

*Research Article*

## Do Service Quality, Price, and Location affect on Customer Satisfaction in Kampoeng SPA, Sumenep?

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### Abstract

This study aimed to determine the effect of service satisfaction, price, and location on customer satisfaction. The type of examination is quantitative exploration, with the client population of Kampoeng SPA in the Sumenep, Madura. The testing strategy in this exploration is a purposive testing method. Information was collected using surveys, interviews, perception, and documentation methods. The information tests used are Illustrated Insights, Exploration Instrument Tests, Traditional Assumptions Tests, Tests for Various Straight Relapse Conditions, and Suitability Tests. The results of this study indicate that the quality, cost, and extent of consumer loyalty in Kampoeng SPA as a whole affect consumer loyalty in Kampoeng SPA. Judging from the t-test shows that the administrative quality factors, costs, and area as a whole influence consumer loyalty. This research can be a benchmark for Kampoeng SPA in the Sumenep Regime to retain consumers to buy their products. The success of Kampoeng SPA employees and owners in the Sumenep Regime in determining prices, selecting locations, and providing service forms following consumer wants and needs and satisfying consumers.

Keywords: Service Quality, Price and Location, Customer Satisfaction

JEL Classification: J28, M21, M31

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## 1. Introduction

Currently, the state of business competition in Indonesia is getting tighter and more competitive. Many companies have established various businesses offering products and services (Setiyono & Sutrimah, 2016). In the business world, the service business is a line of business growing rapidly and is in great demand by business people or companies (Nanda, 2018). As time goes by, people's needs are increasing, such as the development of the SPA industry in beauty salons. So the SPA industry business actors involved in the high customer demand must always create strategic creations and innovations to achieve satisfactory customer results because customer satisfaction is the main goal for business actors or companies to continue their business continuity in the future.

Women are the most conscientious creatures about appearance issues. Beauty is the main asset for women because women want to be seen from head to toe. So that a beauty salon or SPA is a place to pamper oneself for women; therefore, the need for a beauty salon for women is very important (Sari, 2017). However, the number of SPA beauty salons can make customers more selective in choosing the services offered, where companies must provide good service and meet their expectations (Indah, 2019). If the service provided is unsatisfactory, it will reduce their satisfaction, making them not interested in using the services of the SPA beauty salon again. This condition will certainly impact the beauty salon's image, reducing its brand image in the competition of similar industries and, of course, reducing the profit generated. Therefore, business people or companies in the skincare or SPA business need to survey what treatment problems are of interest to customers now and in the future. That way, customers will feel comfortable and loyal to doing treatment at the beauty salon.

Kampoeng SPA is one of the organizations involved in administration with organizations such as beauty care and SPA. Where Kampoeng SPA was founded in 2013, it is located in the Sumenep with the principle that SPA Muslimah only serves medicines for women and young people. Medicines at Kampoeng SPA consist of Body SPA, Creambath, Ratus V, Traditional Facial, Wax, Ear Candles, Manicures, Pedicure, Face Pressure point massage, Bosom Pressure point massage, and others. The materials used by Kampoeng SPA use natural herbal raw materials, thus attracting consumers' interest to not hesitate to do the treatment at Kampoeng SPA and become one of the advantages offered.

Kampoeng SPA's service quality could be more responsive to customers when someone calls and smile more generously toward customers. It can result in customers being uncomfortable doing treatment at Kampoeng SPA and leading to a lack of customer interest in having treatment at Kampoeng SPA. Therefore the company must further improve the quality of service in Kampoeng SPA for customer satisfaction.

Treatment products in Kampoeng SPA are quite expensive compared to other spas. It can lead to consideration for customers to perform treatment at Kampoeng SPA. The company should offer prices according to the customer's pocket because today's customers like something cheap but high quality and useful. Moreover, the price can also determine whether or not someone is interested in buying a product.

The location of Kampoeng SPA is close to urban areas, namely the city of Sumenep, but far from the countryside. This means that customers in the village feel reluctant and prefer to do something other than do the treatment at Kampoeng SPA because the distance is so far. Therefore the company, in determining the location, must consider the interests of many customers from rural areas due to the satisfaction of loyal customers treated at Kampoeng SPA.

Regarding the quality of services Kampoeng SPA provides, it is necessary to improve further so that businesses or companies are more advanced and better in the future. Customer satisfaction is very important for a business or company to determine the progress of a business or company (Dwiyantono & Yahya, 2019). Therefore satisfying the wants and needs of customers is a very important factor for a company. If the customer is satisfied, the company will progress and develop to increase revenue and gain a wider market share. Customer satisfaction is a benchmark in determining the expectations and progress of a company because if the needs and desires of customers are met, the customer can be satisfied, which will lead to repurchases or increased customer loyalty (Gulo et al., 2022).

