

The Effects of Service Quality and Price on Customer Satisfaction at the Auto 2000 Office Medan Amplas Branch North Sumatra

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Abstract

This study intends to examine how customer satisfaction at the Auto 2000 office's Medan Amplas Branch is impacted by service quality and cost. Descriptive quantitative research has been selected as the method. 96 clients served as the study's sample population. A questionnaire is used as the data collecting method, and the results are evaluated using SPSS software based on the validity test, reliability test, and classical assumption test. The multiple linear regression test, the t test, the F test, and the coefficient of determination test were utilized in the data analysis technique (R2 test). According to the t test results, the service quality variable has a stronger impact on customer satisfaction than the price variable because its t count value is higher 4,300 than the pricing variable's t value, which is 3,051. The estimated F value, which is 568,732, is more than the 2,700 F value in the table. This demonstrates that the customer satisfaction variable is significantly and positively impacted by both the service quality and pricing. The adjusted R Square value of the coefficient of determination test findings was 0.923, or 92.3 percent. The percentage of service quality and price that can explain customer satisfaction is very high, at 93.3 percent, while the remaining 7.7 percent is influenced by other variables not examined in this study. This means that the variation in the relationship between service quality and price variables with customer satisfaction can be classified as very high.

Keywords: Service Quality, Price, and Customer Satisfaction

1. Introduction

Along with the reduction in the threat posed by the Covid-19 pandemic, business competition will continue to grow in a variety of economic areas. With more international automakers joining the domestic market, including those from China and Europe, competition in the automotive industry sector will become more intense. There will be more options for consumers as a result of the entry of new competitors who produce cars with a variety of features, and customers will be pickier about which products best meet their needs and preferences. The development of science and technology, which will make it simpler for individuals to access knowledge about the products to be purchased, is another element that has the potential to boost market competitiveness. One could argue that the effects of modernization have altered customer behavior and increased their skepticism toward goods purchases. In light of this, it is necessary for every organization to be able to offer items that are innovative and unique. In today's current period, marketing operations should ideally be market-oriented and focused on meeting customer wants while utilizing creative and innovative tactics.

Enhancing service quality is a marketing strategy that must be prioritized in order to satisfy customer demands because, logically, customers would be more satisfied the higher the perceived service quality compared to expectations. The ability of goods or services to satisfy explicit or implicit demands must be taken into account when determining the quality of such elements. Additionally, the company's quality must be able to inspire clients to forge close business relationships with it. Because over time, ties and commercial connections of this nature may help the organization keep up its inventive response to market demands. In order to provide excellent services, a business should ideally offer competitive services that draw customers' attention and

meet or even surpass their expectations, in this example, for car services like those provided by the AUTO 2000 Amplas office.

Vehicle services are activities, advantages, and pleasures provided by manufacturers to clients that are essentially immaterial, do not result in ownership of anything, but do result in service users' enjoyment. The company in question must take into account the competitive price aspect in addition to vehicle service in order to preserve and, if possible, increase its market share. Realizing customer happiness is more difficult than simply declaring it because existing business partners and new clients have very diverse needs. Therefore, businesses must work to reduce customer dissatisfaction by continuing to innovate in order to develop marketing tactics that can consistently supply customers with satisfactory service. As a result, businesses must always focus on increasing consumer happiness, which may be done by offering high-quality services.

The Auto 2000 Medan Amplas Branch likewise encounters this issue, and in an effort to keep its clientele and remain competitive in its sector, the business has taken a number of actions. The Auto 2000 Medan Amplas Branch office in this situation uses word-of-mouth marketing as one of its methods for establishing commercial communication with clients based on prior interactions. Word-of-mouth (WOM) is a chain of communication that, based on prior interactions, spreads spontaneously within a community. In this approach, someone will communicate a message to someone, and that person will then spread the word. In essence, the consumer will attempt to compare the service being supplied (the perceived service) with the service being gained in this scenario (the out come) or the expected level of service. Examples of services offered by the AUTO 2000 Amplas office include informing customers about new product innovations, offering call centers, making it simple for customers to make payments by giving them a bill (note billing prices), which can then be paid to the cashier. Employees are also provided with uniforms so that their physical appearance can be easily recognized by customers, which also makes it easier for them to communicate with customers. However, there are still obvious variations from what is supplied, indicating that the implementation has not been optimized.

