



Analysis of the Most Influential Factors on Customer Satisfaction

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ABSTRACT

Purpose – This paper seeks to determine factors which more influenced to customer satisfaction at PT Pantara Wisata Jaya Seribu Islands Resort? These factors were price, and service quality. Researcher have a tested to price on customer satisfaction partially, and service quality on customer satisfaction partially, including price and services quality on customer satisfaction simultaneously.

Methodology/approach – This research used associative quantitative methods by using SPSS 26 to process the research data. The sample collection technique used simple random sampling technique. The sample was calculated by using the Slovin formula where 92 respondents were selected.

Findings –The results of simultaneous test (f- test) of price and service quality have a significant influence on customer satisfaction. Service quality factor more influenced on customer satisfaction as per t-test resulted. Researcher found that 45% of independent variables price and service quality on customer satisfaction, and 55% was influenced by other variables which not examined.

Novelty/value – As customer satisfaction has been an important factor in resort business, especially for Indonesia to increase economic growth, it is vital to understand how to maintain customer satisfaction in resort business.

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INTRODUCTION

The tourism industry was a most important sector in a Indonesia Country, due to it was one of a significant source of foreign exchange in order to increase economic growth. In addition, the existence of this industry has contributed to country, especially in increasing welfare, increasing employments, and reduce unemployment. Countries which have a tourism industry expected to get a good results and one of it is increasing country's income. The tourism industry in a country should be maintained properly, therefore, it can attract the interest of tourists or travel lovers, both local and foreign tourist to Indonesia as a first tourism country destination choice.

PT Pantara Wisata Jaya have a resort and traveling business. They did an evaluate of their business, and there were customer's complaints about price and service quality. Refer to this phenomenon, if the actual customer's experience lower than customer's expectations, customer unsatisfied, but if actual customer's experience exceeds customer's expectations, the customer will feel happy and very satisfied, and even become a loyal customer.

**Table 1.1 Pantara Wisata Jaya -Seribu Islands Resort - Revenue Data
(Period 2016-2020 Year)**

No.	Year	Revenue
1.	2016	Rp. 12.365.836.064
2.	2017	Rp. 8.830.368.155
3.	2018	Rp. 6.823.629.564
4.	2019	Rp. 5.534.925.446
5.	2020	Rp. 3.751.470.596

Source: PT Pantara Wisata Jaya -Seribu Islands

Based on these data above in table 1.1., the income of PT Pantara Wisata Jaya Kepulauan Seribu Resort has been decreasing trend. The highest income results occurred in 2016 about Idr 12,365,836,064, but in the following year the income failed to decrease trend. The lowest income occurred in 2020 with an income about Idr 3,751,470,596, this indicated that the business activities have not been optimal, therefore they have not been able to achieve their set of targets.

**Table 1.2 PT Pantara Wisata Jaya -Seribu Islands- Total Customer
(Period 2016-2020)**

	Month	2016	2017	2018	2019	2020
1.	January	617	519	489	345	215
2.	February	596	412	245	236	115
3.	March	462	314	169	145	-
4.	April	412	123	112	117	-
5.	May	413	156	213	123	-
6.	June	479	196	214	117	53
7.	July	535	289	221	145	98
8.	August	436	312	159	147	128
9.	September	491	221	123	123	220
10.	October	543	246	149	128	337
11.	November	515	359	188	189	349
12.	December	651	456	356	312	128
Total Customer		6150	3609	2647	2127	1643

Source: PT Pantara Wisata Jaya -Seribu Islands

Based on these data above in table 1.2, it should be seen that the number of visitors has decreased every year, the highest visit results were in 2016 about 6.150 customer or visitors, and the lowest visit results in 2020 about 1.643 visitors, this indicates the target has not been achieved properly. After conducting interviews with company owners, the researcher received information that there were still an issue, probably come from price. The price was expensive, but service quality wasn't meet with their expectation comparing with the price which need to pay. Therefore, the company must be able to improve and review the price offered.

Price could be narrowly defined as the amount of money charged for a product or service. Price was a value in business activity to get the desired goods or services. Success in pricing was the main key in product marketing, because price was an element of the marketing mix which was dynamic in nature, meaning that it should change faster, of course, according to current conditions. Price has a very important role in influencing consumer decisions in buying product, so it determines success in marketing product. The followings were data regarding price comparisons between PT Pantara Wisata Jaya and Sepa Island Resort.

