Research article

Effect of service quality and company image on customer satisfaction mediated by price at CV. Rizqy Abadi Utama Jakarta

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ABSTRACT

The purpose of this research is to know the effect of service quality, price, and corporate image on customer satisfaction and the indirect influence of service quality on customer satisfaction through price, the influence of corporate image on customer satisfaction through price. The research strategy used is associative strategy. The population in this client in CV. Rizqy Abadi Utama. Samples were taken as many as 68 respondents with criteria, client who has used the distribution permit licensing services in CV. Rizqy Abadi Utama. The sampling technique used was purposive sampling with data collection instruments in the form of questionnaires. The data taken is primary data. This study uses path analysis with the Partial Least Square method using warpPLS 6.0. The result of the study conclude, service quality, price and corporate image have a positive effect on satisfaction. Service quality has a positive effect on customer satisfaction. Price has a positive effect on customer satisfaction. Corporate image has a positive effect on customer satisfaction. For mediating effects, the price cannot mediate service quality to customer satisfaction and the price cannot fully mediate the company's image of customer satisfaction.

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan, harga, dan citra perusahaan terhadap kepuasan pelanggan dan pengaruh tidak langsung kualitas pelayanan terhadap kepuasan pelanggan melalui harga, pengaruh citra perusahaan terhadap kepuasan pelanggan melalui harga. Strategi penelitian yang digunakan adalah strategi asosiatif. Populasi dalam klien ini di CV. Rizqy Abadi Utama. Sampel yang diambil sebanyak 68 responden dengan kriteria, klien yang pernah menggunakan jasa perijinan izin edar di CV. Rizqy Abadi Utama. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan instrumen pengumpulan data berupa kuesioner. Data yang diambil merupakan data primer. Penelitian ini menggunakan analisis jalur dengan metode Partial Least Square menggunakan warpPLS 6.0. Hasil penelitian menyimpulkan, kualitas pelayanan, harga dan citra perusahaan berpengaruh positif terhadap kepuasan. Kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan. Harga berpengaruh positif terhadap kepuasan pelanggan. Citra perusahaan berpengaruh positif terhadap kepuasan pelanggan. Untuk efek mediasi, harga tidak dapat memediasi kualitas pelayanan terhadap kepuasan pelanggan dan harga tidak dapat sepenuhnya memediasi citra perusahaan terhadap kepuasan pelanggan.

Kata Kunci: Kualitas Pelayanan, Harga, Citra Perusahaan, Kepuasan Pelanggan.

1. Introduction

Customer satisfaction is the key to the success and success of a service company in running its business. If this is realized, the impact can be felt by these entrepreneurs, namely that the demand for service products provided will increase. To achieve this, there are several aspects that affect customer satisfaction, namely price, company image, and service quality.

Tjiptono (2017: 90) service quality reflects the comparison between the level of service delivered by the company and customer expectations. Service quality can make a major contribution to customer satisfaction. If the quality of care received or perceived client as expected, then the quality of service dipers e psikan good and satisfying. On the other hand, if the quality of service received is lower than expected, the quality of service is perceived as poor. Consumers' perception of service quality is a comprehensive assessment of the excellence of a service. Thus, whether the quality of service is good or not is not based on the point of view or perception of the service provider, but based on the perception of consumers.

Kotler and Armstrong (2013: 34) price is the amount of money billed for a product and service or the amount of value exchanged by customers to get the benefits of owning or using a product and service. And price is an important factor that can affect customer satisfaction, one of the benchmarks for achieving customer satisfaction is price, this is because price is one of the considerations for clients to use a service, affordable prices and good quality balance will provide customer satisfaction. Companies expect the price of services to make potential customers use a company's services and leave the services of similar competitors.

Sutojo (2004) for company image can also be interpreted as the press of the public's perception of the company. A good corporate image will provide satisfaction to clients. Clients will feel proud and confident in the company because they have used the company's services. Apart from being well-known in the community, the client also feels safe if he will continue to use the services of the company. Because the more the company grows a good image, clients also increasingly believe that the company can be relied on and ultimately have an impact on positive messages that can bring the good name of the company and the client is increasingly confident in using the products / services of the company.

This study will look at how the influence of service quality and company image on customer satisfaction is mediated by the price at CV. Rizqy Abadi Utama Jakarta, which is a company engaged in consulting services.

