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Research Article

The Influence of Service Quality, Product Quality, Price Perception and Location on Visitor Satisfaction

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Abstract

The goal of this study is to ascertain how consumer satisfaction at Lawson Salemba is impacted by product quality, price, and service quality. The consumers of Lawson Salemba make up the population under study. There were 130 responders in total, and a non-probability sampling strategy was employed. We used a survey instrument and survey methodology, and data was gathered. Multiple regression analysis is the data analysis technique employed. The study's findings demonstrate that location, product quality, price perception, and service quality all have a favorable and substantial impact on customer satisfaction. The managerial implications of this research are improving service quality by implementing high service standards and ensuring that each team member understands and implements these standards, assessing pricing strategies, and ensuring that the prices set are in line with customer perceptions of the value of the product or service, implementing a quality control system and monitor customer feedback regularly and analyze geographic and demographic data to assess whether the location can be optimized or whether it is necessary to open a branch in a more strategic location.

Keywords: Purchase interest, promotions, product quality, consumer satisfaction

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1. Introduction

The Covid-19 pandemic has greatly hampered economic development in Indonesia. Business actors are also affected by the social restrictions implemented by the government with the aim of avoiding crowds and stopping the spread of Covid-19. Chairman of the Central Executive Board of the Indonesian Young Entrepreneurs Association (BPP HIPMI) for Industry, Trade and Energy and Mineral Resources, Rama Datau, said that the decline in sales of restaurants, coffee shops, etc. decreased by 30% when the pandemic entered Indonesia. This condition certainly reduces marketing costs with the aim of reducing interactions that can result in the spread of the coronavirus. One business that experienced a significant decline in 2021 was Lawson. Lawson needs to get customers back so that it can lead to market competition again in the cafe/hangout category. Apart from controlling the Covid-19 pandemic, to regain satisfied customers with Lawson several factors are needed. The first factor that can influence customer satisfaction is service quality.

According to Rohaeni et al. (2018), service quality is closely related to customer satisfaction. The progress of a business is influenced by the ability of the business to serve potential buyers. The services provided must pay attention to customer standards and must even exceed customer expectations so that customer satisfaction can be obtained easily. Customers who persist or loyally use a service or product are something that businesspeople really want. With high satisfaction, customers will become loyal to the products or services offered. Therefore, to be able to achieve company goals, companies must be able to compete in attracting customers' hearts to create customer or consumer loyalty. We measure whether customers or consumers are loyal to a product or service within the company; it can be seen from transaction habits, repeat purchases, recommendations, and commitment from the consumers themselves. According to Schiffman & Kanuk (2011), Perception is an individual's process in selecting, organizing, and translating information stimuli that come into a comprehensive picture; price perception is how consumers see prices as high, low, and fair.

According to Kotler & Armstrong (2014), price is the amount that must be paid for a service or product that has been chosen. Meanwhile, according to Peter & Olson (2014), price perception is price data to be understood and made meaningful for consumers through the senses of sight and hearing first. According to Kim et al. (2016), customer satisfaction is the consumer's overall emotional response to the entire experience after the last purchase. Quoting the opinion of Zeithaml & Bitner (2006), who stated that "consumer satisfaction is driven by several factors: product quality, price, service quality, personal factors, and situational factors." Meanwhile, service quality itself is the fulfillment of customer needs and desires, as well as the accuracy of delivery to match customer expectations (Tjiptono, 2015). Service quality is the anticipated standard of excellence, and the management of this standard to satisfy client needs. We stated differently that service quality is primarily determined by two factors: the perceived and expected level of service. It follows that the ability of the service provider to live up to customer expectations determines whether the quality of the service is good or bad.

According to Lupiyoadi and Hamdani (2011), one of the service quality approaches that are often used as a reference in marketing research is the Servqual (Service Quality) model developed by Parasuraman, Zeithaml, and Berry in a series of their research on six service sectors, namely repairs, household equipment, credit cards, insurance, long-distance telephone, as well as retail banking and securities brokerage. Pamungkas and Zuhroh (2016) state that customer satisfaction is an assessment of choices resulting from purchasing decisions and experiences in using or consuming goods or services. A person's assessment of a product's perceived performance in relation to expectations is reflected in customer satisfaction. The performance will only satisfy customers if it lives up to their expectations. Customers are satisfied when the performance lives up to their expectations. Customers like it when it surpasses their expectations. Interest, in the opinion of Bilson and Simamora (2002), is a subjective concept linked to attitude. People who are drawn to an object will be motivated or strong enough to engage in a sequence of actions that will lead them closer to or allow them to acquire the object. Therefore, it stands to reason that all trading business operations must be focused on satisfying customer needs since only then will customers choose to purchase the product. Furthermore, in the end, a trading business will succeed in its objective of turning a profit.