Clients' complaints about the Auto 2000 Medan Amplas Branch's quality of service in 2021 typically center on the personnel' slow work speeds, the quality of their work, and the cost to customers. Those with a modest budget who are critical of this pricing aspect will be sensitive, whilst those with greater economic resources will consider this to be the standard. Table 1 below provides information on the number of customers who use repair services at the Auto 2000 Medan Amplas Branch office:

Table 1. Customer count from October to December 2021

No	Month	Amount
1	October	1.942 Customer
2	Nopember	2.106 Customer
3	December	2.322 Customer
Total		6.370 Customer

Source: Auto 2000 Branch Medan Amplas

It is evident from Table 1's data that there are more customers in the fourth quarter of 2021. 1.942 subscribers were active in October, 2.106 subscribers were active in November, and 2.322 subscribers were active in December. This demonstrates positive business potential and explains why the Auto 2000 Medan Amplas Branch office's level of customer service is so high. Auto 2000 Medan Amplas Branch must continue to look for ways to improve its marketing approach in order to keep this trend going and ensure that future consumer growth is even greater.

According to research findings, the Auto 2000 Medan Amplas branch company has employed a number of marketing methods to attract new clients and keep hold of existing ones. Reliability, responsiveness, assurance, high attention (empathy), tangible evidence, work capacity (competence), civility, courtesy, communication, and security are a few aspects the researcher named from the perspective of service quality. The study also found a number of issues related to price, including affordability, price compatibility with product quality, price compatibility with product benefits, price competitiveness, and discounting.

The issue that the Auto 2000 Medan Amplas branch in this study is dealing with is that there are signs that clients are dissatisfied with the caliber of service that the Auto 2000 Medan Amplas branch office offers. One of the causes is that certain personnel are still less helpful and amiable when serving clients. On the other side, by providing competitive prices, businesses can counteract customers' growing knowledge of available automobile services. The monetary value a product or service is given in this situation is the price element. Although service quality is a dynamic concept linked to goods, services, personnel, systems, and environments that meet or above customer expectations. Companies are forced to think about and study consumer behavior in terms of service quality and cost due to this scenario, which creates a dilemma for them.

2. Literature Review

2.1. Service quality

Quality is a dynamic state linked to things that either meet or surpass expectations in terms of people, processes, goods, and the environment. Service quality, according to Kotler and Keller (2015:22), must begin with customer wants and finish with customer perception, where consumer perception of service quality is a thorough evaluation of the superiority of a service. The tasks and responsibilities associated with each of these aspects are distinct because service is based on the notion that there are two elements, or groups of individuals, where each is dependent upon the other and has a relationship.

According to Sutedja (2017: 70), a service can be thought of as a benefit or activity that is provided by one party to another. These services include promptness, ease of location, convenience, and affordable, competitive pricing. Abdullah and Tantri (2019) define service quality as the general qualities and qualities of a good or service that influence its capacity to meet explicit or implicit demands. Kartono (2017: 99) asserts that customer pleasure increases with perceived service quality. In other words, if the service obtained or perceived (perceived service) meets expectations, the service quality is viewed as acceptable and satisfactory. However, if the service received exceeds consumer expectations, the service quality is perceived as very good and of high quality. On the other hand, if the level of service falls below what was anticipated, it is thought to be of poor quality.

According to Tjiptono (2015: 116), there are five service quality indicators that serve as a baseline and a manual for offering services to customers: 1) The capacity to deliver accurate services that are promised swiftly, accurately, and satisfactorily is referred to as reliability. 2) Responsiveness refers to an employee's reaction or awareness when assisting clients and offering prompt, efficient service. 3) Assurance is the employee's capacity to possess the necessary product/service knowledge, quality, hospitality, words of grace, information-delivery expertise, and ability to foster customer confidence in the business. 4) The ability of the business to give each consumer individualized or personal attention is a sign of empathy. 5) Tangibles (Physical Evidence), namely physical proof of services, can take the shape of actual facilities, actual equipment, or even the physical appearance of staff.

