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Analysis of the Effect of Service Quality and Price on Customer Service Satisfaction at PT. Crieta Jakarta

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Abstract: This research aims to determine and analyze the influence of Service Quality and Price on Customer Satisfaction at PT Crieta Jakarta from January– December 2022. Data were analyzed using quantitative analysis. Sample selection used the Solvin formula with a sample size of 33 respondents. The analytical method applied in this research is the multiple linear regression analysis method, which is fist tested throught classical tests and causal tests using E-Views software. The data used in this research are primary data from the questionnaire. Hypothesis testing was tested using the t test. The research results show that service quality and price each have a positive effect on PT. Crieta Jakarta customer satisfaction, but service quality has a significant effect while price No. significant effec. As well as service quality and price have a simultaneous influence of 68.51% on Customer Satisfaction PT Crieta Jakarta for the period January-December 2022.

Keyword: Service Quality, Price, Customer Satisfaction.

INTRODUCTION

Along with economic conditions and times, things are changing very rapidly. One of the things that influences trade, especially export and import, is one of the parties that has an important influence in this world is transportation, which plays a role in delivering export-import products on time via land, sea and air, or what we know today is the use of milti-modal transportation, which combiness more that one type of transpormation using one document and is more efficient and effective.

In this era globalization and rapidly growing international trade, freight forwarding service have a very important role in facilitating the proses of sending goods from the point of origin to the final destination. *Internasional Federation of Freight Forwarders Associations* (FIATA) : defines a freight forwarder as “a company that performs the function of an intermediary between the sender and the consignee, with responsibility for organizing and taking care of all or parts of tge transportations and other supporting services necessary

to move the goods from the point of origin to the final destination". Freight forwarding involves various stages, including transportaion, document handling, customs, and coordination with various related parties. The success of an efficient and smooth delivery process can have a direct impact on customer satisfaction levels.

In this context, service quality and price are important factors in influencing customer satisfaction. Service quality includes elements such as responsiveness, ease of interaction, and staff ability. Price is one of the factor that influences customer purchasing decisions, whether the price is in accordance with the quality of service.

The main factor and key to the success of freight forwarding in running its business is customer satisfaction. If this is realized, the impact can be felt by the entrepreneur, namely that the demand for the service products provided will increase. For customers, the satisfaction of the service they receive becomes a reference for evaluate the company's expertise in selling its services and ultimately customers will buy or reuse products or services from the company, so that it becomes a big profit for the company, income will increase. The company will continue to grow by looking at the level the interests of customers in the satisfaction they receive.

Customer service and customer satisfaction are two key aspects in modern business that are very important for companies to consider, is no exception to the importance of focusing on the quality of service and prices offered to customers. Service quality and price are the main factors that can influence customer perceptions and satisfaction with the products or services offered by the company.

In addition to considering the influence of service quality and price individually, it is also important to evaluate whether these two factors jointly influence customer satisfaction. In some cases, customers may be more satisfied if they get an optimal combination of quality service and reasonable prices. So, this research will identify there is interaction or not on service quality and price which has an impact on the level of customer satisfaction.

The high interest and needs of customers have made several freight forwarding companies compete to provide customer satisfaction through good service and the prices offered. In this regard, high competition has made each freight forwarding company try to meet customer needs so that customer satisfaction can be achieved.

In this case, PT Crieta is a company that provides high-class transportation, freight management and warehousing services in the Indonesian Archipelago. PT Crieta has several services which are grouped into two, Multiple transportation modes including Oceans freight (Inter-island), rail freight, land freight, project cargo and Multiple services Door to Door, Port to Port, Station to Station, Bulk break and cross docking . The cargo transported by PT Crieta is classified as General Cargo. PT Crieta is a freight forwarding company that has quite a number of customers, including Nestle Indonesia, Philips, Goodyear, Gajah Tunggal, Electrolux, Miniso, Mr DIY, APL, Khong Guan, Serena, Enseval, Traktor Nusantara and others.

