

The Influence of Service Quality, Facilities and Prices on Consumer Satisfaction at the Dawideva Tailor's Sewing Business of Silangkitang

Nurhasmaliza Siregar, Novrihan Leily Nasution, & Raja Saul Marto Hendry

Faculty of Economics and Business, University of Labuhanbatu, Indonesia

Abstract

The purpose of this study was to determine the effect of service quality, facilities and prices on customer satisfaction at DawiDeva Tailor Silangkitang. The research method used in this research is descriptive quantitative. The data analysis used in this study is the classical assumption test, multiple linear regression analysis, hypothesis testing, F test (simultaneously), and R2 test. The population in this study were all customers of DawiDeva Tailor. The determination of the number of samples in the study cannot be known with certainty, so the sample size can be calculated using the MOE formula. Adjuster R Square value is 0.593 with this multiple determination test from the calculation of multiple linear regression the coefficient of determination is $0.770 \times 100\%$ of 77.0%. Whereas the variables of Service Quality, Facilities, and Prices on Consumer Satisfaction are 77.

Keywords: Service Quality, Facilities, Price and Satisfaction.

1. Introduction

The development of competition in Indonesia is one of the phenomena, especially with the current era, namely the era of globalization which supports information to spread more quickly. This can happen because of competition. Companies can carry out various strategies for consumers by knowing the wants and needs of consumers so that services arise for consumers' wants and needs. In (Rahmawati, 2020) explained that the main factor determining customer satisfaction is the customer's perception of service quality. The level of customer satisfaction can also be interpreted as the level of feeling where someone states the results of a comparison of the performance of the product (service) received and expected.

Service quality is a form of close relationship between consumers and the company. Service quality is seen as behavior based on customer satisfaction. Price is also an option for visitors. Price is a factor that can influence and be a consideration for them to decide or choose where they will sew. DawiDeva Tailor Silangkitang is one of the tailors who provides sewing services that are fairly economical. In (Mariansyah et al., 2020) Service quality is an activity that is invisible that occurs as a result of interactions between consumers and employees, or "things provided by the company in providing services intended to solve consumer problems (Pohan, 2022).

To create customer satisfaction, the company must create and manage a good system to retain its customers. Satisfaction is a form of feeling happy or disappointed someone that comes from the comparison between his impression of performance and his expectations. Therefore, the linkage of service quality is one of the main factors in creating customer loyalty which is influenced by various important aspects within the company. According to (Andalusi, 2018) "Service quality or service quality is defined as a dynamic condition associated with products, services, human resources, processes and the environment that meet or exceed expectations (Prayoga & Pohan, 2022).

Facilities must always be considered, especially in service-businesses that are related or related to what is felt by customers. Facility is something that aims to facilitate a business in the service sector, including existing facilities, namely equipment, space availability, flexibility, and supporting facilities. According to (Adikusuma & Lestari, nd) Facilities are physical resources that must exist before a service is offered to consumers. According to (Muhtadi et al., 2020) Physical facilities are everything in the form of objects or physical objects that can be materialized, which has a

* Corresponding author.

E-mail address: siregar@gmail.com

role to facilitate in launching a business. Based on the description of the problems expressed, the title of this research is about “The influence of service quality, facilities and prices on consumer satisfaction in the sewing business of DawiDeva Tailor Silangkitang”.

2. Literature Review

2.1. Service Quality

According to (Pratiwi, 2018) Service quality is a measure of the extent to which a service provided can meet customer desires. According to (Lina Sari Situmeang, 2017) Service quality is an effort to deliver services to meet customer needs and desires and the accuracy of delivery to balance customer expectations. Consumer expectations are consumer beliefs before trying or buying a product that is used as a reference in assessing the performance of the product. According to (Maydiana, 2019) that service quality is “any activity or benefit that one party can provide to another that is essentially intangible and does not result in ownership of anything in its production, may or may not be associated with a physical product.”

