The Effect of Service Quality and Price on Customer Satisfaction at Zia Motor Workshop, Subang District, Subang Regency

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Abstract

This study aims to determine the effect of Service Quality and Price on Customer Satisfaction at the Zia Motor Workshop, Subang District, Subang Regency. The research method uses a quantitative approach with descriptive and verification designs. Sampling in this study used simple random sampling of 94 respondents who were customers of the Zia Motor Workshop, Subang District, Subang Regency. Data were collected with a questionnaire that had been tested for validity and reliability. The results of this study were analyzed using multiple linear regression analysis and processed using the IBM SPSS statistics 29 application. The results of this study indicate that service quality does not have a significant effect on customer satisfaction. This is evidenced by the significant value obtained sig. $0.094 > 0.05$ or $T_{count} = 1.692 < T_{table} = 1.986$, then H0 is accepted and H1 is rejected. Price has a significant effect on customer satisfaction. This is proven by the Price obtained a significant value of $0.001 < 0.05$ or $T_{count} = 9.96 > T_{table} = 1.986$, so H0 is rejected and H1 is accepted. And service quality and price have a significant effect on customer satisfaction together, with a sig. value of $0.001 < 0.05$ or $F_{count} = 9.96 > F_{table} = 2.70$ and therefore, H0 is rejected and H1 is accepted.

Keywords: Service Quality, Price, Customer Satisfaction, Zia Motor Workshop

Introduction

In today's era, where everything is demanded to be fast and instant, people demand something that is quick, easy, and practical. This is compounded by the increasing population growth. Not only is equipment needed in industry to simplify work, but it's also needed in everyday life. Owning a private vehicle, whether two-wheeled or four-wheeled, is numerous. Owning a private vehicle significantly simplifies daily mobility. Motorcycles are a popular mode of transportation for Indonesians. This is due to their affordability and their tendency to be more practical and user-friendly. It's no surprise, then, that many Indonesians use motorcycles for their daily needs.

According to the data from the West Java Central Statistics Agency (BPS), the number of motorized vehicles in Subang Regency has fluctuated. The data above shows that in 2020, the number of motorcycles was 402,836 units. It then decreased in 2021 to 394,115 units, rose again

in 2022 to 400,362 units, remained flat in 2023, and then increased again to 407,182 units in 2024.

Subang Regency is one of the regencies that lacks road maintenance, due to the many dark streets with minimal streetlights. This was only addressed by the street lighting authority in 2024, stating, "Starting this year, there is a new regulation: 10 percent of the targeted PPJ revenue of over IDR 90 billion will be returned to the Transportation Agency for street lighting maintenance, for example, repairing damaged street lights, replacing burned-out ones, and other purposes. Previously, there was no such regulation," he explained. This statement suggests that the government has neglected roads in Subang Regency.

Based on the street light's statement, one factor that has driven Subang residents to install motorcycle spotlights is that they provide brighter, longer-reaching light from their vehicles. Motorcycle spotlights offer many benefits, including increased lighting, assistance in inclement weather such as fog or heavy rain, increased driving safety, and enhanced motorcycle appearance.
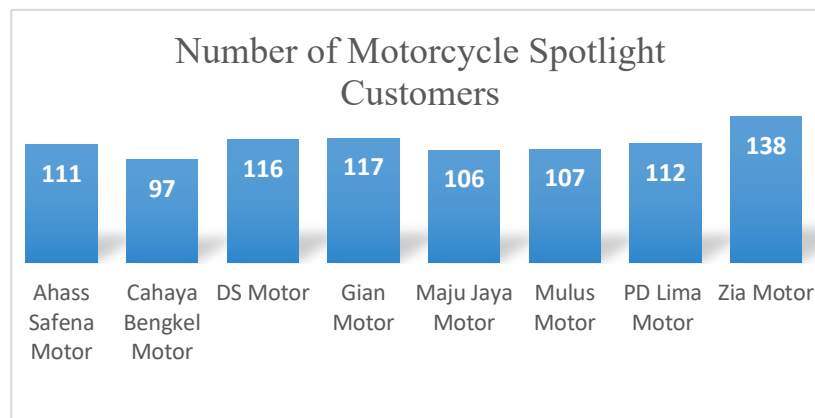

Figure 1. Graph of Number of Motorcycle Spotlight Sales

Based on the researcher's observational data regarding motorcycle spotlight sales in 2024, the Ahass Safena Motor workshop sold 111 spotlights, Cahaya Bengkel Motor sold 97 spotlights, DS Motor workshop sold 116 spotlights, Gian Motor workshop sold 117 spotlights, Maju Jaya Motor workshop sold 106 spotlights, Mulus Motor workshop sold 107 spotlights, PD Motor sold 112 spotlights, and Zia Motor workshop sold 138 spotlights. Zia Motor workshop sold the most spotlights, a factor that can be considered by potential consumers when choosing a place to install motorcycle spotlights in Subang District, Subang Regency.