Customer satisfaction occurs because customers make repeat orders from PT Crieta with the quality and prices offered. The following is data on the number of orders each month starting from January - December 2022:

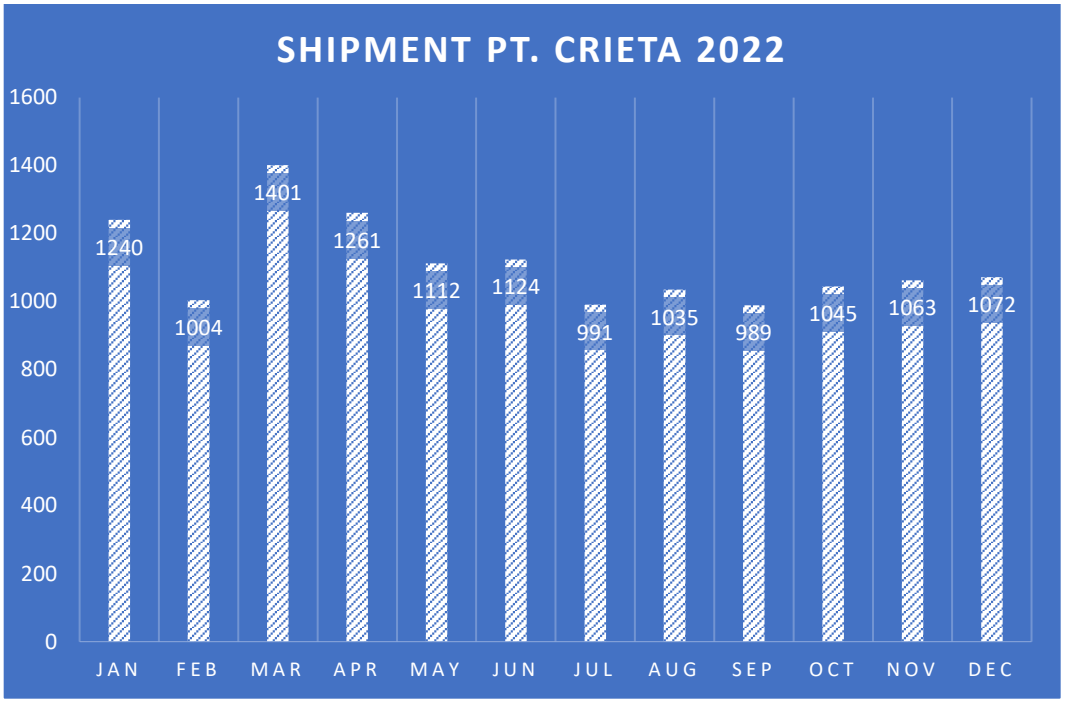

Figure 1. Shipment PT. Crieta 2022

PT Crieta as a company operating in the field of freight forwarding services has challenges and opportunities in ensuring customer satisfaction. This research will discuss in depth the influence of freight forwarding services in the goods delivery process on customer satisfaction at PT Crieta.

Based on the description above, the author is interested in studying it more deeply and presenting it in the form of a thesis with the title "Analysis of the Effect of Service Quality and Price on Customer Service Satisfaction at PT. Crieta Jakarta".

The purpose of this research is to find out whether customer satisfaction at Pt. Crieta is influenced by the quality of service and price partially or simultaneously. So it is hoped that this research will have a good effect on PT. Critea Jakarta in the future. (Niantoro Sutrisno et al., 2023). For managerial matters, it is hoped the research results will be useful for freight forwarding companies to be able to develop their services so that they can attract customer interest.

Literature Review

1. Logistics Management

Logistics Management According to Donald J. Bowersox in (Niantoro Sutrisno et al., 2023) Logistics management is the strategic management process for moving and storing goods, spare parts and finished goods from suppliers, from company facilities and to customers.

Dwiantara and Hadi in (Novelia & Onny, 2015) expressed his opinion that "Logistics management is a series of planning, organizing and supervising activities for procurement, recording, distribution, storage, maintenance and disposal of logistics to support effectiveness and efficiency in efforts to achieve organizational goals"

Based on the various opinions presented, it can be concluded that logistics management is a strategic approach in managing the movement of goods, spare parts and finished products from suppliers to customers through a series of effective planning, organizing, monitoring and coordinating activities. The goal is to achieve efficiency, effectiveness and harmony between various aspects of the supply chain.

2. Freight Forwarding

According to (Tiffany Shania et al., 2022) "Freight forwarding Companies is business entity engaged in providing goods delivery services. Goods will be sent because there is a need to move or send goods from one place to another".

Based on various definitions and understandings of freight forwarding, freight forwarding is a form of service business that aims to manage and facilitate all aspects required in the process of sending and receiving goods via various modes of transportation such as land, sea and air. Freight forwarding activities include various stages starting from receiving goods, storing, packing, measuring, weighing, document handling, issuing transport documents, to settling insurance claims and bills.

