

Effect of Price, Location, And Service Quality on Consumer Satisfaction

Pengaruh Harga, Lokasi, dan Kualitas Layanan Terhadap Kepuasan Konsumen

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ABSTRACT

This research will aim to analyze the influence of price, location and service quality on consumer satisfaction at the Micro Cell counter. This research uses quantitative methods. The data in this research was collected through a survey method using purposive sampling techniques. Questionnaires were distributed to 96 respondents who had made a purchase at the Micro Cell counter at least once. The data resulting from distributing the questionnaire will be processed using the SPSS software analysis tool. The selected results and analysis tests include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing via t test, F test, and analysis of the coefficient of determination (R²). From the research results and data analysis results, the following conclusion can be drawn: there is a positive but not significant influence of the price variable on consumer satisfaction at Micro Cell counters. There is a positive and significant influence of location variables on consumer satisfaction at Micro Cell counters. There is a positive and significant influence of the service quality variable on Micro Cell counter consumer satisfaction. The results of this research show that Micro Cell counters need to maintain optimal service quality so that consumer satisfaction is met, thereby increasing sales at Micro Cell counters.

Keyword: Price, Location, Service Quality, Customer Satisfaction

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga, lokasi dan kualitas pelayanan terhadap kepuasan konsumen di counter Micro Cell. Penelitian ini menggunakan metode kuantitatif. Data dalam penelitian ini dikumpulkan melalui metode survei dengan menggunakan teknik purposive sampling. Kuesioner disebarkan kepada 96 responden yang pernah melakukan pembelian di konter Micro Cell minimal satu kali. Data hasil penyebaran kuesioner akan diolah dengan menggunakan alat analisis software SPSS. Hasil dan uji analisis yang dipilih meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis melalui uji t, uji F, dan analisis koefisien determinasi (R²). Dari hasil penelitian dan hasil analisis data, maka dapat diambil kesimpulan sebagai berikut: terdapat pengaruh positif namun tidak signifikan dari variabel harga terhadap kepuasan konsumen pada counter Micro Cell. Terdapat pengaruh positif dan signifikan variabel lokasi terhadap kepuasan konsumen pada counter Micro Cell. Terdapat pengaruh positif dan signifikan variabel kualitas pelayanan terhadap kepuasan konsumen counter Micro Cell. Hasil penelitian ini menunjukkan bahwa counter Micro Cell perlu mempertahankan kualitas pelayanan yang optimal agar kepuasan konsumen terpenuhi, sehingga meningkatkan penjualan di counter Micro Cell.

Kata Kunci: Harga, Lokasi, Kualitas Pelayanan: Harga, Lokasi, Kualitas Pelayanan, Kepuasan Konsumen

1. Pendahuluan

In the era of globalization, especially in terms of technology, education and increasing income, consumers' desires and needs are increasingly diverse. Apart from that, supported by the development of science and technology which is supported by adequate facilities and infrastructure, it really encourages progress in all fields, especially in the field of telecommunications. Considering that telecommunications has now become a very important means of interaction between people, people want to communicate more easily.

The presence of communication tools in the form of cellular telephones which are currently relatively affordable, as well as the relative ease of getting starter cards and refilling credit, has caused a rapid increase in the number of cellular telephone users (Nurrofi, 2020). One of the business worlds that is currently the center of attention and has intense competition is the business in the field of cell phone counters, where cell phone counters provide and serve all needs for cell phones starting from electric credit, starter cards for all

operators, cell phone accessories, cell phone service, and so on. Especially nowadays, with the increasing need for communication and the large number of cell phone counters making competition in the cell phone counter business increasingly fierce, one of the things that every counter must do is maintain loyal customers and continue to look for new potential customers.

According Nurrofi (2020) Creating consumer satisfaction can provide several benefits, including a harmonious relationship between the company and its consumers, providing a good basis for repeat purchases and creating customer loyalty, and forming a word of mouth recommendation that benefits the business. One of the cell phone counters is Micro Cell, which was founded in 2010. Micro Cell is an individual business in the telecommunications sector that provides credit top-ups for all operators, sells starter cards for all operators, sells cellphone accessories, and provides cash withdrawal and deposit services via BRILink service.