Table 1.3 PT Pantara Wisata Jaya vs Sepa Island Resort-Price Comparison



Based on	Price per person PT Pantara Wisata Jaya		Price per person Sepa Island Resort	
	Level : ★★ ★ 1 st Night	Additional Night	Level : ★★ ★ 1 st Night	Additional Night
Single occupancy	Rp.3.590.000	Rp.3.290.000	Rp.2.288.000	Rp.1.888.000
Adult (Twin Sharing)	Rp.2.490.000	Rp.2.190.000	Rp.2.188.000	Rp.1.788.000
Adult (Triple/Quad Sharing)	Rp.2.290.000	Rp.1.990.000	Rp.2.088.000	Rp.1.688.000
Child (8 – 12 Years) sharing with parent	Rp.1.590.000	Rp.1.390.000	Rp.1.188.000	Rp.1.088.000
Child (2 – 7 years) sharing with parent	Rp.1.490.000	Rp.1.290.000	Rp.1.088.000	Rp. 988.000

Source: PT Pantara Wisata Jaya -Seribu Islands

Refer to table 1.3 above, it could be seen the results of a price comparison between PT Pantara Wisata Jaya Seribu Islands Resort and Sepa Island Resort, which both of them were 3 star level Resort. Researcher picked an apples to apples comparison with the same business which located in same location at Seribu Islands. Pantara's price higher than Sepa's Resort. The Higher price wasn't an issue, if customer willing to pay and got the service quality which their expected.

After conducting interviews with company owners, the researcher received information that there were still deficiencies in service quality, namely the services provided were not in accordance with what was expected by customers. Where it will affect customer satisfaction. Service Quality suggests that Service Quality was a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. A satisfied consumer was a consumer who feels value was a product, service, system or something that was emotional. If consumers said that value was a quality product, then satisfaction occurs when consumers received a quality product. From the results of interviews, the researcher obtained a table of customer's complaint information at PT Pantara Wisata Jaya Seribu Islands Resort on period 2016-2020.

Table 1.4 PT Pantara Wisata Jaya Seribu Island Resort-Customer's Complaint Information (Period 2016-2020)

No.	Complaints	Year					Total
		2016	2017	2018	2019	2020	
1.	Visitors are prohibited from bringing food and drinks from outside	78	80	83	90	91	442
2.	The services provided are not as expected.	52	55	61	64	63	295
3.	Untimely delivery of food	45	49	53	68	66	281

Source: PT Pantara Wisata Jaya -Seribu Islands

Refer to the above table 1.3 and 1.4, there were price comparison and service quality complaints, which would be influenced to customer satisfaction. Based on the description of the background of the

problem above, the problem to be solved through research was formulated as follows: was there any influence on price to customer satisfaction partially at PT Pantara Wisata Jaya Seribu Islands Resort? 2. Was there any influence on service quality provided to customer satisfaction partially at PT Pantara Wisata Jaya Seribu Islands Resort? 3. was there any influence on price and service quality on customer satisfaction simultaneously at PT Pantara Wisata Jaya Seribu Islands Resort? 4. Which factors more influenced to customer satisfaction at PT Pantara Wisara Jaya Seribu Islands Resort?

LITERATURE REVIEW

Price

Tjiptono (2019: 289) “Price is an element of the marketing mix that is flexible, meaning that it can be changed quickly. objective in setting the price of its product. These objectives include profit-oriented objectives, volume-oriented objectives, image-oriented objectives, price stabilization objectives”.m Wulansari, Retno (2020), and Yuniarto (2019) in this journal explained that “Price have a significant effect to customer satisfaction”, while D Indra (2019), “explained that price haven’t a significant effect to customer satisfaction”.

Service Quality

Tjiptono (2017: 129) “Quality is that there are five quality perspectives currently developing: transcendental approach, product-based approach, user-based approach, manufacturing-based approach, and value-based approach”. Farid Firmansyah (2019: 9) “Service Quality is the result of an evaluation process in which customers to compare their perceptions of the service and the results, with what they expect. The factors that cause dissatisfaction are: Internal factors that are relatively controllable by the company, for example unfriendly employees, employees who are not punctual, etc. External factors that are beyond the company's control, such as weather, disasters, public infrastructure disruptions”. Wulansari (2017), Armasyah A (2018), Arianto, N (2018), Pamungkas (2019), Lesmana (2019), and Prianto (2021), said that "Service Quality influence customer satisfaction”.

