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The Effect Of Service Quality And Price On Customer Satisfaction Of Mineral And Coal Mining Consulting Services At Pt Allsys Solutions

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Abstract.

The rapid development of business in the era of globalization causes competition between companies to be tighter, so various efforts must be made in order to attract the attention of consumers from competitors. This study aims to determine and analyze service quality and price both simultaneously and partially on PT Allsys Solutions customer satisfaction. The sampling amounted to 92 consumers with a saturated sampling technique in which all members of the population were sampled. This questionnaire is tested with validity tests, reliability tests and also classical assumption tests. The results of the test are valid, reliable and can be used for regression data. The analytical methods used in this study are descriptive and verifative methods with a quantitative approach. The results showed that the variables of service quality and price had a direct and positive effect on PT Allsys Solutions customer satisfaction. The result of the R (square) determination test is 40.61% while the remaining 59.39%. The relationship between service quality and price has a strong relationship with the result of a correlation coefficient of sort. 0.637.

Keywords: Costomer Satisfaction, Service Quality, and Price.

I. INTRODUCTION

Many businesses are developing in the field of mining consultant training services, one of which is PT Allsys Solutions. PT Allsys Solutions was established in 2007 in Jakarta with the aim of providing professional services in the field of management consulting and management training, continuous improvement of organizational performance and providing solutions and problem solving in production business management. The rapid development of business in the era of globalization causes competition between companies to be tighter, so various efforts must be made in order to attract the attention of consumers from competitors. One of the things that companies must pay attention to is the level of consumer satisfaction. There are several other competing companies including the following:

Table 1. PT Allsys Solutions Competitor Name Data Market Order

No	Name	Location
1	PT. Allsys Solutions	Jakarta
2	PT. Prosyid Tricon Utama	Balikpapan-East Kalimantan
3	PT. Have an Independent Core	Bekasi, West Java
4	PPSDM Geominerba	Bandung, West Java
5	PT. SLV Metropolitan Indonesia	Cilegon, Jakarta
6	PT. Garuda Systrain Interindo	South Bogor
7	PT. Seven Sriwijaya Gemilang (TSG)	Palembang
8	PT. Indo Training	Balikpapan-East Kalimantan
9	PT. Panca Sriwijaya Energi	Palembang, South Sumatra
10	PT. Cipta Mandala Indonesia	Surabaya, East Java

Source : PT Allsys Solutions Competitor Data, 2022

Based on the data in Table 1. That competition between companies companies must try to determine the right strategy to provide a sense of satisfaction to consumers. Training services must try to create creative and marketing ideas that are able to make consumers interested in using their services. The company continues to make offers, such as training packages to attract attention so that it hopes to provide satisfaction to consumers. According to Kotler & Keller (2016: 153), consumer satisfaction is a feeling of pleasure or disappointment from the results of comparing performance products or services that are perceived to be in accordance with expectations. If the performance falls short of expectations, then the consumer is not satisfied. If it meets expectations, consumers are satisfied. If it exceeds expectations, consumers are very satisfied or happy. The indicators of consumer satisfaction are the suitability of expectations, interest in

visiting again and willingness to recommend. The following are the sales results made by PT Allsys Solutions in 2021 with an annual target of IDR 7,500,000,000,-. One way to measure consumer satisfaction is by income development as shown in the following table:

Table 2. Target and Realization of PT Allsys Solutions Revenue in 2021

Moon	Target (Rp)	Realization (Rp)	Attainment (%)	Information
January	625.000.000	101.420.000	16,23	Not Reached
February	625.000.000	236.575.000	37,85	Not Reached
March	625.000.000	233.900.000	37,42	Not Reached
April	625.000.000	124.960.000	19,99	Not Reached
May	625.000.000	19.250.000	3,08	Not Reached
June	625.000.000	199.650.000	31,94	Not Reached
July	625.000.000	93.400.000	14,94	Not Reached
August	625.000.000	1.083.194.200	173,31	Reached
September	625.000.000	1.455.087.000	232,81	Reached
October	625.000.000	563.294.500	90,13	Not Reached
November	625.000.000	1.574.991.000	252,00	Reached
December	625.000.000	133.633.300	21,38	Not Reached
Total	7.500.000.000	5.819.355.000	931,08	
Average	625.000.000	484.946.250	77,59	Not Reached

