

The Influence of Service Quality, Price and Promotion on Consumer Satisfaction

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Abstract

Service quality is a comparison between the service perceived by consumers and the expected service quality for the level of excellence to meet consumer desires. Price is the value of a product in exchange for other products. Promotion is a specific strategy of personal advertising, sales promotion and public relations that a company uses to achieve its advertising and marketing objectives. consumer satisfaction is an assessment that the features of the product or service itself, provide a level of fulfillment related to pleasant consumption. The purpose of this study was to determine the effect of service quality, price and promotion on consumer satisfaction. The population in this study are consumers of the Wine Organizer, with 100 respondents obtained from the lemeshow formula. The data collection technique used in this study was by distributing it via google form. The data analysis method uses multiple linear regression with the help of the SPSS program. The results in this study explain that service quality affects consumer satisfaction, price affects consumer satisfaction, promotions affect consumer satisfaction.

Keywords: Service Quality, Price, Promotion, Customer Satisfaction.

1. Introduction

Marriage is a ceremony of binding a marriage vow which is celebrated or carried out by two people with the intention of formalizing the marriage bond according to religious, legal and social norms. Wedding ceremonies have many varieties and variations according to ethnic, religious, cultural, and social class traditions. The use of certain customs or rules is sometimes related to certain religious rules or laws. Legal ratification of a marriage usually occurs when a written document registering the marriage is signed. The wedding ceremony itself is usually an event held to carry out a ceremony based on prevailing customs, and an opportunity to celebrate with friends and family. Women who are getting married are called brides and after the ceremony is over, they are called husband and wife in a marriage bond

Marriage in Indonesia is very diverse, this is because Indonesia has various races, ethnicities and religions. An example of this diversity is from the Javanese, Sundanese and Chinese. The Chinese community has cultural characteristics, at the beginning of their wedding ceremony and during the process of the wedding ceremony. The culture at the Chinese wedding ceremony has several differences, such as, the application process that is carried out must have prior certainty so as not to embarrass the prospective bride and groom. Determining the wedding date by means of the elements of Feng Shui calculations by looking at the zodiac of the two prospective brides, this is to determine

the auspicious day for the wedding. After that, decorate the room and have a morning ceremony or what is called Teapai, which is an event to give tea to older people with the intention of respecting older people and asking for blessings.

The Sundanese ethnic wedding ceremony at the beginning of the marriage process is an application where the party submits an offering, is willing to pay for the wedding, and gives a ring. After the marriage, it is carried out after the marriage contract, such as sawer ceremonies, nincak endog, opening doors, ngariung and munjungan. Javanese traditional society has a complete procedure in carrying out a wedding tradition. The procedures in the Javanese traditional wedding tradition, usually can be divided into three parts, namely the procedures before the wedding, the procedures for the day of the wedding (during tempuking gawe), and the procedures after the wedding. In the pre-wedding stage, Javanese people usually start the ritual with the procedures for watching (silaturahmi), nglamar (proposing/proposal), wangsulan (giving answers), asok tukon (giving money from the groom's family to the bride as a form of responsibility), parents), srah-srahan (delivery of goods as gifts from the groom to the bride), nyatri (the presence of the groom and his family to the residence of the bride), pairs of tarub (installing an additional temporary roof in front of the house as a shade guests), siraman (flower bathing ceremony), and midodareni (ceremony to hope for God's blessing so that the stakeholders will be given safety at the next event).

The number of marriages from year to year always increases, this can be seen from the last two years in 2018-2019, based on data from the Department of Population and Civil Registration (Disdukcapil) the number of Indonesian citizens who are married in the province of DKI Jakarta in 2018 was recorded at 5,312. 151 souls. Of this amount, 1.1% (58,161 people) is the number of residents who register marriages at the Office of Religious Affairs (KUA), while for the number of marriage certificates issued by the KUA of 58,616 people, 63.10% (36,986 people) are issued. marriage certificates in 2018, and in 2019 the number of marriage certificates issued by the relevant Dinas reached 66.311%

