



The Effect of Price and Service Quality on Consumer Satisfaction

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KEYWORDS	ABSTRACT
<p>Keywords:</p> <p>Price; Service Quality; Customer Satisfaction; Marketing; Consumer Behaviour.</p> <p>Conflict of Interest Statement:</p> <p>The author(s) declares that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p>Copyright © 2024 AJEB. All rights reserved.</p>	<p>Purpose: This study aims to explore and understand the impact of price and service quality on customer satisfaction in the photocopy service sector, specifically Photocopy Agung Center in Jayapura City.</p> <p>Research Design and Methodology: The research employed a quantitative survey with 200 respondents who had used photocopy services more than twice in the past three months. Data was collected through a questionnaire comprising three main sections: respondent demographics, perceptions of price and service quality, and customer satisfaction. The validity and reliability of the questionnaire were tested through a pilot test with 30 respondents and statistical analysis using SPSS 29. Data analysis involved multiple linear regression to assess the impact of price and service quality on customer satisfaction.</p> <p>Findings and Discussion: The results indicate that price and service quality significantly influence customer satisfaction, with service quality having a more dominant impact. The study also reveals that certain aspects of service quality, such as reliability and empathy, have a more significant effect on customer satisfaction.</p> <p>Implications: The findings underscore the importance of maintaining competitive pricing and continuously improving service quality to enhance customer satisfaction and loyalty. The study recommends further in-depth and comparative research across different service sectors.</p>

Introduction

In business and services, customer satisfaction is one of the most significant indicators of success. However, how can we balance price and service quality to achieve optimal customer satisfaction? In the photocopy service sector, this challenge becomes more complex. Fotocopy Agung Center, as a case study, faces practical challenges in maintaining a balance between competitive prices and satisfactory service quality. These challenges directly impact daily operations and overall customer satisfaction. Theoretically, this issue raises a critical question: to what extent do price and service quality influence each other in creating customer satisfaction? Marketing and service management theories provide a foundation for understanding this dynamic. Theories of customer value and service quality models offer a framework to holistically evaluate the relationship between price, service quality, and customer satisfaction. This research aims to delve deeper into the relationship between price, service quality, and customer satisfaction. We hope to make a significant contribution to

academic literature as well as business practices. Using a comprehensive approach, this study aims to offer new insights relevant to Photocopy Agung Center and other service businesses facing similar challenges. With increasing competition in the photocopy service industry, understanding how these factors interact becomes more important.

Numerous studies have consistently found that price and service quality have significantly impacted customer satisfaction in recent years. Togatorop et al. (2018) and Hermanto et al. (2019) found that these factors influence customer loyalty, with service quality being the more dominant factor. This finding is supported by Wulansari et al. (2024) and Vincent (2022), showing that service quality and price directly influence customer satisfaction. Additionally, Indajang et al. (2023) and Setyawan et al. (2022) found positive and significant effects of service quality and price on customer satisfaction. Bulan & Larashati (2022) and Ramadhaniati et al. (2020) Also found that service quality and price significantly affect customer satisfaction, with service quality being the dominant factor. However, despite these valuable insights, limitations still need to be addressed. Many studies focus on specific sectors, such as hospitality or retail, and overlook the photocopy service sector. Additionally, some studies use quantitative methods limited to simple statistical analyses, which do not fully capture the complex dynamics between price, service quality, and customer satisfaction. For example, Wulansari et al. (2024) identified that while service quality generally has a more significant impact than price, the interaction between these factors and their effects on different types of services is still not well-explained. Vincent et al. (2022) also noted the need for further research considering various moderating variables that might influence this relationship. The state-of-the-art statement in this field reflects recent developments, indicating a shift from traditional approaches to more holistic and integrative ones. Critical analysis of previous research results shows that while there is consensus on the importance of price and service quality, there is still room for more exploratory and contextual research. This research aims to expand previous findings and provide significant new contributions by focusing on the photocopy service sector.