In 2010, Micro Cell counter sales experienced a fairly good increase, when the counter was located in the Matahari Singosaren mall area, where this area is the center for cellphone counters. However, since the Covid-19 pandemic, cellphone sales have decreased due to restrictions on people's mobility. The following is sales data for 2018-2022.

Table 1. Micro Cell Counter Sales Data for 2018 – 2022

Tahun	Penjualan
2018	Rp 1.052.000.000
2019	Rp 1.100.000.000
2020	Rp 988.000.000
2021	Rp 605.600.000
2022	Rp 746.000.000

Source: Counter Micro Cell, 2023

Based on Micro Cell counter sales data for 2018–2022 which is presented in table 1, it indicates that the average annual sales level at Micro Cell experienced the best sales in 2018 and 2019, but since 2020 sales have decreased until 2022. This is thought to be because impact of the Covid-19 Pandemic.

The results of relevant research regarding the variables of price, location and service quality have been carried out by Donovan and Fadillah (2020) stating that price has a positive and significant effect on consumer satisfaction. Meanwhile, research conducted by Juniarti, et al. (2022) stated that price has no effect on consumer satisfaction. The results of subsequent relevant research conducted by (Mansandra et al. 2022) stated that location has a positive and significant effect on consumer satisfaction. Meanwhile, research conducted by (Dwi et al. 2020) states that location has no effect on consumer satisfaction. The results of the latest relevant research conducted by (Susilowati 2022) stated that service quality has a positive and significant effect on consumer satisfaction. Meanwhile, research conducted by (Novia et al. 2020) states that service quality does not have a significant effect on consumer satisfaction.

In increasing consumer satisfaction, price can influence business development and also influence consumer satisfaction. Consumers are usually more careful in paying attention to prices, where standardizing low prices will make it easier for a business to achieve consumer satisfaction. Price is a measure of the value of something tangible or intangible for its perceived function and usefulness. The determination is based on the benefits and quality possessed, both in terms of the product and in terms of the services offered (Sari and Mayasari, 2022).

A business must choose a strategic location in placing its business location in an area or area that is close to crowds and community activities, because location is an important determinant of consumer behavior (Raharjani, 2010:74) in (Syahidin and Adnan, 2022). Strategic location aims to maximize profits from the business location, where important factors in business development to obtain consumer satisfaction are the location of the

location in urban areas, the way to reach it, and the travel time from the location to the destination (Pio, J; Mamuaya, N, C; Angmalisang, 2022).

Good service quality can influence consumer satisfaction, because there is interaction between customers and a business. In accordance with the concept of consumer satisfaction, it is explained that consumer satisfaction can be achieved if the perceived performance or results are in accordance with what consumers expect. Therefore, whether or not the service provided by a business will greatly influence consumer satisfaction (Tengku Mahesa Khalid, 2021). Service quality is a strategy to attract new consumers, retain existing consumers, avoid consumer turnover, and create special advantages for the business (Devi et al., 2022).

Based on the description above, the objectives to be achieved in this research are to determine the significant effect of price on consumer satisfaction, to determine the significant effect of location on consumer satisfaction, and to determine the significant effect of service quality on consumer satisfaction.

2. Tinjauan Pustaka

Price

Price is a nominal amount that must be sacrificed by consumers for the value created to gain profits from a product or service, and is a symbol of the transfer of ownership rights thereby increasing consumer satisfaction (Manampiring et al., 2016). In the business world, price is a very important factor because if a business is wrong in determining prices, it will experience losses and lose its consumers (Efnita, 2017). According to Kotler and Armstrong (2012) in (Abdul Gofur, 2019) define price as a cost incurred to consumers for purchasing a product or service. Price assessment indicators can be seen from the suitability between a consumer's sacrifice and the value they receive after making a purchase, so that from there consumers will perceive the product or service (Kertajaya, 2002). According to Kotler and Armstrong, translated by Sabran (2012:278) in (Nugroho and Astuti 2021), there are 4 price indicators, namely: (1) Price affordability, (2) Price conformity with product quality, (3) Price competitiveness, and (4) Matching price with benefits. Supported by previous research conducted by (Donovan and Fadillah, 2020) shows that price has a positive and significant effect on consumer satisfaction. Therefore, the hypothesis proposed is as follows:

H1: Price influences consumer satisfaction.

