

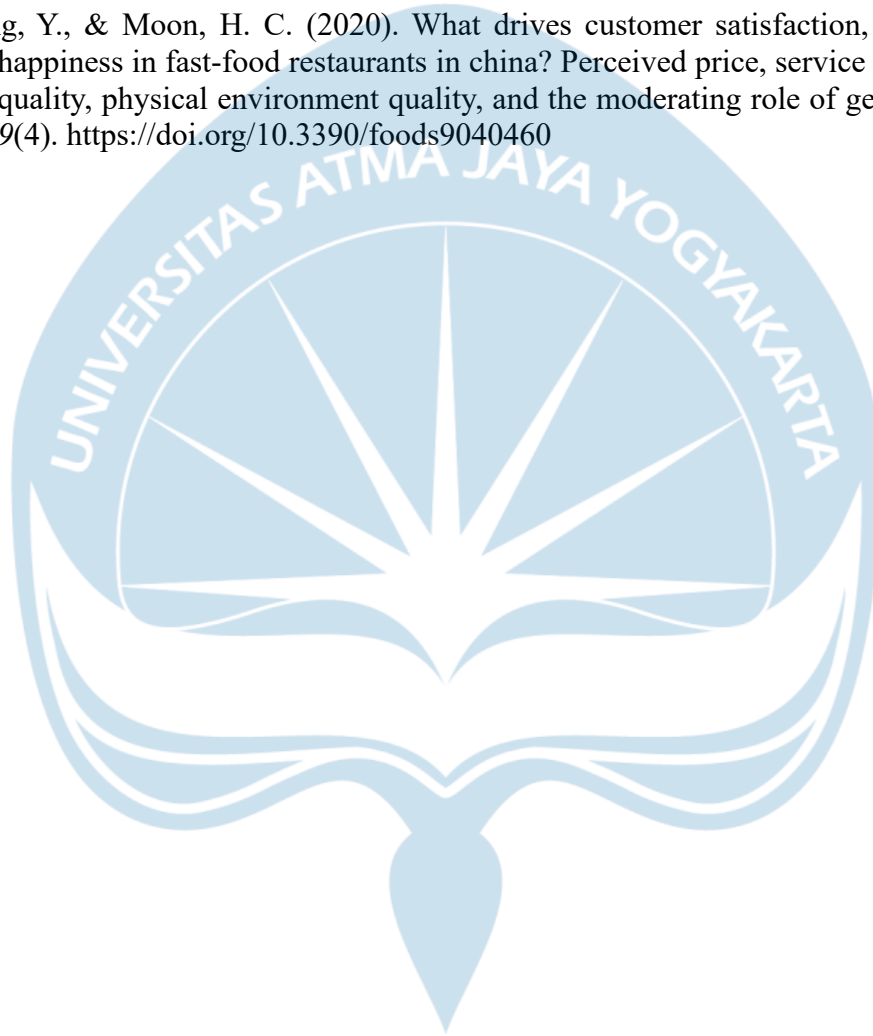
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LAMPIRAN

Lampiran 1. Kuesioner



ANALISIS KEPUASAN PELANGGAN TERHADAP PROMOSI, HARGA, DAN PELAYANAN DI BAKED BY GINES (TOKO KUE) : STUDI KASUS DI KOTA YOGYAKARTA

Perkenalkan saya Prayogho Ady Pamungkas, mahasiswa Universitas Atma Jaya Yogyakarta program studi Manajemen Fakultas Bisnis dan Ekonomika. Saat ini saya sedang menjalankan penelitian sebagai salah satu syarat untuk dapat menyelesaikan tugas akhir. Penelitian ini bertujuan untuk menganalisis kepuasan pelanggan terhadap promosi, harga, dan pelayanan di Baked by Gines (toko kue) : studi kasus di kota yogyakarta. Baked by Gines adalah salah satu toko kue yang berada di Yogyakarta.

Untuk mendukung kelancaran penelitian ini, mohon atas kesediaan Anda untuk berpartisipasi mengisi kuisisioner ini dengan kriteria responden sebagai berikut:

1. Responden memiliki pengetahuan atau mengenal toko kue Baked by Gines.
2. Responden pernah melakukan pembelian produk di toko kue Baked by Gines.
3. Responden merasakan layanan secara langsung di toko kue Baked by Gines.

Pengisian kuisisioner ini hanya membutuhkan waktu 5 - 10 menit. Semua jawaban akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian sesuai dengan standar etika penelitian.

Apabila terdapat pertanyaan mengenai kuisisioner ini, dapat menghubungi saya melalui email:

210325966@students.uajy.ac.id

Terima kasih atas perhatian dan partisipasi yang sudah anda berikan

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ANALISIS KEPUASAN PELANGGAN TERHADAP PROMOSI, HARGA, DAN PELAYANAN DI BAKED BY GINES (TOKO KUE) : STUDI KASUS DI KOTA YOGYAKARTA

* Indicates required question

Pertanyaan Filter

Apakah anda mengetahui Toko Kue Baked by Gines? *

- ☐ Ya
- ☐ Tidak

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ANALISIS KEPUASAN PELANGGAN TERHADAP PROMOSI, HARGA, DAN PELAYANAN DI BAKED BY GINES (TOKO KUE) : STUDI KASUS DI KOTA YOGYAKARTA

* Indicates required question

Pertanyaan Filter

Apakah anda pernah melakukan pembelian produk di Toko Kue Baked by Gines? *

- ☐ Ya
- ☐ Tidak

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ANALISIS KEPUASAN PELANGGAN TERHADAP PROMOSI, HARGA, DAN PELAYANAN DI BAKED BY GINES (TOKO KUE) : STUDI KASUS DI KOTA YOGYAKARTA

* Indicates required question

Pertanyaan Filter

Apakah anda pernah merasakan layanan secara langsung di Toko Kue Baked by Gines? *

- ☐ Ya
- ☐ Tidak

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**ANALISIS KEPUASAN PELANGGAN
TERHADAP PROMOSI, HARGA, DAN
PELAYANAN DI BAKED BY GINES (TOKO
KUE) : STUDI KASUS DI KOTA
YOGYAKARTA**

* Indicates required question

Pertanyaan Demografi Responden

Jenis Kelamin *

☐ Laki-Laki
☐ Perempuan

Usia

☐ 11 - 26 Tahun (Gen Z)
☐ 27 - 42 Tahun (Milenial)
☐ 43 - 58 Tahun (Gen X)
☐ 59 - 74 (Boomer)

Status Pekerjaan *

☐ Pelajar/Mahasiswa
☐ Pekerja Swasta
☐ Pengusaha/Wirawasta
☐ PNS
☐ Other: _____

Penghasilan tiap bulan *

☐ <= Rp 1.000.000
☐ Rp 1.000.001 - Rp 2.000.000
☐ Rp 2.000.001 - Rp 5.000.000
☐ Rp 5.000.001 - Rp 8.000.000
☐ >= Rp 8.000.001

Produk apa yang sering ada beli *
(Bisa Lebih dari 1 Jawaban)

☐ Mini Chiffon
☐ Cheese Cake
☐ Paket Bouquet
☐ Other: _____

Produk apa yang paling anda sukai *
(Bisa Lebih dari 1 Jawaban)

☐ Mini Chiffon
☐ Cheese Cake
☐ Paket Bouquet
☐ Other: _____

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ANALISIS KEPUASAN PELANGGAN TERHADAP PROMOSI, HARGA, DAN PELAYANAN DI BAKED BY GINES (TOKO KUE) : STUDI KASUS DI KOTA YOGYAKARTA

* Indicates required question

PROMOSI

Dalam kuisioner ini, setiap pertanyaan menggunakan skala likert 5 poin untuk mengukur tingkat kesetujuan responden terhadap berbagai pernyataan yang diberikan. Skala ini memiliki arti sebagai berikut

- Sangat Tidak Setuju (STS) : poin 1
- Tidak Setuju (TS) : poin 2
- Netral (N) : poin 3
- Setuju (S) : poin 4
- Sangat Setuju (SS) : poin 5

Saya suka belanja di Baked by Gines saat ada promosi. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya akan mempertimbangkan untuk membeli produk Baked by Gines jika ada promosi harga yang bagus (Potongan harga, Beli 2 gratis 1) *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Promosi penjualan Baked by Gines memungkinkan saya untuk melakukan pembelian produk dalam bentuk *Bundling* (Pembelian *Bouquet* + *Mini chiffon*). *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

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ANALISIS KEPUASAN PELANGGAN TERHADAP PROMOSI, HARGA, DAN PELAYANAN DI BAKED BY GINES (TOKO KUE) : STUDI KASUS DI KOTA YOGYAKARTA

* Indicates required question

HARGA

Menurut saya, Baked by Gines memiliki harga produk yang terjangkau dan memuaskan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Menurut saya, harga produk di Baked by Gines masih di bawah toko kue lainnya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya merasa harga produk Baked by Gines murah jika dibandingkan dengan toko kue sejenis. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

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KUALITAS PELAYANAN

Bukti Langsung, Keandalan, Daya Tanggap, Jaminan, dan Empati

Ketika konsumen menemukan masalah Baked by Gines selalu menunjukkan simpati dan menenangkan.

12345

Sangat Tidak SetujuSangat Setuju

Pelayanan yang di berikan Baked by Gines sangat menarik *

12345

Sangat Tidak SetujuSangat Setuju

Karyawan Baked by Gines berpakaian bagus dan rapi. *

12345

Sangat Tidak SetujuSangat Setuju

Karyawan Baked by Gines Selalu mau membantu ketika pelanggan memiliki masalah *

12345

Sangat Tidak SetujuSangat Setuju

Karwayan Baked by Gines memberikan layanan sesuai waktu yang dijanjikan *

12345

Sangat Tidak SetujuSangat Setuju

Baked by Gines selalu memberikan informasi yang akurat dan layanan sesuai dengan yang di janjikan *

12345

Sangat Tidak SetujuSangat Setuju

Karyawan di Baked by Gines memberi tahu pelanggan kapan tepatnya layanan akan dilakukan *

12345

Sangat Tidak SetujuSangat Setuju

Karyawan Baked by Gines selalu bersedia membantu pelanggan *

12345

Sangat Tidak SetujuSangat Setuju

Karyawan di Baked by Gines memberikan pelayanan yang cepat kepada pelanggan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Karyawan Baked by Gines yang memiliki pengetahuan untuk menjawab pertanyaan pelanggan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Karyawan Baked by Gines sopan terhadap pelanggan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Pelanggan merasa aman saat bertransaksi dengan Baked by Gines *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Karyawan Baked by Gines memberikan perhatian pribadi kepada pelanggan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Baked by Gines mengutamakan kepentingan terbaik pelanggan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Karyawan di Baked by Gines menghargai rasa hormat dan perhatian secara individu *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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ANALISIS KEPUASAN PELANGGAN TERHADAP PROMOSI, HARGA, DAN PELAYANAN DI BAKED BY GINES (TOKO KUE) : STUDI KASUS DI KOTA YOGYAKARTA

* Indicates required question

Kepuasan Pelanggan

Saya puas dengan keseluruhan layanan yang diberikan oleh Baked by Gines *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya puas dengan cara saya diperlakukan oleh karyawan Baked by Gines *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya puas dengan informasi dan pelayanan yang diberikan oleh karyawan Baked by Gines *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Lampiran 2. Data Responden