2. Theoretical background

Quality of Service

Tjiptono (2017: 90) explains that service quality is a reflection of the comparison between the level of service delivered by the company compared to customer expectations. Based on the notion of service quality over the Tjiptono (2017), suggests that k Quality of service has the indicator as follows: Physical evidence (tangible); Reliability (reliability); Responsiveness (responsiveness); Security (assurance); and Empathy (empathy).

Price

Kotler and Armstrong (2013: 34) state that price is the amount of money billed for a product and service or the amount of value exchanged by customers to get the benefits of owning or using a product and service. Meanwhile (Tjiptono, 2019: 208) states that price is the only element of the marketing mix that brings income or revenue for the company.

Kotler and Armstrong (2013: 69) explain that there are four indicators that characterize prices, namely: affordability of prices, prices are according to ability and price competitiveness, match price with quality, and price match with benefits.

Company Image

Sutojo (2004) image is a reproduction of the identity of an individual, object or organization. For companies, image can also be interpreted as the public's perception of the company. The desire of an organization to have a good image to the target public starts from the correct understanding of image as a stimulus for managing efforts that need to be implemented. The accuracy of understanding the image so that the organization can make efforts to make it happen on the object and encourage implementation priorities. There are three important things in an image, namely: the impression of an object, the process of forming an image, and a reliable source. Object includes individuals and companies that consist of a group of people in it. Image can be formed by processing information that does not rule out image changes on the object from receiving information every time. The amount of trust the object has in the source of information provides the basis for acceptance or rejection of information. Sources of information can come directly from the company and / or other parties indirectly. Company image shows the object impression of the company which is formed by processing information at any time from various reliable information sources (Iman & Suwandi, 2010).

Opinion Harrison (Iman & Suwandi, 2010) complete information about company image includes four indicators as follows: personal, good name, value, and legal identity.

Customer Satisfaction

The word " satisfaction " comes from the Latin "satis" (meaning good enough, adequate) and "facio" (doing or making). In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate. However, viewed from the perspective of consumer behavior, the term customer satisfaction then becomes something complex. In fact, until now there has not been an agreement or consensus on the concept of customer satisfaction. Satisfaction is a customer needs, wants and expectations where there is a customer's perception of a product or service that is felt whether or not it is comparable to the expectations or expectations of customers regarding the products or services offered by the company. If the

performance is less than expectations, the customer will feel dissatisfied, if the performance is the same as the expectation, the customer will be satisfied (Tjiptono, 2019: 377).

Mardikawati and Farida (2013) suggest that the indicators of service consumer satisfaction are: service conformity with expected, the conformity of the service with the rate paid, and customer satisfaction with the services offered.

The influence of service quality on customer satisfaction

Service quality reflects the comparison between the level of service delivered by the company compared to customer expectations. This implies that increasing customer satisfaction tends to be followed by increasing positive perceptions of service quality (Tjiptono, 2017: 90). In other words, it can be said that service is an action carried out by other people so that each of them obtains the expected benefits and gets satisfaction. The results of research conducted by Kumalasari., et al (2015), showed that service quality has a positive effect on customer satisfaction. H1: It is suspected that there is a direct influence of service quality on customer satisfaction.

The effect of price on customer satisfaction

Nowadays, the success or failure of a product on the market is not only determined by good service from that service but is also determined by other factors such as price. When marketing a good or service, every company must set the price appropriately. Thus, an appropriate pricing strategy is needed. The right price is a price that is in accordance with the quality of the product/service and this price can create satisfaction for consumers. Thus, the more precise the company is in determining pricing, the more consumer satisfaction will increase (Tjiptono, 2019). The results of research conducted by Utomo (2017) showed that price had a significant effect on customer satisfaction. H2: It is suspected that there is a direct influence of price on customer satisfaction.

The influence of company image on customer satisfaction

A good company image or brand is a competitive advantage that influences the level of consumer satisfaction. A consumer's feeling of satisfaction or not occurs after having experience with a product or company which begins with a purchasing decision. So it can be concluded that the existence of a good company image is important as an object's internal resource in determining its relationship with the company (David W. Cravens in Iman & Suwandi, 2010). In research by Panjaitan (2014) shows that company image has a significant effect on customer satisfaction. H3: It is suspected that there is a direct influence of company image on customer satisfaction.