According to Darwin (2014: 67), the aspects of service quality can be used to measure the service quality of a service, which are as follows: 1) Physical evidence: The physical appearance of facilities, equipment, staff, and communication materials. 2) Reliability: The ability to deliver the promised service precisely and consistently. 3) Responsiveness: Willingness to assist clients and provide relevant services. 4) Competence: mastery of the skills and information required to provide the services that clients require. 5) Politeness: Front-line employees' politeness, respect, attention, and friendliness. 6) Credibility: The quality of being truthful and trustworthy. 7) Safety: Freedom from danger, risk, or uncertainty. 8) Communication: Give clients information in a language they understand and always listen to their comments and complaints. 9) Customer understanding: Make an effort to understand customers and their demands.

2.2. Price

Price is one of the marketing mix elements that creates sales revenue, whereas the others are just cost aspects. Despite the fact that pricing is a crucial problem, many businesses still do not set prices carefully. Kotler and Armstrong (2016: 151) define pricing as the amount of money charged for a product or service, or the amount of value that consumers trade for the benefits of owning or utilizing the product or service. According to Saladin (2013: 94), a price is a sum of money used as a means of exchange to get goods or services. Price has an impact on image and positioning strategy. It is a significant factor in the marketing of prestigious items, which promotes the image of quality and price exclusivity. According to Tjiptono (2015), price is crucial for the economy, consumers, and businesses since it allows them to differentiate their goods from competitors. Prices are any monetary charges paid by consumers to get, own, or use a variety of combinations of goods and services from a commodity.

According to Machfoedz (2015: 139), the goal of price setting is to achieve company goals, gain profits from sales, increase and improve product manufacturing, and expand marketing goals. The goal of the firm or seller who markets the product influences the pricing of a product or service. According to Gitosudarmo (2013:232), the goal of fixing pricing is actually multiple, namely: 1) Achieving a company's objective return on investment or net sales level. 2) Profit maximization. 3) Competition tools, particularly for related businesses. 4) The price itself must be balanced. 5) As a determinant of market share, because an increase or reduction in sales may be measured with a certain price.

According to Stanton (2013: 90), four indicators characterize prices: 1) Price affordability, or the feature of pricing implemented by producers/sellers in accordance with consumers' purchasing power. 2) Pricing competitiveness, which means that the producer/price seller's offer is distinct and competitive with that of other producers on the same sort of product. 3) Price compatibility with product quality, which refers to the issue of pricing carried out by producers/sellers in accordance with the product quality that consumers can acquire. 4) Price compatibility with product benefits, i.e. characteristics of pricing implemented by producers/sellers that are consistent with the benefits that customers can derive from the products purchased. 5) Demand and supply. The number of commodities purchased by purchasers at a given price level is referred to as demand. While supply is the inverse of demand, it is the amount of money given by sellers at a specific price level. In general, a higher price results in a greater supply.

According to Goenadhi (2014: 159), price indicators include the following: 1) Affordable prices for consumer purchasing power, where customers buy a product that has an affordable price so that it is easy to attain or buy. 2) Competitive prices with other brands, namely, people typically differentiate the price of the goods they wish to purchase. 3) Giving discounts or discounts, the company's management or producers give consumers discounts on the purchase of a desired

product. According to Kotler and Armstrong (2015:115), which is translated by Sabran, there are four price indicators: 1) Affordability of the price. Consumers can obtain the price stated by the company for their products. 2) Price compatibility with product quality will undoubtedly be a consideration for consumers when purchasing their products. The company's price for the product is in accordance with the quality of the product they make; for example, if the price is high, the quality of the product provided is also high, so people do not mind if they purchase the product. 3) Price competitiveness. In the market, the corporation should also ensure that the pricing offered is comparable with its competitors. If the price is too expensive in comparison to competitors, the product is not competitive. 4) Price match with perks. The benefits of the products held must be in line with the prices set by the corporation for their products. It is preferable if the high price is accompanied by great product benefits.