Timestamp	Apakah anda mengetahui Toko Kue Baked by Gines?	Apakah anda pernah melakukan pembelian produk di Toko Kue Baked by Gines?	Apakah anda pernah merasakan layanan secara langsung di Toko Kue Baked by Gines?	Jenis Kelamin	Usia	Status Pekerjaan
4/28/2025 9:37:59	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/28/2025 9:39:56	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/28/2025 9:44:43	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/28/2025 16:42:50	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/29/2025 9:00:27	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/29/2025 10:55:36	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/29/2025 12:07:03	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	Pengusaha/Wiraswasta
4/29/2025 13:22:55	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/29/2025 13:27:15	Ya	Ya	Ya	Laki-Laki	27 - 42 Tahun (Milenial)	Pekerja Swasta
4/29/2025 13:30:33	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/29/2025 13:33:33	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pekerja Swasta
4/29/2025 13:38:58	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pekerja Swasta
4/29/2025 13:40:25	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	PNS
4/29/2025 13:45:52	Ya	Ya	Ya	Laki-Laki	27 - 42 Tahun (Milenial)	Pekerja Swasta
4/29/2025 13:46:56	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/29/2025 13:52:01	Ya	Ya	Ya	Laki-Laki	27 - 42 Tahun (Milenial)	Pekerja Swasta
4/29/2025 13:53:04	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	Pengusaha/Wiraswasta
4/29/2025 14:07:18	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/29/2025 14:07:54	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pengusaha/Wiraswasta
4/29/2025 14:18:13	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pengusaha/Wiraswasta
4/29/2025 14:32:51	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	PNS
4/29/2025 15:54:11	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pekerja Swasta
4/29/2025 16:02:29	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pekerja Swasta
4/29/2025 16:14:30	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pekerja Swasta

4/29/2025 16:32:07	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	Pengusaha/Wiraswasta
4/29/2025 16:39:57	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pekerja Swasta
4/29/2025 16:42:38	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	Pekerja Swasta
4/29/2025 16:52:59	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
4/29/2025 16:57:56	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	Pengusaha/Wiraswasta
4/29/2025 17:00:26	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	Pengusaha/Wiraswasta
4/29/2025 17:07:02	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	PNS
4/29/2025 17:10:08	Ya	Ya	Ya	Laki-Laki	27 - 42 Tahun (Milenial)	Pengusaha/Wiraswasta
4/29/2025 17:36:31	Ya	Ya	Ya	Perempuan	27 - 42 Tahun (Milenial)	Pengusaha/Wiraswasta
4/30/2025 6:42:49	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pekerja Swasta
4/30/2025 7:27:30	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/11/2025 12:33:53	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 16:51:20	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/12/2025 21:25:19	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/12/2025 21:39:50	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 21:45:14	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 21:47:05	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 21:48:07	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/12/2025 21:54:25	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 21:55:53	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 21:56:19	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/12/2025 22:00:38	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 22:01:00	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 22:05:26	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 22:32:22	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 22:33:22	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 22:42:09	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 22:44:55	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/12/2025 23:06:32	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 0:22:33	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 0:31:51	Ya	Ya	Ya	Perempuan	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa

5/13/2025 0:50:33	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 2:34:56	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 3:03:56	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 5:11:04	Ya	Ya	Tidak			
5/13/2025 6:04:07	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 6:14:00	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 10:32:10	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/13/2025 15:58:34	Ya	Ya	Ya	Perempua n	27 - 42 Tahun (Milenial)	IRT
5/13/2025 18:02:10	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 18:15:14	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/13/2025 18:17:04	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 18:34:11	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Fresh graduate
5/13/2025 18:39:46	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 19:03:22	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 19:22:05	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 19:52:19	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 20:10:59	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/13/2025 20:47:56	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/13/2025 21:32:23	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/14/2025 17:24:33	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/15/2025 11:15:30	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 11:18:12	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 11:18:14	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 11:24:45	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 11:38:23	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 11:38:26	Ya	Ya	Tidak			
5/15/2025 11:40:10	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 11:43:14	Ya	Tidak				
5/15/2025 11:48:23	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 11:51:43	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 11:56:19	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pekerja Swasta

5/15/2025 11:56:21	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 12:00:55	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 12:29:21	Ya	Tidak				
5/15/2025 12:30:58	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 12:31:25	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 12:32:41	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 12:37:14	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 12:41:51	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 12:46:56	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 12:51:46	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 12:55:37	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 13:20:09	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 13:29:46	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 13:36:11	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 13:43:10	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 13:54:40	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 13:57:34	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 13:58:35	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 14:04:51	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 14:09:02	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 14:19:52	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 15:16:00	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/15/2025 15:24:32	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 15:50:38	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 17:35:16	Ya	Tidak				
5/15/2025 17:36:29	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 18:04:14	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 18:05:41	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 18:08:08	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pekerja Swasta
5/15/2025 19:01:18	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/15/2025 19:35:47	Ya	Ya	Tidak			

5/15/2025 19:43:13	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pengusaha/Wiraswast a
5/15/2025 21:40:37	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/16/2025 4:32:13	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/16/2025 7:57:38	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/16/2025 8:51:34	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/16/2025 9:57:12	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/16/2025 9:59:55	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/16/2025 10:20:39	Ya	Ya	Ya	Perempua n	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa
5/17/2025 10:59:44	Ya	Ya	Ya	Laki-Laki	11 - 26 Tahun (Gen Z)	Pelajar/Mahasiswa



Lampiran 3. Data Kuesioner Promosi,Harga, Kepuasan Pelanggan

[illegible]

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5	4	5	4	4	5	5	4	5	5	4	4	5	4	5



Lampiran 5. Uji Validitas

Correlations

		P1	P2	P3	P
P1	Pearson Correlation	1	.471**	.759**	.897**
	Sig. (2-tailed)		.009	.000	.000
	N	30	30	30	30
P2	Pearson Correlation	.471**	1	.447*	.747**
	Sig. (2-tailed)	.009		.013	.000
	N	30	30	30	30
P3	Pearson Correlation	.759**	.447*	1	.875**
	Sig. (2-tailed)	.000	.013		.000
	N	30	30	30	30
P	Pearson Correlation	.897**	.747**	.875**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		H1	H2	H3	H
H1	Pearson Correlation	1	.408*	.542**	.824**
	Sig. (2-tailed)		.025	.002	.000
	N	30	30	30	30
H2	Pearson Correlation	.408*	1	.384*	.742**
	Sig. (2-tailed)	.025		.036	.000
	N	30	30	30	30
H3	Pearson Correlation	.542**	.384*	1	.813**
	Sig. (2-tailed)	.002	.036		.000
	N	30	30	30	30
H	Pearson Correlation	.824**	.742**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		KL 1	KL 2	KL 3	KL 4	KL 5	KL 6	KL 7	KL 8	KL 9	KL 10	KL 11	KL 12	KL 13	KL 14	KL 15	KL
KL 1	Pearson Correlation	1	.461*	.527**	.461*	.849**	.461*	.381*	.461*	.753**	.461*	.485**	.461*	.793**	.461*	.453*	.752**
	Sig. (2-tailed)		.010	.003	.010	.000	.010	.038	.010	.000	.010	.007	.010	.000	.010	.012	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 2	Pearson Correlation	.461*	1	.421*	.512**	.362*	1.000**	.461*	.512**	.461*	1.000**	.501**	.512**	.464**	1.000**	.385*	.777**
	Sig. (2-tailed)	.010		.021	.004	.050	.000	.010	.004	.010	.000	.005	.004	.010	.000	.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 3	Pearson Correlation	.527**	.421*	1	.348	.633**	.421*	.717**	.348	.653**	.421*	.819**	.348	.637**	.421*	.806**	.760**
	Sig. (2-tailed)	.003	.021		.059	.000	.021	.000	.059	.000	.021	.000	.059	.000	.021	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 4	Pearson Correlation	.461*	.512**	.348	1	.431*	.512**	.461*	1.000**	.319	.512**	.501**	1.000**	.396*	.512**	.385*	.718**
	Sig. (2-tailed)	.010	.004	.059		.017	.004	.010	.000	.086	.004	.005	.000	.030	.004	.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 5	Pearson Correlation	.849**	.362*	.633**	.431*	1	.362*	.425*	.431*	.849**	.362*	.524**	.431*	.887**	.362*	.495**	.752**
	Sig. (2-tailed)	.000	.050	.000	.017		.050	.019	.017	.000	.050	.003	.017	.000	.050	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 6	Pearson Correlation	.461*	1.000**	.421*	.512**	.362*	1	.461*	.512**	.461*	1.000**	.501**	.512**	.464**	1.000**	.385*	.777**
	Sig. (2-tailed)	.010	.000	.021	.004	.050		.010	.004	.010	.000	.005	.004	.010	.000	.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 7	Pearson Correlation	.381*	.461*	.717**	.461*	.425*	.461*	1	.461*	.505**	.461*	.849**	.461*	.496**	.461*	.840**	.746**
	Sig. (2-tailed)	.038	.010	.000	.010	.019	.010		.010	.004	.010	.000	.010	.005	.010	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 8	Pearson Correlation	.461*	.512**	.348	1.000**	.431*	.512**	.461*	1	.319	.512**	.501**	1.000**	.396*	.512**	.385*	.718**
	Sig. (2-tailed)	.010	.004	.059	.000	.017	.004	.010		.086	.004	.005	.000	.030	.004	.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 9	Pearson Correlation	.753**	.461*	.653**	.319	.849**	.461*	.505**	.319	1	.461*	.607**	.319	.793**	.461*	.582**	.764**
	Sig. (2-tailed)	.000	.010	.000	.086	.000	.010	.004	.086		.010	.000	.086	.000	.010	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 10	Pearson Correlation	.461*	1.000**	.421*	.512**	.362*	1.000**	.461*	.512**	.461*	1	.501**	.512**	.464**	1.000**	.385*	.777**
	Sig. (2-tailed)	.010	.000	.021	.004	.050	.000	.010	.004	.010		.005	.004	.010	.000	.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 11	Pearson Correlation	.485**	.501**	.819**	.501**	.524**	.501**	.849**	.501**	.607**	.501**	1	.501**	.654**	.501**	.939**	.831**
	Sig. (2-tailed)	.007	.005	.000	.005	.003	.005	.000	.005	.000	.005		.005	.000	.005	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 12	Pearson Correlation	.461*	.512**	.348	1.000**	.431*	.512**	.461*	1.000**	.319	.512**	.501**	1	.396*	.512**	.385*	.718**
	Sig. (2-tailed)	.010	.004	.059	.000	.017	.004	.010	.000	.086	.004	.005		.030	.004	.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 13	Pearson Correlation	.793**	.464**	.637**	.396*	.887**	.464**	.496**	.396*	.793**	.464**	.654**	.396*	1	.464**	.572**	.793**
	Sig. (2-tailed)	.000	.010	.000	.030	.000	.010	.005	.030	.000	.010	.000	.030		.010	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 14	Pearson Correlation	.461*	1.000**	.421*	.512**	.362*	1.000**	.461*	.512**	.461*	1.000**	.501**	.512**	.464**	1	.385*	.777**
	Sig. (2-tailed)	.010	.000	.021	.004	.050	.000	.010	.004	.010	.000	.005	.004	.010		.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL 15	Pearson Correlation	.453*	.385*	.806**	.385*	.495**	.385*	.840**	.385*	.582**	.385*	.939**	.385*	.572**	.385*	1	.747**
	Sig. (2-tailed)	.012	.035	.000	.035	.005	.035	.000	.035	.001	.035	.000	.035	.001	.035		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL	Pearson Correlation	.752**	.777**	.760**	.718**	.752**	.777**	.746**	.718**	.764**	.777**	.831**	.718**	.793**	.777**	.747**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		KP 1	KP 2	KP 3	KP
KP 1	Pearson Correlation	1	.513**	.566**	.849**
	Sig. (2-tailed)		.004	.001	.000
	N	30	30	30	30
KP 2	Pearson Correlation	.513**	1	.374*	.808**
	Sig. (2-tailed)	.004		.042	.000
	N	30	30	30	30
KP 3	Pearson Correlation	.566**	.374*	1	.770**
	Sig. (2-tailed)	.001	.042		.000
	N	30	30	30	30
KP	Pearson Correlation	.849**	.808**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 6. Uji Reliabilitas**Reliability Statistics**

