syariah Kendari Hotel. This result is in line with the research findings of Manoppo (2013) which shows that better service quality will make hotel customers more satisfied and will return to Hotel Grandpuri Manado. The findings of this study found that the quality of service is getting better as there is a guarantee that the Zahra Syariah Kendari Hotel provides quality services and the Zahra Syariah Kendari Hotel uses professional people in delivering its services to customers will make customers more satisfied and interested in visiting again.

The results of this study provide support for the research findings of Kaura et al (2014) which showed that service quality has a significant effect on customer satisfaction, which in this study found that satisfied customers stayed at the Zahra Syariah Kendari Hotel because they felt the perceived quality of service at the Zahra Syariah Hotel Kendari was already well and they visited again for reasons of service quality at the Zahra Syariah Kendari Hotel.

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