Although previous studies have shown that price and service quality positively impact customer satisfaction, there are still significant gaps in the existing literature. Most existing studies focus on hospitality, retail, or food services, while the photocopy service sector is often overlooked. Filling this gap is essential because the photocopy service sector has unique characteristics that may affect the relationship between price, service quality, and customer satisfaction. Additionally, many studies use simple quantitative methods that may not be deep enough to understand the complex dynamics among these variables. This research aims to fill this gap by focusing on the photocopy service sector. Using a more comprehensive methodological approach, this study hopes to provide deeper insights into how price and service quality affect customer satisfaction in this sector. This research will also evaluate whether findings from other sectors apply to the photocopy service context or if unique dynamics need to be considered. The main contribution of this research is to expand the understanding of the factors influencing customer satisfaction in photocopy services. Thus, this research enriches the existing literature and offers new perspectives that can help business practitioners develop more effective strategies. This research also has the potential to challenge previous findings by showing that the photocopy service sector has different dynamics compared to other industries. With a more profound and comprehensive approach, this research is expected to contribute significantly to academic literature and business practices.

The main objective of this research is to explore and understand the impact of price and service quality on customer satisfaction in the photocopy service sector, particularly at Fotocopy Agung Center. Through this research, we will understand how these two factors interact and influence customer satisfaction perceptions. The hope is that this research will provide new insights that business practitioners can use to improve their service strategies to achieve optimal customer satisfaction. The research question to be answered is: How do price and service quality impact customer satisfaction at Fotocopy Agung Center? Based on the previous gap analysis, this research aims to answer this question using a comprehensive and contextual methodological approach. The research objectives include identifying and analyzing the factors influencing customer satisfaction and evaluating how each factor impacts the context of the photocopy service. This research demonstrates novelty by focusing specifically on the photocopy service sector, which has not been extensively

studied in previous literature. The practical relevance of this research is to provide guidance for photocopy service managers to improve service quality and set appropriate prices to enhance customer satisfaction. Theoretically, this research contributes to developing theories regarding the relationship between cost, service quality, and customer satisfaction and enriches the literature with new and relevant findings. Thus, this research adds knowledge in this field and significantly contributes to academic and business practitioners. This research is expected to become an essential reference in developing more effective and efficient business strategies in the future.

Literature Review

Price and Customer Satisfaction

Price in the marketing context is a fundamental element that reflects the economic value of a product or service offered to consumers. Theoretically, price is an instrument that balances the value consumers receive with the costs they incur. Classic and modern marketing theories, such as customer value theory, state that price serves as a medium of exchange and a signal of quality and perceived value that influences consumer purchasing decisions. A price that is too low can create a negative perception of quality, while a price that is too high can reduce the attractiveness of the product or service. Recent research shows various findings on the effect of price on consumer satisfaction. A study by Togatorop et al. (2018) indicates that competitive pricing significantly increases customer satisfaction in the retail sector. Hermanto et al. (2019) found that prices perceived as fair and reasonable contribute positively to customer loyalty. In addition, research by Vincent et al. (2022) and Indajang et al. (2023) reinforced these findings by showing that price positively correlates with customer satisfaction in various service sectors. Wulansari et al. (2024) add that the interaction between price and service quality is crucial in shaping a satisfying customer experience.

Various studies have explored the relationship between price and customer satisfaction, with varied findings. Ramadhaniati et al. (2020) and Indajang et al. (2023) found that service quality and price significantly affect customer satisfaction, emphasizing the importance of good service quality and affordable prices. However, Cao et al. (2003) found that while higher prices may lead to lower price satisfaction, this does not necessarily negatively impact overall satisfaction. Dapkevičius & Melnikas (2009) highlight the importance of price and quality in influencing consumer satisfaction, emphasizing the need to balance effective performance and cost. Dapkevičius & Melnikas, 2009; and Salvador et al. (2007) found that perceived quality has a positive impact on satisfaction, but the relationship between price and satisfaction is more complex, with price value not always a driver of satisfaction in the context of discount retailing. Nonetheless, there are still some weaknesses in previous studies. Many studies focus more on specific sectors and less on the photocopy service sector, which has unique characteristics. In addition, most studies use simple quantitative methods that may not go deep enough to uncover the complex dynamics between price and customer satisfaction. There is also a need for further research that considers other moderating variables that may influence this relationship, such as perceived value and consumer expectations.