Cronbach's Alpha	N of Items
.793	3

Reliability Statistics

Cronbach's Alpha	N of Items
.707	3

Reliability Statistics

Cronbach's Alpha	N of Items
.948	15

Reliability Statistics

Cronbach's Alpha	N of Items
.731	3

Lampiran 7. Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
P1	120	1	5	4.43	.786
P2	120	1	5	4.18	.876
P3	120	1	5	4.27	.867
H1	120	1	5	4.35	.941
H2	120	1	5	4.36	.924
H3	120	1	5	4.38	.944
KL 1	120	3	5	4.27	.698
KL 2	120	2	5	4.52	.648
KL 3	120	3	5	4.50	.635
KL 4	120	3	5	4.49	.608
KL 5	120	3	5	4.48	.686
KL 6	120	3	5	4.54	.607
KL 7	120	2	5	4.44	.708
KL 8	120	2	5	4.54	.593
KL 9	120	3	5	4.51	.648
KL 10	120	2	5	4.58	.603
KL 11	120	3	5	4.59	.615
KL 12	120	3	5	4.61	.569
KL 13	120	1	5	4.27	.877
KL 14	120	3	5	4.53	.634
KL 15	120	3	5	4.51	.635
KP 1	120	3	5	4.62	.551
KP 2	120	3	5	4.49	.635
KP 3	120	3	5	4.63	.517
Valid N (listwise)	120				

Lampiran 8. Regresi Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KL, P, H ^b	.	Enter

a. Dependent Variable: KP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.721	.714	.754

a. Predictors: (Constant), KL, P, H

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.519	3	56.840	99.928	.000 ^b
	Residual	65.981	116	.569		
	Total	236.500	119			

a. Dependent Variable: KP

b. Predictors: (Constant), KL, P, H

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.411	.688		3.504	.001
	P	.044	.031	.072	1.424	.157
	H	.095	.029	.172	3.261	.001
	KL	.141	.010	.752	13.872	.000

a. Dependent Variable: KP

Lampiran 9. Jurnal Acuan

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The Impact of Service Quality, Price, and Promotion on Customer Satisfaction at Mirotta Kampus Yogyakarta

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Abstract

The aim of this study is to analyze the significance of the influence of service quality, price, and promotion on customer satisfaction. This research is a quantitative study using secondary data and primary data obtained from questionnaires that have been filled out. The population in this study is all customers who have shopped at Mirotta Kampus. Sampling was done using purposive sampling method and obtained 100 respondent samples for the study. The analysis tools used are multiple linear regression and t-test. Based on the analysis results, it shows that service quality, price, and promotion partially have a significant influence on customer satisfaction. Furthermore, the variables of service quality, price, and promotion simultaneously have a significant influence on customer satisfaction.

Keywords: service quality, price, promotion, customer satisfaction

Introduction

In the era of globalization, there is an increasing number of trading companies in various forms such as shops, minimarkets, supermarkets, department stores, etc. This leads to a tighter competition in the business world. Each company must meet the needs of customers with better and satisfying services at affordable prices, as well as provide promotions that instill trust in customers and offer products that align with the needs and desires of each customer (Susiadewi, 2020). Therefore, every company must have a good strategy to survive in their industry and maintain their customers to ensure their satisfaction and loyalty.

Mirotta Kampus is one of the stores located in Yogyakarta. The history of Mirotta Kampus, before the existence of Mirotta Kampus, first stood PT Mirotta whose initial business was the production of beverages, bread, and tarts. PT Mirotta itself is a sole proprietorship founded in 1950 by Mr. and Mrs. Hendro Sutikno. In addition to that business, in 1952 Mr. and Mrs. Hendro Sutikno expanded their business by opening a P & D (provision & dranken) store located on Jl. A. Yani 75 Yogyakarta. The business development of PT Mirotta was then continued by the sons and daughters of Mr. Hendro Sutikno, covering various types of businesses under the brand name "MIROTA".

According to Aprileny et al. (2020) Customer satisfaction can be used as a basis to review how much pleasure customers have in shopping, so we will know which part of the service

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The study conducted by Hamdani & Zaman (2017) entitled "The Influence of Service Quality and Promotion on Customer Satisfaction at Pizza Express Jakarta," was published in the Journal of Economic Discourse. The aim of the research was to determine the impact of service quality and promotion on customer satisfaction at Pizza Express Jakarta. The results showed that there is an influence of service quality on customer satisfaction at Pizza Express Jakarta. There is also an influence of promotion on customer satisfaction at Pizza Express Jakarta. Additionally, there is an influence of both service quality and promotion on customer satisfaction at Pizza Express Jakarta. (Montolala et al., 2023) conducted a study titled "The Effect of Service Quality and Promotion on Purchasing Decisions for Precious Metals at Tomohon Branch Pawnshop". The aim of this research is to determine the impact of service quality, price, and promotion on the decision to purchase gold at PT. Pegadaian Syariah branch in Tomohon. The results of the research and data analysis using the F test indicate that the variables of service quality, price, and promotion collectively have a positive and significant influence on the decision to purchase gold at PT. Pegadaian Syariah (Persero) Branch in Tomohon. Novandi & Prihadi, (2020) conducted a study on "The influence of service quality, price, and location on customer satisfaction at Miss Laundry in the city of Tegal". The research aimed to determine the impact of service quality, price, and location on customer satisfaction at Miss Laundry in Tegal. The results of the study concluded that service quality has a significant impact on customer satisfaction with a probability value, price influences customer satisfaction with a probability value, while location does not affect customer satisfaction with a probability value. Service quality, price, and location together have a significant impact on customer satisfaction at Miss Laundry in the city of Tegal. This was evidenced by the F-test value significance level.

Research Purposes

- (1) To find out whether service quality, price, and promotion have impact on customer satisfaction at Mirotta Kampus Supermarket in Yogyakarta or not.
- (2) To determine the simultaneous impact of service quality, price, and promotion on customer satisfaction at Mirotta Kampus Supermarket in Yogyakarta.

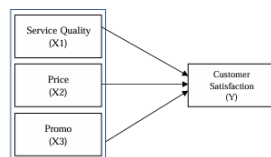


Figure 1. Framework of Research

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needs to be improved. Companies must continue to improve their service to your customers so that business development becomes even better. In a business, it is not only the products that are sold that we need to pay attention to, but also the service provided to customers, because without customers, the products offered will never move from the store shelves (Aprileny et al., 2020). Customer satisfaction is very important for companies because customers determine the success of a company. Satisfaction is a very determining factor in the marketing of a company, if customers feel disappointed in the service, price, and promotions that are not suitable for customers, it will disappoint their customers. Customer satisfaction is the feeling of pleasure or disappointment that arises in someone after comparing the expected performance (or outcome) of a product with its actual performance (Estamarinda et al., 2021). If the performance falls below expectations, the customer is dissatisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied/happy.

The quality of service has become a key factor in the success of a company. The development of quality is highly driven by competition between companies, technological advancements, stages of the economy, and the socio-cultural conditions of society (Khamimah, 2021). Service quality is a necessity that companies must fulfill in order to survive and maintain customer trust. Service quality is the expected level of excellence and control over that level of excellence to meet customer needs (Riyadin, 2019). According to (Sawitro, 2022), service quality is seen as one of the components that needs to be realized by companies, as it has the influence to attract new customers and reduce the likelihood of existing customers switching to other companies. Service quality is the expected level of excellence and control over that level of excellence to meet customer desires.

Price is one of the main factors that can influence a buyer in making their decision. Price plays a role in determining customer purchases, so before setting a price, it is advisable for a company to look at several price references for a product. In terms of pricing strategy, price is one of the elements that affects activities within a company, functioning to create a competitive advantage for the company (Udayani et al., 2023). Price is the amount charged for a product or service, more broadly, price is the sum of all the values given by customers to benefit from owning or using a product or service (Parokla & Hidayat, 2019). Price is one element of the marketing mix that generates revenue, while other elements generate costs. Price is the easiest element in the marketing program to adjust, product features, channels, and even communication require a lot of time.

Promotion is an essential activity in marketing products or services in order to attract customers to purchase the said products. The promotion activities should be designed as appealing as possible, and the information conveyed should be easily understood by the public so that readers can be interested and comprehend it easily (Nendi et al., 2022). The company's promotion efforts will create a positive and distinct impression in the minds of customers, thus directly or indirectly shaping a favorable image of the product. Promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind customers about the company's brand and products (Reppi et al., 2021). On the other hand, promotion is one of the elements in the company's marketing mix that is used to inform, persuade, and remind customers about the company's products (Purbahastuti, 2021).

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Method

Population and Sample

The population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions from (Aljajah & Selvi, 2021). The study population includes all customers who regularly visit Mirotta Kampus supermarket, with an indefinite total number. Samples are a part of the quantity and characteristics possessed by the population based on the known characteristics of the population. Therefore, the sample size in this study is 100 individuals, which are considered to represent the population. Sampling is conducted using purposive sampling technique, where samples are selected based on specific criteria (Amin et al., 2023).

Data Collection Sources and Techniques

There are two sources of data used in conducting research, namely primary data and secondary data. According to Sugiyono (2017), primary data refers to a data source that directly supplies information to the data collector. The method of collecting primary data involves customers of Mirotta Kampus in Yogyakarta filling out questionnaires. To collect data, questionnaires are distributed directly and online to respondents. Secondary data is data that indirectly provides information to data collectors (Sugiyono, 2017). This type of data supports the needs of primary data such as books, literature, and related readings that support research.

Data Analysis Method

Observation is the foundation of all knowledge. Scientists can only work based on data, which are facts about the real world obtained through observation. In this study, the observation was conducted by meeting with Mirotta Kampus customers in Yogyakarta. An interview is a meeting between two individuals to exchange information and ideas through question and answer, thereby constructing meaning in a specific topic. This study identifies customers who have previously shopped at Mirotta Kampus supermarket in Yogyakarta.