2.2. Facilities

Facilities are part of physical evidence, in this book it is explained in outline, physical evidence includes the organization's physical facilities (servicescape) and other forms of physical communication. (Agesti Kurniawan, 2014). Facilities are everything that makes it easier for consumers to use the company's services (Pantilu et al., 2018). According to (Permana et al., 2020) Facilities are physical resources that exist before a service can be offered to consumers. Facilities are forms that are very closely related to consumer perceptions. Facilities are everything that makes it easier for consumers to use the services of a company. According to (Dewandi et al., nd) Facilities are everything that is physical equipment and is provided by the service seller to support consumer convenience.

2.3. Price

According to (Hadju & Sitohang, 2020) Price is the amount of money charged for a product and service or the amount of value that consumers exchange for the benefits of having or using the product. According to (Layaalin, 2017) states that price is also one of the most flexible elements of the marketing mix. Prices can be changed quickly, unlike product features and distribution agreements. Price perception is expected to help business people in the field of public transportation in choosing and determining whether this form of activity is effective enough in influencing consumer satisfaction, and can formulate strategies so that the company becomes a strong company, so that the company can survive and move forward in the competition in the business world. which is getting tighter (Ardiansyah, 2017).

2.4. Consumer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment after comparing the performance (outcome) of the product thought to the expected performance (or result) (Agesti Kurniawan, 2014). According to (Siregar, 2021) Customers are one or several users who buy or use goods or services with consideration of various factors such as price, quality, place, service and so on based on their own decisions. According to (Wijaksono, 2016) Satisfaction is a physiological response, a person's feeling of pleasure or disappointment that arises after comparing his perception or impression of the performance (result) of a product and his expectations before and after consuming the product/service.

3. Methods

The research method used in this research is descriptive quantitative. The data analysis used in this study is the classical assumption test, multiple linear regression analysis, hypothesis testing, F test (simultaneously), and R² test. The population in this study were all customers of DawiDeva Tailor. The target population is all DawiDeva Tailor customers. The determination of the number of samples in the study cannot be known with certainty, so the sample size can be calculated using the MOE formula (Sujarweni, 2015:155) as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$

where:

n = Number of samples

Z = The level of confidence required in determining the sample is 95% (then Z = 1.96 and = 5%).

Moe = Margin of error, ie the maximum level of error that can be tolerated, is set at 10%.

Calculation of the number of samples as follows:

$$n = \frac{1.96^2}{4(0.1)^2} = 96.04 = 97$$

Thus, based on the calculation of the formula, we get n of 96.04. Furthermore, the sample used in this study was 97 respondents. The sampling technique used in this study was incidental sampling method.

4. Result and Discussions

In the table below, the normality test can be seen in the figure below showing that the data items follow a straight line between the 0 Y axis and the X axis, so the data obtained is Normal.

4.1. Multicollinearity Test Results

Table 1. Multicollinearity Test Results

Collinearity Statistics	
Tolerance	VIF
.455	2.198
.585	1,709
.454	2.205

Source: primary data processed by researchers (2022).

Based on the table 1, the multicollinearity test explains to find out whether or not there is a relationship between the independent variables. If the VIF value <10 and the tolerance value > 0.10 it can be said that there is no multicollinearity. From the VIF number for the X1 Service Quality variable (2.198<10) and the tolerance value (0.455>0.10) for the X2 Facility variable (1.709<10) and the tolerance value (0.585>0.10) for the X3 price variable (2.205<10) and tolerance value (0.454>0.10).

