

THE INFLUENCE ANALYSIS OF SERVICE QUALITY AND PRICE TO CUSTOMER SATISFACTION OF PT. PEGASUS TRANS NUSANTARA

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Abstract – *This studies has a purpose to determine the effect of service quality and price on customer satisfaction at PT. Pegasus Trans Nusantara. The population of this study were all consumers of PT. Pegasus, Central Jakarta, which is a garment seller in Tanah Abang. The sample of this research is 99 respondents.*

A quantitative approach and associative methods are used as a research strategies. The sampling technique used was proportionate stratified random sampling. The data analysis used are determination coefficient of partial and simultaneous analysis and hypothesis testing..

The results showed that partially, first, service quality has a significant and positive effect on customer satisfaction by 11.35%. Second, price has a significant and positive effect on customer satisfaction by 59.13%. Third, service quality and price simultaneously have a significant effect on customer satisfaction by 73.1%.

Keywords: *Service quality, price, and customer satisfaction*

Abstrak–*Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan di PT. Pegasus Trans Nusantara. Populasi penelitian ini adalah semua konsumen PT. Pegasus, Jakarta Pusat yang merupakan penjual garmen di Tanah Abang. Sampel penelitian ini sebanyak 99 responden. Strategi penelitian yang digunakan adalah dengan menggunakan pendekatan kuantitatif dan metoda asosiatif. Teknik pengambilan sampel yang digunakan adalah *proportionate stratified random sampling*. Analisis data yang digunakan adalah analisis koefisien determinasi parsial, simultan dan uji hipotesis.*

Hasil penelitian menunjukkan bahwa secara parsial, pertama, kualitas pelayanan berpengaruh signifikan dan positif terhadap kepuasan pelanggan sebesar 11,35%. Kedua, harga berpengaruh signifikan dan positif terhadap kepuasan pelanggan sebesar 59,13% Ketiga, kualitas pelayanan dan harga secara simultan berpengaruh signifikan terhadap kepuasan pelanggan sebesar 73,1%.

Kata Kunci: *Kualitas pelayanan, Harga, dan Kepuasan Pelanggan*

I. PRELIMINARY

PT. Pegasus Trans Nusantara is a freight forwarding company that was established on August 18 2018. This company has been operating since 2014, but at that time it was still the one of the freight forwarding companies in Jakarta. Currently, PT. Pegasus Trans Nusantara has been trusted by customers at the Tanah Abang wholesale center as a provider of expedition services. However, the competition between freight forwarders at the Tanah Abang wholesale center is very tight. Six years of existence of PT. Pegasus Trans Nusantara, competing with big competitors such as Adam Cargo, MEX Cargo, Golden, Sumber Jaya (Ahwat), and Lionel Cargo, has proven to be able to survive and continue to compete. Each of these freight forwarding companies has different and very varied strategies, especially in operational and marketing strategies.

As more and more new business units emerge, consumers will have increasingly diverse choices. Thus the bargaining power of consumers is getting bigger. The needs and desires of consumers have begun to get great attention, and have become the main focus of the company. Every customer wants and needs must be fulfilled, because if their wants and needs are not met, they will leave the company and become customers of competing companies.

Researchers suspect that if the service quality and price affect customer satisfaction due to the fact that customers of PT. Pegasus felt that the quality of service and prices provided by the company were less competitive. Service quality and less competitive prices cause customers to slowly leave PT. Pegasus. This was revealed from the results of interviews with customers of PT. Pegasus who stated that many complaints from customers were related to a less competitive pricing policy.

Based on the background of the problems above, the authors are very interested in knowing the factors that can affect customer satisfaction at PT. Pegasus Trans Nusantara, so this research will be entitled " The Influence Analysis Of Service Quality And Price To Customer Satisfaction Of PT. Pegasus Trans Nusantara ".