Result

Instrument Test

The instruments used in this study were tested for reliability and validity using the assistance of SPSS version 21 software, as follows:

1. Validity Test

Table 1

Result of Validity Test			
Variable	r-count	r-table	Description
X _{1.1}	0.848	0.361	Valid
X _{1.2}	0.479	0.361	Valid
X _{1.3}	0.722	0.361	Valid
X _{1.4}	0.621	0.361	Valid
X _{1.5}	0.608	0.361	Valid
X _{1.6}	0.662	0.361	Valid
X _{1.7}	0.707	0.361	Valid

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X ₁ 8	0.678	0.361	Valid
X ₁ 9	0.411	0.361	Valid
X ₁ 10	0.729	0.361	Valid
X ₂ 1	0.612	0.361	Valid
X ₂ 2	0.670	0.361	Valid
X ₂ 3	0.840	0.361	Valid
X ₂ 4	0.576	0.361	Valid
X ₂ 5	0.749	0.361	Valid
X ₂ 6	0.761	0.361	Valid
X ₂ 7	0.782	0.361	Valid
X ₂ 8	0.688	0.361	Valid
X ₃ 1	0.577	0.361	Valid
X ₃ 2	0.771	0.361	Valid
X ₃ 3	0.591	0.361	Valid
X ₃ 4	0.704	0.361	Valid
X ₃ 5	0.809	0.361	Valid
X ₃ 6	0.803	0.361	Valid
X ₃ 7	0.671	0.361	Valid
X ₃ 8	0.813	0.361	Valid
Y1	0.773	0.361	Valid
Y2	0.675	0.361	Valid
Y3	0.727	0.361	Valid
Y4	0.768	0.361	Valid
Y5	0.780	0.361	Valid
Y6	0.849	0.361	Valid
Y7	0.847	0.361	Valid
Y8	0.784	0.361	Valid

Source: Processed Primary Data by SPSS 21 (2024)

Table 1 indicates that all research instruments for the research variables have met the validity requirements. The validity test results above show that all *r*-count $\geq r$ -table or all *r*-count are greater than *r*-table, which means that all questionnaire statement items are considered valid.

2. Reliability Test

Table 2. Result of Reliability Test – Service Quality

Cronbach's Alpha	N of Items
0.886	10

Source: Processed Primary Data by SPSS 21 (2024)

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The multiple linear regression equation is obtained as follows $Y = 3.410 + 0.231 X_1 + 0.338 X_2 + 0.307 X_3$. Based on the equation above, it demonstrates the relationship between the independent variable and the dependent variable, therefore the following conclusion is drawn:

- (1) The constant value is 3.410, indicating that if there is no change in the values of service quality (X₁), promotion (X₂), and price (X₃) variables. Then, customer satisfaction at Mirota Yogyakarta Kampus is 3.410 units.
- (2) The coefficient of regression for service quality (X₁) is 0.231. Assuming that the variables of promotion (X₂) and price (X₃) are constant, any changes in service quality (X₁) will also result in a change in customer satisfaction. This means that if the service quality variable (X₁) increases, customer satisfaction will also increase, and if there is a decrease in service quality (X₁), customer satisfaction will also decrease.
- (3) The regression coefficient value for promotion (X₂) is 0.338. Assuming that the variables of service quality (X₁) and price (X₃) are constant, any changes in promotion (X₂) will result in changes in customer satisfaction. This implies that if the promotion variable (X₂) increases, customer satisfaction will also increase, and if there is a decrease in promotion (X₂), customer satisfaction will decrease as well.
- (4) The regression coefficient value of price (X₃) is 0.307. Assuming that the service quality variable (X₁) and promotion (X₂) are constant, any changes in price (X₃) will result in a change in customer satisfaction. This implies that if the price variable (X₃) increases, customer satisfaction will also increase, and if there is a decrease in price (X₃), customer satisfaction will decrease as well.

F-Test

The purpose of the F test is to prove whether the independent variables (X) collectively influence the dependent variable (Y). Based on decision-making criteria, if *F* calculated $\geq F$ table, then H₀ is rejected and H_a is accepted (significant) and if *F* calculated $> F$ table, then H₀ is accepted and H_a is rejected (not significant), the results of the F test are as follows:

Table 7
Result of F-Test
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1647.419	3	549.140	69.675 .000 ^b
	Residual	756.621	96	7.881	
	Total	2404.040	99		

a. Dependent Variable: Customer Satisfaction

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Table 3. Result of Reliability Test – Price

Cronbach's Alpha	N of Items
0.899	8

Source: Processed Primary Data by SPSS 21 (2024)

Table 4. Result of Reliability Test – Promotion

Cronbach's Alpha	N of Items
0.920	8

Source: Processed Primary Data by SPSS 21 (2024)

Table 5. Result of Reliability Test – Customer Satisfaction

Cronbach's Alpha	N of Items
0.927	8

Source: Processed Primary Data by SPSS 21 (2024)

The values of Cronbach's Alpha in tables 2, 3, 4, and 5 are all above 0.05. This leads to the conclusion that all statements in the questionnaire are reliable.

Multiple Linear Regression Test

Multiple linear regression analysis aims to determine the influence of two or more independent variables, namely service quality, promotion, and price, on a dependent variable, namely customer satisfaction.

Table 6. Result of Multiple Linear Regression Test
Coefficients^a

Model		Unstandardized Coefficients	Std. Error
1	(Constant)	3.410	2.172
	Service Quality	0.231	.096
	Price	0.338	.088
	Promotion	0.307	.090

a. Dependent Variable: Customer Satisfaction

Source: Processed Primary Data by SPSS 21 (2024)

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

Source: Processed Primary Data by SPSS 21 (2024)

Based on table 7, the calculated *F* value is 69.675, which is greater than the tabulated *F* value of 2.70 with a significance level of 0.000 < 0.05 . Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that the service quality, promotion, and price variables have a positive and significant impact on customer satisfaction. Thus, the hypothesis stating that the independent variables (X) simultaneously affect the dependent variable (Y) is accepted.

Conclusions

- (1) The quality of service variable has a significant influence on customer satisfaction at Mirota Kampus in Yogyakarta. The hypothesis stating that the quality of service variable has a significant influence on customer satisfaction at Mirota Kampus supermarket in Yogyakarta has been proven.
- (2) The significant influence of price variables on customer satisfaction at Mirota Kampus in Yogyakarta has been proven. The hypothesis stating that price variables have a significant impact on customer satisfaction at Mirota Kampus in Yogyakarta has been confirmed.
- (3) The significant influence of promotional variables on customer satisfaction at Mirota Kampus in Yogyakarta has been proven according to the hypothesis stating that promotional variables have a significant impact on customer satisfaction at Mirota Kampus in Yogyakarta.
- (4) Based on the multiple linear regression analysis, it is evident that the variables of service quality, price, and promotion significantly influence the satisfaction of customers at Mirota supermarket on the Yogyakarta Kampus. The hypothesis used states that the variables of service quality, price, and promotion collectively have a significant impact on the variable of customer satisfaction at Mirota Kampus, and this hypothesis has been proven.

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Вплив якості обслуговування, інновацій, цін, промо-компаній на задоволеність та лояльність клієнтів

Анотація. Впливаючись від пандемії Covid-19, багато людей опинилися в розгубленості щодо того, де провести свою відпустку; крім того, більшість людей все ще розглядає можливість здійснити туристичну подорож. В таких умовах зростає суспільний інтерес до парків розваг. Мета цього дослідження – визначити вплив якості обслуговування, інновацій, цін, промо-компаній на задоволеність клієнтів. У цьому дослідженні задоволеність клієнтів розглядається як проміжна змінна, яка впливає на лояльність клієнтів. Об'єктом дослідження є парк розваг Ancol Dreamland Park – найкращий тематичний парк для подорожей у Джакарті (Індонезія). Учасниками цього дослідження були відвідувачі, які неодноразово приїжджали до парку Ancol Dreamland Park під час пандемії Covid-19, із будь-якої країни, і вони проживали у Джакарті. Вибірку склали 200 респондентів: 101 жінка (50.5%) та 99 чоловіків (49.5%). Методологія дослідження базується на використанні кількісного методу та аналізу причинно-наслідкових зв'язків. Для аналізу даних автори використовували програмне забезпечення SEM (модель структурних рівнянь), SPSS (статистична програма для соціальних наук) та програмне забезпечення Amos 26. Результати цього дослідження свідчать, що якість обслуговування, інновації, справедливі ціни та промо-компанії мають значний позитивний вплив на задоволеність клієнтів. Порівняно з цим, задоволеність клієнтів має значний позитивний вплив на лояльність клієнтів. Оскільки, збільшення задоволеності клієнтів призводить до зростання лояльності клієнтів, хоча це зростання може бути відсутнє на одразу. Однак задоволеність клієнтів – це критична стратегія на майбутнє, адже клієнти захочуть знову відвідати цей парк розваг і поділитись своїми позитивними відгуками з іншими людьми. Ці висновки мають стимулювати керівництво парків розваг на покращення якості послуг. Зокрема, якщо послуги можна покращити, підвищити безпеку у разі хвороби (безпеку), здоров'я та безпеку відвідувачів, які дуже потрібні від час пандемії COVID-19.

Ключові слова: якість обслуговування, інновації, ціни, промо-компанії, задоволеність клієнтів, лояльність клієнтів, парк розваг.

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Influence of Service Quality, Innovation, Price, Promotion on Customer Satisfaction and Customer Loyalty

Abstract. Tired of the Covid-19 pandemic, many people are in a dilemma and confused about where to go on vacation; besides, people are still considering going to the desired tourist attractions. In such conditions, public interest in theme parks is growing. The purpose of this study is to determine the effect of service quality, innovation, price,

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promotion on customer satisfaction. In this study, customer satisfaction is considered as the intervening variable that has an impact on customer loyalty. The object of study is Ancol Dreamland Park – a top rated theme park for traveling in Jakarta (Indonesia). Participants in this study were visitors who had come to the Ancol Dreamland Park during the Covid-19 pandemic more than once, were 17 years old and over, and were domiciled in Greater Jakarta. The sample consisted of 200 respondents: 101 females (50.5%) and 99 males (49.5%). The research methodology is based on the use of the quantitative method and causal research. For data analysis, the authors use the SEM (Structural Equation Model), SPSS (Statistical Program for Social Science), and Amos 26 software. The results of this study show that service quality, innovation, price perception, promotion have a significant positive effect on customer satisfaction. Along with this, customer satisfaction has a significant positive effect on customer loyalty. So, the increase in customer satisfaction leads to an increase in customer loyalty, although this increase may not be felt immediately. However, customer satisfaction is a good strategy for the future, because customers will want to visit this theme park again and share their positive feedback with other people. These findings should guide the management of such amusement parks to improve the quality of services. In particular, the quality of service can be improved by paying attention to cleanliness, health, and visitor safety, which are very much needed during this COVID-19 pandemic.

Keywords: service quality, innovation, price, promotion, customer satisfaction, customer loyalty, theme park.

1. Introduction

The Covid-19 pandemic has lasted more than a year.

Many people are in a dilemma and confused about where to go on vacation; besides that, people are still considering going to the desired tourist attractions. In such conditions, public interest in theme parks is growing.

Theme Park is an amusement park that offers attractions that raise a theme, such as fantasy and imagination. The theme park concept is not only made for amusement parks but is used for the development of the surrounding city. All these amusement parks are also vying to bring in thirsty tourists for a vacation (Elmia and Pratiwi, 2019).

Ancol Dreamland is a top-rated theme park for traveling in Jakarta. As one of Indonesia's most complete and largest thematic recreation parks, Ancol has 552 hectares located on Jalan Lodan Timur No. 7, Pademangan District, North Jakarta. Ancol Dreamland presents many varied tourist objects with complete facilities such as high-tech rides, marine animal tourism, zoos, beaches, concert venues, aquatic animals (Shesky and Baiquini, 2019).

These tourist destinations are very famous and rarely deserted from tourist visits. Still, the pandemic has harmed the country's tourism business, including Ancol tourism which experienced a decrease in visitors of around 68.68% in 2020. From the data recorded in 2019, Ancol had an income of Rp. 973.75 billion when compared to the data in 2020, which had an income of Rp. 305.57 billion (Tari, 2020).