2. Literature Review and Hypothesis
Marketing Management
According to Kotler & Keller (2016), marketing management is a process of planning and implementing thinking, setting prices promotions, and distributing ideas, goods, and services to create exchanges that meet individual and organizational goals. According to Dharmmesta & Handoko (2011), marketing management is process management that includes analyzing, planning, implementing, and supervising marketing activities carried out by the company. Based on the definition above, it can be concluded that marketing management is an action carried out by the company which is intended to regulate the exchange process.

Service quality

In this rapidly developing era, companies, both services and goods, are fighting and competing to get so many customers. These companies always provide the best quality service in this era of very tight competition. Service quality is the anticipated standard of excellence, and the management of that standard of excellence to satisfy client needs. One of the keys to the company's success is its capacity to offer customers high-quality service. Service quality is a cognitive evaluation of consumers when delivering company products or services (Kotler & Keller, 2016).

Product Quality

According to Kotler & Keller (2016), Product Quality is the ability of a product to perform its function; this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Product quality is an important factor for consumers in determining the choice of Company products. The products offered by the company must be well-tested and meet minimum standards according to regulations. Basically, consumers prefer products that have good quality to meet their needs and desires. Product quality dimensions include performance, durability, conformity to specifications, features, reliability, aesthetics, and the impression of quality received by consumers. According to Nitisusastro (2012), product quality is a characteristic of a product or service that depends on its ability to satisfy the main or most needed needs in a market transaction, both offline and online.

Price Perception

Price is a combination of strategy and tactics, including price levels, discount structures, payment terms, and the degree of price discrimination between different customer groups, according to Tjiptono (in Montung 2015). Pricing is the most crucial and difficult among the elements in the retail marketing mix. According to Firatmadi (2017), when customers buy certain services, they often compare the benefits they understand and will get from the service with the prices they understand. If the understood costs of a service turn out to be greater than the understood benefits, the service will have a negative net value. Customers might think it is not worth the money and cut back on how much of it they use.

Location

Location is a distribution channel, namely the route used to move products from producers to consumers. Strategic location greatly influences the sustainability of a business. The strategic location makes consumers interested in coming and choosing to make purchase transactions at that place. Entrepreneurs must consider always making location improvements because a good location greatly influences consumer satisfaction, and ultimately consumers will continue to visit that place. The term "location" refers to a range of marketing initiatives meant to distribute and deliver goods and services from producers to consumers as quickly and easily as possible.

Customer satisfaction

Satisfaction can result in something that is spiritually comfortable, not just comfortable, because it is imagined or expected. It is a comparison step between experience and evaluation results. Emotions do not produce satisfaction or dissatisfaction; rather, they are the outcome of evaluating emotions. Sangadji and Sopiah (2013), namely the extent to which a product level is perceived according to the buyer's expectations. Thus, the state in which customers' expectations for a service or product align with what they actually receive is referred to as consumer satisfaction. Customers will only be satisfied if the product or service meets their expectations. On the other hand, if the good or service lives up to expectations, customers will be happy.

Hypothesis
The Influence of Service Quality on Customer Satisfaction

Service quality, according to Tjiptono (2015), is the expected level of excellence and control over this level of excellence to fulfill customer desires. In other words, the higher quality of service provided can have a positive impact on customer satisfaction because customer desires are fulfilled due to the level of excellence of a company or agency. Research on the influence of service quality

on customer satisfaction conducted by Agustin (2021) states that service quality has a significant influence on customer satisfaction.

H1: Service quality has a positive and significant effect on customer satisfaction

The Influence of Product Quality on Customer Satisfaction
Product Quality is the ability of a product to perform its function; this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Research on the influence of product quality on customer satisfaction conducted by Nursaidah et al. (2022) and Oktavian and Soliha (2022) stated that product quality has a positive and significant influence on customer satisfaction.