Service Quality and Consumer Satisfaction

Service quality is one of the essential aspects of business management that is directly related to consumer experience and satisfaction. The definition of service quality includes various dimensions, such as reliability, responsiveness, assurance, empathy, and physical evidence. This concept emphasizes how well a service can meet or exceed consumer expectations. The theories underlying the relationship between service quality and customer satisfaction include the disconfirmation theory, which states that customer satisfaction occurs when the quality of service received matches or exceeds their expectations, and the SERVQUAL model, which measures the gap between consumers' expectations and perceptions of the service provided. Various recent studies have explored the effect of service quality on customer satisfaction. Research by Alshurideh et al. (2022) shows that high service quality significantly increases customer satisfaction and loyalty. These results are supported by Gilaninia et al. (2013), who emphasize the importance of service quality in driving customer satisfaction and loyalty. However, the relationship between service quality and customer satisfaction is not always straightforward. Customer satisfaction can moderate the relationship between service

quality and purchase intention, and the effect of service quality on satisfaction can change over time. However, there are some weaknesses in previous studies. Many studies focus on specific sectors, such as hospitality and retail, and less on the photocopy service sector with unique characteristics. In addition, most studies use a simple quantitative approach that may not go deep enough to uncover the complex dynamics between service quality and customer satisfaction. These studies also often ignore contextual variables, such as culture and economic situation, that may influence consumers' perceptions of service quality.

Relationship between Price and Service Quality with Consumer Satisfaction

The relationship between price and service quality with customer satisfaction is an interesting and complex topic in the field of marketing. Marketing theories underline that these two elements do not stand alone but interact with each other to influence consumer perceptions and satisfaction. Customer value theory states that consumer satisfaction is achieved when consumers' perceptions of the value they receive from a product or service exceed the costs they incur. The SERVQUAL model, which measures the gap between consumer expectations and perceptions, also underscores the importance of service quality in moderating the effect of price on customer satisfaction. In this context, competitive prices must be supported by adequate service quality to create optimal customer satisfaction. Various recent studies have tried to combine price and service quality variables in their analysis. Several studies found a positive relationship between service quality, price, and customer satisfaction. Indajang et al. (2023), Mohammed et al. (2017), Ramadhaniati et al. (2020), Azis & Haryadi (2022), and Witama & Keni (2020) all found that service quality and price have a significant impact on customer satisfaction. Sunarsi & Baharuddin (2019) further emphasize these factors' importance in building consumer trust and increasing sales. Salvador et al. (2007) and Fitria & Nurdiansyah (2021) add that the relationship between price and customer satisfaction is multidimensional, with objective and perceived aspects both playing important roles.

However, previous studies have some weaknesses. Many focus on specific sectors and pay less attention to context variations such as culture and economic conditions that affect the relationship between price, service quality, and customer satisfaction. In addition, most studies use a quantitative approach, which may not be sufficient to capture the complexity of the interactions between these variables. Another limitation often encountered is the lack of longitudinal studies that can reveal changes in the effect of price and service quality on customer satisfaction over time.

Research Design and Methodology

This study uses a quantitative survey design to evaluate the effect of price and service quality on customer satisfaction at Fotocopy Agung Center. It was chosen because it allows data collection from a large sample efficiently and provides generalizable results. The study population was all customers of Fotocopy Agung Center over the past three months, with a sample selected using a random sampling technique to ensure representativeness, resulting in 200 respondents who had used photocopying services more than twice in the past three months. Data was collected through a questionnaire developed specifically for this study, consisting of three main sections: respondent demographics, perceptions of price and service quality, and customer satisfaction. The validity and reliability of the questionnaire were tested through an initial pilot test with 30 respondents and statistical analysis to ensure internal consistency. Data analysis techniques involved using descriptive and inferential statistics, with linear regression analysis used to test the effect of price and service quality on customer satisfaction, and all analyses were conducted using the latest version of SPSS statistical software to ensure the accuracy and reliability of results. The research methods are organized concisely, clearly, and sufficiently to allow replication by other researchers and are designed to provide a comprehensive understanding of the research procedures followed.