In 2021 the government has implemented a vaccination program. Despite the decline in foreign tourists, it is hoped that travel flexibility can attract domestic tourists to stimulate national tourism (Rukman, 2021). Strategy is needed to know the company profile. One way to analyze company strategy is to use the SWOT analysis method. Companies require SWOT analysis to achieve business targets that are being managed or are still planning for the future (Kotler, 2009).

According to Oroh et al. (2015) the quality of tourism services directly depends on hospitality, location attractiveness, local products, and others. Other factors that can be used as a strategy are an innovation of tourist attractions, ticket prices, and ongoing promotions.

The focus of the research problem is to create a plan to maintain and pay attention to customer satisfaction in the tourism service industry so that that customer loyalty will impact increasing profits for the company.

2. Literature Review & Research Hypothesis**Service quality**

Service quality is the level of service related to customer expectations and needs. Quality service if the company can provide products and services according to customer expectations. According to Goetsch and Davis (1994), cited by Tjiptono (2012:152), quality can be defined as "dynamic conditions associated with products, services, human resources, processes, and the environment that meet or exceed expectations". While (Wyckoff, 2002) defines the notion of service quality, is the level of excellence expected. Service quality is seen not only from the point of view of producers but also from consumers who use these services.

Customer satisfaction is also the primary goal of a good business marketing strategy. In meeting customer satisfaction, the company does not only sell quality products or services but also supports a good, adequate, and innovative service system so that visitors will be loyal to the company because visitors like the service and convenience provided by service providers (Mohamad, 2008).

Previous studies have proven that service quality is an essential factor in influencing customer satisfaction in the hospitality industry of Ghana (Ofosu et al., 2020). Gong & Yi (2018) also investigated and validated the service quality model in five Asian countries. The results of his study that customer happiness is driven by service quality and customer loyalty are driven by service quality in five Asian countries.

The quality of service implemented by the Ministry of Tourism is based on CHSE certification during the Covid-19 pandemic. Cleanliness, Health, Safety, and Environment guarantee tourists to implement health protocols (Fitriana et al., 2020), and service quality also has dimensions to measure service quality. According to Parasuraman et al. (1985), there are five dimensions of service quality: TERRA (Tangibles, Empathy, Reliability, Responsiveness, Assurance). Who can interpret that customer satisfaction will be fulfilled if the quality of service desired by the customer matches or

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exceeds the expectations of the customer? Therefore, the first hypothesis within the current study is:

H₁ – There is a significant effect of service quality on customer satisfaction.

Innovation

Innovation is a new idea or idea that has never existed before; usually, this innovation is in new things. Innovation is also a development, research, or engineering activity carried out to renew the context of science or new ways to be applied to products or production processes using new technology or science (Wildanti, 2016).

Meanwhile, according to Ellitan (2009), the development of new processes from within and outside the company creates new ideas, services, products that include creativity and other ideas. Innovation can be defined as a new concept or product driver of a new idea or scientific research, or innovation can be called the commercialization of an invention.

An idea must have the quality that satisfies any particular need and implementation at an economical cost to become an innovation (Nemati et al., 2010). Elsewhere Ayuningrum & Pangestuti (2018) prove that the innovation variable has a significant effect on visitor satisfaction in the tourism industry of the city of Bojonegoro. In another study exploring service innovation on customer satisfaction, it is known that service innovation has a positive effect on customer satisfaction (Yeh et al., 2019).

Therefore, the second hypothesis within the current study is:

H₂ – There is a significant effect of innovation on customer satisfaction.

Price

Price is the amount of money demanded or charged for a product or service from the total value exchanged by consumers because of the benefits possessed by using the product or service (Kotler & Armstrong, 2010). According to Martin et al. (2007), price results from an assessment and process that can be accepted by customers, from previous research showing that price fairness affects customer satisfaction and loyalty.

Price level reference compares service prices where customers feel it is reasonable if a service offered by the company is different from the services of other companies (Laurentia, 2015). Testing the price relationship from which proves that price perception has a positive and significant effect on satisfaction (Jumantara & Sukawati, 2018).

The contribution between price and customer satisfaction on tour and travel services can show a significant effect of price-quality variables on customer satisfaction (Rumapea & Satriawan, 2017). Therefore, the third hypothesis within the current study is:

H₃ – There is a significant effect of price on customer satisfaction.

Promotion

Promotion is a marketing mix used to make communication between products or services to consumers. The notion of promotion is a form of marketing communication to disseminate information, persuade or increase the target market for the company and its products so that they are willing to accept, buy and be loyal to the products or services offered by Tjiptono (2014).

Meanwhile, in the opinion of Kotler & Keller (2007), the meaning of promotion is the process of marketing strategy to communicate using the composition of the promotion mix with the market. The study on promotions with customer satisfaction tested by Susanto and Rahayu (2017) on visitors to the water Owahong tourist attraction, Puralingga Regency, proved that promotion significantly affected customer satisfaction. Promotion moreover has a significant effect on customer satisfaction and customer loyalty in financial services companies.

From this research, it is hoped that promotion will be a way that what can do to increase the visibility of a product, service, brand, and company. Therefore, the fourth hypothesis within the current study is:

H₄ – There is a significant effect of promotion on customer satisfaction.

Customer satisfaction

Customer satisfaction is consumer feelings after comparing what is received and expected (Umar, 2005). Philip Kotler and Kevin Lane Keller, quoted from the book Marketing Management, said that customer satisfaction is a person's feeling of pleasure or disappointment after comparing a product or service's performance (results) to the expected performance (Kotler and Lane, 2007:177).

Asadpoor (2017) examines the relationship between customer satisfaction and customer loyalty at Sadeat banks in Urmia and finds that customer satisfaction directly affects customer loyalty. Additionally, service quality, trust, satisfaction together influence customer loyalty at PT. Padang Tour Wisata (Dharma, 2017).

Customer loyalty is defined as loyalty from consumers who are taken without coercion; this loyalty is the fruit of efforts from customer satisfaction that can influence customer behavior (Kotler and Armstrong, 2010). Gremier and Brown in Hasan (2008), customer loyalty is a commitment owned by customers who repurchase goods and services but have a positive attitude towards the company. The conclusion about customer satisfaction is the response obtained after comparing the perceived performance with expectations. If the results obtained are below customer expectations, the customer will feel dissatisfied. If the results obtained follow customer expectations, the customer would feel satisfied and loyal to the services offered. Therefore, the fifth hypothesis within the current study is:

H₅ – There is a significant effect of customer satisfaction on customer loyalty.

Theoretical framework

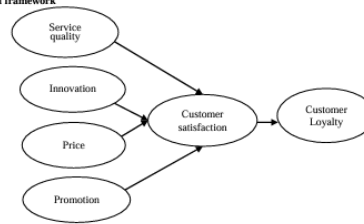


Figure 1. The Theoretical Framework

From the research model image about service quality, innovation, and price (Fig. 1), it is suspected to have a strong causal influence on customer satisfaction and loyalty at the Ancol Dreamland theme park.

Service quality, innovation, price, and promotion are related to customer satisfaction (Ofosu et al., 2020; Hapsari et al., 2017; Jumantara & Sukawati, 2018; Anugrah, 2020; Amin et al., 2013). Customer satisfaction as the intervening variable influences customer loyalty (Asadpoor, 2017; Kasiri et al., 2017; Mazuri et al., 2017; Gopi & Sarmit, 2020).

3. Research Methodology

Participants

Participants in this study were visitors who had come to the Ancol Dreamland Park during the Covid-19 pandemic more than once, were 17 years old and over, and were domiciled in Greater Jakarta. The research methodology is based on the use of the *quantitative method and causal research*. Causal research can be defined as a research method used to determine the cause-and-effect relationship between two variables. In total, 200 participants completed the survey as suggested by Crocker & Algina (1986) state that for stability, a minimum of 200 respondents is required.

The sample consisted of 101 females (50.5%) and 99 males (49.5%), most respondents are workers who have 154 people (77%), for those who have not / do not work as many as 29 respondents (14.5%), 15 respondents who have a business (7.5%) and retirees only have 200 respondents. Regarding their marital status, 111 participants were married. Characteristics of respondents by age were 17-20 years (13.3%), 21-30 years (34.5%), 31-40 years (24.6%), 40-50 years (16.6%) and > 50 years (9.9%). From the data shown, respondents are dominated by 21-30 years with a percentage (54.5%) of 115 respondents.

Instrument development

Operationalization of variables to develop research instruments, the authors deliberately apply indicators

used by previous studies because they have been tested and validated. Indicator of Firiana et al. (2020); Yanti et al. (2020:5); Olorunsoye et al. (2006:62) used scale to measure service quality, indicators from Dzailias & Bilind (2019:12); Risaawati et al. (2019:40); Danak (2017:5); Han et al. (2016:460) were adopted and adapted to measure innovation, price, and promotion. Further, indicators from Hyun & Han (2012:223); Amin et al. (2013:5) were adopted and used to measure customer satisfaction and loyalty.

Data Analysis

For data analysis, the authors use the *SEM (Structural Equation Model)*, *SPSS (Statistical Program for Social Sciences)*, and *Amos 26* software. The validity test applied in this study is *EFA (Exploratory Factor Analysis)* to determine the validity and see the results of the indicators used to survive or fail (Malhotra, 2009).

The guideline for factor loading values in EFA can be taken based on the number of samples in this study, which is 200 samples, meaning the factor loading value must be greater than 0.40. The reliability test is used to see the suitability of the value and reliability of the survey answers from respondents (Anastasya, 2013).

This study applies the *Cronbach's alpha* method with certain limitations, such as 0.6. Reliability < 0.6 is not good, while 0.7 is acceptable, and 0.8 is good (Achidiah & Hasiolan, 2016). Hypothesis testing is used to show how for the influence of variables is on each other (Ghozali, 2006). There are three hypothesis tests used, namely: *CFA (confirmatory factor analysis)*, *Fit Model (Goodness of Fit)*, and *t-test (critical ratio)*.

The first order construct in the CFA must have a probability value > 0.05 so that the question can be well received, and the fit model should get P-value ≥ 0.05, CMIN/DF ≤ 2.00, GFI ≥ 0.90, AGFI ≥ 0.90, TLI ≥ 0.90, RMSEA ≤ 0.08 (Cochran, 2017). T-test to determine the independent variable influences the dependent variable, if probability value or P ≤ 0.05 and CR value ≥ 1.96 then the hypothesis is accepted, but if P ≥ 0.05 and CR value ≤ 1.96 then hypothesis is rejected.

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4. Results and Discussion

Validity Test

The validity test using EFA (Exploratory Factor Analysis) found that only service quality had dimension

value, but all variables have a factor loading result > 0.40. Of the 15 questions about service quality indicators, the author eliminates 6 questions so that the results have a cross-factor and each question item on the service quality variable is declared valid.