1.1. Formulation of the problem

Based on the background of the problems that has been stated above, the problem formulations in this study are:

1. Does the service quality affect the customer satisfaction Of PT. Pegasus Trans Nusantara?
2. Does the price affect the customer satisfaction Of PT. Pegasus Trans Nusantara?
3. Do the service quality and price jointly affect the customer satisfaction Of PT. Pegasus Trans Nusantara?

1.2. Research purposes

Based on the background and problem formulation, the objectives of this study are:

1. To determine the effect of service quality on customer satisfaction Of PT. Pegasus Trans Nusantara.
2. To determine the effect of price on customer satisfaction at PT. Pegasus Trans Nusantara.
3. To determine the effect of service quality and price on customer satisfaction at PT. Pegasus Trans Nusantara simultaneous

II. LITERATURE REVIEW

2.1. Consumer behavior

Kotler and Keller (2016: 166) define consumer behavior as a study of how individuals, groups and organizations choose, buy, use, and reject goods, services, ideas, or experiences to satisfy their needs and wants. The same thing was also expressed by Sudaryono (2014: 11), who defines consumer behavior as a discipline that studies the behavior of individuals, groups or organizations and the processes used by consumers to select, use products, services, experiences, or ideas to satisfy their needs and consumer desires

Engel, et.al in Sudaryono (2014: 5) defines consumer behavior as the actions of individuals who are directly involved in obtaining and using economic services, including decision-making processes that precede and determine these actions. Whereas Loudon and Bitta in Sudaryono (2014: 5) define consumer behavior as a decision-making process and individual activities physically involved in the process of evaluating, obtaining, using or being able to use goods and services.

2.2. Customer satisfaction

Kotler and Keller (2016: 139) state that consumer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If the performance is as expected, the customer will be satisfied. If the performance exceeds expectations, the customer will be very satisfied or happy

In line with the previous opinion, Sudaryono (2014: 49) states that the theory of satisfaction (the expectancy disconfirmation model) is a model that explains the process of forming consumer satisfaction or dissatisfaction, which is the impact of the comparison between consumer expectations before purchase or consumption with the actual performance obtained by consumers. . In other words, satisfaction is the result of the consumer's assessment that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less. The same thing was expressed by Mowen and Minor in Sudaryono (2014: 48) defining consumer satisfaction as the overall attitude shown by consumers towards goods and services after they have obtained and used them.

2.3. Service quality

Kotler and Keller (2016: 143) state that service quality is the totality of features and characteristics of services that depend on its ability to satisfy stated or implied needs. A service is said to be of quality if it can provide service perfection by service providers in meeting the needs and desires of customers as well as the accuracy of its delivery to balance customer needs and expectations.

Parasuraman in Lupiyoadi (2018: 216) states that service quality is the difference between reality and customer expectations for the service they receive. From the various explanations above, it can be concluded that service quality is any action or activity that can be offered by a party to another party, which is basically intangible and does not produce any ownership that can have a level of excellence in accordance with what is expected. consumers so as to meet the needs and desires of customers

2.4. Price

Buchari (2016: 169) defines price as the value of an item expressed in money. Sudaryono (2014: 361) defines price as an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and place. Price is something that is given in exchange for a good or service.

2.5. Influence between Research Variables

2.5.1. The effect of service quality on customer satisfaction

Humans will basically try to fulfill their complex needs and wants such as basic physical needs (food, shelter, and shelter), social needs for socializing, security needs, need for knowledge, self-expression and health needs. Achieving the maximum level of needs and desires of a customer can be realized through the achievement of quality products or services.