Location

According to Nugroho and Astuti (2021) location is a determinant of costs and income, so location often has the power to create a business strategy. A strategic location is one of the factors that supports consumers becoming more satisfied, which means consumers will tend to be happier if they shop in a comfortable and strategic place compared to a location that is not suitable for a business (Sintya, 2021). Therefore, location is a businessman's decision in determining a place of business, running a business, and distributing to consumers the goods or services that constitute his business activities (Desrianto; Afridola 2020). According to Fandy Tjiptono in (Tanjung, 2020) stated that there are 8 location indicators, namely: (1) Access, (2) Visibility, (3) Traffic, (4) Parking space, (5) Expansion, (6) Environment, (7) Competition (competitor location), and (8) Government regulations. Supported by previous research conducted by (Mansandra et al. 2022) shows that location has a positive and significant effect on consumer satisfaction. Therefore, the hypothesis proposed is as follows:

H2: Location influences consumer satisfaction.

Service quality

Service quality is the consumer's impression of the services provided by a business (Kurniasih, 2021) in (Ariyani and Fauzi 2023). Service quality is an important factor that helps

create consumer satisfaction, because when the service quality of a business is good it will also leave a good impression in the minds of consumers (Nyoman and Kusyana 2020). According to Tjiptono (2007) in (Wibisono and 2016), service quality is an effort that a business can make to meet consumer needs and desires, as well as accuracy in delivery so that it can balance consumer expectations. According to Tjiptono (2007) in (Krisna Marpaung et al. 2021) suggests that there are 5 indicators of service quality, namely: (1) Reliability, (2) Responsiveness, (3) Guarantee and certainty (assurance) , (4) Empathy, and (5) Physical evidence (tangibles). Supported by previous research conducted by (Susilowati 2022) shows that service quality has a positive and significant effect on consumer satisfaction. Therefore, the hypothesis proposed is as follows:

H3: Service quality influences consumer satisfaction.

Consumer Satisfaction

Consumer satisfaction is considered a fundamental factor that determines consumer behavior in the long term as well as the overall evaluation of services that form a future relationship (Ehsani, 2014) in (Nofrianda 2019). According to Tjiptono (2015:146) in (Sholikah, Safitri, and T N K 2020) explains that consumer satisfaction is the feeling of happiness or disappointment felt by consumers that arises after comparing the perceived performance (outcome) of a product with consumer expectations. If a business focuses on high satisfaction, then satisfied consumers will only easily change their minds if a better deal is reached. At the same time, highly satisfied consumers will rarely change their minds (Sofyan, Sepang, and Loindong 2019). According to Consuegra in (Dessica and Sari 2016) stated that there are 3 indicators of consumer satisfaction, namely: (1) Conformity to expectations, (2) Perception of performance, and (3) Consumer assessment.

3. Metode Penelitian

This research uses descriptive research with a quantitative approach as the research method. The quantitative approach according to Sugiyono (2019:17) in (Purba 2023) states that collecting data from certain groups or samples using research instruments and carrying out analysis using statistical techniques or quantitative data analysis. This descriptive research was chosen to provide an in-depth description of the phenomenon under study by analyzing relevant literature. Descriptive research was carried out by examining how price, location and service quality influence consumer satisfaction at the Micro Cell counter.

Population is defined as a generalized group consisting of objects or subjects with certain levels and characteristics selected by researchers to study and draw conclusions (Sugiyono, 2018). The population used in this research was all Micro Cell counter consumers. According to Sugiyono (2018), a sample is part of a population that shows the number and characteristics of that population. The samples used in this research were some consumers from Micro Cell counters, with the sampling technique used, namely non-probability sampling with a purposive sampling method.

This research collects data by distributing questionnaires to respondents, namely Micro Cell counter consumers. The analytical tool in this research uses several tests, namely validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, t test, F test, coefficient of determination test using SPSS version 26 as a tool to carry out the analysis.