Satisfaction

The definition of satisfaction according to experts states that: Tjiptono (2019:116) “Customer satisfaction is a key concept in cookery marketing theory and practice”. The definition of satisfaction according to experts states that: Satisfaction is "a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance" according to (Kotler and Keller, 2021:177). According to Tjiptono (2014: 67) indicators in consumer satisfaction were: a. Overall Customer Satisfaction, b. Repurchase Intent, c. Willingness to recommend. Customer satisfaction according to Kotler (2014), Feelings of pleasure or the disappointment that comes after compare product performance (results) thought of performance or expected results.

Research Framework

Here are the research framework of The Influence of Price and Service Quality on customer Satisfaction PT Pantara Wisata Jaya Seribu Islands Resort.

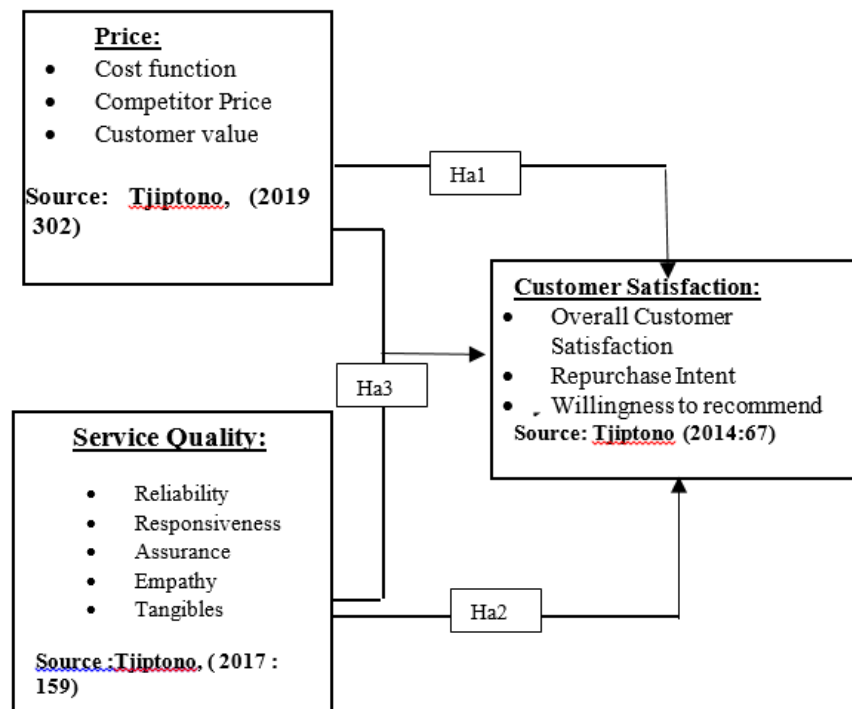


Figure 1 Framework

METHODS

This research used associative quantitative methods by using SPSS 26 to process the research data. This research was conducted on customer at PT Pantara Wisata Jaya Seribu Islands Resort. Associative quantitative method, according to Sugiyono (2017: 37), "Research that aims to determine the influence or relationship between two more variables". Associative research has a higher level when compared to descriptive and comparative, further explaining "with associative research a theory was built that functions to explain, predict and control a phenomenon". The population in this study are all 1,162 PT Pantara Wisata Jaya Islands tourist customers during the last 5 months in August 2020 - December 2020. The sample collection technique used simple random sampling technique. The sample was calculated by using the Slovin formula where 92 respondents were selected from total customer about 1,162.

RESULTS AND DISCUSSION

The sample in this research were customers at PT Pantara Wisata Jaya Islands. In this study, respondents were divided into several characteristics. From these respondents, a description of the respondent could be made as follows:

Table 1 Data Respondent Base on Gender

No	Gender	Total	Percentage (%)
1	Men	47	51%
2	Women	45	49%
Total		92	100%

Source: Primer Data proceed by SPSS 26

Refer to table 5.1 above, respondent base on gender, who dominated by men about 47 customers.

Table 2 Respondent Data Based on Age

No	Age	Total	Percentage(%)
1	20 - 25 Tahun	58	63%
2	26 - 30 Tahun	12	13%
3	31 - 35 Tahun	3	3%
4	>40 Tahun	19	21%
Total		92	100%

Source: Primer Data proceed by SPSS 26

Refer to table 2 above, the respondents base on age, who dominated by customer with age range 20-25 years old.