Table 1

EFA Validity Test	
Indicator	Factor Loading
Cleanliness	
I wash my hands with soap or use a hand sanitizer in the place provided by Ancol Dreamland Park.	0.630
I feel that all rides at Ancol tourist attractions are cleaned with disinfectant regularly.	0.718
Health	
I check my body temperature before entering the tourist area.	0.701
Other visitors and I wear masks at tourist attractions.	0.750
Safety	
I saw Ancol Dreamland Park implement visitor restrictions, maintain distance, and prevent crowds.	0.493
Ancol provides safety and security equipment and supplies.	0.475
Environment Sustainability	
Ancol provides a particular recycling bin.	0.572
Tangibles	
I enjoy the clean tourist attractions of Ancol.	-0.782
I like the facilities and facilities of Ancol tourist attractions because they are complete and modern.	-0.522
I think Ancol tourist spot has adequate parking space.	-0.781
Empathy	
I think employees are always willing to help me.	0.755
I feel that employees can adapt in providing services to visitors.	-0.606
Responsiveness	
I feel the employees are friendly and polite to visitors.	-0.833
Reliability	
I like buying Ancol entrance tickets online, making access to tourist attractions not waiting long.	0.879
Assurance	
I think the new knowledge of the new routine procedures makes visitors feel comfortable.	0.946
Innovation	
I feel that Ancol now has a very different concept and design.	0.448
I like this innovation because it can create rides and recreation areas with innovations. It is unique	-0.820
I think that Ancol's service quality consists of a creative innovation process.	0.875
Price	
I think Ancol tourist attractions have affordable and satisfying entrance ticket prices.	0.948
I think the price of Ancol tour tickets is under the quality of the recreation area.	0.448
I feel that the price of Ancol entrance tickets is low when compared to similar tourist tickets.	0.466
Promotion	
I like to buy tour tickets when there is a promotion.	0.797
I will consider buying an Ancol tour ticket if it has an excellent price.	0.775
Ancol tourist ticket sales promotion allows expediting scheduled purchases later.	0.601
Customer Satisfaction	
I am delighted with the whole experience at Ancol.	-
Overall, this theme park has the quality of service provided as promised.	0.422
I am satisfied with my decision to visit Ancol Dreamland Park.	0.616
Customer Loyalty	
I will return to this tourist spot in the future.	0.636
I will give a positive review to other people about this Ancol Dreamland Park tour.	0.459
I will invite other people to visit Ancol Dreamland Park.	0.723

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Reliability Test

The reliability test applies Cronbach's alpha method with a value greater than 0.06 so that the questionnaire can be said to be reliable. Table 2 above shows that the value of Cronbach's Alpha for each variable is more than 0.6, so it can be concluded that all the question instruments in this study are reliable.

Table 2

Reliability test			
Variable	Cronbach's Alpha	Critical Value	description
Service Quality	0.913	0.6	Reliable
Innovation	0.848	0.6	Reliable
Price	0.672	0.6	Reliable
Promotion	0.616	0.6	Reliable
Customer Satisfaction	0.830	0.6	Reliable
Customer Loyalty	0.724	0.6	Reliable

Hypothesis Test

First Order Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is an analysis that aims to identify the relationship between variables by performing correlation and confirmation tests whether the measurement model built is following the hypothesis.

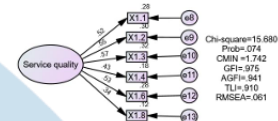


Figure 2. First-order construct variable service quality



Figure 3. First-order construct variable innovation

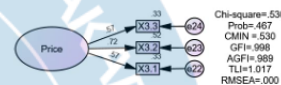


Figure 4. First-order construct variable price

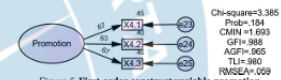


Figure 5. First-order construct variable promotion

The results of the first-order construct test above show that the service quality model has value (0.074), innovation (0.066), price (0.467), and promotion (0.184), for all values get a probability index > 0.05. Therefore, the results of the hypothesis, which states that the indicators below are valid, are the reference dimensions, so for this construct, all variables can be accepted well.

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Fit Model

The goodness of fit test can be calculated by measuring the coefficient of determination of the statistical value. The results showed that the goodness of fit criteria had been achieved because all scores tended to be good. So that the results found in this research model have been accepted, are suitable for use, and there is a match between the model and the research data.

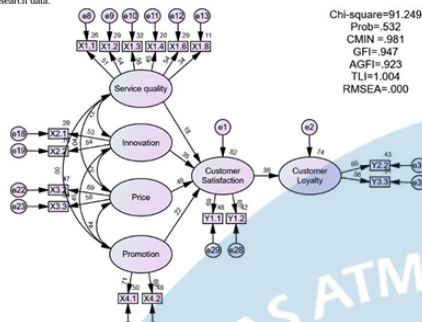


Figure 6. Goodness of Fit

The goodness of Fit results

Index	Cut Off Value	Result	Evaluation
p	≥ 0.05	0.532	Good
CMIN/DF	≤ 2.00	0.981	Good
GFI	≥ 0.90	0.947	Good
AGFI	≥ 0.90	0.923	Good
TLI	≥ 0.90	1.004	Good
RMSEA	≤ 0.08	0.000	Good

Hypothesis Test with T-test

Hypothesis testing or t-test is used to test whether the independent variable influences customer satisfaction and customer satisfaction as an intervening variable influences customer loyalty. If the probability value $P \leq 0.05$ and CR value ≥ 1.96 , then the hypothesis is accepted, but if $P \geq 0.05$ and CR value ≤ 1.96 , then the hypothesis is rejected.

Table 4

Hypothesis Test					
H ₀	Variable		C.R	P	Result
H ₁	Service quality	Customer satisfaction	2.027	0.04	accepted
H ₂	Innovation	Customer satisfaction	2.457	0.01	accepted
H ₃	Price	Customer satisfaction	3.145	0.	accepted
H ₄	Promotion	Customer satisfaction	2.034	0.04	accepted
H ₅	Customer satisfaction	Customer Loyalty	5.803	***	accepted

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The results of hypothesis testing between the effect of service quality, innovation, price, promotion on customer satisfaction, the probability value is 0.043, 0.014, 0.002, and 0.042. Then from testing the hypothesis between the effect of customer satisfaction on customer loyalty, the results obtained are minimal probability values and influence perceived customer satisfaction. Price is considered a more significant influence of service quality on customer satisfaction, and the most significant influence is customer satisfaction on customer loyalty.

5. Conclusions

The results of this study suggest that service quality, innovation, price perception, promotion have a significant positive effect on customer satisfaction. Along with this, customer satisfaction has a significant positive effect on customer loyalty.

Consumers' satisfaction is a crucial factor, which directly affects the sales of the company's services. The increase in customer satisfaction at the Ancol Dreamland Park leads to an increase in customer loyalty, although this increase may not be felt immediately. However, customer satisfaction is a good strategy for the future, because customers will want to visit this theme park again and share their positive feedback with other people. These findings should guide the management of such amusement parks to improve the quality of services. In particular, the quality of service can be improved by paying attention to cleanliness, health, and visitor safety, which are very much needed during this COVID-19 pandemic.

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The Mediation Effects of Customer Satisfaction on the Relations Between Product Price, Service Quality and Purchasing DecisionHermenegildo de Fatima Carvalho¹, Estanislau de Sousa Saldanha² and Alvaro Menezes Amaral³

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Email: mancvapoite12@gmail.com, estanislau.saldanha@yahoo.com, alvaromenezesamaral@gmail.com**ABSTRACT**

This research has two main objectives: (1) to examine the effect of price, service quality and customer satisfaction on customer's purchasing decision, (2) to test the mediation effects of the customer satisfaction on the relations between product price and service quality on purchasing decision. Data was collected from 82 insurance company's customers using questionnaire, and hypothesis was tested using Smart-PLS 3.0. The findings reveal that (1) price, service quality and customer satisfaction have direct and significant effect on customer purchasing decision, (2) customer satisfaction has an indirect and significant effect on the relationship between service quality and customer's purchasing decision, and (3) customer satisfaction has no significant effect on the relationship between product price and customer's purchasing decision. The study enriches the existing empirical studies on product price, service quality, customer satisfaction and purchasing decision in emerging market. The study also provides practical implications to service industry managers to enhance customer satisfaction and purchasing decision, ultimately increasing market share and organization profits by considering service quality and product price.

Keywords: Price, Service Quality, Customer Satisfaction and Purchase Decision.

1. Introduction

In recent competitive business environment, companies are trying to retain their customers; therefore, they offer products/services according to the customer demands (Slater and Narver, 1994; Annandale-vols and Bellamkonda, 2016). Furthermore, companies are continually monitoring the level of customer satisfaction (Giron et al., 2014) in order to keep offering high value creation of products/services to meet customer demand and loyalty (Koutsothanas, Bouranta, and Psomas, 2017; Sangpikul, 2018).

Customer satisfaction is a customer's feelings about the quality of the product/service in accord with their expectation (Parasuraman et al., 1994; Rahmat et al., 2017). Therefore, customer satisfaction is an important indicator to determine the success of product/service in the market (Famiyehet et al., 2018), leading to enhance customer loyalty (Martin-Consuegra et al., 2007). Customer satisfaction is influenced by the price of the product/service (Steinhauer et al., 2019) and service quality (Chandra et al., 2019). To enhance customer satisfaction and loyalty, companies have to place great emphasis on the service quality (Boonlertvanich, 2019). Price is the amount of money that is offered to customer in order to get a product/ service (Djarmiko and Pradana, 2016). Price determines the success of product/ service in marketplace, therefore, it should be determined based on customer economic situation which enable them to make decision to purchase (Boniface et al., 2012). The higher the price, likely the less customers to take decision to buy product/service (Kukar-Kinney et al., 2012). A company

can continue to exist when a customer decides to purchase a product/service due to a positive sentiment related to that product/service (Akhter, 2009).

Price, quality and image (Cakici et al., 2019), perceive values and quality have great impact on customer purchasing decisions (Weinstein et al., 2017) and customer satisfaction (Martin-Consuegra et al., 2007; Kotler and Keller, 2018). This has been confirmed by numerous empirical studies that purchasing decisions were significantly influenced by price (Kukar-Kinney et al., 2012; Masłowska et al., 2017; Song et al., 2019), service quality, brand loyalty, organization ability to retain brand switching and customer commitment (Papafotikas et al., 2014). However, some empirical studies also revealed that perceived price is negatively influence by consumer intention to buy a product/service (Son and Jin, 2019).

Many empirical studies had been done on the mediation effect of customer satisfaction on service quality and loyalty (Goyal et al., 2013; Boonlertvanich, 2019; Ozkan et al., 2019), but there are still limited studies on the effect of service quality, product price on customer purchasing decision through customer satisfaction in service industry in emerging countries. Therefore, it is fruitful to undertake research in these well-known variables in marketing literature in the context of emerging markets. This study aims to: (1) to examine the effect of price, service quality and customer satisfaction on customer's purchasing decision, (2) to test the mediation effects of the customer satisfaction on the relations between product price and service quality on purchasing decision.

2. Theoretical Conceptual Frameworks and Hypothesis**2.1. Theoretical Frameworks****2.1.1. Price**

Price is the amount of money that customers pay to use a product or service (Anderson et al., 2000; Kukar-Kinney et al., 2012; Foster, 2016; Djarmiko and Pradana, 2017). Customers make a payment in return for the product or service that they get (Cakici et al., 2019), therefore, price is an important factor which contributes to the consumers' purchasing decision processes (Son and Jin, 2019).

In general price is divided into two types namely objective price and perceived price. The objective price is the actual price of the product or service, while the perceived price involves the consumer encoding the price and making meaning of it (Benke and Zimmerman, 2014; Cakici et al., 2019).

According to the equity theory, there is justice between parties (buyers and sellers) who undertake transactions with fair price (Benke and Zimmerman, 2014). In this regard, buyers evaluating equity or inequity based on a comparison between their own profits or costs and those of other buyers who are in an exchange relationship with the same selling organization for the same product or service (Zetsman et al., 2019). The unfair price may lead to negative implications for companies, including stimulation of buyers' dissatisfactions, which may lead to damaging the exchange relationship. From this, customers may pass negative information to the other customers (Nguyen and Meng, 2016).