H2: Product quality has a positive and significant effect on customer satisfaction

The Influence of Price Perceptions on Customer Satisfaction
According to Firatmadi (2017), when customers buy certain services, the customers often compare the benefits that they understand and will get from the service with the prices they understand. If the understood costs of a service turn out to be greater than the understood benefits, the service will have a negative net value. Consumers may perceive it as a poor value and then reduce their consumption of the product. Research on the influence of price perceptions on customer satisfaction conducted by Somantari and Rastini (2019) and Wijaya and Sujana (2020) stated that price perceptions have a positive and significant influence on customer satisfaction.

H3: Price perception has a positive and significant effect on customer satisfaction

The Effect of Location on Customer Satisfaction
According to Tjiptono (2015), location refers to various marketing activities that attempt to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. Meanwhile, according to Kotler and Armstrong (2014), "place includes company activities that make the product available to target consumers," which means that location includes company activities that make products available to target consumers. If the location of the institution is in a strategic place, it can make it easy for customers to obtain the service or product. Research on location on customer satisfaction conducted by Katrin et al. (2016) stated that location has a positive and significant effect on customer satisfaction.

H4: Location has a positive and significant effect on customer satisfaction
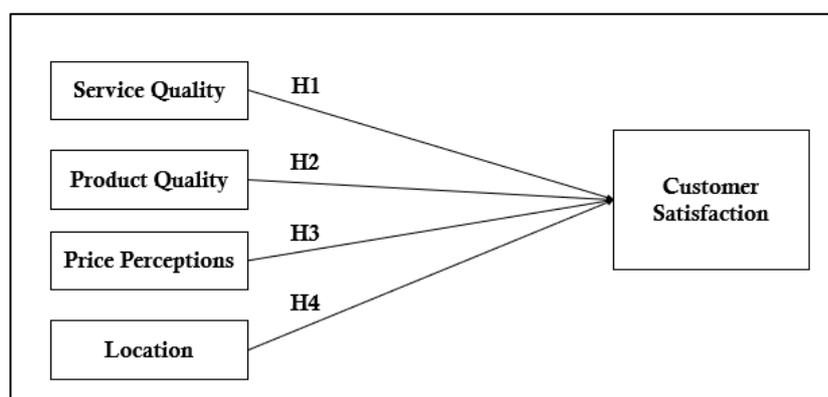
Conceptual framework

Figure 1. Variable conceptual framework

3. Data and Method

The type of research used in this research is explanatory research. According to (Sugiyono, 2014), explanatory research is research that aims to explain the position of the variables studied and the relationship between one variable and another variable. Primary data, or information derived directly from the research object itself, is one of the types and sources of data used in this study. Secondary data is pertinent information that has been the outcome of studies conducted by other

parties for their interests but can be used by other parties to address research issues. Primary data for this study was collected by giving Lawson Salemba customers who serve as samples a questionnaire (questionnaire) about their perceptions of visitor satisfaction with regard to service quality, product quality, price, and location. The study's secondary data came from articles, theses, journals, surveys, and questionnaires.

Respondents are given written statements or a series of questions to answer in order to collect data. By offering a list of statements that participants must complete in person at the research site, the form of questions/statements explains respondents' answers to Service Quality, Product Quality, Price, and Location Perceptions on Visitor Satisfaction. Each question item on the tabulated questionnaire used in this study has four responses, each of which is evaluated as follows.

4. Results
Data Quality Test
Validity test
The correlation coefficient values from the validity test results for each variable can be seen in the following table:

Table 2. Validity Test Results

No	Statement Items	Recount
Customer Satisfaction		
1	Statement_1	.713
2	Statement_2	.873
3	Statement_3	.680
4	Statement_4	.635
Service quality		
1	Statement_1	.842
2	Statement_2	.930
3	Statement_3	.825
4	Statement_4	.833
5	Statement_5	.899
Product Quality		
1	Statement_1	.618
2	Statement_2	.783
3	Statement_3	.777
4	Statement_4	.636
5	Statement_5	.500
Price Perception		
1	Statement_1	.805
2	Statement_2	.822
3	Statement_3	.781
4	Statement_4	.630
5	Statement_5	.758
Location		
1	Statement_1	.705
2	Statement_2	.675
3	Statement_3	.563
4	Statement_4	.432
5	Statement_5	.768
6	Statement_6	.701
7	Statement_7	.667

Source: 2023 data processing results

Based on the calculations in Table 2, the r-count value of all questions on all variables is declared valid, provided that the valid r-count is > r-table 0.195. In this way, each questionnaire question has alignment to be used as a primary data collection tool that can describe the concept being researched.