Validity Test

Validity test resulted, $r\text{-count} > r\text{-table } 0.2050$, therefore it could be concluded that all statement items in the variable indicator of price, service quality, and satisfaction were valid.

Table 3 Validity Test Result on Price (X1)

Statement	r-count	r-table	Remarks
X1_1	0,601	0,2050	Valid
X1_2	0,482	0,2050	Valid
X1_3	0,679	0,2050	Valid
X1_4	0,632	0,2050	Valid
X1_5	0,681	0,2050	Valid
X1_6	0,637	0,2050	Valid
X1_7	0,620	0,2050	Valid

Source: Primer Data proceed by SPSS 26

Based on the validity test table 3 above, it could be seen that the overall value of $r\text{count} > r\text{table } 0.2050$, it could be concluded that all statement items in the price variable indicator were valid.

**Table 4 Validity Test Result on Service Quality (X2)**

Statement	r-count	r-table	Remarks
X2.1	0,842	0,2050	Valid
X2.2	0,837	0,2050	Valid
X2.3	0,798	0,2050	Valid
X2.4	0,785	0,2050	Valid
X2.5	0,839	0,2050	Valid
X2.6	0,808	0,2050	Valid
X2.7	0,814	0,2050	Valid
X2.8	0,787	0,2050	Valid
X2.9	0,661	0,2050	Valid

Source: Primer Data proceed by SPSS 26

Based on the validity test table 4 above, it could be seen that the overall value of rcount > rtable 0,2050, it could be concluded that all statement items in the service quality variable indicator were valid.

Table 5 Validity Test on Customer Satisfaction

Statement	r-count	r-table	Remarks
Y.1	0,768	0,2050	Valid
Y.2	0,727	0,2050	Valid
Y.3	0,724	0,2050	Valid
Y.4	0,662	0,2050	Valid
Y.5	0,754	0,2050	Valid
Y.6	0,743	0,2050	Valid
Y.7	0,688	0,2050	Valid

Source: Primer Data proceed by SPSS 26

Based on the validity test table 5 above, it could be seen that the overall value of rcount > rtable 0.2050, it could be concluded that all statement items in the customer satisfaction variable indicator were valid.

Reliability Test

Table 6 Reliability Test Results

Variable	Cronbach Alpha	Reliability Standard	Remarks
Price (X ₁)	0,733	0,60	Reliable
Service Quality (X ₂)	0,925	0,60	Reliable
Customer Satisfaction (Y)	0,846	0,60	Reliable

Source: Primer Data proceed by SPSS 26

Base on Table 6 above, Variable Price, service quality and customer satisfaction have cronbach

$\alpha > r_{table}$, we could conclude that all variables were reliable.

Data Normality Test

Table 7 Data Normality Test Result

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			92
Normal Parameters ^{a,b}	Mean		0E-7
	Std. Deviation		1.94170172
Most Extreme Differences	Absolute		.117
	Positive		.117
	Negative		-.092
Kolmogorov-Smirnov Z			1.124
Asymp. Sig. (2-tailed)			.160

a. Test distribution is Normal.

b. Calculated from data.

a Test distribution is Normal. b Calculated from data. c Lilliefors Significance Correction. Source: Data proceed by SPSS 26

Based on the results in table 7, the asymp value was obtained. Sig (2-tailed) of 0.160, that the value was greater than the significance level of 0,05, therefore we can conclude that the data was in normally distributed.

Multicollinearity Test

Table 8 Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	13.198	2.311		712	.000		
	Price	-.087	.104	-.090	-.843	.402	.535	1.868
	Service Quality	.505	.074	.729	6.792	.000	.535	1.868

a. Dependent Variable: Customer Satisfaction

a Dependent Variable: Service Quality, Source: Data proceed by SPSS 26

Based on the table 8 above, we can conclude that 1). The tolerance value for the price variable (X1) is $0.535 > 0.05$, which means that there was no correlation between the independent variables, the VIF value is $1.868 < 5$ therefore the price variable was explained to have no multicollinearity. 2). The tolerance value for the service quality variable (X2) is $0.535 > 0.05$ which means there was no correlation between the independent variables, the VIF value was $1.868 < 5$ therefore the facility variable was explained to have no multicollinearity.