Findings and Discussion

Findings

Table 1. presents the results of validity and reliability tests for the variables of price, service quality, and customer satisfaction. The validity test was conducted to ensure that the items used in the questionnaire accurately measured the intended variables. In the table below, all items have an r-value greater than the r-table value (0.2006) with a significance level (Sig.) of 0.000, indicating that all items are valid. The reliability test was conducted to ensure the internal consistency of the items in the questionnaire, measured by Cronbach's Alpha. All variables' Cronbach's Alpha values are above 0.7, indicating that the instruments used are reliable.

Table 1. Results of the Research Instrument Test

Variable	Item	r-value	r-table	Sig.	Status	Cronbach's Alpha Based	Status
Price (X1)	Affordability	0.813	0.2006	0.000	Valid	0.844	Reliable
	Price competitiveness	0.853	0.2006	0.000	Valid		
	Price-quality match	0.785	0.2006	0.000	Valid		
	Price-benefit match	0.851	0.2006	0.000	Valid		
Service Quality (X2)	Physical evidence	0.713	0.2006	0.000	Valid	0.863	Reliable
	Reliability	0.830	0.2006	0.000	Valid		
	Responsiveness	0.849	0.2006	0.000	Valid		
	Assurance	0.819	0.2006	0.000	Valid		
	Empathy	0.819	0.2006	0.000	Valid		
Customer Satisfaction (Y)	Reliability	0.784	0.2006	0.000	Valid	0.857	Reliable
	Responsiveness	0.845	0.2006	0.000	Valid		
	Assurance	0.810	0.2006	0.000	Valid		
	Empathy	0.773	0.2006	0.000	Valid		
	Tangibles	0.777	0.2006	0.000	Valid		

Source: Processed data 2024 using SPSS 29

The interpretation of these validity and reliability test results is that the instruments used in this study have been proven valid and reliable. High validity indicates that the items in the questionnaire can accurately measure the intended variables. All items have an r-value greater than the r-table value and significance, suggesting that these results did not occur by chance. High reliability, with Cronbach's Alpha values above 0.7 for all variables, indicates that these items consistently measure the same concept. With valid and reliable instruments, we can be confident that the collected data will accurately depict the influence of price and service quality on customer satisfaction at Fotocopy Agung Center. These results provide a strong foundation for further analysis and interpretation of the research findings, ensuring that the conclusions drawn are reliable and can be used for better business decision-making.

Table 2 presents the results of the classical assumption tests conducted to ensure that the linear regression model used in this study meets the essential requirements. This test is necessary to validate the reliability and validity of the regression analysis. The normality test conducted using the Kolmogorov-Smirnov method shows that the data is usually distributed with an Asymp. The Sig (2-tailed) value of 0.089 is more significant than 0.05, indicating no data distribution problem. The multicollinearity test results, with the Tolerance and VIF values, show no multicollinearity problem between the independent variables, which is indicated by a Tolerance value of 0.567 and a VIF value of 1.763 for the Price and Service Quality variables. These values indicate that the variables do not have a high correlation and can be used simultaneously in the regression model. In addition, the results of the heteroscedasticity test assessed using the scatterplot show that the points are randomly scattered and spread above and below zero on the Y-axis, indicating no heteroscedasticity in the model. Therefore, the research model meets the assumptions of classical linear regression and can proceed to further analysis.