4.2. Heterocedastisity Test

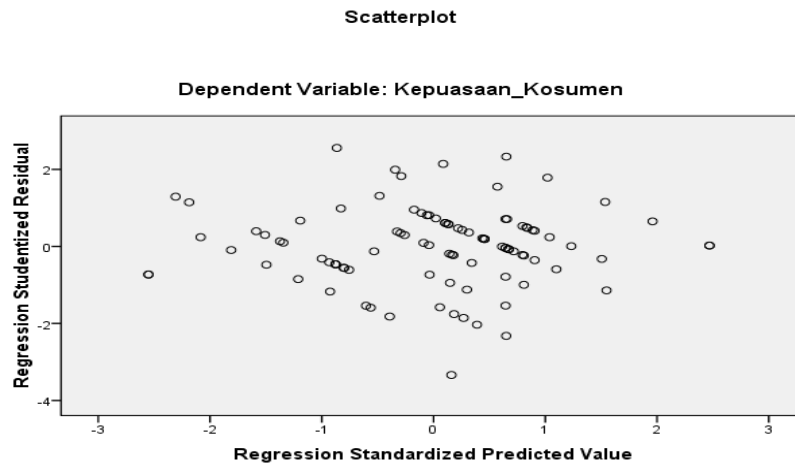


Figure 1. Heterocedastisity Test Result

Heteroscedasticity test aims to find out about the regression model. If there is an error that differs from one review to another it is not constant. The figure 1 explains that the data points spread in the image do not form a certain pattern, so the heteroscedasticity test is fulfilled.

4.3. Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	1,264	.597		2.116	.037
Service quality	.242	.079	.300	3.061	.003
Facility	.310	.083	.321	3,719	.000
Price	.194	.072	.266	2,710	.008

Source: primary data processed by researchers (2022).

Multiple linear regression analysis test intends to predict the magnitude of the influence of the independent variables, namely Service Quality (X1), Facilities (X2), and Price (X3) with the related variable, namely Consumer Satisfaction (Y) from the processed data in table 2, it is explained that the regression equation is:

$$Y=1.264+0.242X1+0.310X2+0.194X3+e$$

It can be concluded that the a value obtained is 1,264 the X1 coefficient value is 0.242, the X2 coefficient value is 0.310, the X3 coefficient value is 0.194. The T test of significant value for the Service Quality variable is known that the value of 0.03 < 0.05 partially has a positive and significant effect on consumer satisfaction, the hypothesis is acceptable. T for Facilities that the value of 0.00 < 0.05 has a positive and significant effect on consumer satisfaction, the hypothesis is acceptable. T for the price that the value is 0.08 > 0.05 which means that it has a partially positive but not significant effect, so the hypothesis is rejected.

4.4. F Test

Table 3. F Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	245,655	3	81.885	45,247	.000a
	Residual	168.304	93	1,810		
	Total	413,959	96			

Source: primary data processed by researchers (2022).

Based on the table 3, it means that the F number is 45,247, the significant value is 0.00. The table F value is the distribution value of F with DF (nk=97-2=95), a=0.5, which is 3.09. A significant level of 0.00 < 0.5, this shows that the variables of Service Quality, Facilities and Prices have a positive and significant effect on employee performance. And the hypothesis can be accepted.

4.5. T Test

Table 4. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	1,264	.597		2.116	.037
Service quality	.242	.079	.300	3.061	.003
Facility	.310	.083	.321	3,719	.000
Price	.194	.072	.266	2,710	.008

Source: primary data processed by researchers (2022).

Based on the table 4 describes the significant value of T for service quality, it is known that the value of 0.03 < 0.05 means that partially positive and significant influence on consumer satisfaction. So that the hypothesis is accepted, T for facilities is known that the value of 0.00 < 0.05 means that partially positive and significant effect on consumer

satisfaction. Therefore the hypothesis can be accepted, T for the price is known that the value of $0.08 > 0.05$ means that it partially has a positive but not significant effect, and the hypothesis is rejected.

4.6. Determinant

Table 5. Determinant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.770a	.593	.580	1.34526	1,763

Source: primary data processed by researchers (2022).

From the table 5, the value of Adjuster R Square is 0.593 with this multiple determination test from the calculation of multiple linear regression the coefficient of determination is $0.770 \times 100\%$ of 77.0%. That the variables of Service Quality, Facilities, and Prices on Consumer Satisfaction are 77.0% and the remaining 23.0% are influenced by other variables.

4.7. Discussion

4.7.1. The Effect of Service Quality on Consumer Satisfaction.

The results of simultaneously testing the hypothesis are known that the variable (X1) has a positive and significant influence between service quality on customer satisfaction. The questionnaire filled out by respondents used a significant test and the significance level was $0.03 < 0.05$. T count is $0.242 >$ with T table 0.677. It was concluded that there was a positive and significant effect of service quality on customer satisfaction in Silangkitang (Moha & Loindong, 2016) In this study, it shows that the service quality variable has a significant effect on user satisfaction of Cafe and Resto Cabana Manado. .