Service quality is the totality of features and characteristics of services that depend on its ability to satisfy stated or implied needs. Service quality will provide an incentive to customers to form strong ties with the company and can be achieved through long-term relationships. This kind of bonding will enable the company to deeply understand customer expectations and by achieving these expectations can enable the company to increase customer satisfaction through maximizing a pleasant customer experience and minimizing or eliminating unpleasant customer experiences (Panjaitan & Yuliati, 2016: 271)

2.5.2. The effect of price on customer satisfaction

Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and place. Price is something that is given in exchange for a good or service. The selling price of a product or service of a company can be used as a measure of the achievement of the level of satisfaction felt by customers. This is because the value of a product or service that is reflected in a price is one of the considerations for customers to choose a service. If the value felt by customers for a service is higher, it will create maximum customer satisfaction. (Maulana, 2016: 123). In other words it can be said that if the service price has been set by a company, in this case PT. Pegasus Trans Nusantara, has a high value for customers as it is able to meet the needs and desires of customers related to cargo services so that consumers will also feel high satisfaction with the cargo services offered by PT. Pegasus Trans Nusantara

2.6. Hypothesis Development

The hypothesis in this study are:

H1 : It is suspected that there is an effect between service quality and customer satisfaction of PT. Pegasus Trans Nusantara..

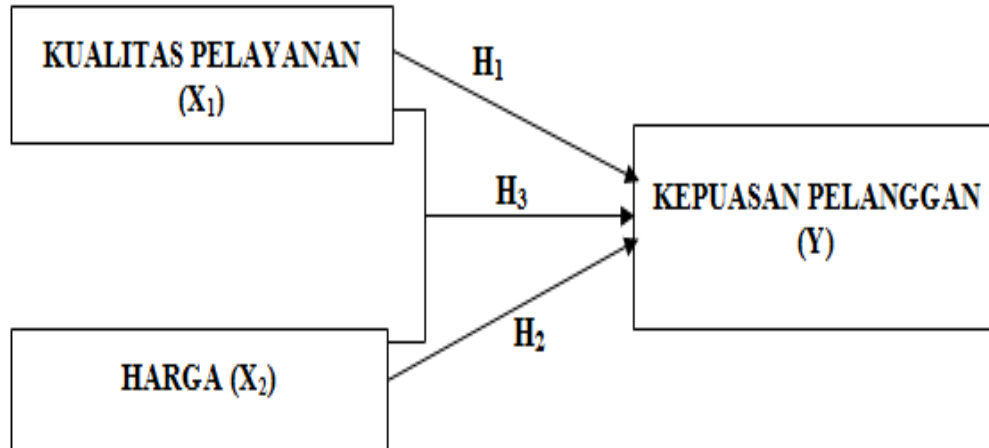
H2 : It is suspected that there is an effect between price and customer satisfaction of PT. Pegasus Trans Nusantara.

H3 : It is suspected that there is an effect between service quality and price with customer satisfaction of PT. Pegasus Trans Nusantara simultaneously.

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2.7 Research Conceptual Framework

The conceptual framework is a conceptual model of how theory relates to various factors that have been identified as important problems, so the research framework can be seen in the following figure:



Gambar 2.1 Conceptual Framework

III. RESEARCH METHODS

3.1. Research Strategy

Based on the research objectives that have been determined, this study uses a quantitative approach and specifically using a survey method. The time horizon used in this study is cross-sectional, that means information is collected only once, although it is possible to do so in a certain period, so it is often known as One-shot. Thus the research method designed for this study is to find the relationship between the variable service quality and price on customer satisfaction of PT. Pegasus, Tanah Abang, Jakarta.

3.2. Population and Sample Research

According to Sugiyono (2016: 61) population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics that are determined by researchers to be studied and then draw conclusions. The population of this study are customers or service users of PT. Pegasus Trans Nusantara, because this research is a research on the perception of satisfaction felt by customers of PT. Pegasus Trans Nusantara. The sampling technique used is probability sampling. According to Sugiyono (2016: 63), probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member, which concentrates on proportionate stratified random sampling. According to Sugiyono (2016: 64), this technique used if the population has members / elements that are not homogeneous and proportionally stratified. The author uses the Slovin formula in the sample calculation with an error rate of 10%, following the Slovin formula proposed by Riduwan and Kuncoro (2012: 14):

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = Sample Size

N = Population Size

e = error tolerance

Based on the explanation above, using the Slovin formula, the sample size can be calculated as follows:

$$n = \frac{6.432}{1 + 6.432(10\%)^2}$$
$$n = 98,47$$

So, the sample for this study was 99 respondents.