The Influence of Service Quality on Prices

The quality of service and prices provided by the company are closely related to the profits that the company will obtain, because with good service quality the company can set prices which are a benchmark in determining whether a service user will buy or not. Through service quality, service users will be able to assess performance and feel satisfied or not with the services provided by the service provider (Tjiptono, 2017). Utomo's (2017) research shows that service quality has a significant effect on price. H4: It is suspected that there is a direct influence of service quality on price.

The Influence of Company Image on Prices

Company image can give a company the ability to change premium prices, enjoy higher acceptance compared to competitors, and create customer trust in the company (Iman &

Suwandi, 2010). Research by Retno, et al (2019) shows that company image has a significant effect on prices. H5: It is suspected that there is a direct influence of company image on price.

The Influence of Service Quality on Customer Satisfaction Mediated by Price

Customer satisfaction is an important element in providing better, more efficient and more effective services. If customers are dissatisfied with a service provided, then the service can certainly be ineffective and inefficient. Consumers have a lower limit where a price lower than that limit indicates poor quality, whereas if the price is higher than the upper limit the product is considered excessive and not worth the money spent (Tjiptono, 2019). H6: It is suspected that there is an indirect effect of service quality on customer satisfaction which is mediated by price.

The Influence of Company Image on Customer Satisfaction Mediated by Price

For consumers, there are segments that are sensitive to price factors (making price the only consideration for purchasing a product) and there are those that are not. The majority of consumers are somewhat sensitive to price, but also consider other factors (such as company image, store location, service, value, product features, and quality). In addition, consumer perceptions of product quality are often influenced by price. In some cases, high prices are considered to reflect high quality, especially in the specialty products category. Customers will feel satisfied because their perception of uncertainty is reduced that the price of the service paid is not related to the benefits they receive (Tjiptono, 2019). H7: It is suspected that there is an indirect influence of company image on customer satisfaction which is mediated by price.
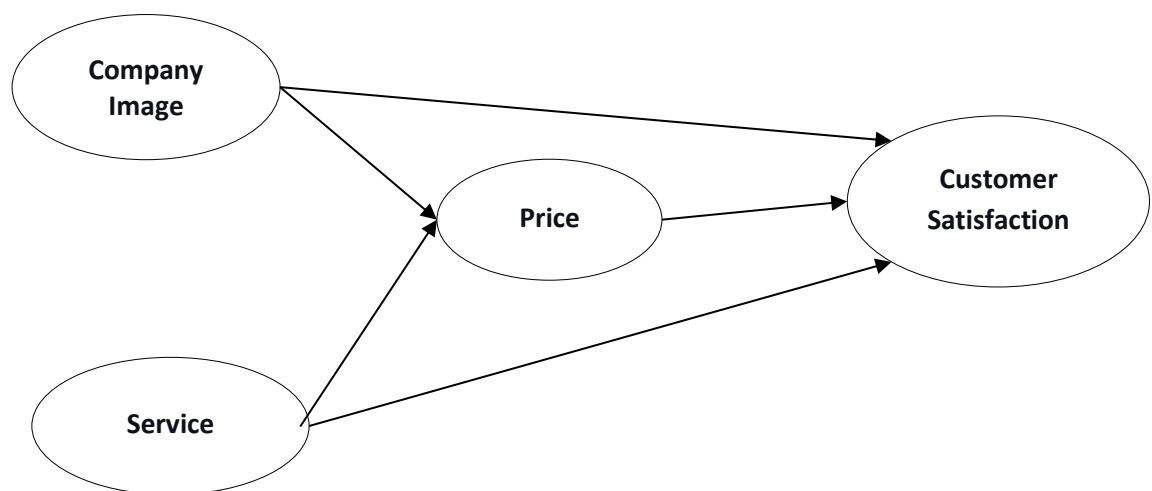
Theoretical Framework

Figure 1. *Theoretical Framework*

3. Methodology

The research method used in this research is a survey approach because to obtain information and data the researcher must communicate or ask the respondent's opinion on the statements listed in the questionnaire. In addition, a survey was also carried out to complete information related to the variables studied, the data obtained from this survey were then processed with a quantitative approach because the research data used numbers.