Autocorrelation Test

Table 9 Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.671 ^a	.450	.438	1.963	2.033

a. Predictors: (Constant), Price, Service Quality

b. Dependent Variable: Customer Satisfaction



a Predictors: (Constant), Facilities, Service Quality

b Dependent Variable: Customer Satisfaction

Base on the above table 9, researcher using Durbin-Watson test in this study, the results showed 2,033. Where according to Algifari (2013: 88) the criteria (1,550 – 2,460) indicated that there wasn't autocorrelation.

Hypothesis Testing

Determination Coefficient Test

Table 10 Determination Coefficient Test on Price (X1), and Service Quality (X2) to Customer Satisfaction
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.671 ^a	.450	.438	1.963	2.033

a. Predictors: (Constant), Price, Service Quality

b. Dependent Variable: Customer Satisfaction

a Predictors: (Constant), Price, Service Quality

b Dependent Variable: Customer Satisfaction

Source: Data proceed by SPSS 26

Based on Table 10 above, it can be found that the magnitude of R square is 0.450 or 45%. This explained that the percentage of the influence of the independent variables of price (X1) and service quality (X2) on the dependent consumer satisfaction (Y) was 45%. While the rest (100% - 45% = 55%) was influenced or explained by other variables outside the variables studied.

Partial Test (t-test)

Partial Test (t) was used to determine whether there was a significant (significant) relationship or influence between the independent variables (price and service quality) partially on the dependent variable (customer satisfaction).

Table 11 Partial Significance Test (t-test) Price (X1) on Customer Satisfaction (Y) Service Quality (X2) on Customer Satisfaction (Y)

Model		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	t		
1	(Constant)	13.198	2.311		712		
	Price	-.087	.104	-.090	-.843	.535	1.868
	Service Quality	.505	.074	.729	6.792	.535	1.868

a. Dependent Variable: Customer Satisfaction

a Dependent Variable: Customer Satisfaction

Refer to the above table 11, Price variable has a significance level of 0.402, this value was higher than 0.05 (0.402 > 0.05) with a t-count of -0.843 < t-table of 1,98698. This means that Ho was accepted and Ha was rejected, so it could be concluded that price hasn't a significant influence on customer satisfaction.

Service quality variable has a significance level of 0.000, this value was smaller than 0.05 ($0.000 < 0.05$) with a t-count of $6.792 > t\text{-table } 1,98698$. This means that H_0 was rejected and H_a was accepted, so it can be concluded that the service quality has a significant influence on customer satisfaction.

Simultaneous Test (f-test)

Table 12 Simultaneous Test (f-test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281.031	2	140.515	36.451	.000 ^b
	Residual	343.089	89	3.855		
	Total	624.120	91			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Price, Service Quality

a Dependent Variable: Customer Satisfaction

b Predictors: (Constant), Price, Service Quality

Source: Data proceed by SPSS 26

Based on table 12 above, the f-count value was $36.451 > f\text{-table } 3.10$ with a significance of $0.000 < 0.05$, H_0 was rejected and H_a was accepted, therefore simultaneously there was a significant influence between price and service quality on customer satisfaction.

CONCLUSION

Refer to research resulted of this study at PT Pantara Wisata Jaya Seribu Islands Resort, the following conclusions could be obtained: 1). There wasn't a significant influence between price and customer satisfaction, partially. The price variable has a significance level about 0.402, this value was higher than 0.05 ($0.402 > 0.05$) with a t-count value of $-0.843 < t\text{-table } 1,98698$, this explained that H_0 was accepted and H_a was rejected, therefore it could be concluded that price hasn't a significant influence on customer satisfaction. 2). There was a significant influence between service quality on customer satisfaction, partially. The service quality variable has a significance level about 0.000. This value was smaller than 0.05 ($0.000 < 0.05$) with a t-count value of $6.792 > t\text{-table } 1,98698$. This explained that H_0 was rejected and H_a was accepted, therefore it can be concluded that the service quality has a significant influence on customer satisfaction. 3). There was a simultaneous significant effect between price and service quality on customer satisfaction with f-count $36.451 > f\text{-table } 3.10$ with a significant $0.000 < 0.05$, therefore, H_0 was rejected and H_a was accepted, It's explained that simultaneously there was a positive influence between price and service quality to customer satisfaction. 4). Service quality factor more influenced on customer satisfaction which explained by t-test resulted was a significant effect on service quality to customer satisfaction.

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