3.3. Data Analysis Methods

In this study, data management used the Statistical Package for The Social Sciences (SPSS) method, or in other words using the IBM SPSS v22 application. This means that this research uses software (software). This type of research is a multivariate study using multiple regression analysis techniques.

3.3.1. Method of Processing and Presentation of Data

The data obtained were then processed using the IBM SPSS Version 22.00 software. SPSS software is used to facilitate data processing, so that the results are faster and more precise. Where editing and coding are done. Editing is the first stage in processing data obtained by researchers from the field by checking the possibility of respondent's answer error and the uncertainty of respondent's answer. Coding is giving or a certain sign or code to alternative answers of a kind or classifying so that it can facilitate researchers about tabulation.

3.3.2. Research Instrument Test

1. Validity and Reliability Test

The validity test for each instrument is carried out by first looking for the correlation value between the parts of the measuring instrument as a whole by correlating each item of the measuring instrument with the total score which is the number of each item score. To calculate the validity of the measuring instrument, the Pearson Product Moment formula is used. The validity test uses a 95% confidence level, where $df = n-2$. The basis for decision making in this validity test is as follows: If r_{count} is positive, and $r_{count} > r_{table}$, then the question item is valid; If r_{count} is not positive, and $r_{count} < r_{table}$, then the question item is invalid. Rhasil value is obtained from the calculation of the Pearson Product Moment correlation between the score of each question item and the total score. The basis for decision making on the reliability test is as follows: If Cronbach Alpha $> r_{table}$, it can be said to be reliable; If Cronbach Alpha $< r_{table}$, it can be said to be unreliable. If Cronbach Alpha (R Alpha) is greater than 0.60, it is declared Reliable. (Ghozali, 2013: 51)

3.3.3. Analysis of the coefficient of determination

The coefficient of determination (R^2) in essence measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one. A small value means that the ability of the independent variables to explain the dependent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable (Ghozali, 2013: 97). The determination test can also see the extent of the relationship between the independent variables and the dependent variable, and the magnitude of this correlation coefficient will show the level of the relationship between the independent variable and the dependent variable which can be seen in table 3.1 below.

Table 3.1 Interpretation of the R Value Correlation Coefficient

Coefficient Interval	Relationship Level
0,00–0,199	Very low
0,20–0,399	Low
0,40–0,599	Strong enough
0,60–0,799	Strong
0,80–1,000	Very Strong

Source : Riduwan & Kuncoro (2012 : 62)

3.3.4. Hipotesis Testing

Hypothesis testing is used to test the effect partially and multiple. The hypotheses to be tested in this study are:

1. T Test

The t test is used to test whether each independent variable partially has an influence on the dependent variable. The test uses a two-way significant test with a significant level of 0.05. The test criteria are as follows:

- If $t_{count} > t_{table}$, or $sig. < 0.05$ then H_0 is rejected and H_a is accepted, which means that partially the independent variable has a significant effect on the dependent variable.
- If $t_{count} < t_{table}$, or $sig. > 0.05$ then H_0 is accepted and H_a is rejected, which means that partially the independent variable has no significant effect on the dependent variable..