Freight forwarding according to (Tiara Anggreini,2022) The transportation management service business (Freight Forwarding) is an activity that focuses on managing all activies carried out in delivery and receiving goods via land, sea, or air which cover storage, packing, maintenance, mesuating activities. Other costs relating to the delivery of the goods until they are received by those entitled to receive them.

3. Service Quality

Service quality and price have a strong and significant influence on customer satisfaction to continue using the company's services and win the competition. The three factors of service quality, price and overall customer satisfaction have a strong relationship to maintain existence to achieve the company's vision and mission (Pribadi et al., 2022).

Tjiptono and Chandra in (Rozi & Khuzaini, 2021) say that service quality is a special encouragement for customers to establish long-term, mutually beneficial relationships with the company. This kind of scheme allows the company to thoroughly understand the specific expectations and needs of customers and then the company will increase customer satisfaction. Consumer evaluation of the perfection of service performance must always be considered by involving all available resources, so that customers can receive service quality that meets expectations. Because good service quality will have an impact on the company's image.

According Kotler in (Zikri & Harahap, 2022) defines form of consumer assessment of service quality. If the level of service received and expected by consumers is appropriate, then the service quality is considered good and satisfactory.. This satisfaction can encourage consumers to make repeat purchases and become loyal customers

In an effort to provide comfort for customers, service quality gets more value than expected. An important factor is customer expectations, service quality that approaches customer satisfaction will provide higher expectations or vice versa. According to Asye in (Sumual et al., 2021).

It can be concluded from various definitions and views on service quality that service quality is a very important effort in meeting customer needs and expectations. This involves a balance between what the customer expects and what is actually delivered in the form of service. Measuring service quality includes consumers' assessments of the comparison between their expectations and experiences of the services provided.

4. Service Quality Indikator

a. Assurance.

The politeness, knowledge, and ability of company employees to foster customer trust in the company. Consists of components: credibility, communication, security, competence and courtesy.

b. Empathy.

Providing sincerity, attention, and personal characteristics to customers by trying to understand customer desires, where a company is expected to have an understanding and knowledge of customers, understand specific customer needs, and has operating times that are comfortable for customers.

c. Realibility.

The In providing services as promised accurately and reliably. Must meet customer expectations, meaning on-time performance, attitude, error-free service, and high accuracy, sympathetic.

d. Responsiveness

In providing and assisting services to customers in a responsive and precise manner by providing clear information. Leaving customers waiting without a clear reason will result in poor service quality

e. Tangible

A company's ability to show its existence to customers. The capabilities, physical appearance of the infrastructure and physical condition of the company are concrete evidence of the services provided. This capability consists of physical facilities (buildings, warehouses, etc.), technology (all equipment used) and the appearance of the employees.

5. Price

According to Kotler and Armstrong in (Hariono et al., 2021) Price is a value that must be paid and exchanged by customers after using and benefiting from a product or service.

Price is the amount of money used to obtain a combination of goods and services. Affordable prices can satisfy customers when purchasing a product or service, because consumer comfort is an important thing that companies must pay attention to, according to Isnaini in (Suhardi et al., 2022).

Based on various views on price, it is that price has a central role in the dynamics of the relationship between the company and customers. Price is not only the monetary value paid, but also a reflection of the comparison between the value customers receive and the money they have to spend. Prices that are affordable and balanced with the benefits provided can meet customer expectations, while prices that do not match the value perceived by customers can cause dissatisfaction.

6. Price Indikator

According to Ofela and Agustin in (Fadli & Rachmawati, 2023) stated that price has three criteria including Price Range, Price Competitiveness and Price Match with Service Quality.

a. Price Range

Affordability refers to the real cost of a product as stated on the product itself, which the customer must pay. In essence, customers assess the final price to determine whether it matches the value they expect to receive.

b. Price Competitiveness

Price offers offered by certain producers or sellers compete with price offers submitted by other producers for similar products.

c. Price Match with Service Quality

Primarily, the price mentioned for a particular service is a consideration factor for consumers, because before they choose the service, they need to plan their finances carefully. Apart from that, consumers also assess whether the price asked is commensurate with the service they choose.

7. Customer Satisfaction

According to Kotler and Keller in (Verawaty et al., 2022) Satisfaction is the emotional response of an individual, which can range from contentment to disappointment, resulting from the evaluation of a product's performance or outcomes in relation to their initial expectations. A company's ability to deliver customer satisfaction is a key determinant of its success in attracting a substantial customer base.