But at the end of 2019 the world was shocked by the emergence of a deadly virus, namely Coronavirus (Covid-19). The emergence of the corona virus was first detected in the city of Wuhan, China in early December 2019. At that time, a number of patients came to hospitals in Wuhan. It is known that the first patients had access to the Huanan fish market which also sells wild animals. This virus is rapidly spreading in almost all countries in the world such as China, the United States, Russia, Brazil, Spain, England, Italy, France, Germany, Turkey, Iran and others. The Corona Virus (Covid-19) has instantly paralyzed the activities of human civilization. Coronavirus (Covid-19) is a virus that infects the respiratory tract and results in death. This viral infection can show symptoms such as a mild cold, such as fever, cough, sore throat, and runny nose. This virus is very easily transmitted from individual to individual. Transmission from an infected person is through small droplets of saliva (droplets) or vomiting (fomites) there is when someone coughs or sneezes in unprotected close proximity. The droplets then fall on surrounding objects. Then if someone else touches the object and then that person touches the eyes, nose, or mouth (triangle of the face), then that person can be infected with the virus. In less than a year, Covid-19 has infected people all over the world, from Asia, Europe, the US, to South Africa. Until now, it was confirmed that on 20-10-2020 the number of cases in the world was 40,626,763 (40.626 million) cases, of which 1,122,710 people died, and 30,339,161 (30,339 million) patients were declared cured. (www.kompas.com).

In Indonesia, the first time to confirm cases of COVID-19 was on Monday, March 2, 2020. At that time, President Joko Widodo announced that two Indonesians had tested positive for Corona (Covid-19), namely a 31-year-old woman and a 64-year-old mother. As of October 20, 2020, there were 368,824 positive cases of Covid-19 in Indonesia, of which 12,734 people died, and 293,653 people recovered (www.news.detik.com) and continue to experience additional cases every day until now. As a form of preventing the spread of the Corona virus (Covid-19), the government urges all activities to be carried out at home, such as: school, work, sports, and others. Appeals for implementing a healthy life by always wearing a mask when outside the house, maintaining a distance

(social distancing), not crowding, washing hands with soap, and using hand sanitizer. This makes regulations for an appeal from the government which prohibits people from gathering in an event, one of which is a wedding, which has an impact on the Organizer Service decreasing because the community is given if they continue to ignore the government, they will be given sanctions. In the past year, since the beginning of the pandemic, several industries in the wedding sector have experienced a decline, especially for Wine Organizer services. Wine Organizer is a company engaged in services, especially for preparing weddings. Wine Organizer is domiciled in the North Cikarang area, in addition to handling clients in the Cikarang area, Wine Organizer also handles clients for the Bekasi and Jakarta areas.

Wine Organizer has experienced a drastic decline since the start of the pandemic. In order for the Wine Organizer to survive, the company is looking for ways to still be able to get clients, one of which is by creating attractive packages that adapt to the needs of the pandemic era. The difference between the pre-pandemic and post-pandemic packages, it is clear that the company's pre-pandemic packages received clients at a price of Rp. 7,500,000 – 8,500,000 then after this pandemic the price jumped down, this is one of the company's efforts to attract consumers to keep getting clients in this pandemic situation. Therefore, the company makes attractive packages at affordable prices, which consist of engagement/contracts, and intimate wedding packages, because in this pandemic situation most people hold weddings only with marriage contracts or hold weddings with simpler events. facing the situation, and the increasingly competitive market competition, our company must find out and continue to try to give confidence to consumers so that they still want to use the services of a Wedding Wine Organizer. Of course, every month many consumers hold weddings, even though we are entering the Covid-19 pandemic. In order for this Wine Organizer service to continue, we also have promo packages at the beginning of the month, the promotions we use are discounted vouchers or free accessories for certain events.

Price is a value or service that is measured by a sum of money where based on that value a person or company is willing to release goods and services owned to other parties. According to Andi (2015) Price is the main factor that can influence a buyer's choice, price plays a role in determining consumer purchases, so before setting a price, the company should look at several reference prices for a product that is considered quite high in sales. For the upper middle class, a price that is too high will not be a problem as long as the quality of service and many kinds of acquisitions are commensurate with the price offered, but for the lower middle class the price is too high to make consumers switch places of purchase, they will looking for services and cheaper prices, but consumers do not think about the quality of these services as long as they are cheap, consumers are happy. In this case, the Wine Organizer strives to provide satisfactory service at relatively low prices. In this Pandemic condition, Wine Organizer besides provide a cheap package price, we also prioritize the health of our clients, namely with a bonus mask and hand sanitizer.