Viewed analysis unit at the top, then the sampling in this research is to take Bertu Sample Selection techniques juan (purposive sampling). The sampling technique used was purposive sampling technique. Purposive Sampling which means the technique of determining

the sample with certain considerations (Sugiyono, 2018: 131). To get good data accuracy the writer decided to take the entire population for the sample in a statistical rule known as saturated sample. Sugiyono (2018: 139) defines saturated sampling as a sampling technique when all members of the population are sampled, this is done when the population is relatively small, less than 30, or research that wants to make generalizations with very small errors. In this study, data collection was carried out to obtain the information needed to limit the problem in the study. The methods used are as follows: Research Library (Library Research); Observation; and Documentation

The method of data analysis carried out by researchers is quantitative methods by analyzing what occurs in the company with existing laws and regulations. The quantitative method is a research method based on the positivism philosophy, used to examine certain populations or samples, collecting data using research instruments, analyzing quantitative or statistical data, with the aim of describing and testing predetermined hypotheses (Sugiyono, 2018: 15). The data processing and discussion stages are carried out in the following ways: 1) Data primary collected through surveys; 2) Primary data is collected using a questionnaire. The statements in the questionnaire are measured using a Likert scale; 3) Measure and calculate each statement items that have been given a score or rating based on the size of the interval; and 4)   Presenting and concluding the results of the analysis of the effect of service quality and company image on customer satisfaction mediated by price in CV. Rizqy Abadi Utama Jakarta which has been done.

Respondents in this research are companies that have using the services of CV Rizqy Abadi Utama and in accordance with the criteria set by the researcher. The data used in this research was obtained by distributing questionnaires. The number of questionnaires given to respondents to be filled in was 68 questionnaires and was carried out from November to December 2019.
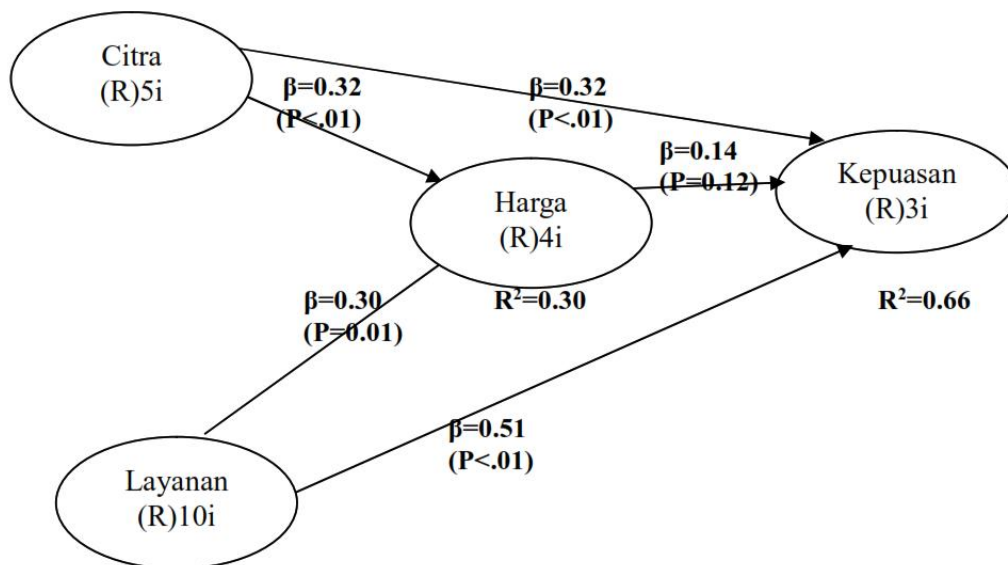
4. Results and discussion

Figure 2. *Research Model*
Sumber: Output WarpPls, diolah 2019.

Hypothesis Testing and Direct Effect Analysis

Service quality has a direct effect on customer satisfaction

Based on Figure2, the direct effect of service quality on customer satisfaction is obtained by the path coefficient (beta) 0.506, the coefficient is significant and the P-value <0.01. It means CV. Rizqy Abadi Utama in service is able to handle client problems, convey clear information, and have professional performance in accordance with client expectations. The results of research conducted by Kumalasari., Et al (2015) also state that service quality has a positive influence on customer satisfaction.