Customer satisfaction is said to be a person's emotional response which includes several aspects such as expectations of the product, usage experience, and so on, this response occurs at a certain time such as after the product is used, accumulative experience, or after the service product is chosen. Tjiptono & Chandra in (Hadi & Nastiti, 2021).

Customer satisfaction refers to the evaluation and perceived discrepancy between previous expectations and the actual performance of the product that is felt after use (Veronica, 2018).

From various views on customer satisfaction it can be inferred that customer contentment is is a positive or negative emotional that someone feels after comparing what they expect from a product or service with its actual experience or performance. This satisfaction arises from a comparison between expectations and reality, and how the product or service meets or even exceeds these expectations.

According to (Putra Setiawan & Agus Frianto, 2022) There are 3 indicators in measuring customer satisfaction, namely conformity to expectations, interest in revisiting, and willingness to recommend services.

a. Transaksional

This indicator measures the extent to which the customer experience meets their expectations. A customer's readiness to return to a service or product is often closely related to the extent to which their expectations are met.

b. Preferensial

This indicator assesses whether the customer plans to return to use the service or product in the future. Customers who are satisfied and feel that their experience was positive are more likely to return as loyal customers. Therefore, interest in revisiting is an important sign of strong customer satisfaction.

c. Referensial

This indicator measures the extent to which Customers are inclined to endorse products or services to others. When Customer is satisfied, they are more likely to give positive recommendations to their friends, family, or business associates. This can have a positive impact on business growth as recommendations from satisfied customers often have a powerful impact.

Based on the theoretical basis and literature review, a research model can be prepared as follows :

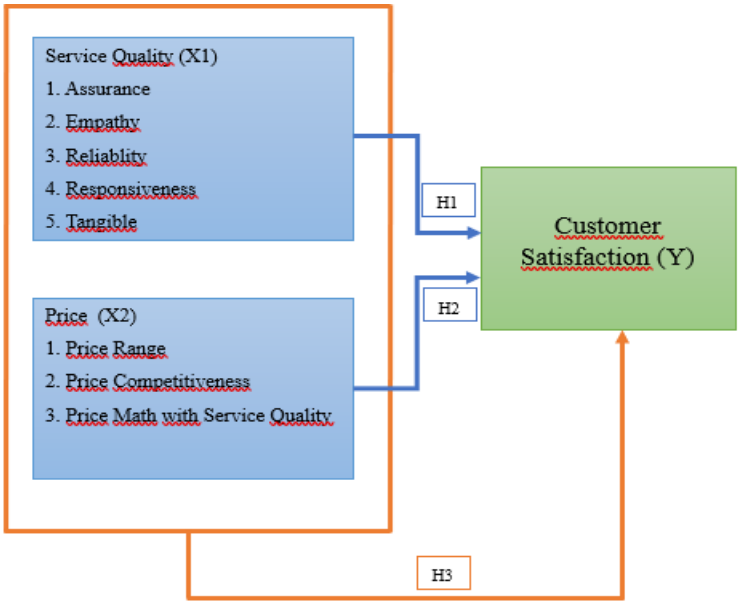

Figure 2. Research model

H1= The quality of service has a favorable impact on customer satisfaction.
H2= The pricing exerts a beneficial influence on customer satisfaction.
H3= Service quality and price simultaneously contribute positively to customer satisfaction.

METHOD

This research method uses quantitative descriptive methods. Research begins with data collection, theory, data analysis, and interpretation. Data collection relies on direct data obtained through the use of surveys. The duration of the research starts from January to December 2022. The research revolves PT Crieta.

Techniques for Collecting and Analyzing Data

Information was extracted from a questionnaire circulated to PT Crieta's clientele via a Google Form link. An ordinal scale was employed to assess each variable. This study employed a 5-point Likert scale, ranging from 'strongly disagree' (1) to 'strongly agree' (5), to gauge attitudes towards both independent and dependent variables (Sugiyono, 2015). To ascertain Panel Data Regression Estimation Method to model the influence of predictor variables on responses in several sectors where the data of a research object is observed during a certain time period. Data were analyzed using multiple linear regression analysis. Many linear regressions describe correlations between variables, such as dependent variables and independent variables. Correlation between variables is determined using the Partial Hypothesis Test (T test) and Simultaneous Hypothesis Test (F test) methods.

Total Population and Sampling

The research encompassed a population of 50 PT Crieta customers. Meanwhile, the sample in the research consisted of 33 respondents. Based on (Slovin, 1960. 10% customer error rate).