Generally Price is influenced by brand name (Chen, Chang, and Chang 2005) and product quality. Perceived quality and customer value will drive up a product or service price (Benke et al., 2013). Researchers have various views on measuring items for product price (Cockrill and Goode 2010) suggested using fair and relative price to measure price. In this research, we use fair, price relative to the product, reasonable price, and acceptable price to measure price.

2.1.2. Service quality

Service quality is an important factor to create customers value in service industry because it is related to the evaluation of the customer towards a product or service (Zeithaml, 2012). Service quality is the level of difference between a customer's normative expectation about a service and their perception about the actual service delivery by an organization (Parasuraman et al., 1988, 1994). The ultimate measure of quality is whether or not the service lives up to expectations of the customers (Chui et al., 2016). A good service quality will lead customers who have prior experience to generate a positive image of company, resulting in positive preferences (Chien and Chi,

2019), and key source for competitive advantages (Mannan et al., 2019).

Numerous researchers have developed several research scales to measure service quality by combining tangible and intangible dimensions (Carraza et al., 2018). Parasuraman et al. (1988, 1994) proposed five dimensions of service quality namely: (1) tangibility (physical facilities, equipment, and appearance of personnel); (2) reliability (ability to perform the promised service dependably and accurately); (3) responsiveness (willingness to help customers and provide prompt service); (4) assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence); and, (5) empathy (caring and individualized attention the firm provides to its customers). However, the dimensions of PZB (1994) have been criticized by Cronin and Taylor (1994) that the service quality (SERVQUAL) only focus on expectation-based component compared to performance-based component. Therefore, the authors proposed service performance (SERVPERF) as reliable scale to measure service quality than SERVQUAL (Ju et al., 2019). Despite this criticism, SERVQUAL is the more widely used in both empirical studies and industrial organization practices in a wide range of industries (Meesala and Paul, 2018).

2.1.3. Customer satisfaction

Consumer's satisfaction is the key factor that drives when the performance of the product or service exceeds expectations (Meesala and Paul, 2018). Customer satisfaction is a feeling of pleasure that comes about after comparing the result of a product with the desired performance (Ong et al., 2017; Pedro et al., 2018). Satisfaction is comparison of buyers on rewards and costs of the purchase in relation to the anticipated implications (Delcourt et al., 2013).

For customer-oriented companies, customer satisfaction is the objective and the marketing aim; therefore, companies are willing to pay special attention in satisfying and retaining customers (Cakici et al., 2019). Satisfaction is influenced by service quality, product quality, price, and contextual and personal factors (Chien and Chi, 2019). Satisfaction is considered a descendant of perceived quality and a better predictor of customer loyalty (Boonlertvanich, 2019), and purchasing decision.

2.1.4. Purchasing decision

The consumer comes to the decision based upon the place for purchase, the brand that s/he wants, model, quantity, when to buy, how much they are prepared to spend, and other factors. These decisions are given to the market by sharing information about products and service to consumers to make an evaluation (Hanaysha, 2018). Schiffman and Kanak (2007) says that consumers often seek relevant information that is linked to their needs based

upon past experience, before seeking sources of information from other people or external sources. In other words, the experience of purchase in the past is considered to be a part of internal information that is used before making a decision. Aside from this, some consumer decisions have a high possibility to integrate the experience of purchase in the past with marketing programs and sources of non-commercial information (Schiffman and Kanuk, 2007).

Numerous empirical studies suggest that consumers try their best to minimize risks in the decisions that they make (Chaprademsk, 2007). The decision to purchase is the action of a customer to decide to purchase a product or not, based on a range of factors (Kotler and Keller, 2012: 166-173). The five stages of making a decision are: identifying the problem, seeking information, evaluating performance alternatives, purchasing, then evaluating performance. According to Kotler and Keller (2012: 188) there are seven types of people that make the decision to purchase, as follows: Inventor or initiator, consumer, influencer, terminator, the person who approves, the person who buys and the gatekeeper.

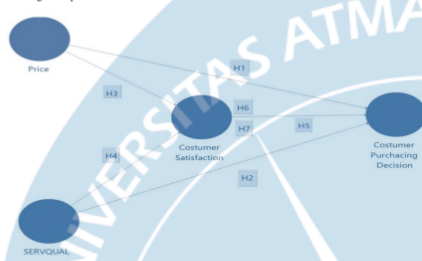


Figure 2.1. Conceptual Research Model and Hypothesis

2.3. Hypothesis

Price is a determining factor in customer decisions because customers are sensitive to the product price. When customers are sensitive to quality, then price does not affect their decision (Jung and Yoon, 2012; Ramadan, Farah, and Kasab, 2019; Tata, Prashar, and Gupta, 2020). Numerous empirical studies show that price has positive and significant influence on customer decision to buy (Azzadina et al., 2012; Djatmiko and Pradana, 2016).

Therefore, we propose the following hypothesis:

H1: Price has a positive and significant influence on customer's purchasing decision.

Service quality has a positive and significant influence on a customer decision. When service is good, customers feel good and they decide to purchase the goods (Masłowska et al., 2017). Some empirical studies show that fair, acceptable, and reasonable price will have a

positive and significant influence on the customer decision to buy (Djatmiko and Pradana, 2017). Therefore, we propose the following hypothesis:

H2: The service quality has a positive and significant influence on the decision to purchase.

Price is an important factor for customers because a good price can make a customer satisfied enough for them to purchase product or service from that company (Moser, 2016). Price is a determining factor for a customer in making a decision (Steinhauser et al., 2019). Price has positive and direct impact on customer satisfaction (Ranzk et al., 2017). For this reason, in this study, the hypothesis has been formed as follows:

H3: Price has a positive and significant influence on customer satisfaction.

Service quality is a competitive advantage of a company. A company that has resources and capacity will develop good quality of product and service that is innovative and has value for the customer. Service quality also influences customer satisfaction (Parasuraman et al., 1988; Annandevula and Bellamkonda, 2016). For this reason, in this study, the study hypothesis can be developed as follows:

H4: The service quality has a positive and significant influence on customer satisfaction.

A customer who is satisfied with a product or service of a company has a strong connection with that company. A customer who is satisfied with a product or service can influence the decisions of other customers who purchase a product or service. Many empirical studies show that the service quality has a positive and significant influence on customer satisfaction (Aliman and Mohamad, 2016; Annandevula and Bellamkonda, 2016; Chien and Chi, 2019). Therefore, we propose the following hypothesis:

H5: Customer satisfaction has a positive and significant influence on the decision to purchase.

Satisfaction is a positive sentiment from a customer towards a product or service of a company. When a customer is satisfied with a product or service, they will purchase that product or service (von Helversen et al., 2018). A satisfied customer also helps in purchasing a product with a reasonable price (Ramadan, Farah, and Kasab, 2019). For this reason, this study proposes the following hypothesis:

H6: Satisfaction has a positive and significant effect on the relationship between price and the decision to purchase.

CA and CR can be greater than 0.6. Table 4.3.1 shows the results of reliability tests in which CA and CR values are greater than the minimum threshold

Table 4.3.1. Reliability and Validity Test

Item	CA	CR	AVE
Tang.	0.862	0.883	0.716
Rel.	0.816	0.891	0.731
Emp.	0.878	0.925	0.804
Res.	0.869	0.887	0.724
Ass.	0.797	0.880	0.709
Pri.	0.981	0.986	0.946
CS	0.966	0.978	0.936
PD	0.855	0.897	0.639

There are two types of validity tests namely convergent validity (CV) and discriminant validity (DV). Convergent validity (CV) uses two parameters such as outer loading (OL) and average variance extracted (AVE) (Hair et al., 2017).

The items have a variable validity when the outer loading (OL) value is more than 0.7 and average variance extracted (AVE) value is more than 0.5. Looking at the outer loading (OL) like in Figure 4.1, the value of all the items is larger than 0.7, however the value of PS2 is lower than the

value of 0.7, therefore the indicators of all variables are reliable to be used in this model.

variance extracted (AVE) are larger than 0.5 (Table 4.3.1), therefore looking at convergent validity (CV), all the items are valid to use to test the relationship between the variables (inner model).

The discriminant validity (DV) test uses two parameters namely Fornell-Larcker Criterion (FLC) and heterotrait-monotrait (HTMT). According to Hair et al., (2014), the item is valid when the root value average variance extracted (AVE) from the item towards its own item is greater than the root value of other AVE items in the Table. Table 4.3.2 shows that the root value of average

4.3.3 shows the value of heterotrait-monotrait (HTMT) from all items are lower than 0.9. Therefore, all the

indicators are valid according to discriminant validity (DV).

Table 4.3.2. Fornell-Larcker Criterion

Item	Ass.	CS	Emp.	PD	PRI	Rel.	Res.	Tang.
Ass.	0.842							
CS	0.740	0.967						
Emp.	0.676	0.670	0.896					
PD	0.756	0.871	0.642	0.799				
PRI	0.280	0.410	0.310	0.530	0.973			
Rel.	0.728	0.714	0.731	0.679	0.355	0.855		
Res.	0.791	0.781	0.761	0.795	0.329	0.775	0.851	
Tang.	0.725	0.826	0.724	0.860	0.455	0.726	0.783	0.846

Table 4.3.3. Heterotrait-Monotrait (HTMT)

Item	Ass.	CS	Emp.	PD	PRI	Rel.	Res.
CS	0.825						
Emp.	0.784	0.725					
PD	0.889	0.891	0.726				
PRI	0.315	0.418	0.328	0.589			
Rel.	0.884	0.803	0.859	0.789	0.388		
Res.	0.890	0.881	0.900	0.873	0.363	0.885	
Tang.	0.875	0.898	0.856	0.878	0.512	0.884	0.874

4.2. Hypothesis Test

Table 4.4.1 presenting the results of hypothesis test of direct and indirect effects using SMART-PLS 3.0. In regard to the relationship between price (Pri) and customer purchasing decision (PD), the T value (2.543) and P value (0.011) which means that the P value is greater than the minimum allowable value of 1.96 and the P value is below than the threshold value of 0.05 (Hair et al., 2017 as cited by Saldanha et al., 2019). Therefore, price has a positive and significant influence on customer purchasing decision as hypothesized by H₁. In regard to the relationship between service quality (SQ) and customer purchasing decision, the T value (5.001) and the P value (0.000), therefore, service quality has a positive and significant influence on customer purchasing decision (PD) which is in line with H₂. In relationship to price (Pri) and customer satisfaction (CS), the T value (1.085) and P value (0.275) which means the T value is lower than 1.96 and the P value is greater than 0.05. Therefore, price has a positive and insignificant influence on customer satisfaction (CS), so H₃ is rejected.

From the relationship between service quality (SQ)

and customer satisfaction (CS), the T value (14.381) and P value (0.000) which means that service quality has a positive and significant influence on customer satisfaction (CS) as hypothesized by H₄. In relationship to customer satisfaction (CS) and purchasing decision (PD), the T value (5.563) and P value (0.000) which is greater than 1.96 and is lower than 0.05 respectively. Therefore, customer satisfaction has a positive and a significant influence on customer purchasing decision (PD) as hypothesized by H₅.