Source: PT Allsys Solutions, 2022

Based on Table 2, it explains the changes in 2021 that have not reached the target set by PT Allsys Solutions which uses an annual target of IDR 7,500,000,000, - in 2021, PT Allsys Solutions sales did not reach the target of IDR 5,819,355,000, - with the achievement of a revenue level of 77.59%, the achievement in August, September and November occurred because in that month it already had contracts and tenders from PT Antam Tbk and PT Vale Indonesia. This shows that the target is not achieved by 22.41%, the non-achievement of the target is thought to be due to the Covid-19 pandemic in 2021, which greatly impacted the sales of consulting services at PT Allsys Solutions so that sales did not reach the predetermined target. But besides that, it is also suspected that there is a lack of optimal service quality and price. One factor that can affect customer satisfaction is the quality of service.

To attract more consumers, companies must provide good quality service. According to Lupiyoadi (2014: 216), said that service quality is how far the difference between reality and consumer expectations of the service received. Service quality is the key to success, while indicators that need to be considered include physical evidence, reability, responsiveness, assurance, and empathy. Service quality is the entirety of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly. Good quality service to consumers, will cause consumer confidence in the company because consumers are satisfied with the services provided by the company and do not rule out the possibility that these consumers will convey their satisfaction to others, this will expand market share and of course the company will be superior to its competitors. At PT Allsys Solutions there are several problems in the quality of service, such as so that there is no delay in sending training certificates from BNSP because the funds that should be paid to LSP are transferred to others first, there are obstacles in sending certificates to consumers. it can be seen in the following table:

Table 3. Consumer Assessment of Service Quality at PT. Allsys Solutions

No	Service Quality Indicators	Types of Phone Complaints	Sum
1	Tangible	-	-
2	Empathy	- Unsatisfactory service	3
3	Reliability	- Less fast service	2
		- Haven't submitted the certificate on time	7
4	Responsiveness	- Less fast in resolving consumer complaints	2
5	Assurance	- Unfriendly employees	2
Total Consumer Complaints			16
Consumer Feedback			92
Percentage of Total Complaints (%)			17,39

Source: Primary data processed 2022

Based on Table 3. types of consumer complaints about the quality of service at PT. Allsys Solutions showed that from the responses of 92 consumers, 16 people complained or 17.39%. Things that are

complained about such as unsatisfactory service, less fast service, not sending certificates on time, less fast in resolving consumer complaints and less friendly employees. Of the several service quality complaints, the most is reliability as many as 7 complaints. From the measurement results of the 5 indicators, there are 4 indicators that are still complained about such as reliability, responsiveness, assurance, and empathy while there are no complaints. With so many complaints, it affects consumer satisfaction has not been fulfilled.

In addition to service quality, there are factors that greatly affect consumer satisfaction in choosing goods or services, namely price. Price is one of the important factors in a business, because many companies or business people fail in their business just because they are wrong in determining the price of a good or service they produce, which results in losing business competition with direct competitors. Either the price is too high which results in consumers switching to another place or the price is too low, so that the company experiences losses because the costs incurred are not proportional to the profits obtained. In addition to the quality of service, price is also one of the factors that can affect consumer satisfaction. According to Kotler and Armstrong (2016: 65), price is money charged for goods and services, or a number of values exchanged by consumers for the benefit of using and owning a good or service. Each of these products has a different cost.

II. THEORY REVIEW

Management is a science used to manage operational systems in a company or organization in order to be able to achieve predetermined targets. Management is "*Marketing management as the art and science of choosing target markets and getting keeping and growing customers through creating, delivering, and communicating superior customer value*" (Kotler and Keller 2016: 27) Services are any actions or activities that can be offered by one party to another party, basically intangible and do not result in any transfer of ownership, service production may be related to physical products or not (Lupiyoadi 2014: 7), Consumer satisfaction is a feeling of pleasure or disappointment resulting from comparing a perceived performance product or service in line with expectations. If performance falls short of expectations, then consumers are not satisfied (Kotler & Keller, 2016:153). Service quality is how far the difference between reality and consumer expectations of the service received (Lupiyoadi, 2014: 216). Price is money charged for goods and services, or a certain amount of value exchanged by consumers for the benefit of using and owning a good or service (Kotler and Armstrong 2016: 65).