This study aimed to determine the effect of service satisfaction, price, and location on customer satisfaction. The success of Kampoeng SPA employees and owners in the Sumenep Regime in determining prices, selecting locations, providing service forms under consumer wants and needs, and satisfying consumers.

## 2. Literature Review

### Service quality

According to [Hardianto et al. \(2012\)](#), quality is an assertion of disposition, the relationship resulting from examination between assumptions and execution. Client assumptions are formed and based on several variables, including previous meetings, peer ratings, organizational data, and commitment. According to Tjiptono (2015), There are several indicators of service quality:

1. Tangibles, in particular, are the superficial presentation of administrative qualities, which can be actual offices, hardware, staff, and correspondence.
2. Reliability-specific capacity to show or perform administration proven to be suitable and reliable.
3. Responsiveness, specifically the readiness to help clients and offer appropriate assistance.
4. Assurance, especially information, courtesy, and representative capacity to provide trust and certainty to clients so that clients have a good sense of confidence or security.
5. Empathy, for example, is individual consideration or understanding of the client.

### Price

According to [Kotler & Keller \(2012\)](#), the cost is the value traded by customers for the benefit of buying or using goods or administrations still aired by buyers and traders through agreements or set by vendors at the same price for all buyers. There are indicators where prices are:

1. Affordability
2. Conformity of price with product quality
3. Power of the price
4. Compatibility of price with benefits

### Location

[Kotler \(2012\)](#) states that a place or area, to be more specific, the different exercises of the organization to make the items made or sold make sense and are accessible to the objective market. According to Tjiptono (2019), to measure location, you can use the following indicators:

1. Visibility refers to the distance consumers visit the company
2. Parking area, the availability of a convenient place to park the vehicle
3. Environment is the condition or condition of the environment around the company

### Customer satisfaction

According to Tjiptono (2015) states that shopper satisfaction is a sensation of joy or disappointment that arises after the contrast between the impression of item execution (results) with assumptions. According to [Panjaitan \(2016\)](#), consumer loyalty can be estimated by several measurements.

1. Meet service quality expectations.
2. Satisfaction with similar products
3. No complaints or complaints were filed.

## 3. Data and Method

The inspection technique used in this exploration is very quantitative, by carrying out special estimates of information investigation with measurements involving the SPSS For Windows 26 application. The researchers determined the research location at Ruko Bumi Sumekar Asri No.8, Jl. Raya Adirasa, Kothe, Kolor, Sumenep City District. The population in this study are customers from Kampoen SPA with an unknown population with infinite data. Tests in this review use purposive testing. Exploratory techniques use certain rules that scientists choose to use as examples. The criteria are as follows: 1. Female aged 17 years and over, 2. Domiciled in Sumenep Regency. The types of data used are subject data and documentary data. In contrast, this study's data sources use primary and secondary data. Data collection techniques using questionnaires, observation, interviews, and documentation. The data analysis used is Multiple Linear Regression Analysis.

## 4. Results

This study uses the SPSS test tool to help test the research data results and to see the relationship between each variable.

**t-Test****Table 1. Results of t-Test**

Model	T	Sig
(Constant)	2.230	0.029
Service quality (SQ)	2.076	0.041
Price	2.062	0.043
Location	2.500	0.015

Source: Processed Data

- The sig value for the effect of service quality on customer satisfaction is  $0.041 < 0.05$ , and the t-count value is  $2.076 > t\text{-table } 1.99167$ , so it can be concluded that H1 is accepted, which means there is an influence of H1 on customer satisfaction.
- The sig value for the effect of price on customer satisfaction is  $0.043 < 0.05$ , and the t-count value is  $2.062 > t\text{-table } 1.99167$ , so it can be concluded that H1 is accepted, which means there is an influence of H1 on customer satisfaction.
- The sig value for the effect of location on customer satisfaction is  $0.015 < 0.05$ , and the t-count value is  $2.500 > t\text{-table } 1.99167$ , so it can be concluded that H1 is accepted, which means there is an influence of H1 on customer satisfaction.

**F-Test****Table 2. Results of F-Test**

Model	F	Sig
Regression	10.247	0.000 <sup>b</sup>

Source: Processed Data

Based on the output results above, the sig value for the effect of service quality, price, and location simultaneously on customer satisfaction is  $0.000 < 0.05$ . The calculated F-value is  $10.247 > F\text{ table } 2.72$ , so it can be concluded that H4 is accepted, which means there is an influence of service quality, price, and location simultaneously on customer satisfaction.