2.3. Customer satisfaction

According to Kotler (2015: 80), customer satisfaction is a person's sense of joy or disappointment that results from comparing his perceptions or impressions of performance that falls short of expectations. According to Hansemark and Albinsson (2015: 34), total customer satisfaction reflects a service provider's attitude or an emotional reaction to the gap between what customers expect and what they will receive. Customer satisfaction, according to Bitner and Zeithaml (2017: 55), is the customer's appraisal of a product or service in terms of whether the product or service matched the customer's needs and expectations. Customer satisfaction is the achievement of goals. Customer satisfaction results from the fulfillment of expectations. Customers are said to be satisfied with the product or service given if their expectations for the product or service are reasonable.

Companies must measure customer happiness in order to receive feedback and input that can be used to design and implement strategies to boost customer satisfaction. According to Kotler (2015: 105), there are four ways to gauge consumer satisfaction: 1) System for Complaints and Suggestions. Every customer-centered organization (customer-centered) must provide avenues for customers to express their ideas, comments, and complaints. 2) Survey of Customer Satisfaction. The organization cannot presume that the complaint and suggestion system is capable of accurately describing client happiness and disappointment. 3) Ghost Shopping (Shadow Buyer). This strategy is carried out by hiring multiple persons (ghost shoppers) to pose as consumers or potential buyers of rival firm items and describe the benefits and drawbacks they encounter when purchasing the company's or competitors' products. In addition, ghost shoppers can monitor how each complaint is addressed. 4) Analysis of Lost Customers. Customers who have stopped buying or switched suppliers should be contacted by the company in order to understand why this is happening and to implement an improvement or additional improvement policy.

According to Tjiptono (2015: 70), there are various advantages to maximizing customer happiness, including: 1) The corporation and its clients established long-term ties. 2) The creation of chances for business growth through recurring purchases, cross-selling, and up-selling. 3) The development of client loyalty. 4) Positive word-of-mouth recommendations have the ability to bring in new and profitable clients for the company. 5) In the eyes of customers, the company's reputation and customer perceptions are becoming progressively positive. 6) The company's profit margins may grow.

According to Kotler (2015), customer satisfaction indicators include: 1) a method for managing client complaints and suggestions. A consumer-oriented organization will provide numerous options for customers to submit recommendations and concerns, such as suggestion boxes, comment cards, and so on. 2) A reputation survey mechanism for the company. In general,

consumer satisfaction research is conducted using various media, such as telephone, postal, or direct interviews. 3) A system for consumer analysis. The corporation will contact its customers or, at the very least, determine which customers have made transactions and then ceased purchasing products, or who have switched suppliers.

According to Nasution (2015), the following four elements influence customer expectations: 1) Needs and desires connected to items that customers feel when attempting to trade with product manufacturers/suppliers (companies). If the demands and wants are great at the time, the customer's expectations will be high, and vice versa. 2) Previous consumption of a company's or its competitors' products. 3) Friends' opinions on the quality of the goods that the buyer will purchase. This definitely influences client views, particularly for high-risk products. 4) Communication through advertising and marketing has an impact on customer perceptions as well.

3. Methodology

This study employs a quantitative descriptive technique, namely alignment with research variables that focus on current problems and phenomena in the form of research outcomes in the form of meaningful numbers. According to Arikunto (2015), the research method is the approach utilized by researchers to collect research data in order to gain precise and dependable data while also being accountable. This study was carried out at the Auto 2000 Medan Amplas Branch office, located on the Medan-Tanjung Mora route in Medan City, North Sumatra Province. The study will last six months, from February to July 2022. The population in this study is customers who utilize machine service services at the Auto 2000 office, Medan Amplas Branch, in accordance with the problem's background and the research objectives that have been established.

The Lemeshow formula was used for sampling in this study, with a total sample of 96 customers. Data is collected by observation, recordkeeping, and surveys administered to respondents via questionnaires. The SPSS (Statistical Product Software Solution) application with multiple linear regression was employed as the analytical tool in this investigation.