In this instance, the population consists of 50 respondents who are customers of PT Crieta. The sample will be established using the Slovin formula, with a 10% significance level, resulting in a sample size of 33 customers/respondents for the research.

$$\text{Slovin Formula} = n = \frac{N}{1+N.e^2} = \frac{50}{1+50\ .0{,}01} = 33{,}33 = 33$$

RESULTS AND DISCUSSION

Panel Data Regression Estimation Method

Panel Data Regression is a type of regression test that has its own characteristics, namely that there is a combination of time series data and cross sectional data. The Chow Test uses Common Effect data because there is no data series and there is only one Common Effect.

Table 1. Common Effect Tabulations

Dependent Variable: Y
Method: Least Squares
Date: 10/17/23 Time: 20:06
Sample: 1 33
Included Observation: 33

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.688228	3.062073	0.551335	0.5855
X1	0.363718	0.132972	2.735289	0.0104
X2	0.313684	0.203698	1.539946	0.1341
R-Squared	0.685069	Mean Dependent var		26.21212
Adjusted R-Squared	0.664074	S.D. Dependent var		2.619131
S.E Ofregression	1.518025	Akaike Info Criterion		3.759206
Sum Squared Resid	69.13202	Schwarz Criterion		3.895252
Log Likelihood	-59.02689	Hunna-Quinn Criter		3.804981
F-Statistic	32.62955	Durbin-Watson Stat		1.620257
Prod (F-Statistic)	0.000000			

The Common Effect or Pooled Least Square (PLS) is a basic panel data modeling approach that does not consider temporal or individual dimensions. It assumes that company data exhibits consistent behavior across different time periods. This method applies the Ordinary Least Square approach (OLS) or least squares technique to estimate panel data models. So it is known in the Common Effect Table with a Probability value of 0.5855 > 0.05.

Test the Classic Assumptions of OLS Regression

This test ensures that the regression used is correct and valid. This test has several tests including normality test, multicollinearity test, heteroschodasticity test, autocorrelation test, and regression linearity test.

1. Normality Test

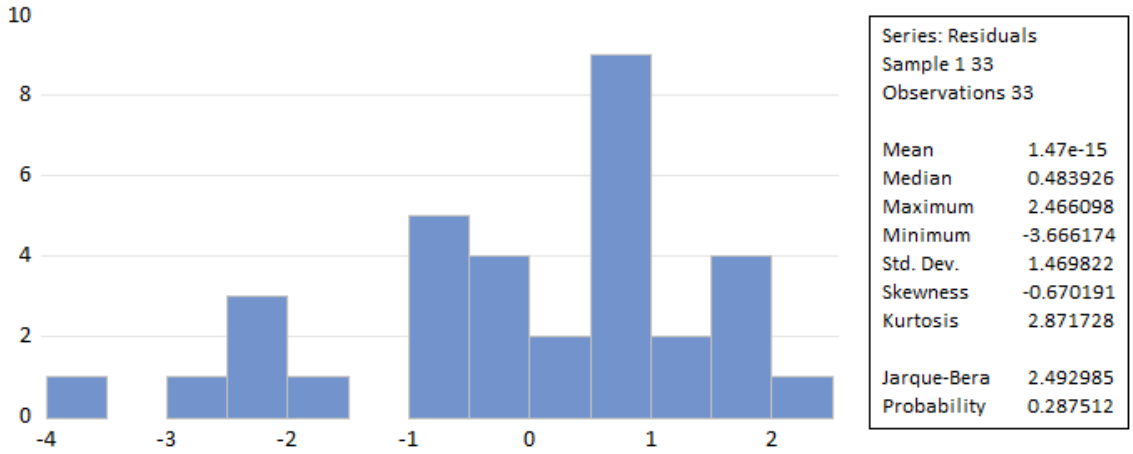

Figure 3. Histogram Normality TEST

The Jarque-Bera statistic is 2.492985 with a p-value of 0.28751, which is < 0.05. Therefore, we accept the alternative hypothesis (H1), indicating that the residuals are not normally distributed.

2. Multicollinearity Test

Table 2. Multicolinear Test

Variance Inflation Factors
Date: 10/18/23 Time: 23:10
Sample: 1 33
Included Observations: 33

Variable	Coefficient Variance	Uncentered V|F	Centered V|F
C	9.376293	134.2725	NA
X1	0.017682	508.3117	3.818352
X2	0.041493	418.7103	3.818352

The Centered Variance Inflation Factor (VIF) values for both X1 and X2 are below 10, indicating that there are no multicollinearity problems in the predictive model.