One of the reasons the researcher chose Zia Motor Workshop as the research location was its relatively large customer base, which was almost always full every day. This made it easier for the researcher to obtain respondents for further research. The following data supports this statement:
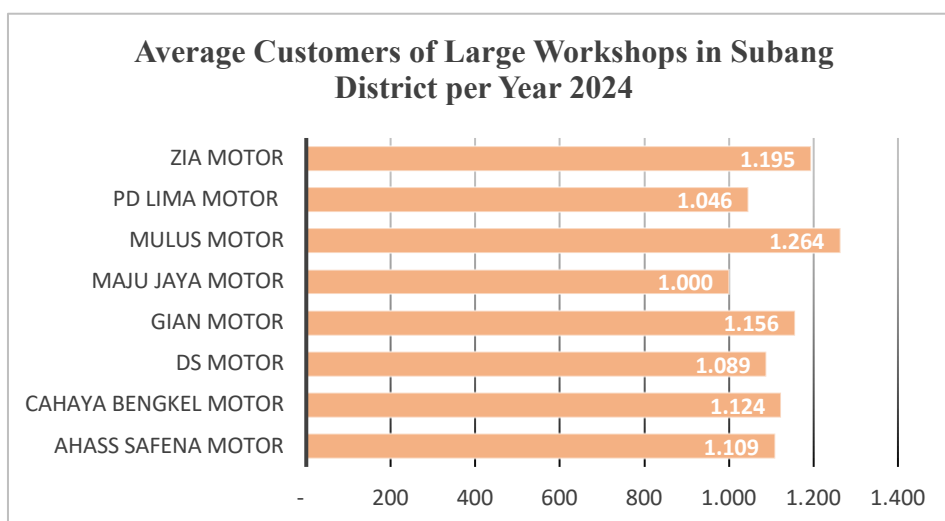

Figure 2. Graph of Average Customers at Large Workshops by 2024

The data above shows that of the eight largest and most comprehensive workshops in Subang District, Mulus Jaya Motor has the highest average customer base, with an average monthly customer base of 1,264, followed by Zia Motor with an average monthly customer base of 1,195. The other six workshops averaged fewer than 1,195 customers visiting and/or purchasing.

The number of customers visiting is influenced by customer satisfaction with the business. According to Kotler and Keller (Sesaria, 2020), satisfaction is a person's feeling of pleasure or disappointment arising from comparing a product's perceived performance (or outcome) to their expectations. Customer satisfaction is the activity of meeting customer needs and desires. Fulfilling these needs and desires leads to feelings of pleasure or disappointment regarding the comparison between perceived performance and expectations.

Data on customers who visited the Zia Motor Workshop in 2024 showed fluctuations in the number of customers. This was due to customers not visiting the Workshop every month. This could be a consideration for the Workshop to focus more on customer satisfaction so that

customers remain loyal and consistently service their motorcycles at the Workshop. The following data shows the number of customers visiting the Workshop throughout 2024.

Literature Review

Service Quality

According to Lewis & Booms (in Tjiptono 2020, p. 142), service quality can be defined as a measure of how well the level of service provided meets customer expectations. Kasmir (in Gahari, T., 2024) defines service quality as the actions or deeds of an individual or organization aimed at satisfying customers or employees. Kotler & Keller (in Kharisma, D., Simatupang, S., & Hutagalung, H., 2023) defines service quality as the completeness of a product or service's features that have the ability to satisfy a need. Abubakar (in Aprilliani, S., & Meryati, A., 2021) defines service quality as a company's ability to provide superior service compared to its competitors. According to Tjiptono & Chandra (2020), to measure the quality of service expected by customers, it is necessary to know the criteria, dimensions, or indicators used by customers in assessing the service, where the five indicators of service quality include physical evidence, reliability, responsiveness, empathy and assurance.