Table 1. *Direct Effect Service quality*

Criteria	*Service Quality*	
Path Coefficients	0.506	Customer Satisfaction
P-value	<0.01	

Source: The output of the WarpPLs program processed in 2019.

Price has a direct effect on customer satisfaction

Based on the results of data processing as listed in table 2, it is found that the path coefficient (beta) is 0.136 the coefficient is not significant and the P-value is 0.12. These results indicate that the price has no effect on customer satisfaction, meaning that the fee set by CV. Rizqy Abadi Utama in terms of capabilities and benefits is not in accordance with client expectations. The results of research conducted by Bahari, et al (2014), which state that price does not have a significant effect on customer satisfaction.

Tabel 2. *Direct Effect Price*

Criteria	*Price*	
Path Coefficients	0.136	Customer Satisfaction
P-value	0.12	

Source: The output of the WarpPLs program processed in 2019.

Company image has a direct effect on customer satisfaction

Based on the results of data processing as listed in table 3, it is found that the path coefficient (beta) is 0.320, the coefficient is significant and the P-value <0.01. These results indicate that company image affects customer satisfaction and the sign of coefficient is positive, meaning that so far CV. Rizqy Abadi Utama is able to create a company image that is caring, fast and responsive, and socially responsible. This is in accordance with the client's expectations so that they are satisfied because they choose CV. Rizqy Abadi Utama. The results of this study are in line with the research conducted by Panjaitan (2014) which states that company image has a positive influence on customer satisfaction.

Tabel 3. *Direct Effect Company image*

Criteria	Company Image	
Path Coefficients	0.320	Customer Satisfaction
P-value	<0,01	

Source: The output of the WarpPLs program processed in 2019.

In relation to customer satisfaction, where service quality, price and company image have a significant effect, the contribution of the influence of each variable can be distinguished as shown in the table below:

Table 4. *R-squared contributions*

	Customer Satisfaction	Total
Service Quality	0.377	
Price	0.211	0,660
Company Image	0.072	

Source: The output of the WarpPLs program processed in 2019.

Service quality, price and company image contribute 66% to the variability of customer satisfaction at CV. Rizqy Abadi Utama. This means that high or low respondents' perceptions of customer satisfaction at CV. Rizqy Abadi Utama 66% influenced by service quality, price and company image, while 34% customer satisfaction at CV. Rizqy Abadi Utama is influenced by other factors. 66% of the contribution was contributed by service quality 37.7%, price 21.1% and company image 7.2%.

Service quality has a direct effect on prices

Based on the results of data processing as listed in Table 5, it is obtained that the path coefficient (beta) of 0.300 is significant and the P-value is 0.01. These results indicate that service quality has a direct effect on prices. This means that the client's expectations of the set service fee are influenced by the quality of service. The results of this study are in line with that conducted by Utomo (2017) which states that service quality has a positive effect on prices.

Table 5. *Direct Effect*

Criteria	*Service Quality*
Path Coefficients	0.300
P-value	0,01

Source: The output of the WarpPLs program processed in 2019.

Company image has a direct effect on prices

Based on the results of data processing as listed in table 6, the path coefficient (beta) is 0.318, the coefficient is significant and the P-value is 0.008. These results indicate that company image has a direct effect on prices. This means that the client's expectations of the set service fee are influenced by the company's image. The results of this study are in line with what was done by Retno., Et al (2019) which stated that company image has a positive influence on prices.

Table 6. *Direct Effect*

Criteria	Company Image
Path Coefficients	0.318
P-value	0.008

Source: The output of the WarpPLs program processed in 2019.

Regarding the price where service quality and company image have a significant effect, the contribution of the influence of each variable can be distinguished as shown in the table below:

Table 7. R-squared contributions

	Price	Total
Service Quality	0.142	0.296
Company Image	0.154	

Source: The output of the WarpPLs program processed in 2019.

Service quality and company image contribute 30% to the variability of licensing service prices at CV. Rizqy Abadi Utama. This means that high or low respondents' perceptions of the service price 30% influenced by the quality of service and company image, while 70% the price of licensing services CV. Rizqy Abadi Utama is influenced by other factors. 30% of the contribution was contributed by service quality 14.2% and promotion 15.4%.