4.7.2. The Effect of Facilities on Consumer Satisfaction.

The results of simultaneously testing the hypothesis are known that the variable (X2) has a positive and significant influence between facilities on customer satisfaction. The questionnaire filled out by the respondents used a significant test and the significance level was $0.00 < 0.05$. T count is $0.310 >$ with T table 0.677. It is concluded that there is a positive and significant influence of facilities on customer satisfaction in Silangkitang. Research from (Prasetyo et al., 2021) which states that the facility has a positive and significant effect on customer satisfaction.

4.7.3. The Effect of Price on Consumer Satisfaction.

The results of the hypothesis testing simultaneously showed that the variable (X3) had a positive and insignificant effect between prices on consumer satisfaction. The questionnaire filled out by respondents used a significant test and the significance level was $0.08 > 0.05$. T count is $0.194 <$ with T table is 0.677. It was concluded that there was a positive and insignificant effect of price on consumer satisfaction in Silangkitang .

4.7.4. Effect of Service Quality, Facilities and Prices on Consumer Satisfaction.

The results of this study simultaneously tested the hypothesis that the variables of service quality, facilities and prices showed a positive and significant influence on both service and facilities quality variables. Questionnaires answered by respondents from the variable quality of service and facilities and significant test and the significance level was more than 0.05, while another variable, namely price, had a positive but not significant effect with a significant value of $0.08 > 0.05$. F count $45.247 > 3.09$, it can be concluded that two variables have a positive and significant effect, but one variable has a positive but not significant effect on consumer satisfaction at the Dawideva Tailor Sewing Business of Silangkitang. Furthermore, the R-Square value of 77.0% means that the effect of the variable being tested has a value of 77,

5. Conclusions

Analysis of the data in this study found that the results of hypothesis testing, especially the research model, were found which consisted of service quality, facilities and had a positive and significant effect on customer satisfaction. While the price variable has a positive and insignificant effect on consumer satisfaction with the business of sewing dawideva tailor crosskitang, service quality (X1), facilities (X2) and price (X3) with an f value of $45.247 > 3.09$. This result is proven that the three variables have a positive and significant effect. to consumer satisfaction. The R-Square is 770 or 77.0%, meaning that the variable being tested has an effect of 77.0% on consumer satisfaction, while the remaining

23.0% is influenced by other variables.