Figure 1. Wine Organizer Income Before and After the Pandemic

Source: Wine Organizer 2020

In the graph there is a comparison before and after this pandemic, namely the decreased turnover of the Wine Organizer Service. Of course, it can be an illustration of how businesses can estimate the right strategy to seize existing opportunities and increase turnover that previously declined. Based on the results of the graph above, it can be seen that before the Pandemic the company's turnover from January to June experienced ups and downs until July to December, it increased, especially August experienced a drastic increase, while after the pandemic the company did not get income until June, until finally the company came up with an idea by making a wedding package at an affordable price, until finally the Wine Organizer was able to attract clients and experienced a rapid increase in December. This means that we can see that this incident has a very big impact on this incident, which the team must think about to be able to attract consumers to want to use the services of a Wine Organizer at a wedding. Prices and service quality are things that must be considered, so organizer services must work hard and provide creativity, promos in order to attract consumers to use their services.

2. Literature Review

Service Quality

Tjiptono (2015) defines service quality as a measure of how well the level of service provided is able to meet customer expectations. While the quality of service according to Wykco (2016) defines service quality as a dynamic condition that affects products, services, people, processes, and the environment that exceed expectations. Service quality is the perceived benefit based on the consumer's evaluation of the interaction compared to the previously expected benefits. Based on the definition according to the experts above, it can be concluded that service quality is a comparison between the service perceived by consumers and the expected service quality and control over the level of excellence to meet consumer desires.

Price

Price is one of the factors that influence a person's purchase decision, a consumer will buy a product according to his ability. The definition of price according to Alma (2015) says that price is the value of a product to be exchanged for other products. This value can be seen in a barter situation, namely the exchange of goods for goods. Today our economy does not barter anymore, but uses money as a measure called price. The definition of price according to Kotler and Armstrong in Ari Setiyaningrum (2015) says that the price of the amount of money demanded for a product or service is a pricing procedure

Promotion

M. Rifai (2016), promotion is a specific strategy of personal advertising, sales promotion and public relations that a company uses to achieve its advertising and marketing objectives. Promotion is one part of a series of marketing activities for a product or service. Promotion is a field of marketing activity and is a communication carried out by the company to buyers or consumers that includes news (information), persuasion (persuasion) and influence (influence). All of these activities aim to increase sales, regardless of the quality of a product, if consumers have never heard of it and are not sure that the product or item will be useful to them, then they will never buy it (Kotler, 2000).

Consumer Satisfaction

Fandy Tjiptono (2017) states that consumer satisfaction is an assessment that the features of the product or service itself provide a level of fulfillment related to pleasant consumption. From this definition, the authors arrive at the understanding that the level of satisfaction is the difference between perceived performance and expectations. If performance is below expectations, consumers are dissatisfied. If performance matches expectations, consumers are satisfied. If performance exceeds expectations, consumers are very satisfied and vice versa.

3. Methodology

The type of research used is research with a quantitative approach, the researcher arranges quantitative research instruments by distributing questionnaires to obtain research data, then the data obtained is processed by giving number symbols to be further processed using SPSS 22. This research was conducted in North Cikarang which is located in North Cikarang. conscientious is the customer Wine Organizer Researchers set the subject in this study because researchers want to examine what factors differentiate samples of consumer or client perceptions of consumer satisfaction. The method used is a survey method by distributing questionnaires to respondents as the research instrument. In this study, the population to be studied is the unknown consumers of the Wine Organizer in 2019-2020. The non-probability sampling method used is a purposive sampling technique with a sample size of 100 respondents. This study has a very large population. In addition, the population is unknown. So that the number of samples is determined using the Lemeshow formula. So that the number of samples is 100 people. The data source used is primary data to support this research. The aim is to determine the effect of service quality, price, promotion on consumer satisfaction with the Wine Organizer. The data analysis method uses multiple linear regression with the help of the SPSS program.

4. Result and Discussion

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis was used to test the effect of several independent variables on one independent variable or the dependent variable together. Multiple Linear Regression Equation in this study, the independent variables are Service Quality (X1), Product Quality (X2), and Price (X3), while the dependent variable is Repurchase Interest (Y) so that the multiple regression equation estimates $Y = a + bX_1 - bX_2 + bX_3$

Table 1. of Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	,384	4,380		2,088	,930		
X1	,528	,120	,485	2,409	,000	,235	4,247
X2	,198	,133	,169	3,490	,139	,222	4,497
X3	,404	,181	,244	2,228	,028	,238	4,199