Price

The selling price is determined by the seller, which includes the profit from that price. Meanwhile, buyers purchase products or services at a predetermined price. According to Marlius, D., & Jovanka, N. (2023), price is the amount of money charged for a product or service, or the sum of the values exchanged by customers to obtain the benefits of owning or using a product or service. According to Alma in Irmaliya, F., & Anisa, F. (2022), price is the value of an item expressed in money. Meanwhile, according to Kasmir in the journal Ibadurrahman, I., & Hafid, A. (2022), price is the amount (in currency) that consumers must pay to purchase or enjoy the goods or services offered.

Price is an important consideration for consumers in making purchasing decisions. Consumers will compare the prices of products from different companies and then evaluate

whether there is a price match between the product value and the amount of money spent. The following are the price dimensions according to Fandy Tjiptono in (Winarti et al., 2022): price affordability, price suitability with product quality, price suitability with benefits and competitiveness.

Customer Satisfaction

As Sunyoto stated in the journal Erpurini, W., & Janah, W. S. (2022), customer satisfaction is one of the reasons consumers decide to shop at a location. This is because satisfied consumers are more likely to repurchase or recommend a product to other potential customers. According to Parasuraman et al. (in Ismanto, 2020, p. 156), customer satisfaction is a customer's evaluation of a product or service in terms of assessing whether it meets their needs and requirements. Meanwhile, according to Wijaya, H. D. (2024), customer satisfaction is one of the main drivers connecting companies and customers in the long term. According to Tjiptono, indicators in Fahriani, N. S., & Febriyanti, I. R. (2022), customer satisfaction has three indicators: meeting expectations, intention to revisit, and willingness to recommend.

Methods

This study employed a quantitative approach. Therefore, the data used was primary data. To collect primary data, a questionnaire was administered directly to Zia Motor repair shop customers. The sample size for this study was 94 respondents, using the Slovin formula. Data were collected using a survey method, where questionnaires were distributed directly to respondents and collected by the researcher herself.

Results and Discussion

Table 1. Validity Test Results

Variable	Correlation Range Quality of Service	Sig.	Information
Quality of Service	0,577**-0,706**	0,000	Valid
Price	0,618**-0,817**	0,000	Valid
Customer satisfaction	0,655**-0,752**	0,000	Valid

Source: processed primary data, 2025

Based on the validity test results above, it is known that all variables in this study have a

significance value at the 0.000 < 0.05 level. This indicates that the statements regarding. Quality

of Service, Price, and Customer Satisfaction can be declared valid.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha based on Standardizerd	Limit Value	Information
Quality of Service	0,904	0,60	Reliable
Price	0,887	0,60	Reliable
Customer satisfaction	0,858	0,60	Reliable

Source: processed primary data, 2025

This is evident from the Cronbach's alpha value > 0.6. Therefore, all statements related to

this research variable are reliable.

Table 3. F Test Results

ANOVA

Model		Sum of Squares	df	Coefficients Mean Square	F	Sig.
1	Regression	1322.881	2		1.707	0.091
	Residual	652.364	91	0.125	1.692	0.094
	Total	1975.245	0.073	0.739	9.96	<,001

Source: processed primary data, 2025

From the table above, the calculated F_{count} is 9.96 > F_{table} 2.70. Therefore, in this study, it is

concluded that the regression equation is stated to be good.

Figure 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		94
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.64852141
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.047
Test Statistic		.072
Asymp. Sig. (2-tailed)[c]		.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.	.258
	99% Confidence Interval Lower Bound	.246
	Upper Bound	.269

a. Test distribution is Normal.

Source: processed primary data, 2025

From the table above, it can be seen that the normality calculation of the dependent variable Customer satisfaction at the Zia Motor workshop, Subang District, Subang Regency, the results of the normality calculation have a probability of a significant level above the $\alpha = 0.05$ level, namely 0.200. This means that in the regression model there are residual variables that are normally distributed.

Table 5. Multicollinearity Test Results

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Quality of Service	.660	1.516
	Price	.660	1.516
a. Dependent Variable: Customer satisfaction			