2. F Test

The F test is used to test whether the independent variables simultaneously affect the dependent variable. The test criteria are as follows:

- If $F_{count} > F_{table}$, or $sig. < 0.05$ then H_0 is rejected and H_a is accepted, which means that partially the independent variable affects the dependent variable.
- If $F_{count} < F_{table}$, or the value of $sig. > 0.05$ then H_0 is accepted and H_a is rejected, which means that partially the independent variable has no effect on the dependent variable

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

Pegasus Cargo began operating in 2014 as a Business Center Unit at an International Cargo Company and became independent in January 2017 to August 2018, during that period Pegasus was not yet a legal entity in its journey, it was still Under the Land Expedition company name. On August 18 2018 Pegasus officially became a limited liability company under the name PT. Pegasus Trans Nusantara or its legal abbreviation Pegatara. In the period 2014 to 2018, Pegasus has served many domestic door to door deliveries to well-known corporate customers, including: Solaria, McDonald, PT. Vaksindo Satwa Nusantara (Animal Vaccine Manufacturer), Agrinusa Jaya Sentosa (Animal Vaccine Distributor), Romindo (Animal Vaccine Distributor & Supplier), Department of Public Works and others, and Planet Surf (Garment PT. PSM) which is currently still a regular client .

4.2. Respondent Description

Respondents of this research are customers of PT. Pegasus Trans Nusantara. The total number of questionnaires distributed was 99 questionnaires and 105 questionnaires (respondents) were returned and fit for processing in which 6 questionnaires did not return or were eligible to be processed (incomplete).

4.2.1. Respondents by Gender

The characteristics of respondents by gender can be seen in the following table:

Table 4.1 Profile of Respondents by Gender

Gender	Total	Percentage
Male	53	54%
Female	46	46%
Total	99	100%

Source: processed data (2020)

Based on the table above, it can be seen that the distribution of respondents who are customers of PT. Pegasus Trans Nusantara, Jakarta who are male are 53 people or 54% of the total respondents and female consumers are 46 people or 46% of the total respondents.

4.2.2. Respondents Based on Latest Education

The characteristics of respondents based on the latest education can be seen in the following table:

Table 4.2 Profile of Respondents Based on Latest Education

Latest Education	Total	Percentage
SD - SMA / SMK	45	45%
D3 - S1	52	53%
S2 - S3	2	2%
Total	99	100%

Source: processed data (2020)

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Based on the table above, it can be seen that the distribution of respondents who are customers of PT. Pegasus Trans Nusantara, Jakarta, who are less than or equal to twenty years old are 0 people or 0% of the total respondents, respondents aged between 21 years and 30 years are 34 people or 34% of the total respondents, respondents aged between 31 years to 40 years amounted to 53 people or 54% of the total respondents and respondents aged equal to or greater than 41 years were 12 people or 12% of the total respondents.

4.2.3. Respondents by Age

The characteristics of respondents by age can be seen in the following table:

Tabel 4.3 Profile of respondents by age

Age	Total	Percentage
≤ 20 Tahun	0	0%
21-30 Tahun	34	34%
31-40 Tahun	53	54%
≥41 Tahun	12	12%
Total	99	100%

Source: processed data (2020)

Based on the table above, it can be seen that the distribution of respondents who are customers of PT. Pegasus Trans Nusantara, Jakarta, who are less than or equal to twenty years old are 0 people or 0% of the total respondents, respondents aged between 21 and 30 are 34 people or 34% of the total respondents, respondents aged between 31 years to 40 years are 53 people or 54% of the total respondents and 12 respondents who are equal to or greater than 41 years old or 12% of the total respondents.

4.2.4. Profile of Respondents Based on the Frequency of Use of PT. Pegasus

The characteristics of respondents based on frequency can be seen in the following table:

Table 4.4 Profile of Respondents Based on the Frequency of Use of PT. Pegasus

Frequency of Using Services	Total	Percentage
1 - 3 times	4	4%
4 - 6 times	11	11%
7 - 9 times	21	21%
More than 10 times	63	64%
Total	99	100%

Source: processed data (2020)

Distribution of customer respondents from PT. Pegasus Trans Nusantara, Jakarta in using delivery services at PT. Pegasus as much as 1-3 times a month totaling 4 respondents or 4% of the total respondents, respondents who use delivery services at PT. Pegasus 4 - 6 times a month totaling 11 people or 11% of the total respondents, respondents who use delivery services at PT. Pegasus 7 - 9 times a month totaling 21 people or 21% of the total respondents, and respondents who use delivery services at PT. Pegasus more than 10 times a month totaling 63 people or 64% of the total respondents.