3. Heterosscedaticity Test

In the case where the p-value is represented by the Probability (Prob) value, the chi-square(2) value for Obs*R-Squared is 0.0675. Since the p-value, 0.0675>0.05, we accept the null hypothesis (H0), signifying that the regression model exhibits homoscedasticity. In other words, there are no issues with the heteroscedasticity assumption.

Table 3. Heterosscedasticity Test

Heterokedasticity Test: Breusch-Pagan-Godfrey
Null Hypothesis: Homoskedasticity

F-Statistic	2.928414	Prod. F(2,30)	0.0689
Obs* R-Squared	5.390196	Prod. Chi-Square(2)	0.0675
Scaled Explainded SS	4.168999	Prod. Chi-Square(2)	0.1244

Test Equation:
Dependent Variable: RESID^2
Method: Least Squares
Date: 10/18/23 Time: 23:12
Sample: 1 33
Included Observation: 33

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.478259	5.546184	0.086232	0.9319
X1	0.552720	0.240846	2.294909	0.0289
X2	-0.872485	0.368948	-2.364789	0.0247

R-Squared	0.163339	Mean Dependent var	2.094910
Adjusted R-Squared	0.107562	S.D. Dependent var	2.910507
S.E Ofregression	2.749525	Akaike Info Criterion	4.947241
Sum Squared Resid	226.7967	Schwarz Criterion	5.083288
Log Likelihood	-78.62948	Hunna-Quinn Criter	4.993017
F-Statistic	2.928414	Durbin-Watson Stat	1.619826
Prod (F-Statistic)	0.068903		

When examining the p-value represented by the Prob value, the chi-square(2) value on Obs*R-Squared is 0.0675. Since the p-value of 0.0675 > 0.05, we can conclude that H0 is accepted. This implies that the regression model is homoscedastic, or in simpler terms, there are no issues with the non-heteroscedastic assumption.

4. Autocorrelation Test

Table 4. Autocorrelation Test

Breusch-Godfrey Serial Correlation LM Test:			
Null Hypothesis: No Serial Correlation at up to 2 Lags			
F-Statistic	0.816954	Prod. F(2,30)	0.4520
Obs* R-Squared	1.819502	Prod. Chi-Square(2)	0.4026
Test Equation:			
Dependent Variable: RESID			
Method: Least Squares			
Date: 10/18/23 Time: 22:58			
Sample: 1 33			
Included Observation: 33			
Presample Missung Value Lagged Residuals set to zero.			

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.180375	3.323023	0.355211	0.7251
X1	-0.013424	0.136164	-0.098588	0.9222
X2	-0.022254	0.205801	-0.108133	0.9147
RESID(-1)	0.221420	0.209471	1.057042	0.2995
RESID(-2)	-0.174714	0.195429	-0.894003	0.3789

R-Squared	0.055136	Mean Dependent var	1.47E-15
Adjusted R-Squared	-0.079844	S.D. Dependent var	1.469822
S.E Ofregression	1.527373	Akaike Info Criterion	3.823703
Sum Squared Resid	65.32033	Schwarz Criterion	4.050447
Log Likelihood	-58.09110	Hunna-Quinn Criter	3.899995
F-Statistic	0.408477	Durbin-Watson Stat	1.891550
Prod (F-Statistic)	0.800957		

Take note of the Prob Chi Square (2) value, which represents the p-value from the Breusch-Godfrey Serial Correlation LM test. It stands at 0.4026>0.05. Consequently, we accept the null hypothesis (H0), indicating the absence of a serial autocorrelation issue.

5. Linearity Test

Table 5. Linearity Test

Ramsey RESET Test
Equation: CEM
Omitted Variables: Squares of Fitted Values
Specification: Y C X1 X2

	Value	Df	Probability
T-Statistic	0.944892	29	0.3525
F-Statistic	0.892820	(1, 29)	0.3525
Likelihood Ratio	1.000642	1	0.3172

F-Test Summary:

	Sum of Sg.	Df	Mean Squares
Test SSR	2.064792	1	2.064792
Restricted SSR	69.13202	30	2.304401
Unrestricted SSR	67.06723	29	2.312663

LR Test Summary:

	Value
Restricted LogL	-59.02689
Unrestricted LogL	-58.52657

Unrestricted Test Equation:
Dependent Variable: Y
Method: Least Squares
Date: 10/18/23 Time 23:14
Sample: 1 33
Included Observations: 33

Variable	Coefficient	Std. Error	T-Statistic	Prob.
C	32.67070	0.992047	0.992047	0.3294
X1	-0.645182	-0.599601	-0.599601	0.5534
X2	-0.533530	-0.580205	-0.580205	0.5663
FITTED^2	0.052684	0.944892	0.944892	0.3525

R-Squared	0.694476	Mean Dependent var	26.21212
Adjusted R-Squared	0.662870	S.D. Dependent var	2.619131
S.E Ofregression	1.520744	Akaike Info Criterion	3.789489
Sum Squared Resid	67.06723	Schwarz Criterion	3.970884
Log Likelihood	-58.52657	Hunna-Quinn Criter	3.850523
F-Statistic	21.97292	Durbin-Watson Stat	1.606435
Prod (F-Statistic)	0.000000		

In the Linearity Test conducted in Eviews, the Ramsey Reset Test was employed, and the outcome is reflected in the p-value displayed in the probability column under the F-statistics row. The result of this test is 0.3525, which >0.05. As a result, it can be inferred that the independent variable exhibits linearity with the dependent variable.

Model Feasibility Test

1. F-Statistics Test

The linearity test in Eviews, performed using the Ramsey Reset Test, yields results indicated by the p-value found in the probability column under the F-statistics row. The outcome of this test, with a result of 0.3525, exceeds > 0.05. Therefore, it can be inferred that the independent variable exhibits linearity with the dependent variable.

a. If the Fcount<the Ftable, then H0 is accepted and H1 is rejected, indicating that there is no statistically significant impact of each independent variable on the dependent variable.
b. If the Fcount >the Ftable, then H0 is denied, and H1 is upheld, signifying that there is a statistically significant impact of each independent variable on the dependent variable.

c. If the p-value > the significance level (α), then H0 is upheld, and H1 is dismissed.
d. If the p-value < the significance level (α), then H0 is denied, and H1 is upheld.

Table 6. F-Statistics Test

Dependent Variable: Y
Method: Least Squares
Date: 10/17/23 Time: 20:06
Sample: 1 33
Included Observation: 33

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.688228	3.062073	0.551335	0.5855
X1	0.363718	0.132972	2.735289	0.0104
X2	0.313684	0.203698	1.539946	0.1341
R-Squared	0.685069	Mean Dependent var		26.21212
Adjusted R-Squared	0.664074	S.D. Dependent var		2.619131
S.E Ofregression	1.518025	Akaike Info Criterion		3.759206
Sum Squared Resid	69.13202	Schwarz Criterion		3.895252
Log Likelihood	-59.02689	Hunna-Quinn Criter		3.804981
F-Statistic	32.62955	Durbin-Watson Stat		1.620257
Prod (F-Statistic)	0.000000			

The outcome of the model's viability test relies on the significance value (F-Statistic). The decision is made based on a set criterion. If the probability (Prob) significance value (F-Statistic) surpasses the alpha level (0.05), it indicates the feasibility of the estimated regression model. Conversely, if it falls below the alpha level, the estimated regression model is deemed unfeasible.

Based on this theory, the regression model in this paper is suitable to be estimated as a regression model. Where the F-statistic value of 32.62955 is greater than the F-table which is 4.15 and the Prob (F-statistic) value with p-value < α (0.000000 < 0.05) shows that X1 and the influence on the dependent variable Y is significant.

Thus, this multiple regression model is suitable for use, and the independent variables which include X1 and X2 have a simultaneous influence on variable Y.

2. T-Statistics Test

The statistical t-test is used to determine whether there is a linear influence between the independent variable and the dependent variable. Compare the calculated t value with the table t value. If the t count > the t table, then Ho is refuted, and H1 is affirmed, indicating a significant impact of each independent variable on the dependent variable. Conversely, if the t count is less than the t table, Ho is generally accepted, and H1 is dismissed, suggesting an insignificant influence of each independent variable on the dependent variable. Alternatively, if the probability value < 0.05, variable X significantly affects Y; if the probability value > 0.05, variable X has an insignificant impact on Y.