Source: 2021 Data Processing Results

Based on the test results above, the following equation model is obtained:

$$Y = 0.384 + 0.528X_1 - 0.198X_2 + 0.404X_3$$

The constant value (a) is 0.384, so it can be concluded that the magnitude of consumer satisfaction is 0.384 if the quality of service, price, and promotion is 0. The coefficient value (b1) on the service quality variable (X1) shows a value of 0.528. So it can be interpreted that every change in the service quality variable in one unit will change Consumer Satisfaction (Y) by 0.528. Vice versa, if there is a decrease in the Consumer Satisfaction variable (Y) in one unit, it will reduce the value of service quality (X1) by 0.528 with other fixed assumptions. The value of the coefficient (b2) on the price variable (X2) shows a value of 0.198. So it can be interpreted that every change in the price variable in one unit will change Consumer Satisfaction (Y) by 0.198. Vice versa, if there is a decrease in the Consumer Satisfaction variable (Y) in one unit, it will reduce the price value (X2) by 0.198 with other fixed assumptions. The coefficient value (b3) on the promotion variable (X3) shows a value of 0.404. So it can be interpreted that every change in the promotion variable in one unit will change Consumer Satisfaction (Y) by 0.404. Vice versa, if there is a decrease in the Consumer Satisfaction variable (Y) in one unit, it will reduce the promotion value (X3) by 0.404 with other assumptions that remain

Coefficient of Determination (R2)

The coefficient of determination is used to describe how much the ability of a model to explain the variations that occur in the dependent variable which is indicated by R Square in the model. Summary generated by the SPSS program, where the value of the coefficient of determination is between 0 and 1.

Table 2. Coefficient of Determination Table (R2)

		Adjusted R Square		Std. Error of the Estimate
Model	R	R Square		
1	.853a	.727	.718	4,08704

Based on the table of determination coefficient test results above, it shows the R Square value of 0.727. So it can be concluded that the contribution of variables X1, X2, and X3 to Y1 is 72.7%, while the remaining 27.3% is influenced by other factors not included in this study.

Discussion

The results of the R2 test carried out to test how much influence the independent variables had on the dependent variable in this study showed the contribution of the X1, X2, and X3 variables to Y by 72.7%, while the remaining 27.3% was influenced by other factors. which is not included in this study. The magnitude of the influence figure proves that the importance of the independent variables in this study on consumer satisfaction. Several hypothesis testing resulted as follows:

The Influence of Service Quality on Customer Satisfaction

The results of the partial test are 2.409 or greater than t table 1.985 and the significance value is $0.01 < 0.05$. This means that service quality has an effect on consumer satisfaction. So that the hypothesis which states that service quality has a significant effect on customer satisfaction is accepted and is in line with research by Ayu Widiyanti and Mudji Sabar (2019) that service quality has a positive and significant effect on customer satisfaction at PT. Sriwijaya Bara Priharum. In this

study, it is assumed that service quality can be a measure and consideration for companies to increase customer satisfaction.

The Effect of Price on Consumer Satisfaction

Partial test results The calculated t value on the price variable is 3.490 or greater than t table 1.985 and the significance value is 0.039 or <0.05 , this means that price has a significant effect on consumer satisfaction. So the hypothesis which states that price has a significant effect on consumer satisfaction is accepted. This is in line with Ananda Adi Riansyah's research (2016) which states that price has a positive and significant effect on consumer satisfaction for Radita Wedding Organizer. In this study, it is assumed that price can be a reference for companies to consider pricing strategies in order to compete in the market.

Effect of Promotion on Consumer Satisfaction

The calculated t value in the Promotion variable is 2.228 or greater than the t table 1.985 and the significance value is 0.028 or <0.05 . This means that promotion has a significant effect on consumer satisfaction. So the hypothesis which states that promotion has an effect on consumer satisfaction can be accepted. This is in line with the research of Ruth F. A. Pasaribu, Ira Lestari Sianipar, Yona F. Siagian, Vier Sartika (2019) that partially, the promotion variable has a positive and significant effect on consumer satisfaction at PT. Amerta Indah Outsuka Medan, with tcount (3.735) > table (1.970855) with a significance value of 0.000 <0.05 . In this study, it is assumed that promotion can also be an important consideration for Wedding Organizer business actors as a reference to increase consumer satisfaction

5. Conclusion

Based on this research, entitled The Influence of Service Quality, Price, and Promotion on Consumer Satisfaction, several conclusions can be drawn, namely that service quality has a partial effect on Wine Organizer Consumer Satisfaction. Price has a partial effect on Consumer Satisfaction Wine Organizer. The price variable is the variable that has the greatest level of influence in this study, so it can be considered as a basis for consideration in an effort to increase consumer satisfaction. Promotion has a partial effect on Consumer Satisfaction Wine Organizer. Promotion also has a large enough influence, so it is very important to increase customer satisfaction.

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