4. Results and Discussion

The degree of precision between data that actually occurs on items that can be reported by researchers is measured by the validity test. The validity test was performed to determine whether the data collected after the study were valid data when measured with the measuring instrument employed in the study, namely the questionnaire. An instrument's provision is valid or valid if it has a Pearson Product Moment correlation coefficient (r_{count}) > r_{table} at a significant level of 5%. The following table contains the results of the validity test performed using the SPSS software program and the personal product moment correlation:

Table 2. Validity Test Result

Variable	Statement	R count	R table	Information
Service quality (X1)	Statement 1	0.937	0.367	Valid
	Statement 2	0.920	0.367	Valid
	Statement 3	0.919	0.367	Valid
	Statement 4	0.869	0.367	Valid
	Statement 5	0.922	0.367	Valid
	Statement 6	0.955	0.367	Valid
	Statement 7	0.898	0.367	Valid

Variable	Statement	R count	R table	Information
	Statement 8	0.917	0.367	Valid
	Statement 9	0.768	0.367	Valid
	Statement 10	0.769	0.367	Valid
	Statement 11	0.945	0.367	Valid
Price (X2)	Statement 1	0.743	0.367	Valid
	Statement 2	0.789	0.367	Valid
	Statement 3	0.795	0.367	Valid
	Statement 4	0.819	0.367	Valid
	Statement 5	0.722	0.367	Valid
	Statement 6	0.696	0.367	Valid
	Statement 7	0.942	0.367	Valid
	Statement 8	0.815	0.367	Valid
Customer satisfaction (Y)	Statement 1	0.940	0.367	Valid
	Statement 2	0.935	0.367	Valid
	Statement 3	0.691	0.367	Valid
	Statement 4	0.864	0.367	Valid
	Statement 5	0.926	0.367	Valid
	Statement 6	0.918	0.367	Valid
	Statement 7	0.945	0.367	Valid
	Statement 8	0.931	0.367	Valid
	Statement 9	0.879	0.367	Valid
	Statement 10	0.828	0.367	Valid

Source: Primary data processed, 2022

According to the SPSS data processing test, the variables of service quality (X1), price (X2), and customer contentment (Y) have a t value of t table, indicating that customer satisfaction (Y) is strongly connected with the total score (stated valid). The results of the Moment Product Correlation on the indicator questionnaire can be accepted if the coefficient alpha > from the value of r table $df = n-2$, $30-3 = 27$ and the value of $n = 27$ is 0.367, indicating that the statements in the questionnaire are declared valid because the value of $r_{count} > r_{table}$.

The term "instrument reliability" refers to whether the measuring instrument employed consistently measures the same symptoms. Following the completion of the validity test, the next step is to assess the dependability of the statement/question items. A reliability analysis based on the Croanbach Alpha coefficient was performed to examine the dependability of the questionnaire employed. The Croanbach Alpha coefficient evaluates the association between the scale created with all existing indicator scales and the constraint's confidence level. If the alpha coefficient is more than 0.60, the indication is acceptable. The following table contains the findings of this study's reliability test:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Information
Service Quality (X1)	0.975	Reliable
Price (X2)	0.959	Reliable
Customer Satisfaction (Y)	0.984	Reliable

Source: SPSS data processing, 2022

Table 3 demonstrates that the three research instruments have met the elements of good reliability; in other words, this research instrument is trustworthy, and its level is appropriate because it has reached 1 (> from 0.60).

The P-P Plot graph is used to perform the data normality test, as shown in the figure below:

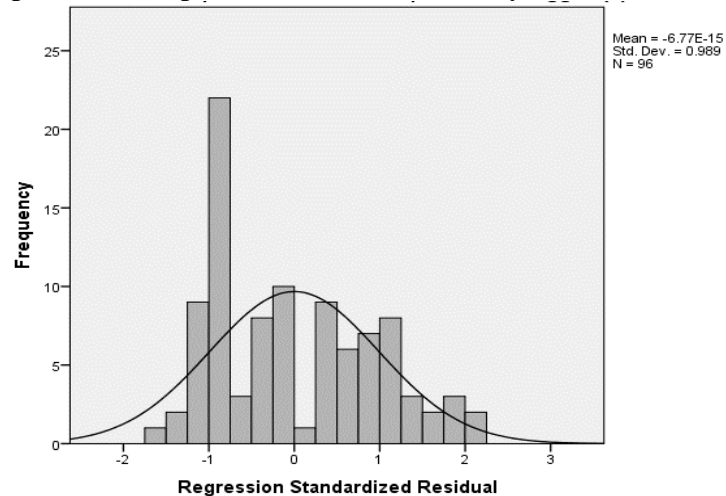


Figure 1. Normality Test
Source: SPSS data processing, 2022

According to Figure 1, the data spreads around the diagonal line and follows its direction, indicating that the regression model meets the assumption of normality. The histogram also reveals that the data distribution resembles a bell, implying that the data is regularly distributed.