**Multiple Linear Regression Equation Test****Table 3. Results of Multiple Linear Regression Equation Test**

Model	b	t	Sig. (p)
(Constant)	3.367	2.230	0.029
Service quality	0.127	2.076	0.041
Price	0.167	2.062	0.043
Location	0.294	2.500	0.015

Source: Processed Data

From the results above, it tends to be seen that the relationship between the autonomous variable and the dependent variable can be known as follows:

$$\text{Customer Satisfaction} = 3.367 + 0.127 \text{ SQ} + 0.167 \text{ Price} + 0.294 \text{ Location} + e \quad (1)$$

**Determination Coefficient Test****Table 4. Results of the Determination Coefficient Test**

Model	R	R Square	Adj Square	Std. Error
1	0.537 <sup>a</sup>	0.288	0.260	1.465

Source: Processed Data

Based on the table above, the R Square value is 0.288, which means that the influence of service quality, price, and location on customer satisfaction is 28.8%. It shows that 28.8% of customer satisfaction is influenced by service quality, price, and location. At the same time, the remaining 0.712 or 71.2% is influenced by other factors not included in this study.

## 5. Discussion

### **The Effect of Service Quality on Customer Satisfaction**

Based on the results of the analysis, it is known that the t-test analysis on each variable found that the variable quality of assistance has a very large and positive influence; this is so that if the nature of mutual help in Kampoeng SPA is increased, it will affect or increase consumer loyalty in Kampoeng SPA Sumenep. At the time of initial observation, the quality of service performed by Kampoeng SPA employees in serving customers was quite good. However, there are problems where the services provided by Kampoeng SPA employees are not responsive when customers call and do not smile at customers. This finding resulted in customers needing to be more comfortable doing treatment at Kampoeng SPA. However, when the research was carried out, or the distribution of questionnaires was carried out, and the data was then processed, it showed other results, so there was a significant positive influence of service quality on customer satisfaction (Korowa et al., 2018). Therefore, Kampoeng SPA should improve the quality of its services, where employees must be more responsive when a customer calls and smiles at customers to feel comfortable and satisfied with the services provided by Kampoeng SPA.

### **Effect of Price on Kampoeng SPA Customer Satisfaction**

Based on the results of the analysis, it is known that the t-test analysis for each variable shows that the price variable has a positive and significant effect on customer satisfaction at Kampoeng SPA Sumenep. At the time of initial observation, the price offers provided by Kampoeng SPA to customers were under the quality of their products and the benefits of each product. However, there is a problem where the price given by Kampoeng SPA employees is quite expensive. It causes customers to be less interested in doing treatment at Kampoeng SPA. However, when the research took place, or the distribution of questionnaires was carried out, and the data was then processed, it showed other results, so there was a significant positive effect on price on customer satisfaction (Maramis et al., 2018). Therefore, Kampoeng SPA should design a competitive price because customers still think that the price offered by Kampoeng SPA could be more affordable. So that many customers are interested and satisfied with the prices offered by Kampoeng SPA.

### **The Effect of Location on Customer Satisfaction**

Based on the results of the analysis, it is known that the t-test analysis on each variable shows that the location variable has a positive and significant effect on customer satisfaction at Kampoeng SPA Sumenep. At the time of initial observation, the Kampoeng SPA location was easy for customers to find because it was in the city. Kampoeng SPA provides a safe parking area for customers, and the environment around Kampoeng SPA is clean; no trash is scattered around. It makes customers feel more at home and comfortable doing treatment at Kampoeng SPA. However, there are problems where the parking lot for the Kampoeng SPA location is not wide enough to accommodate customer vehicles. This finding resulted in customers needing help to park their vehicles (Solikah et al., 2020). However, when the research took place, or the distribution of questionnaires was carried out, and the data was then processed, it showed other results, resulting in a significant positive influence of location on customer satisfaction. Therefore, Kampoeng SPA should add an expanded customer parking area so that customers feel comfortable and not difficult to park their vehicles.

### **The Influence of Service Quality, Price, and Location on Customer Satisfaction**

Based on the speculation test that has been carried out, the affection variable used in this review has a critical value, where the specified f value is more important than the table, implying that the quality of administration, cost, and area has influenced consumers. Loyalty. In addition, it can also be seen from its value which is much lower than alpha. Then, at that point, can the critical factors of administrative quality, cost, and area affect consumer loyalty to Kampoeng SPA in Sumenep?



This finding shows that the quality of support and the area affect consumer loyalty in Kampoeng SPA.

## 6. Conclusion

In conclusion, Kampoeng SPA Sumenep can improve customer satisfaction by enhancing the quality of assistance provided by employees, designing competitive and affordable pricing, and expanding the parking area to accommodate customers' vehicles more efficiently. By addressing these issues, Kampoeng SPA can create a more positive and satisfying customer experience, increasing loyalty and improving business performance. The success of Kampoeng SPA employees and owners in the Sumenep Regime in determining prices, selecting locations, and providing service forms following consumer wants and needs and satisfying consumers.

## Recommendation

Based on the conclusions above, the advice that can be given in this study is, in doing business, you must have a concept to attract consumers so that many consumers come to the restaurant itself, and remember that the buyer is the king, so you must be friendly to every consumer or buyer who comes so that customer satisfaction will be created. For future researchers who will examine more deeply adding variables regarding the same research, the results of this study can become one of the information efforts that can be used for further research.

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