4. Hasil Dan Pembahasa

Data Quality Test

Validity test

Table 2. Validity Test

Variable	Indicator	r hitung	r tabel	Information
Price	X1.1	0,858	0,1671	Valid
	X1.2	0,800	0,1671	Valid
	X1.3	0,673	0,1671	Valid
	X1.4	0,762	0,1671	Valid
Location	X2.1	0,704	0,1671	Valid
	X2.2	0,788	0,1671	Valid
	X2.3	0,807	0,1671	Valid
	X2.4	0,790	0,1671	Valid
	X2.5	0,718	0,1671	Valid
	X2.6	0,763	0,1671	Valid
	X2.7	0,564	0,1671	Valid
Service quality	X3.1	0,801	0,1671	Valid
	X3.2	0,720	0,1671	Valid
	X3.3	0,716	0,1671	Valid
	X3.4	0,843	0,1671	Valid
	X3.5	0,839	0,1671	Valid
Customer Satisfaction	Y1	0,891	0,1671	Valid
	Y2	0,873	0,1671	Valid
	Y3	0,834	0,1671	Valid

Source: Processed Primary Data (2023)

Based on table 2 above, it shows that all the indicator items used to measure the variables price, location, service quality and customer satisfaction are declared valid because the calculated r value is greater than the rtable value, namely greater than 0.1689 with a significance level smaller than 0 .05. In this way, each indicator on the price, location and service quality variables is declared valid to be used as a variable measuring tool.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach Alpha	Standar Reliabilitas	Information
Price	0,776	0,60	Reliable
Location	0,855	0,60	Reliable
Service quality	0,838	0,60	Reliable
Customer Satisfaction	0,832	0,60	Reliable

Source: Processed Primary Data (2023)

Based on table 3 above, it shows that the value of all price variables is 0.776; location of 0.855; service quality of 0.838; and consumer satisfaction of 0.832 can be declared reliable because it has a Cronbach's Alpha value greater than the specified reliability standard, namely 0.60. In this way, each of the price, location and service quality variables passed the reliability test and was declared reliable to be used as a variable measuring tool.

Classic assumption test
Normality test

Table 4. Kolmogrov-Smirnov Test Results

Unstandardized Residual		
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.24216148
Most Extreme Differences	Absolute	.067
	Positive	.066
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed Primary Data (2023)

Based on table 4 above, it shows that the statistical test value shows 0.067 with an Asymp sig value of 0.200 which is greater than 0.05. Thus, the test on the variables of price, location and service quality is stated to be normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	-.234	.930		-.251	.802		
	Price	.089	.063	.106	1.407	.163	.647	1.545
	Location	.112	.043	.230	2.621	.010	.482	2.073
	Service quality	.374	.059	.566	6.333	.000	.464	2.153

a. Dependent Variable: Customer Satisfaction

Source: Processed Primary Data (2023)

Based on table 5 above, it shows that from the calculation results the tolerance value for the Price variable shows a value of $0.647 > 0.10$ and the VIF results show a value of $1.545 < 10$, which means that the Price variable is independent and there is no multicollinearity. From the calculation results, the tolerance value for the Location variable shows a value of $0.482 > 0.10$ and from the VIF results it shows a value of $2.073 < 10$, which means that the Location variable is independent and there is no multicollinearity. From the calculation results, the tolerance value for the Service quality variable shows a value of $0.464 > 0.10$ and from the VIF results it shows a value of $2.153 < 10$, which means that the Service quality variable stands alone and there is no multicollinearity. This means that the independent variables used in this research do not occur multicollinearity and are declared suitable for use in research.