Hypothesis Development

The direct influence of service quality and price on consumer satisfaction, the relationship between service quality and price with consumer satisfaction is how all these variables can affect consumer expectations or desires until in the end consumers feel satisfied. According to Kotler and Armstrong (2012: 9) consumer satisfaction is the extent to which product performance responses meet buyer expectations. According to Tjiptono (2014: 59) said that service quality is defined as the expected level of excellence and control over the level of excellence to meet consumer desires. According to Tjiptono (2017: 289), price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of goods or services. In improving the quality of service so that consumers feel satisfied. This is reinforced by Susanti's research (2019) showing that simultaneously or together, the variables of service quality and price have a significant effect on consumer satisfaction at Coffee RR Pekanbaru and Putri Utari's research (2019) shows the results that simultaneously service quality and price have a positive and significant effect on consumer satisfaction. So that the results of the research proposed in this study are as follows:

H1: There is a direct and positive influence on service quality and on customer satisfaction

The direct influence of service quality on customer satisfaction, service quality is a process in the assessment of a product or service that will be felt directly from the consumer or the recipient of the service itself. According to Zeithaml and Bitner (2013: 75) satisfaction is a response or consumer response regarding meeting needs. Satisfaction is an assessment of the characteristics or features of the product or service, or the product itself, which provides the level of consumer pleasure related to meeting consumer consumption needs. According to Tjiptono (2014: 81), service quality is a dynamic condition related to service products,

and process and environmental conditions that meet or exceed consumers. Offers that meet consumer value expectations affect consumer satisfaction and likelihood of repurchase. If the perceived quality of service exceeds expectations, it means service. It provides a high value and will encourage the creation of very high satisfaction. Conversely, if these expectations are not achieved, it means that the quality of service does not meet what is desired. Consumers or companies fail to serve their consumers. If the consumer's expectations are the same as those obtained, it means that the consumer is satisfied. This is reinforced by research by Maulana (2016) obtaining results that there is a significant influence of service quality on customer satisfaction at PT. TOI and research by Setiawan et al (2022) show that service quality has a positive and significant effect on customer satisfaction, so the hypotheses proposed are as follows:

H2: There is a direct and positive influence of service quality on customer satisfaction.

The direct effect of price on consumer satisfaction, according to Tjiptono (2014: 353), states satisfaction comes from the Latin *satis* which means *quite good, adequate and facio* which means *doing or making satisfaction simply can be interpreted as an effort to fulfill something or make something adequate*. Price becomes one of the most important elements in determining the market share and profit of a company. According to Kotler and Keller (2018: 67), price is one element of the marketing mix that generates revenue. This is reinforced by research by Christono (2019) getting results that price has a positive and significant effect on customer satisfaction and Abadi's research (2022) shows the results that price has a positive and significant effect on consumer satisfaction, the hypotheses proposed are as follows:

H3: There is a direct and positive effect of price on consumer satisfaction

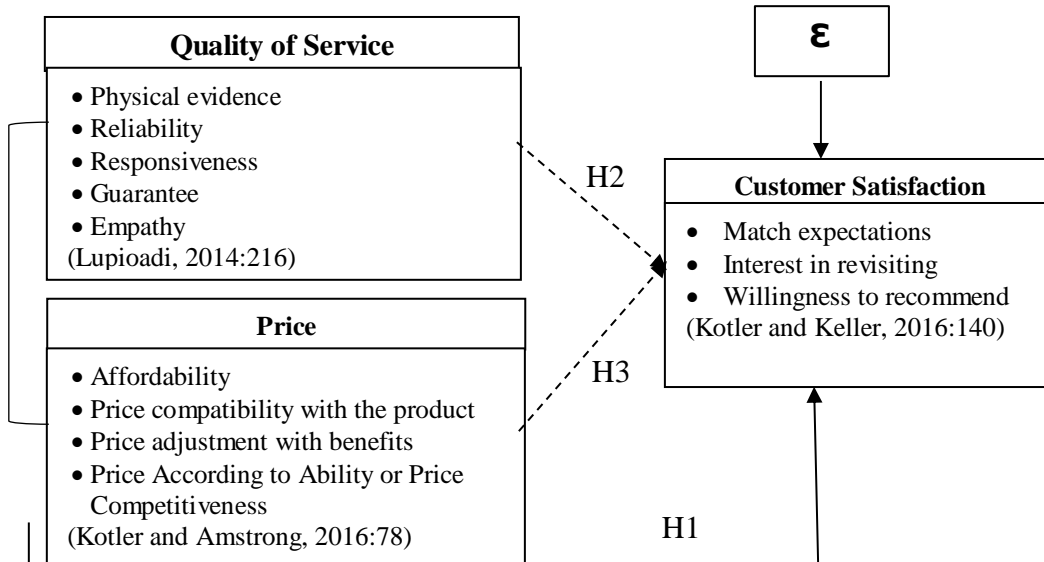


Fig 1. Frame of mind

III. METHODS

A quantitative approach is used to explain the influence of research variables using *path analysis*. In accordance with its purpose, this research is designed as a *descriptive* and *verifative research*. The number of samples in this study was 92 consumers. According to Sugiyono (2017: 85) the definition of saturated sampling is a sampling technique when all members of the population are sampled, this is done when the population is *relatively* small, less than 30, or researchers want to make generalizations with very small errors. Based on the statistical method used for data analysis (path analysis) a total of 92 samples for two exogenous variables, one intervening variable and one endogenous variable have met the requirements of path analysis (linear model). Data collection is carried out through: 1) distribution of questionnaires based on indicators of each variable; 2) conduct *in-depth interviews* to complete the analysis; 3) literature studies to obtain secondary data. The questionnaire data is processed with qualitative and quantitative approaches. This type of questionnaire uses a closed questionnaire with an ordinal scale. The diagram model can be seen in Figure 2.

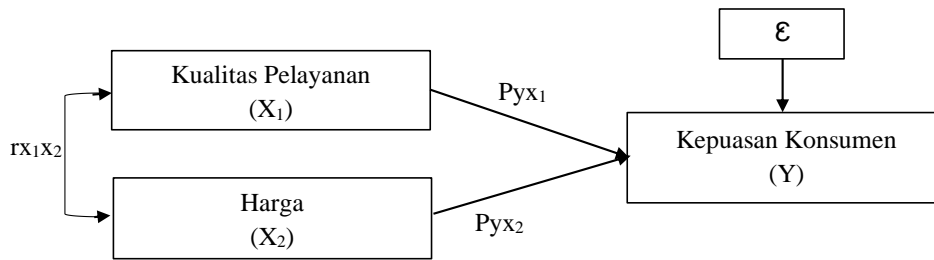


Fig 2. Path Diagram Model

Calculation using *path analysis* by: 1) calculating multiple regression coefficients using models, 2) calculate the path coefficient with the model; 3) calculate the coefficient of determination; 4) calculate the effect by F test and t test. The validity test shows that the questionnaire question items are said to be valid at least 0.3 referring to Sugiyono (2016: 121) where *total correlation items above 0.3 are categorized as valid items, while total correlation items below 0.3 are invalid and will be excluded from the next analysis.* Reliability tests show how reliable a measuring instrument is through measuring two or more times the same symptoms with the same measurement instrument. According to Sugiyono (2016: 121), an instrument is said to be reliable *if* the alpha is 0.6 or more.

The classical assumption test shows that the research model really meets the basic assumption requirements in regression analysis, namely: 1) the normality test explains that the normally distributed model uses the Kolmogorov-Smirnov test referring to Ghozali (2016: 154) where the Kolmogorov-Smirnov probability value (*SIG*) is above 0.05 or statistical data forms a bell curve; 2) The multicollinearity test explains that the model found no correlation between independent variables refer to Sunyoto (2013: 134) to detect multicollinearity through tolerance value with value above 0.05 and *variance inflation factor* with value below 0.05; 3) the heteroscedasticity test explains that *the variance of the model is not the same* from the residual of one observation to another fixed observation, so the model is good to use referring to Ghozali (2016: 138), Heteroscedasticity testing through observation of *scatterplot* graphs between *Zpred* values and residual *sresids*. Here is the operationalization of the variable.