This study also used SMART-PLS 3.0 to test the mediating effect of customer satisfaction in the relationship between price (Pri), service quality (SQ) and purchasing decision (PD). Table 4.4 shows the results of specific indirect effect (the mediation effect) in regard to price, satisfaction and purchasing decision, the specific indirect T value (1.103) and the P value (0.271) which does not meet the minimum threshold values as suggested by Hair et al. (2014) as cited by Saldanha et al. (2019). Therefore, customer satisfaction has no significant effects on the relationship between price and purchasing decision which is not in line with H₆. Table 4.4 also shows that the result of specific indirect effect of customer

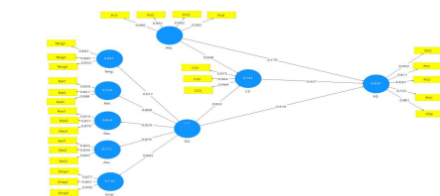


Figure 4.1. Outer Loading for Convergent Validity

threshold value of 0.7. However, according to Hair et al. (2014), the value of outer loading (OL) can still be accepted when the research is categorized as an exploratory research, and the outer loadings do not influence on content validity.

Looking at the value of average variance extracted (AVE), the items in this model with the value of average

variance extracted (AVE) towards its own item is larger than the root value of other AVEs. So we can see from Fornell-Larcker Criterion (FLC), the indicators for all variables are valid based on discriminant validity (DV).

The discriminant validity (DV) is also tested using parameter heterotrait-monotrait (HTMT). According to Henseler et al. (2015), the item is valid when the value of heterotrait-monotrait (HTMT) is lower than 0.9. Table

satisfaction on service quality (SQ) and purchasing decision (PD), the T value (5.693) and P value (0.000) are greater than the threshold values of T and P respectively. Therefore, customer satisfaction has a

significant effect on the relationship between service quality (SQ) and purchasing decision (PD) as hypothesized by H7.

Table 4.4.1. Test Result of Hypothesis (Direct Effect)

	Original Sample Mean (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
PRI $\Rightarrow$ PD	0.179	0.182	0.071	2.543	0.011	Support
SQ $\Rightarrow$ PD	0.419	0.431	0.084	5.001	0.000	Support
PRI $\Rightarrow$ CS	0.068	0.064	0.063	1.085	0.278	Not support
SQ $\Rightarrow$ CS	0.832	0.829	0.058	14.381	0.000	Support
CS $\Rightarrow$ PD	0.437	0.420	0.079	5.563	0.000	Support
PRI $\Rightarrow$ CS $\Rightarrow$ PD	0.030	0.026	0.027	1.103	0.271	Not support
SQ $\Rightarrow$ CS $\Rightarrow$ PD	0.364	0.347	0.064	5.693	0.000	Support

5. Discussions

The first objective of this study was to test the influence of price on the customer purchasing decision. The results of the study show that price has a positive and significant influence on the customer purchasing decision. A fair, reasonable and acceptable price has great impact on customer purchasing decision reflected by quality, service quality, word of mouth, experience and reputation of the products/services. This result is in line with the previous arguments that if consumer get fair and reasonable price, they will decide to purchase the product/service and recommend to other people via word of mouth promotion (Kakar-Kinney et al., 2012; Gino et al., 2014). The results of this study also confirm the previous empirical studies (Djarmiko and Pradana, 2016; Jain et al., 2018). Conversely, this study is not in line with the study of Son and Jin (2019) who found that perceived price has a negative impact on customer purchasing decision.

The second objective of this study was to test the influence of service quality on customer purchasing decision. The result of this study shows that service quality has a positive and significant influence on purchasing decision because good service quality can make customer feel comfortable, satisfy and purchase firm's products/services. If a company has good products/services, but poor service quality, it will then lead to discourage customers to purchase. In this study, the significance influence of service quality on the customer's purchasing decision is mainly contributed by company's intangible dimensions such as reliable, responsive and timely (assurance) product or service delivery.

The third objective of this study is to test the relationship between price and customer satisfaction. The

study shows that price does not have a significant influence on customer satisfaction because price is not the only determining factor in satisfying customer demand. Other product/service price is cheap, but poor and unreliable quality can lead to customer satisfaction. A combined good product and service will lead to enhance customer satisfaction, although price is not in line with customer wants (Makanyaza and Chikazhe, 2017; Cakici et al., 2019). This is also enhances by the argument that product quality gains better customer's perceived value, brand image, and reputation. Therefore, price is not the only factor dictate customer satisfaction (Vera, 2015; Okan et al., 2019). Another explanation is that if there are limited product/services in the market, customers will have limited options, even though, they don't satisfy with price, but they still buy it. This study confirms previous studies that price is insignificant influenced on customer satisfaction (Papafotakis et al., 2014; Steinhilber et al., 2019). Conversely, this result is not in line with the study of Razak et al. (2017) that price has positive and significant effect on customer satisfaction.

The fourth objective of this study is to test the influence of service quality on customer satisfaction. The result of the study shows that service quality has a positive and significant influence on customer satisfaction because good product, reliable, responsible, safe and empathetic services will make customers feel comfortable and satisfied. If a product/service meets customer's expectations, they will feel satisfied, buy again, and recommend product/service to other customers (Parasitman et al., 1998; Kaur and Soeh, 2018; Correia et al., 2019). Therefore, service quality is the main driver for customer satisfaction (Lien, Cao, and Zhou 2017). This study confirms other studies carried out by Saldanha et al. (2018) in Timor-Leste that service quality had a positive

and significant influence on customer satisfaction. This study also confirms previous empirical studies (Alimau and Mohamad, 2016; Annamdevula and Bellamkonda, 2016; Chien and Chi, 2019).

The fifth objective of this study was to test the influence of customer satisfaction on the customer purchasing decision. The result of this study shows that customer satisfaction has a positive and significant effect on the purchasing decision. So when a customer is satisfied by product/services, they will decide to buy the product/services. This proves that customer purchasing decision relies heavily on the product/service value creation, and service quality offered by companies matching with customer demands (Huang and Benyoucef 2017; Steinhilber, Janssen, and Hamm 2019). In addition, if customers have positive feeling about a product/service, they will purchase that product/service (Guo et al., 2020). Therefore, customer's positive feelings on a product/service will lead to improve customer purchasing decision (Tata, Prashar, and Gupta 2020).

The sixth objective of this study was to test the mediation effect of customer satisfaction on the relationship between price and customer's purchasing decision. The result of the study shows that customer satisfaction is not significantly mediating the relationship between price and customer's purchasing decision. This can be explained that customers are more caring on service quality, value creation, and product/service benefits rather than price (Razak, Nirwan, and Tjajonono, 2017). If customers see the benefits, they will still buy the product/services, although they may not satisfy with the price. This is partly due to there is no similar product/service available in the market. In this regard, customers will buy product/services by ignoring price as insignificant and satisfaction as argued by Papafotakis et al. (2014).

The seventh objective of this study was to test the mediation effect of customer satisfaction on the relationship between service quality and customer purchasing decision. The result shows that customer satisfaction has a significant role to improve the relations between service quality and customer purchasing decision. This study can also confirm the study of von Helversen et al. (2018) who found that service quality is the main predictor for customer satisfaction and purchasing decision. Often customers purchase a product based on good service quality, although product price and quality do not meet their expectation (Taghavi and Seyedsalehi, 2015).

6. Conclusions and Implications

Price, service quality, customer satisfaction and

purchasing decision are key factors for modern marketing strategy to extend company's market share and business profitability. Therefore, many empirical studies have done to adjust these constructs and their measured items in different industrial setting, types, size and environment in order to support sustainable business operation. Previous empirical studies show that there are no uniformed results on the linkages between these constructs, and this can also be confirmed by this study. As can be seen that price, service quality and customer satisfaction have direct and significant impacts on customers' purchasing decision in service industry. In addition, customer satisfaction is triggered by service quality, but not the product price. In terms of mediation effects, customer satisfaction plays important role to improve the relationship between service quality and customer purchasing decision, but poor contribution to the relationship between price and customer's purchasing decision.

The study enriches the existing empirical studies on product price, service quality, customer satisfaction and purchasing decision in emerging market. The study also provides practical implications to service industry managers to enhance customer satisfaction and purchasing decision, ultimately increasing market share and organization profits by considering service quality and product price.

7. Limitations and Future Research

This study was carried out to test the mediating effect of customer satisfaction on the relationship between price, quality of service, and a customer's purchasing decision, as well as to test the influence of price, service quality and customer satisfaction on customers' decisions. Nonetheless, it is recognized that this study has numerous limitations.

(1) The study was only used questionnaire for the data collection adopted fully from previous authors. The questionnaire for data collection instrument which may not fully represent the real data because it relies entirely from the perceived response from the respondents which might provide bias answers. To overcome this limitation, future studies could also use observation, in-depth interviews and focus group discussions to get more information in order to draw comprehensive conclusions. (2) This research was done in insurance company, so, it cannot be generalized to other types of industries. Therefore, further studies need to be carried out in other types of industries leading to make better data generalization. (3) This study only used customer satisfaction as mediating variable, therefore, future researches also need to employ innovation, differentiation strategy, entrepreneurship orientation and market orientation as mediating variables in order to understand customer's behavioral views in regard to their purchasing decision. (4) This study used periodical data

that has not been able to observe the significance linkages between variables over time. Therefore, longitudinal approaches need to be considered in the future researches.

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Appendix: Data Collection Instrument

1= Strongly Disagree; 2= Disagree; 3= Netral; 4= Agree; 5=Strongly Agree

1	Price	1	2	3	4	5
Pr1	I paid a fair price for the insurance policy					
Pr2	I consider the insurance pricing policy relative					
Pr3	I consider the insurance pricing policy is reasonable					
Pr4	I consider the insurance pricing policy as acceptable					
2	Service Quality	1	2	3	4	5
2.1	Tangibility					
Tan1	When customers have problems, the company is sympathetic and reassuring					
Tan2	The facilities offered by the company are usually appealing					
Tan3	Employees at the company are always well dressed and look tidy					
2.2	Reliability					
Rel1	Employees of the company are always willing to help customers when customers have problems					
Rel2	Employees of the company provide their services at the time they promised to do					
Rel3	The company provides accurate information and services as they promised					
2.3	Responsiveness					
Res1	Employees in the company tell customers exactly when services will be performed					
Res2	Employees of the company always willing to help the customers					
Res3	The employees in the company give prompt service to customers					
2.4	Assurance					

Ass1	Employees in the knowledge to answer customers' questions					
Ass2	Employees of the company are courteous with the customers					
Ass3	Customers feel safe when dealing with the company					
2.5.	Empathy	1	2	3	4	5
Emp1	Company staff give customer personal attention					
Emp2	The company places the customers best interest at heart					
Emp3	Employees in the company value respect and individual attention					
3	Customer Satisfaction	1	2	3	4	5
CS1	I am satisfied with the overall services provided by the company					
CS2	I am satisfied with the way I treat in by the company employees					
CS3	I am satisfied with the information and services provided by the employees of the company					
4	Purchase Decision	1	2	3	4	5
PS1	I decided to buy a policy from Federal Insurance Timor based on product					
PS2	I decided to buy a policy from Federal Insurance Timor based on premium.					
PS3/DS3	I decided to buy a policy from Federal Insurance Timor based on service quality					
PS4	I decided to buy a policy from Federal Insurance Timor based on word of mouth					
PS5	I decided to buy a policy from Federal Insurance Timor based on experience					
PS6	I decided to buy a policy from Federal Insurance Timor based on Reputation					