The scatterplot pattern is graphed as a result of the heteroscedasticity test. The following figure depicts the findings of this study's heteroscedasticity test:

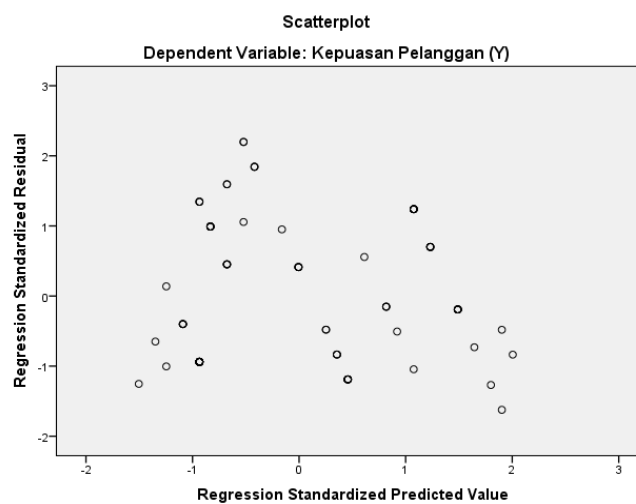


Figure 2. Heteroscedasticity Test
Source: SPSS data processing, 2022

The heteroscedasticity test findings demonstrate that the points do not form a specific pattern or that there is no apparent pattern and that the points are scattered above and below the number 0 (zero) on the Y axis, indicating that there is no heteroscedasticity.

The VIF (Variance Inflation Factor) and tolerance values can be used to determine whether multicollinearity exists in a regression model. The VIF value is shown in the table below as a consequence of the data analysis:

Table 4. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality(X1)	.047	21.297
	Price (X2)	.047	21.297

a. Dependent Variable: Customer satisfaction (Y)

Source: SPSS data processing, 2022

According to the table above, the variable has a VIF value of less than 10 and a tolerance value of less than 10%, indicating that there is no association between variables. As a result of the foregoing, it is possible to conclude that there is no multicollinearity between independent variables in the regression model.

The following table displays the results of the regression analysis performed with SPSS:

Table 5. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.220	1.509		12.736	.000
	Service Quality (X1)	.471	.110	.566	4.300	.000
	Price (X2)	.310	.102	.401	3.051	.003

a. Dependent Variable: Customer satisfaction (Y)

Source: SPSS data processing, 2022

According to the chart above, the Coefficients table has multiple columns. Column 'B' should be considered when looking for multiple linear regression equations. The value (Constant) is 19,220 units, the value of the service quality variable (X1) is 0.471 units, and the value of the price variable (X2) is 0.310 units, according to column B. This study's simple linear regression equation is: $Y = 19,220 + 0.471X1 + 0.310X2$. The following is an interpretation of the multiple linear regression equation: 1) The value of the constant (a) is 19,220. This means that if the value of the service quality variable (X1) and the pricing variable (X2) is 0, the value is positive, which is 19,220. 2) The service quality measure (X1) has a positive regression coefficient value of 0.471. This suggests that if service quality (X1) increases by 1%, customer happiness will improve by

0.471, providing all other variables remain constant. 3) The price variable's regression coefficient (X2) is positive, with a value of 0.310. This suggests that if the price (X2) increases by 1%, consumer satisfaction will increase by 0.310, assuming all other factors remain constant.