Table 7. T-Statistics Test

Dependent Variable: Y
Method: Least Squares
Date: 10/17/23 Time: 20:06
Sample: 1 33
Included Observation: 33

Variable	Coefficient	Std. Error	t-Statistic	Prob.
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X2	0.313684	0.203698	1.539946	0.1341
R-Squared	0.685069	Mean Dependent var		26.21212
Adjusted R-Squared	0.664074	S.D. Dependent var		2.619131
S.E Ofregression	1.518025	Akaike Info Criterion		3.759206
Sum Squared Resid	69.13202	Schwarz Criterion		3.895252
Log Likelihood	-59.02689	Hunna-Quinn Criter		3.804981
F-Statistic	32.62955	Durbin-Watson Stat		1.620257
Prod (F-Statistic)	0.000000			

Based on the results of the t test in the image above, conclusions can be drawn from each independent variable, as follows:

a. Quality of Service (X1)

The Service Quality variable (X1) exhibits a probability value, indicating that the variable X1 (0.0104 < 0.05), thus confirming its significant impact.

b. Price (X2)

The Price variable (X2) has a probability value, suggesting that the variable X2 (0.1341 > 0.05), hence indicating its lack of significant impact.

3. Coefficient of Determination (Y)

Table 8. Coefficient of Determination

Dependent Variable: Y
Method: Least Squares
Date: 10/17/23 Time: 20:06
Sample: 1 33
Included Observation: 33

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.688228	3.062073	0.551335	0.5855
X1	0.363718	0.132972	2.735289	0.0104
X2	0.313684	0.203698	1.539946	0.1341
R-Squared	0.685069	Mean Dependent var		26.21212
Adjusted R-Squared	0.664074	S.D. Dependent var		2.619131
S.E Ofregression	1.518025	Akaike Info Criterion		3.759206
Sum Squared Resid	69.13202	Schwarz Criterion		3.895252
Log Likelihood	-59.02689	Hunna-Quinn Criter		3.804981
F-Statistic	32.62955	Durbin-Watson Stat		1.620257
Prod (F-Statistic)	0.000000			

Basing the analysis on the coefficient of determination results presented in the table above, the R-squared coefficient holds a value of 0.685069. Consequently, it can be inferred that the hypothesis is upheld, indicating that X1 and X2 can indeed exert an impact on Y, the dependent variable, accounting for 68.51% of the variation, while the remaining 31.49% is attributable to other factors beyond X1 and X2.

Based on the results of the tests that have been carried out, it shows that the calculated t value is (n=33, df= 31, t table = 1.69552).

1. The Impact of Service Quality (X1) on customer satisfaction.

According to the T-Test results, X1 has a probability value of 0.0104, which < 0.05, and the calculated t-value is 2.735289 > the t-table value of 1.69552. This provides evidence for rejecting Ho and accepting H1, indicating that Service Quality has a significant impact on the level of Customer Satisfaction at PT Crieta. The positive regression coefficient value of 0.3525 leads to the conclusion that there is a one-way relationship between X1 and Y at PT Crieta, signifying that an increase in X1 results in an increase in Y. In summary, the t-test results confirm that X1 has a positive and significant effect.

2. The Impact of Price (X2) on customer satisfaction (Y).

According to the outcomes of the X2 Probability T-Test with a result of 0.1341, which < the significance level of 0.05, and the calculated t-value of 1.539946, which < the t-table value of 1.69552, it can be affirmed that Ho is accepted and H1 is rejected. Consequently, it can be concluded that Price does not have a significant impact on the level of Customer Satisfaction at PT Crieta. Despite having a positive regression coefficient value of 0.3525, it can be inferred that there is a one-way relationship between X2 and Y at PT Crieta, signifying that an increase in X2 leads to an increase in Y. However, the t-test results suggest that the effect of X2 is positive but insignificant.

CONCLUSION

The Research was conducted to test the influence of Service Quality and Price from January to December 2022. The findings show that Service Quality has a significant and positive influence on the level of customer satisfaction at PT Crieta Jakarta this answers our hypothesis in hypothesis one (H1). This shows that efforts to improve the quality of service in the company will help to significantly increase customer satisfaction. Conversely, the price also exhibits a favorable impact on customer satisfaction, albeit without statistical significance this answers our hypotesis in hypothesis two (H2). Even though the influence is not as big as service quality, companies still need to consider the price aspect in an attempt to enhance customer contentment. Furthermore, this study unveils that both service quality and price collectively affect customers at PT Crieta Jakarta this answers our hypothesis in hypothesis three (H3). Therefore, strategies that include improving service quality and good price considerations can effectively increase customer satisfaction in the company.

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