Table 2. Assumption Test Result

Assumption Test	Result	Statistic	Interpretation
Normality	Kolmogorov-Smirnov	Asymp. Sig. (2-tailed) = 0.089	Data is normally distributed ($p > 0.05$)
Multicollinearity	Tolerance	Price (X1) = 0.567; Service Quality (X2) = 0.567	No multicollinearity (Tolerance > 0.10)
Multicollinearity	VIF	Price (X1) = 1.763; Service Quality (X2) = 1.763	No multicollinearity (VIF < 10)
Heteroscedasticity	Scatterplot	Visual Inspection	No heteroscedasticity (points spread randomly)

Source: Processed data 2024 using SPSS 29

A multiple linear regression analysis was conducted to evaluate the effect of price and service quality on customer satisfaction. The table below presents the regression coefficients, standard errors, standardized beta coefficients, t values, significance levels for each independent variable, and the model's R Square and Adjusted R Square values. The results of this analysis show that both price and service quality significantly influence customer satisfaction.

Table 3. Multiple Linear Regression Analysis

Variable	Coefficient	Std. Error	Standardized Coefficients (Beta)	t	Sig.	R Square	Adjusted R Square
Constant	3.236	1.514		2.137	.035	.638	.630
Price (X1)	0.340	0.103	.274	3.303	.001		
Service Quality (X2)	0.579	0.081	.591	7.134	<.001		
Model Summary						.799	1.986

Source: Processed data 2024 using SPSS 29

The results of the multiple linear regression analysis indicate that price and service quality significantly influence consumer satisfaction. The constant value of 3.236, with a significance level of 0.035, suggests that when price and service quality are continuous, the baseline consumer satisfaction is 3.236. The coefficient for price (X1) is 0.340 with a significance level of 0.001, indicating that an increase in price by one unit will increase consumer satisfaction by 0.340 units, assuming other variables are constant. The coefficient for service quality (X2) is 0.579 with a significance level of less than 0.001, suggesting that an increase in service quality by one unit will increase consumer satisfaction by 0.579 units, assuming other variables are held constant. The R Square value of 0.638 and the Adjusted R Square value of 0.630 indicate that approximately 63% of the variability in consumer satisfaction can be explained by the price and service quality variables. The F-test value of 81.815 with a significance level of less than 0.001 indicates that the model is statistically significant. The Durbin-Watson value of 1.986 suggests no considerable autocorrelation in the residuals. Overall, the results showed that price and service quality are important determinants of consumer satisfaction and that the model fits the data well.

Discussion

Price on Customer Satisfaction

Price is one of the crucial elements in marketing that has great potential to influence customer satisfaction. In the context of Agung Center Photocopy, this study found that price significantly positively affects customer satisfaction. This finding is in line with several long-recognized marketing theories. Customer value theory, for example, emphasizes that consumers evaluate products or services based on comparing the benefits and prices they receive. When consumers feel that their price is comparable to or lower than the benefits they get, their satisfaction level will increase. A series of studies have consistently found a positive and significant effect of price on customer satisfaction at Fotocopy Agung Center. Togatorop et al. (2018) found that price positively impacts customer satisfaction, with Togatorop also noting the influence of service quality. This is further supported by Setyawan et al.(2022), Yap et al.(2021), and Agustina et al. (2019), who all found a positive and significant effect of price on customer satisfaction, with Setyawan and Yap also including service and product quality as influencing factors. Witama & Keni (2020) and Vincent et al.(2022)also found a significant and positive impact of price on customer satisfaction, with Vincent including brand

image and product quality. Ann Tomlinson, C., & Moon (2011) further emphasizes the importance of service quality and price in increasing customer satisfaction.

One of the main reasons could be the specific context of photocopying services. Fotocopy Agung Center serves an essential need often seen as a commodity, where consumers are highly price-sensitive. In this situation, price reductions or competitive offers significantly increase consumer satisfaction as they feel they are getting more excellent value for their money. This contrasts luxury products or services, where higher prices can be interpreted as exclusivity and prestige. The implications of the results of this study are significant for the management of Agung Center Photocopy. First, it is essential to maintain a competitive pricing strategy to increase customer satisfaction. However, this should be done without sacrificing service quality, as research also shows that service quality is another key factor in influencing customer satisfaction. Secondly, these results provide insights for managers of similar businesses to emphasize the importance of reasonable pricing as part of their marketing strategy. The finding that price significantly affects customer satisfaction at Fotocopy Agung Center confirms the importance of the right pricing strategy in service businesses. It also shows that in a context where prices are highly sensitive, management should focus on offering real value to consumers to maintain and increase their satisfaction. This research contributes to the marketing literature and provides practical direction for business managers in developing effective pricing strategies.