Reliability Test

Table 2. Reliability test results

Variable	Cronbach's Alpha	No of Items
Customer Satisfaction	.706	4
Service quality	.911	5
Product Quality	.666	5
Price Perception	.801	5
Location	.761	7

Source: 2023 data processing results

The Cronbach's Alpha value for each variable is >0.60, which means it is good or can be assumed to be reliable. Thus, the questionnaire in this research can be trusted or relied upon as a primary data collection tool. With a total of 26 statements, it has good consistency.

Data Analysis
Normality test
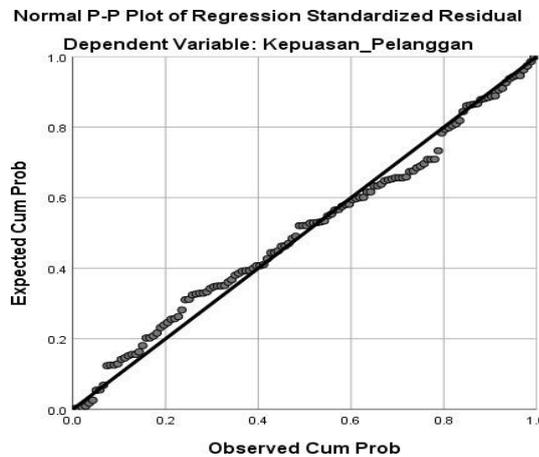
Source: 2023 data processing results

Figure 2. Normality Test Results

The data in this study satisfies the normalcy assumption because the data points are dispersed around the diagonal line and in the direction that follows it, as can be seen in the normalcy of data with the Normal P-P Plot as in the image above.

Multicollinearity test

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Service quality	.605	1.653
Product Quality	.594	1.683
Price_Perception	.588	1.701
Location	.486	2.059

Source: 2023 data processing results

Table 3 indicates that there is no collinearity and no discernible relationship between the independent variables. It can be concluded that there is no collinearity between the independent variables because the obtained VIF value is less than 10. For this reason, the multiple regression line model that was applied to the Opportunity Decision's independent variable is suitable.

Heteroscedasticity test
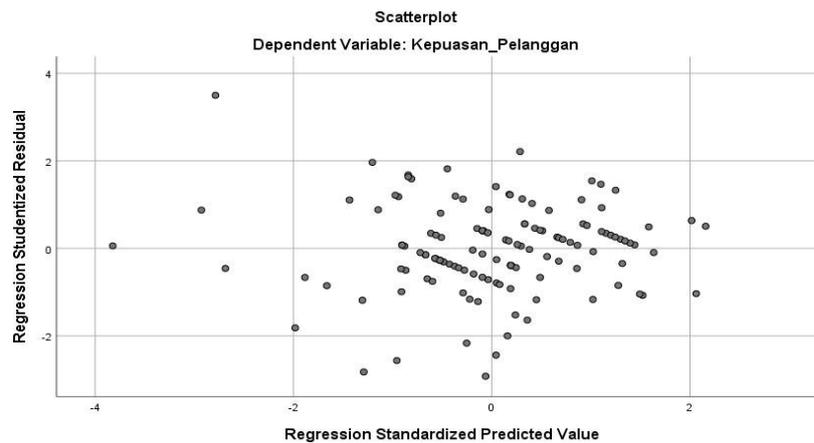
Source: 2023 data processing results

Figure 3. Heteroscedasticity Test Results

The data is dispersed around 0 (0 on the Y axis) and does not form a specific pattern or trend line, as seen in the image above. As a result, the data meet the criteria for regression analysis and can be considered heteroscedastic.

Results of Multiple Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.240	1.163		-.207	.837
Kualitas_Pelayan an	.161	.066	.206	2.426	.017
Kualitas_Produk	.241	.083	.247	2.886	.005
Persepsi_Harga	.235	.082	.246	2.854	.005
Lokasi	.092	.062	.139	1.469	.144

Source: 2023 data processing results

t- Test Results

1. **The Impact of Customer Satisfaction with Service Quality**

   Given that the significance level is 0.017 and the t-count value is greater than the t-table (2,426 > 1,984), H1 is accepted, and Ho is rejected, indicating that there is a partially significant positive influence between service quality and customer satisfaction.

2. **The Impact of Product Quality on Client Contentment**

   Given that the significance level is 0.005 and the t-count > t-table (2.886 > 1.984), H2 is accepted, and Ho is rejected, indicating that there is a partially significant positive influence between product quality and customer satisfaction.