Heteroscedasticity Test

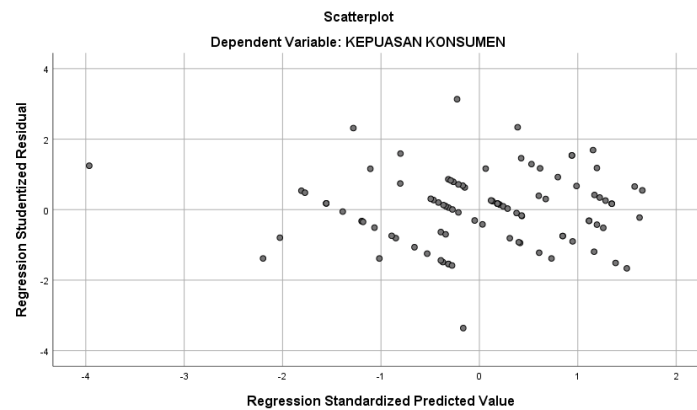


Figure 2. Heteroscedasticity test

Source: Processed Primary Data (2023)

Based on Figure 2 above, it can be seen that the points in the graph are spread randomly, do not form a clear pattern, and are spread both above and below zero on the Y axis. Thus, it can be concluded that the variables contained In this study, heteroscedasticity did not occur.

Effect Test

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.234	.930		-.251	.802
	Price	.089	.063	.106	1.407	.163
	Location	.112	.043	.230	2.621	.010
	Service quality	.374	.059	.566	6.333	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed Primary Data (2023)

Based on table 6 above, it shows that from the results of multiple linear regression analysis, the multiple regression equation is obtained as follows:

$$Y = 0.106X_1 + 0.230X_2 + 0.566X_3$$

From this equation it can be explained that:

1. The regression coefficient value for the price variable (β_1) of 0.106 is positive, indicating that the more affordable the price (X_1) offered, the greater the satisfaction of Micro Cell counter consumers.
2. The regression coefficient value of the location variable (β_2) of 0.230 is positive, indicating that choosing a strategic location (X_2) will increase customer satisfaction at the Micro Cell counter.
3. The regression coefficient value of the service quality variable (β_3) of 0.566 is positive, indicating that the better the level of service quality (X_3), the greater the satisfaction of Micro Cell counter consumers.

Analysis of the Coefficient of Determination**Table 7. Coefficient of Determination Analysis Test Results (R2)**

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.648	1.262

a. Predictors: (Constant), Service quality, Price, Location

b. Dependent Variable: Customer Satisfaction

Source: Processed Primary Data (2023)

Based on table 7 above, it shows that the results of the regression calculations show that the adjusted coefficient of determination (adjusted R2) is 0.648, meaning that 64.8 percent of the variation of all independent variables can explain the dependent variable, while the remaining 35.2 percent is explained by other variables that were not proposed. in this research.

Hypothesis test**t test****Table 8. t test results**

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-.234	.930		-.251	.802
Price	.089	.063	.106	1.407	.163
Location	.112	.043	.230	2.621	.010
Service quality	.374	.059	.566	6.333	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed Primary Data (2023)

Based on table 8 above, it shows that the results of the t test calculation can be seen through the t value and significance value. If the tcount value > ttable value or sig value < 0.05. So the alternative hypothesis which states that the independent variable partially (individually) influences the dependent variable is accepted. Thus, the following hypothesis results are obtained:

1. Testing the effect of price on consumer satisfaction obtained a value of $t = 1.407$ with $\text{sig} = 0.163$. Because the value of tcount (1.407) < ttable (1.9858), and the sig value of $0.163 > \text{sig}.\alpha$ (0.05), then H1 is rejected. Thus, this means that the research hypothesis states that the price variable has a positive but not significant effect on consumer satisfaction.
2. Testing the effect of location on consumer satisfaction obtained a value of $t = 2.621$ with $\text{sig} = 0.010$. Because the value of tcount (2.621) > ttable (1.9858) and the sig value of $0.010 < \text{sig}.\alpha$ (0.05), then H2 is accepted. Thus, this means that the research hypothesis states that location variables have a positive and significant effect on consumer satisfaction.
3. Testing the effect of service quality on consumer satisfaction obtained a value of $t = 6.333$ with $\text{sig} = 0.000$. Because the value of tcount (6.333) > ttable (1.9858) and the sig value of $0.000 < \text{sig}.\alpha$ (0.05), then H3 is accepted. Thus, this means that the research hypothesis states that the service quality variable has a positive and significant effect on consumer satisfaction.