IV. RESEARCH RESULTS AND DISCUSSION

Table 4. Recapitulation of Consumer Characteristics

Information	Types of Characteristics	Number (Length of Company Establishment (Year) and Number of Consumers)	Percentage (%)
Name, address and length of establishment of the Company	PT Sandvik SMC	160	1
Enterprises	PT	85	93
Business Field	Contractor	55	60
Service Products	First Operational Supervisor	81	88

Source: Primary data processed, 2023

It can be concluded that in this study PT Sandvik SMC is the longest established company, the business field that uses the most services is PT with the contractor business field and the most frequently used service product is the First Operational Supervisor (POP).

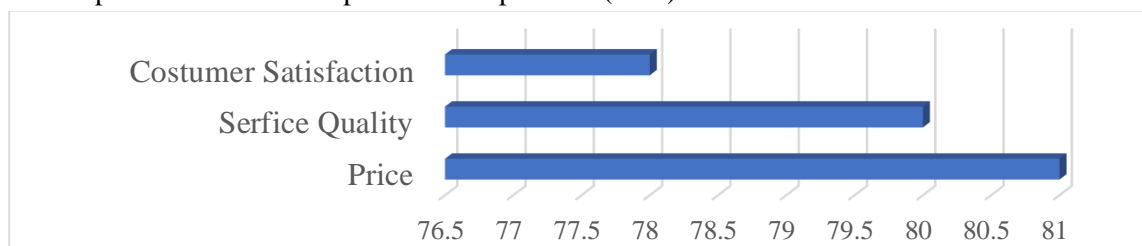


Fig 3. Recapitulation of Consumer Responses to Service Quality, Price, and Customer Satisfaction.

Source: Primary Data processed, 2023

Based on the figure, it can be seen that consumer responses regarding consumer satisfaction have an average value of 78%, including in the category of agreeing with the satisfaction assessment criteria. This is because PT Allsys Solutions customers are satisfied with the suitability of expectations, interest in visiting again and willingness to recommend has met customer satisfaction. Consumer feedback regarding service quality has an average score of 80%, including in the category of agreeing with good rating criteria. This is because the services provided by PT Allsys Solutions are satisfactory so that consumers agree that the quality of PT Allsys Solutions services is of good quality. Consumer feedback on the price of PT Allsys Solutions has an average value of 81%, including in the category of agreeing with the cheap assessment criteria. This is shown by the criteria according to consumers agreeing with the price of PT Allsys Solutions service products because the amount of money spent is in accordance with the benefits and quality of the products provided.

Table 5. Results of the Influence of Service Quality and Price Variables on Consumer Satisfaction

Variable	R2	Path Coefficient	tcalculate	Sig
Quality of Service (X1)	0.406	0.276	2.773	0.007
Price (X2)		0.438	4.398	0.000

Source: results of statistical data processing with SPSS version 25, 2023

Based on Table 5, it can be seen that the significance value of both variables, namely service quality (X_1) = 0.007 and price (X_2) = 0.000 is smaller than 0.05. And obtained the coefficient of the path of service quality to customer satisfaction (P YX1) of 0.276 and the coefficient of the price path to consumer satisfaction (P YX2) of 0.438. The pearson correlation value of the relationship between service quality and price is 0.572 hence the moderate correlation value. The calculation of the coefficient of determination of service quality and price on consumer satisfaction () is 0.406. Other variable path coefficients beyond service quality and price are obtained as: $R^2_{Y(X1X2)}$

$$PYE = \sqrt{(1 - R Square)}$$

$$PYE = \sqrt{(1 - 0,406)}$$

$$PYE = 0.770$$

The structural equation for the model of the effect of service quality and price on customer satisfaction is as follows: $Y = 0.276 X_1 + 0.438 X_2 + 0.770$ The equation model above is a structural model that does not describe the predicted value of changes in exogenous variables to endogenous variables. The equation can be described in the following structural model:

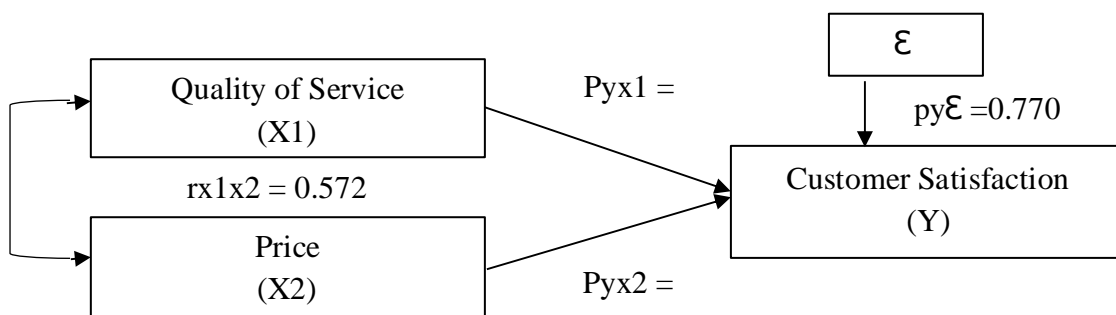


Fig 4. Structural Model Path Diagram of Service Quality (X₁) and Price (X₂) to Customer Satisfaction (Y)

Source: Processed Data, 2023

Table 6. The Effect of Service Quality and Price on Consumer Satisfaction

Variable	Customer Satisfaction (Y)		Total Effect %
	Direct %	Indirect %	
Quality of Service (X ₁)	7,61	6,91	14,52
Price (X ₂)	19,18	6,91	26,09
Total Effect X ₁ , X ₂	32,71	6,91	39,62

Source : Data Processed, 2023

Results of Multiple Correlation Influence

Correlation analysis is an analysis used to determine how strong the relationship between the variables of service quality (X₁), price (X₂) and consumer satisfaction (Y) together. The results of multiple correlation analysis can be seen in Table 4.62 below:

Table 7. Multiple Correlation Calculation Results

Type	R	R Square	Model Summary ^b	
			Adjusted R Square	Std. Error of the Estimate
1	.637a	.406	.393	5072.93832

a. Predictors: (Constant), Price, Quality of Service
 b. Dependent Variable: Customer Satisfaction

Source: Processed Data, 2023

The relationship between service quality and price to customer satisfaction shows a number of 0.637 which means it has a strong relationship. This shows that the higher the quality of service and price, the higher the customer satisfaction of PT Allsys Solutions.

Results of the Coefficient of Determination Analysis (R²)

The magnitude of the influence of service quality and price on customer satisfaction can be seen in the following table:

Table 8. Recapitulation of the Effect of Service Quality and Price Variables on Consumer Satisfaction

Variable	Path Coefficient	Direct Influence
X ₁	0,276	14,52
X ₂	0,438	26,09
Total		40,61

Source: Processed Data, 2023

Based on Table 8, it can be seen that the magnitude of Rsquare (R²) is 0.406 or 40.61%. This shows that the percentage of contribution of service quality and price variables on consumer satisfaction is 40.61% while the remaining 59.39% is influenced by other variables that are not included in this research model such as product factors, emotional factors, costs and convenience (Tjiptono, 2016: 295).

The statistical value of the F test is obtained in the Anova table of SPSS results. The results of the significance test calculation can be seen in the following table:

Table 9. Test Line F Coefficient Testing

Hypothesis	R ²	F count	F table	Sig	Decision	Conclusion
PYX = 0	0,406	30,459	3,10	0,000	H ₀ rejected	Significant

Source: Results of statistical data processing with SPSS version 25, 2023

A calculated F value of 30.459 was obtained with a significance of 0.000. To test the hypothesis set earlier, it is done by comparing the F count with the F value of the table. From table F obtained the value of F table with db₁ = 2 and db₂ = 92-2-1= 89 of 3.10. The F calculate value of 30.459 is greater than the F table value of 3.10, when viewed from the significance value of 0.000 smaller than 0.05, it can be concluded that the quality of service and price have a direct and positive effect on consumer satisfaction.