3. **Price Impact Effect on Customer Satisfaction**

   Given that the significance level is 0.005 and the t-count value is greater than the t-table (2,854 > 1,984), H3 is accepted, and Ho is rejected, indicating that there is a partially significant positive influence of price perception on customer satisfaction.

4. **The Impact of Location on Client Contentment**

   Given that the significance level is 0.144 and the t-count < t-table (1.469 < 1.984), Ho is accepted, and H4 is rejected, indicating that there is only a partial relationship between location and customer satisfaction.

Coefficient of Determination

Table 5. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	675[a]	456	439	1.88543

Source: 2023 data processing results

The results of the calculations above yielded a value of 0.439, or 43.9%, indicating that the variables in this study that affected the Customer Satisfaction variable were Location, Price Perception, Service Quality, and Product Quality. Meanwhile, factors not covered in this study have an impact on the remaining 56.1%.

5. Discussion

The Influence of Service Quality on Customer Satisfaction
The statistical analysis results indicate a positive and significant impact of service quality on customer satisfaction. Service quality emerges as a crucial factor influencing the likelihood of return visits, as visitors are less inclined to revisit a place when they perceive the service quality as subpar. These findings align with studies conducted by Agustin (2021) and Rahmayanti and Ekawati (2021), emphasizing the integral role of service quality in ensuring consumer satisfaction.

The Influence of Product Quality on Customer Satisfaction
The statistical analysis reveals a positive and significant relationship between product quality and customer satisfaction. The well-established reputation and distinctive characteristics of Lawson contribute to easy recall among customers, fostering higher satisfaction with better product quality. The findings of research by Nursaidah et al. (2022), and Oktavian and Soliha (2022) reinforce the notion that enhanced product quality positively correlates with increased customer satisfaction.

The Influence of Price Perceptions on Customer Satisfaction
The results of statistical data analysis indicate a positive and significant effect of price perceptions on customer satisfaction. Favorable perceptions of reasonable or competitive pricing contribute to an increased intention among visitors to revisit the location. These findings are consistent with previous research by Somantari and Rastini (2019), Wijaya and Sujana (2020), and Prasetyo and Susanto (2021), highlighting the significant influence of price perceptions on overall satisfaction.

The Effect of Location on Customer Satisfaction
The analysis indicates that location has little impact on consumer satisfaction. This lack of effect can be attributed to factors such as smooth road access, easy transportation, strategic store location, and clear store legality, which, according to the analysis, do not play a substantial role in influencing consumer satisfaction. This finding aligns with Hasanuddin's (2016) research, which also concluded that location does not significantly impact customer satisfaction.

6. Conclusion

The study examined the factors influencing customer satisfaction in the context of a Lawson store, focusing on service quality, product quality, price perceptions, and location. The findings reveal that service quality significantly and positively impacts customer satisfaction, aligning with prior research in the field. Similarly, product quality was identified as a key determinant of customer satisfaction, indicating that Lawson's well-known brand and distinctive characteristics contribute to heightened customer contentment. The study also established a positive and significant relationship between price perceptions and customer satisfaction, emphasizing the importance of perceived fairness in pricing for visitors' intention to revisit. However, the research did not find a significant effect of location on consumer satisfaction, contradicting some previous studies. This condition suggests that, in the context of Lawson, factors such as road access, transportation convenience, store location, and legal aspects may not play a substantial role in shaping customer satisfaction. Overall, the study provides valuable insights for managerial considerations,

highlighting the significance of service and product quality as well as pricing strategies in enhancing customer satisfaction for sustained business success.

The managerial implications of this research are improving service quality by implementing high service standards and ensuring that each team member understands and implements these standards, assessing pricing strategies, and ensuring that the prices set are in line with customer perceptions of the value of the product or service, implementing a control quality system and monitor customer feedback regularly and Analyze geographic and demographic data to assess whether the location can be optimized or whether it is necessary to open a branch in a more strategic location.

Recommendation

Referring to the conclusion above, the suggestions that the author can convey are as follows: In improving the quality of Lawson Salemba's services, they must be more responsive in responding to all obstacles to reports or information provided by students. This aims to make customers feel more satisfied with the services provided. Lawson Salemba outlets: To determine prices, Lawson outlets are expected to increase further the suitability of prices to the services provided. Moreover, it can be done by improving the quality of service in accordance with prices, so that customers can experience better quality when visiting Lawson Salemba outlets.

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