Based on the SPSS output, the t-count value obtained for each variable can be seen in the results of the t-test or partial test. While the t table value at n-k (96-3) is 93, the significant level of 5% (0.05) is 1.661. The t-test results can be explained in greater depth as follows: 1) The impact of Customer Satisfaction on Service Quality (X1). The research yielded a t-value of 4,300 for the service quality variable (X1), compared to a t-table value of 1,661. The obtained t-count is more than the t-table value, or $4.300 > 1.661$. Then, if the value of sig is less than the probability value of 0.05 or 0.000 0.05, Ho is rejected and Ha is accepted, so that the X variable contributes positively to Y. A positive t value suggests that X is directly related to Y. As a result, it is possible to conclude that the service quality variable has a positive and significant effect on customer satisfaction. 2) The Price Effect (X2) on Customer Satisfaction. According to the findings of the analysis, the t value for the price variable (X2) was 3,051 when compared to the t table value of 1,661. The estimated t is more than the t table value, hence $3,051 > 1,661$. It can also be seen that the value of sig is less than the probability value of 0.05 or 0.000 0.05. Then Ho is rejected and Ha is accepted, resulting in the X variable contributing to Y. A positive t value suggests that X and Y have a one-way relationship. As a result, it can be argued that price has a positive and considerable effect on customer satisfaction.

The following table shows the results of simultaneous tests performed with SPSS Version 22.0:

Table 6. Simultaneous Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	872.334	2	436.167	568.732	.000 ^b
	Residual	71.323	93	.767		
	Total	943.656	95			
a. Dependent Variable: Customer satisfaction (Y)						
b. Predictors: (Constant), Price (X2), Service Quality (X1)						

According to table 6, the calculated f is 568,732 with a sig level of 0.000, so the sig value is $0.000 > 0.05$ and the calculated F value is $568.732 > F$ table 2.70, indicating that Ho is rejected and that the independent variables X1, and X2 have a simultaneous positive and significant effect on the dependent variable Y.

The coefficient of determination is used to determine how well the model explains the variation in the independent variable. R2 has a value range of 0 to 1, with zero indicating that the model is poor and one indicating that the model is excellent.

Table 7. Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961 ^a	.924	.923	.876
a. Predictors: (Constant), Price (X2), Service Quality (X1)				
b. Dependent Variable: Customer satisfaction (Y)				

Table 7 shows that the Adjuster R Square value is 0.923, or 92.3 percent. This demonstrates that the association between service quality (X1) and pricing (X2) and customer satisfaction is fairly close, with a value of 0.923 (92.3%). Because the bigger the value of R, the tighter the relationship between the independent and dependent variables is conceptually. The percentage of the association between service quality (X1) and pricing (X2) with customer satisfaction is then 92.3 percent, with the remaining 7.7 percent influenced by variables not investigated in this study.

Previous research by Rachman and Yuniati (2014) on the effect of service quality, pricing, and location determinants on customer satisfaction is substantial. This also displays the ups and downs of client satisfaction based on service quality. According to the findings of Winardi's (2016) research, there is a considerable effect of service quality on customer satisfaction, which means that the better the service quality, the higher the customer satisfaction. Other research, Azis (2015) and Sagala (2017), demonstrate that service quality has a favorable and significant effect on customer satisfaction. Similarly to Amini and Wiranatakusuma (2020), price has a favorable and significant effect on consumer satisfaction. This is due to a favorable perception of prices based on service, competitive prices, affordable prices, and prices based on the advantages acquired. The research findings of Henry et al (2020) disagree because the study found that pricing has a negative and significant effect on consumer satisfaction.

5. Conclusion

1. The Multiple Linear Regression test yields the following regression equation: $Y=19.220 + 0.471 (X1) + 0.310 (X2)$. The t test yielded a t value of 4,300 for the service quality variable (X1) and a t value of 3,051 for the price variable (X2). According to the estimated t value, the service quality variable (X1) has a bigger (dominant) effect on customer satisfaction than the price variable (X2).
2. According to the F test, the estimated F value is $568,732 > F$ table 2.70, which explains that the service quality variable (X1) and the pricing variable both have a positive effect on the customer satisfaction variable (Y).
3. The coefficient of determination (R²) test results show that the value of Adjusted R Square is 0.923, or 92.3 percent. This demonstrates that the association between service quality (X1) and pricing (X2) and customer satisfaction is very strong, specifically 0.923 or 92.3 percent. This suggests that the percentage of the association between service quality (X1) and pricing (X2) and customer satisfaction is 92.3 percent, with the remaining 7.7 percent influenced by variables not investigated in this study.

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