Table 10. Test Line Coefficient Testing t

Hypothesis	R ²	t count	t table	Sig	Decision	Conclusion
PYX ₁ = 0	0,276	2,773	1,662	0,007	H ₀ rejected	Significant
PYX ₂ = 0	0,438	4,398	1,662	0,000	H ₀ rejected	Significant

Source: Results of statistical data processing with SPSS version 25, 2023

Discussion

Service quality and price have a direct and positive effect on customer satisfaction.

The relationship between service quality and price with consumer satisfaction is how all these variables can affect consumer expectations or desires until in the end consumers feel satisfied. The services and prices provided by the company must be in accordance with consumer expectations so that consumers feel satisfied with the services provided by the company. The results of this study are supported research by

(Komalasari, 2021; Sumarsid & Paryanti, 2022; Anggraeni, 2021; Gunawan dan Azhar, 2020; Gemina dan Zulkipli, 2019) which shows that service quality has a positive and significant influence on consumer satisfaction.

23 **Service quality has a direct and positive effect on customer satisfaction.**

Service quality determines consumers to continue to choose to use company services. The services provided must certainly be optimal and increase over time. The quality of services provided from physical evidence, empathy, reliability, responsiveness and assurance has been assessed well by consumers must still be evaluated and improved to be more optimal with the highest assessment, namely physical evidence indicators. Things that can support service quality variables are considered good including adequate physical evidence so that consumers feel comfortable, employees are able to communicate well, quickly and responsively respond to consumer complaints, and provide timely guarantees in their services. 21 If the quality of service provided by the company is good, it will increase customer satisfaction. The results of this study are supported research by (Leonardi dkk, 2021; Silaningsih dkk, 2021; Arif dan Ekasari, 2020, Seumahu & Fadillah, 2020; Mariansyah & Syarif, 2020) which shows that service quality has a positive and significant influence on consumer satisfaction.

1 **Price has a direct and positive effect on consumer satisfaction.**

Price has an important role for consumers to consider purchases. The pricing of a service can be seen from the standard of service quality produced by the company. In this case, the company must determine the price according to the purchasing power of consumers. To increase consumer satisfaction with appropriate pricing, it must be able to provide more economical price offers but in accordance with the quality of service received when using services. The driving factors for consumer satisfaction are price with indicators, affordability, price suitability with products, price compatibility with benefits, and price in accordance with ability or competitiveness 9

35 **The relationship between service quality and price**

Service quality is the foundation of service in a company that has a value of 0.572 or 57.2% that service quality has a strong enough relationship and is in line with price. 17 The price offered by the company is in accordance with the quality of service provided. The relationship between service quality and price to customer satisfaction shows a number of 0.637 which means it has a strong relationship.

V. CONCLUSION AND IMPLICATIONS

Based on the results of research on the effect of service quality and price on customer satisfaction of Mineral and Coal Mining consulting services at PT Allsys Solutions, 27 it can be concluded that based on consumer responses to service quality, price and customer satisfaction, that is, PT Allsys Solutions customer satisfaction is included in the satisfied category, interest in visiting again is the indicator with the highest value and conformity of expectations is the indicator with the lowest value, The quality of service of PT Allsys Solutions is included in the good category, tangible is the indicator with the highest value and reliability is the indicator with the lowest value, the price of PT Allsys Solutions is included in the appropriate category, price suitability with the product is the indicator with the highest value and the price according to ability and competitiveness is the indicator with the lowest value. 6

Service quality and price have a direct and positive effect on customer satisfaction of mineral and coal mining consulting services at PT Allsys Solutions. 1 The theoretical implication of this study is that PT Allsys Solutions needs to pay attention to customer satisfaction, service quality and price by making several improvements in order to increase customer satisfaction. 36 On the variable of service quality, the statement of the reliability indicator, on the price variable, the statement of the price indicator according to the ability and competitiveness by consumers get the lowest assessment from respondents. Based on consumer responses, statements from consumer satisfaction indicators regarding the suitability of expectations and for further researchers can make this research a reference and reference. Researchers should look for other variables that affect customer satisfaction in addition to service quality and price such as using product factors, emotional faktir, cost and convenience in order to obtain more perfect results.

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