F test**Table 9. F Test Results**

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283.325	3	94.442	59.275	.000 ^b
	Residual	146.582	92	1.593		
	Total	429.906	95			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service quality, Price, Location

Source: Processed Primary Data (2023)

Based on table 9 above, it shows that the results of the F test calculation are 59.275 with a probability value of 0.000. Meanwhile, the degree of freedom shows the number 96 and the F table value is 2.70. Because F count > F table ($59.275 > 2.70$) with a significance level of $0.000 < 0.005$. Thus, it can be stated that the variables price (X1), location (X2), and service quality (X3) simultaneously influence consumer satisfaction (Y) and the existing multiple linear regression model is suitable for use as a research model.

The Effect of Price on Consumer Satisfaction

The results of this research show that price has a positive but not significant effect on consumer satisfaction. The results obtained indicate that affordability of prices will not necessarily increase consumer satisfaction or it could also be said that if Micro Cell counter owners pay more attention to competitive prices for the products they sell, then this will not necessarily increase consumer satisfaction. This may happen because consumers feel that the price at the Micro Cell counter is in accordance with the consumer's purchasing ability and desires, so that the level of price affordability does not have much influence on consumer satisfaction. The results of this research are in accordance with research conducted by Juniarti et al. (2022) stated that price does not have a significant effect on consumer satisfaction.

The Influence of Location on Consumer Satisfaction

The results of this research show that location has a positive and significant effect on consumer satisfaction. The results obtained indicate that the better the choice of strategic location in doing business, the level of consumer satisfaction will increase. Therefore, if Micro Cell counters pay more attention to the location where they carry out business activities, then consumer satisfaction will increase. The results of this research are in accordance with research conducted by Mansandra et al. (2022) stated that location has a positive and significant effect on consumer satisfaction.

The Influence of Service Quality on Consumer Satisfaction

The results of this research indicate that service quality has a positive and significant effect on consumer satisfaction. The results obtained show that the better the quality of service provided, the higher consumer satisfaction will be. If consumers are satisfied with the products offered by the Micro Cell counter, then consumers will also feel satisfied with the quality of service provided by Micro Cell counter employees. This is because consumers want to get full privileges to achieve satisfaction, so good quality service must be prioritized for consumers. Therefore, if the performance of service to consumers is good and in line with consumer expectations, then consumers will feel satisfied. The results of this research are in accordance with research conducted by Susilowati (2022) stating that service quality has a positive and significant effect on consumer satisfaction.

5. Penutup

Based on the research results and data analysis results regarding the influence of price, location and service quality on consumer satisfaction at the Micro Cell counter, several

conclusions can be drawn as follows: The price variable has a positive but not significant effect on consumer satisfaction at the Micro Cell counter. This means that the more affordable the price offered will not necessarily increase consumer satisfaction at the Micro Cell counter. The location variable has a positive and significant effect on consumer satisfaction at the Micro Cell counter. This means that the better the choice of strategic location for doing business, the more the level of consumer satisfaction at the Micro Cell counter will increase. The service quality variable has a positive and significant effect on consumer satisfaction at the Micro Cell counter. This is because the better the quality of service provided, the more consumer satisfaction at the Micro Cell counter will increase.

Based on the conclusions obtained in this research, several suggestions are proposed as a complement to consumer satisfaction that can be given to Micro Cell counters as follows: to increase consumer satisfaction, Micro Cell counters are advised to adjust prices to those on the market in order to be able to compete with other customers. competitors or trying to sell a product at the same price as other counters, even trying to be below it so that it is hoped that it can meet consumer satisfaction. To increase consumer satisfaction, Micro Cell counters are advised to choose a business location where there is no similar business already established in that location in order to reduce business competition which could harm the Micro Cell counter if there is different price competitiveness, by choosing a location where there is no business yet. similar products are expected to meet consumer satisfaction. To increase consumer satisfaction, Micro Cell counters are advised to evaluate their employees to be more professional in serving consumers by including the knowledge, competence, politeness and trustworthy nature of employees as well as being free from physical danger, risk or doubt so that they are expected to fulfill consumer satisfaction.

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