Hypothesis Testing and Indirect Effect Analysis

This analysis is related to the effect of service quality on customer satisfaction with price as the mediation, and related to price as mediating company image on customer satisfaction. The mediation effect shows the relationship between the independent and dependent variables through the connecting variable or mediating. The effect of the independent variable on the dependent variable does not occur directly but through a transformation process represented by the mediating variable.

The first step in the mediation testing procedure is that the direct effect of the independent variable on the dependent variable must be significant. Second, testing the effect of the independent variable on the mediating variable must be significant. Third, simultaneously test the effect of the main effect and the effect of the mediating variable on the dependent variable where it is expected that the main effect is insignificant, while the effect of the mediating variable on the dependent variable is significant. This indirect effect is obtained by the formula for the effect of the independent variable on the mediating variable multiplied by the effect of the mediating variable on the dependent variable (Sholihin & Ratmono, 2014: 204).

It is suspected that Service Quality has an indirect effect on Price-mediated Customer Satisfaction

Based on the results of hypothesis testing H_1, H_2, and H_4, it was found that although H_1 and H_4 have a significant effect, price does not affect customer satisfaction (H_2). Mediation analysis can be carried out if all direct effects between variables must be significant. This indicates that price cannot be a variable that mediates service quality on customer satisfaction.

It is suspected that the company's image has an indirect effect on Price-mediated Customer Satisfaction

Based on the results of hypothesis testing H_2, H_3, and H_5, it is found that although H_3 and H_5 have a significant effect, price does not affect customer satisfaction (H_2). Mediation analysis can be carried out if all direct effects between variables must be significant. This indicates that price cannot be a variable that mediates the company's image on customer satisfaction.

5. Conclussion

Based on the results of research that has been carried out and data analysis as explained in the previous chapter, the conclusions of this research are service quality has a direct effect on customer satisfaction, this is because the service provided by CV Rizqy Abadi Utama has met customer expectations. Prices do not have a direct effect on customer satisfaction, this reflects that service tariff setting policies have not met customer expectations, such as affordability. The company's image has a direct influence on customer satisfaction, this is because the company has a clear identity and cares about its customers, meaning it meets customer expectations. Service quality has a direct effect on prices, this indicates that the rates set are in line with customer expectations. The company's image has a direct influence on prices, this reflects the fees that have been determined according to the company's personality, which is trustworthy and able to respond to customer complaints. Price does not mediate the effect of service quality on customer satisfaction, and price does not mediate the effect of company image on customer satisfaction. Price is a complete mediator between company image and customer satisfaction at CV Rizqy Abadi Utama.

Suggestions

Physical evidence that has been provided by CV. Rizqy Abadi Utama almost fulfills client satisfaction, this is indicated by the low client perception of the statement "Waiting room CV. Rizqy Abadi Utama clean". To improve service quality related to these indicators, the authors suggest CV. Rizqy Abadi Utama pays more attention to the cleanliness and beauty of the waiting room, such as adding or changing the appearance of the waiting room to become more attractive.

At the price of CV. Rizqy Abadi Utama almost fulfilled the client's expectations, this is indicated by the client's low perception of the statement "Price is according to ability and price competitiveness". In order for the price to be accepted by the client regarding the statement, the author suggests CV. Rizqy Abadi Utama can provide prices according to the needs that clients want, such as target completion of distribution permits, and timeliness in delivering information that clients can receive.

CSR aspects that have been carried out by CV. Rizqy Abadi Utama turns out to be almost unknown to the client, this is indicated by the client's low perception of the statement "Famous for being committed to running CSR". To improve the company's image, especially CSR related to the indicator statement, the author suggests CV. Rizqy Abadi Utama publishes the activities that have been carried out including future CSR activity plans. Besides that, CV. Rizqy Abadi Utama should increase client engagement or involvement in CSR activities. According to the authors of this strategy, besides being able to improve the company's image as a company that cares about the environment, it is also expected to increase customer loyalty.

Then customer satisfaction that has been received by the client CV. Rizqy Abadi Utama is almost in line with client expectations, this is indicated by the client's low perception of the statement "Customer satisfaction with the services offered". To increase satisfaction with clients, the authors suggest CV. Rizqy Abadi Utama can improve services such as ease of obtaining information.

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Declarations

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