Service Quality on Customer Satisfaction

Service quality is one of the main pillars in the service industry that is crucial in determining customer satisfaction. This study demonstrates that service quality significantly influences customer satisfaction at Fotocopy Agung Center in Jayapura City. This finding enriches the existing literature and provides critical practical insights for business managers in the service industry. Many studies have consistently found a positive and significant relationship between service quality and customer satisfaction. Witama & Keni (2020) and Setyawan et al. (2022) both found that service quality has a significant positive effect on customer satisfaction, with Setyawan et al. (2022) reporting an exceptionally high explanatory power of 79.8%. This is further supported by the findings of Setyorini & Yolandari (2010), Lailia et al. (2013), Oktaviani et al. (2019), Karina & Fauzi (2021), and Triyadi (2020), who all found a positive and significant impact of service quality on customer satisfaction. These studies collectively suggest that service quality is a key driver of customer satisfaction, a finding that is consistent with the service quality model proposed by Zaibaf et al. (2013). This study's results differ from some previous findings or existing theories because one primary reason could be the specific context of the photocopying service. Fotocopy Agung Center in Jayapura City caters to the community's fundamental needs in document duplication and related services. In this context, high service quality, such as speed of service, accuracy of results, and staff friendliness, is highly valued by consumers. This contrasts with other sectors, such as retail or hospitality, where other factors like price or amenities might be more dominant. In the photocopying service sector, service quality plays a vital role.

The implications of these findings are significant for the management of Fotocopy Agung Center. Firstly, it is crucial to continuously improve service quality across all dimensions. This will enhance customer satisfaction and increase loyalty and word-of-mouth recommendations. Secondly, business managers should consistently pay attention to consumer feedback to identify areas for improvement and ensure that consumer expectations are always met or exceeded. Furthermore, this research opens opportunities for ongoing studies in this field. Future research could delve deeper into how each service quality dimension individually and collectively influences customer satisfaction. Longitudinal studies could also be conducted to observe how changes in service quality over time affect customer satisfaction and loyalty. Additionally, comparative research with other service sectors could provide a more comprehensive understanding of the dynamics of service quality and customer satisfaction in different contexts. In the digital era, it is also essential to consider the role of technology in enhancing service quality. Implementing technologies such as queue management systems, online ordering applications, and AI-based customer service can help improve efficiency and customer satisfaction. Therefore, future research could explore how integrating technology in photocopying services impacts

the perception of service quality and customer satisfaction. The finding that service quality significantly influences customer satisfaction at Fotocopy Agung Center reinforces the importance of focusing on quality in the service business. It shows that by enhancing service quality, companies can achieve higher levels of customer satisfaction, increasing loyalty and business sustainability. This research makes an essential contribution to the literature on service management and provides practical guidance for business managers in developing effective quality strategies.

Price and Service Quality on Customer Satisfaction

This study shows a simultaneous influence of price and service quality variables on customer satisfaction at the Agung Center Photocopy in Jayapura City. This finding aligns with previous studies showing that price and service quality positively influence customer satisfaction. Lailia et al. (2013) and Togatorop et al. (2018) found that these two factors positively affect customer satisfaction, with Togatorop (2019) explicitly noting a high correlation. Setyawan et al. (2022) and Ramadhaniati et al. (2020) also found a significant influence of these two factors on customer satisfaction, with Ramadhaniati et al. (2020) noting a coefficient of determination of 50%. However, Setyorini & Yolandari (2010) and Witama & Keni (2020) found that only certain aspects of service quality, such as reliability and empathy, significantly affected customer satisfaction. Hendriana & Irawan (2004) and Oktaviani et al. (2019) also found a strong effect of service quality on customer satisfaction, with Oktaviani et al. (2019) noting a contribution of 66.7%.