Source: processed primary data, 2025

Using the table above, we can see that the dependent variable, Customer Satisfaction at Zia Motor Workshop, Subang District, shows that no independent variables have a tolerance value of less than 0.10. Furthermore, the VIF calculation results also show the same thing, namely that none of the independent variables have a VIF value smaller than 10.00. Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Figure 4. Results of Heteroscedasticity Test
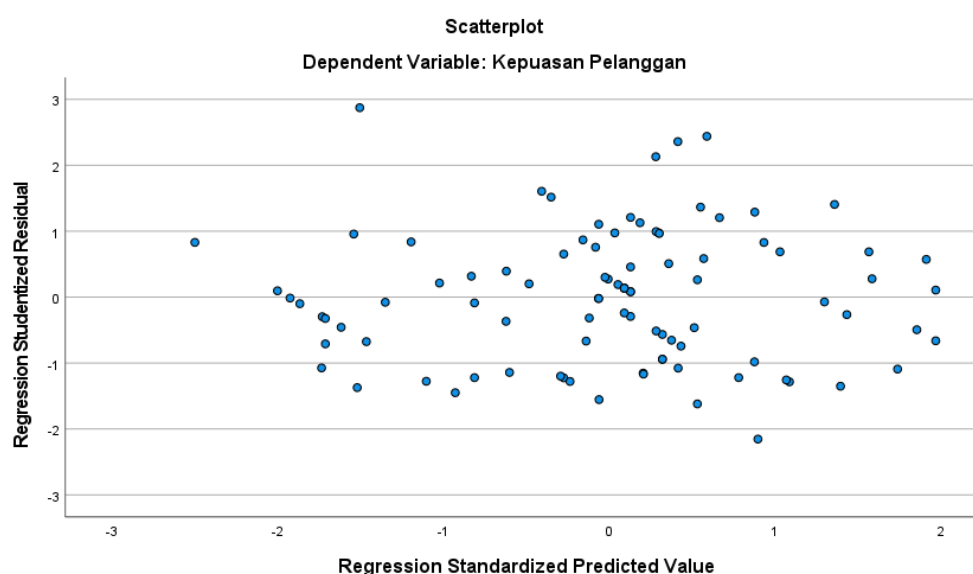
Source: processed primary data, 2025

Table 6. Results of Multiple Linear Regression Analysis

			Coefficientsa			
				Standardized		
		Unstanddized	Coefficients	Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.015	2.352		1.707	0.091
	Quality of Service	0.072	0.042	0.125	1.692	0.094
	Price	0.724	0.073	0.739	9.96	<,001

Source: processed primary data, 2025

Based on the table above, not all variables have positive coefficient values. Only the Price variable has a positive relationship with customer satisfaction, and the Quality of Service variable does not have a positive relationship with customer satisfaction.

Table 7. t-Test Results

			Coefficientsa			
				Standardized		
		Unstanddized	Coefficients	Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.015	2.352		1.707	0.091
	Quality of Service	0.072	0.042	0.125	1.692	0.094
	Price	0.724	0.073	0.739	9.96	<,001

Source: processed primary data, 2025

Based on the t-test above, Variable Quality of Service has a significant value > 0.05 and has a calculated $t_{count} = 1.692 < t_{table} = 1.986$. Therefore, H0 is accepted and H1 is rejected, meaning that Variable Quality of Service does not significantly influence customer satisfaction. Meanwhile, the Price variable has a significant value < 0.05 and has a calculated $t_{count} = 9.96 > t_{table} = 1.986$. Therefore, H0 is rejected and H1 is accepted, meaning that the Price variable has a significant influence on customer satisfaction.

Table 8. Results of the Determination Coefficient Test

		Model Summaryb		
			Adjustet R	Std. Eror of the
Model	R	R Squeare	Square	Estimate
1	0.818a	0.67	0.662	2.677

Source: processed primary data, 2025

The table above shows that the coefficient of determination, indicating an R-square of 0.67, or 67%, represents the percentage influence of Quality of Service (X1) and Price (X2) on customer

satisfaction (Y) at the Zia Motor Workshop, Subang District, Subang Regency, at 67%, which is considered a strong correlation because it is between 0.5 and 0.75. The remaining 33% is influenced by other variables outside this study.

Conclusion

1. Variable Quality of Service does not have a positive effect on customer satisfaction at the Zia Motor Workshop in Subnag District, Subang Regency. This indicates that if the Zia Motor Workshop in Subnag District, Subang Regency provides good Quality of Service, customer satisfaction does not increase. (H1 is rejected)

2. Variable Price has a positive effect on customer satisfaction at the Zia Motor Workshop in Subnag District, Subang Regency. This indicates that if the Zia Motor Workshop in Subnag District, Subang Regency provides affordable prices, customer satisfaction will increase. (H2 is accepted)

Suggestion

1. Zia Motor Workshop in Subnag District, Subang Regency, must focus on providing good quality service to increase customer satisfaction.

2. In terms of pricing, Zia Motor Workshop in Subnag District, Subang Regency, must implement affordable prices for customers.

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