References

- Adikusuma, S. T., & Lestari, R. B. (n.d.). *PENGARUH KUALITAS PELAYANAN, FASILITAS DAN HARGA TERHADAP KEPUASAN KONSUMEN PADA MIRAE ASSET SEKURITAS PALEMBANG*.
- Agesti Kurniawan, R. (2019). (2014). *PENGARUH KUALITAS PELAYANAN, HARGA DAN FASILITAS TERHADAP KEPUASAN PELANGGAN CAFE TABANCO COFFEE JAKARTA UTARA*. 7–21.
- Andalusi, R. (2018). Pengaruh Kualitas Pelayanan, Harga, Dan Kualitas Produk Terhadap Kepuasan Pelanggan Instrumen Penunjang Laboratorium. *Jurnal Madani: Ilmu Pengetahuan, Teknologi, Dan Humaniora*, 1(2), 305–322.
- Ardiansyah, M. A. (2017). *Pengaruh Kualitas Pelayanan, Harga dan Citra terhadap Keputusan Pemakaian Jasa Studi Kasus pada PT. Putra Perdana Indoniaga Cabang Jember*. UNIVERSITAS MUHAMMADIYAH JEMBER.
- Dewandi, D., Kasih, Y., & Cholid, I. (n.d.). *Pengaruh Kualitas Pelayanan, Fasilitas, Dan Harga Terhadap Kepuasan Konsumen Pada Hotel Emilia Palembang*.
- Hadju, H. Z., & Sitohang, S. (2020). Pengaruh Kualitas Pelayanan, Harga, dan Fasilitas Terhadap Keputusan Pembelian Pada Jasa Transportasi PT. Pelni Surabaya. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 9(8).
- Layaalin, Y. N. (2017). *Pengaruh Kualitas Pelayanan, Harga, dan Fasilitas terhadap Kepuasan Pelanggan (Studi Kasus pada Pelanggan Top 40 Family Karaoke Yogyakarta)*. Fakultas Ekonomi Universitas Negeri Yogyakarta.
- Lina Sari Situmeang. (2017). Pengaruh Kualitas Pelayanan, Harga Dan Lokasi Terhadap Kepuasan Konsumen Pada Rumah Makan Istana Hot Plate Medan. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Mariansyah, A., Darma, U. B., Syarif, A., & Darma, U. B. (2020). *Pengaruh Kualitas Produk , Kualitas Pelayanan , dan Harga*. 3(2), 134–146.
- Maydiana, L. (2019). Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pelanggan pada Jasa Cuci Motor Mandiri. *Jurnal Pendidikan Tata Niaga (JPTN)*, 7(2), 444–450.
- Moha, S., & Loindong, S. (2016). Analisis Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Konsumen Pada Hotel Yuta Di Kota Manado. *Jurnal EMBA*, 4(1), 575–584.
- Muhtadi, E., Utomo, M. F., & Rahmawati, S. (2020). Pengaruh Kualitas Pelayanan, Nilai Produk Dan Fasilitas Terhadap Kepuasan Nasabah (Studi Pada Nasabah Tabungan Mudharabah Al Barakah Di Bank Kalsel Kantor Cabang Syariah Banjarmasin). *Jurnal Bisnis Dan Pembangunan*, 9(Vol 9, No 2 (2020): JULI 2020), 14–25.
- Pantilu, D., Koleangan, R. M., & Roring, F. (2018). Pengaruh Kualitas Pelayanan, Harga Dan Fasilitas Terhadap Kepuasan Pelanggan Pada Warunk Bendito Kawasan Megamas Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4).
- Permana, F. S., Studi, P., Dakwah, M., Dakwah, F., Komunikasi, D. A. N., Islam, U., & Sunan, N. (2020). *Pengaruh Kualitas Pelayanan, Fasilitas, dan Harga terhadap Kepuasan Jamaah Umroh di PT. Al-Rahmah Mojokerto*.
- Pohan, M. Y. A. (2022). *The Influence of Product Quality on Positive Word-of-mouth Communication , Case Study at Kedai Wak Edoy Malang*. 3(2).
- Prasetyo, M. D., Susanto, S., & Maharani, B. D. (2021). Pengaruh Kualitas Pelayanan, Fasilitas dan Persepsi Harga Terhadap Kepuasan Konsumen. *Jurnal Ilmiah Manajemen Kesatuan*, 9(1), 17–26. <https://doi.org/10.37641/jimkes.v9i1.427>
- Pratiwi, M. (2018). *Pengaruh kualitas pelayanan, fasilitas dan harga, terhadap kepuasan konsumen di penginapan lebar daun palembang*. UPT Perpustakaan UIN Raden Fatah Palembang.
- Prayoga, Y., & Pohan, M. Y. A. (2022). Electronic Word of Mouth (eWOM): Menguji Pengaruh Pengalaman Positif, Persepsi Kualitas dan Kepercayaan. Studi Kasus: Restoran di Labuhanbatu. *J-MAS (Jurnal Manajemen Dan Sains)*, 7(1), 283–289.

- Rahmawati, E. (2020). *Pengaruh Kualitas Produk , Kualitas Layanan Dan Harga Terhadap Kepuasan Pelanggan Vinila Textile Dan Accessories*. 9(1).
- Siregar, E. B. (2021). *Aplikasi Layanan Jahit Menggunakan Framework React Native*. Prodi Teknik Informatika.
- Wijaksono, A. W. (2016). *Analisa Pengaruh Kualitas Layanan, Kualitas Produk Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus Pada Butik MBA Moslem Collection)*. Institut Teknologi Sepuluh Nopember.