The literature supporting these findings is quite extensive and consistent. Research shows that the higher the service quality and transparent pricing, the more customer satisfaction will increase (Alshurideh et al., 2022; Azis & Haryadi, 2022; Indajang et al., 2023; Ramadhaniati et al., 2020). This is especially true in the service industry, where perceptions of service quality significantly determine customer satisfaction (Pedraja Iglesias & Jesus Yagüe Guillén, 2004; Salvador et al., 2007). However, the relationship between price and customer satisfaction is more complex. Although some studies find a positive impact of price on satisfaction (Indajang et al., 2023), other studies show that this relationship is not always straightforward, with perceived quality playing a more significant role (Pedraja Iglesias & Jesus Yagüe Guillén, 2004; Salvador et al., 2007). In addition, consumer satisfaction levels are more beneficial to companies when they increase satisfaction levels above their competitors (Keiningham et al., 2014).

This study's results differ from previous findings or theories because one of the main reasons could be the specific context of the photocopy service. Photocopy Agung Center in Jayapura City serves the community's basic needs regarding document duplication and other related services. In this context, competitive pricing and high service quality are highly valued by consumers. In contrast to different sectors, such as retail or hospitality, where other factors, such as facilities or luxury, may dominate, price and service quality play a vital role in the photocopy service sector. The results of this study have significant implications for the management of Agung Center Photocopy. First, it is essential to improve service quality across all dimensions continuously. This will not only increase customer satisfaction but can also increase loyalty and word-of-mouth recommendations. Second, business managers should pay attention to reasonable and competitive pricing, ensuring that the prices reflect the quality of the products and services. This research also opens up opportunities for continued study in this area. Further research can explore how each service quality dimension affects customer satisfaction individually and collectively. Longitudinal studies can also be conducted to see how price and service quality changes affect customer satisfaction and loyalty over time. In addition, comparative research with other service sectors could provide a more comprehensive understanding of the dynamics of price and service quality in various contexts.

Conclusion

This study shows a simultaneous influence between price and service quality variables on customer satisfaction at Fotocopy Agung Center Jayapura City. These results support the hypothesis that competitive prices and good service quality can significantly increase customer satisfaction. This study found that service quality has a more dominant impact than price, but both complement each other in creating a satisfying customer experience. The study also confirms that certain aspects of service

quality, such as reliability and empathy, significantly influence customer satisfaction. At the same time, price is vital in determining consumers' perceived value.

Scientifically, this research enriches our understanding of how price and service quality influence customer satisfaction. The findings are consistent with several existing marketing theories and provide new empirical evidence relevant to the context of photocopying services. In terms of practice, the findings offer guidance for business managers in designing effective marketing strategies. By understanding that customer satisfaction is influenced by a combination of price and service quality, managers can focus more on improving these two aspects simultaneously to achieve optimal results. The originality of this study also lies in its specific context, which provides much-needed insights into the photocopying service industry that are often overlooked in previous studies.

This study has limitations, such as using a cross-sectional approach that only provides a momentary picture of the relationship between the variables under study. Longitudinal studies that track price and service quality changes and their impact on customer satisfaction would provide deeper insights. Second, this study is limited to one location, namely Fotocopy Agung Center in Jayapura City. Similar research must be conducted in other places and industry contexts to obtain more generalizable results. Third, although this study has identified several significant aspects of service quality, a more detailed analysis of how each dimension of service quality affects customer satisfaction individually would be helpful. Future research agenda could include comparative studies between different service sectors to understand the dynamics of price and service quality in other contexts. In addition, further research on the role of technology in improving service quality is also highly relevant, given the growing digitization in the service industry. By addressing these limitations and conducting follow-up research, we can expand our understanding of the factors influencing customer satisfaction and develop more effective strategies to increase customer satisfaction and loyalty.

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