4.3. Instrument Test Results

4.3.1. Validity Test

The significance test of whether the questionnaire statement is valid or not is done by comparing the calculated r value (SPSS output) with the r table for degree of freedom (df) = n - 2, where n = number of samples. If r count \geq r table then the item or question or indicator is declared valid $\alpha = 0.05$. If r count \leq r table then the question item or indicator is declared invalid. Then the amount of the calculated r value is df = 99 - 2 = 97. the value of df = 97 in the r table = 0.1975. The following is the calculated r value (SPSS output) from the calculation results of SPSS 22

Table 4.5 Service Quality Validity Test Results

Variable	Statement Items	r Count	r Table	Description
Service Quality	KP1	0.833	0,1975	Valid
	KP2	0.866	0,1975	Valid
	KP3	0.775	0,1975	Valid
	KP4	0.767	0,1975	Valid
	KP5	0.807	0,1975	Valid
	KP6	0.749	0,1975	Valid
	KP7	0.857	0,1975	Valid
	KP8	0.826	0,1975	Valid
	KP9	0.858	0,1975	Valid
	KP10	0.606	0,1975	Valid

Source: processed data (2020)

From the table above, the validity test of all statements of service quality variables can be seen that the value of r count (SPSS output) on all statement items is greater than the value of r table (0.1975) which means that each item of the statement of service quality variables is valid and can be used in research.

Table 4.6 Price Validity Test Results

Variable	Statement Items	r Count	r Table	Description
Price	H1	0.712	0,1975	Valid
	H2	0.811	0,1975	Valid
	H3	0.759	0,1975	Valid
	H4	0.770	0,1975	Valid

Source: processed data (2020)

From the table above on the validity test of all price variable statements it can be seen that the calculated r value (SPSS output) on all statement items is greater than the r table value (0.1975) which means that each item of the price variable statement is valid and can be used in research.

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Tabel 4.7 Customer Satisfaction Validity Test Results

Variable	Statement Items	r Count	r Table	Description
Customer Satisfaction	KK1	0.957	0,1975	Valid
	KK2	0.881	0,1975	Valid
	KK3	0.853	0,1975	Valid

Source: processed data (2020)

From the table above on the validity test of all price variable statements it can be seen that the calculated r value (SPSS output) on all statement items is greater than the r table value (0.1975) which means that each item of the price variable statement is valid and can be used in research.

4.3.2. Reliability Test

The reliability test of this study was tested using an internal consistency approach, namely by using the Cronbach alpha (α) coefficient. Reliability test is carried out only on statement items that have been declared valid, while items that are invalid are declared invalid or do not need to be continued for reliability testing. The basis for decision making in the reliability test is if the calculated Cronbach Alpha value is greater than 0.60, then the research variable is declared reliable and vice versa if the calculated Cronbach Alpha value is less than 0.60, then the research variable is declared unreliable. The following is the Cronbach Alpha value calculated on the results of the SPSS 22 calculation:

Tabel 4.10 Reliability Test Results

Variable	Number of Statement Items	Cronbach Alpha Value	Value Limit	Description
Kualitas Pelayanan	10	0.936	0.600	Reliabel
Harga	4	0.760	0.600	Reliabel
Kepuasan Konsumen	3	0.875	0.600	Reliabel

Source: processed data (2020)

From the table above shows the Cronbach's Alpha value of all variables above the limit value of 0.600, it can be said that the statements in all variables both service quality, price and customer satisfaction are reliable, meaning that the results of measuring statements on all variables have good consistency for can be used in this research.

4.3.3. Analysis of the coefficient of determination

1. Partial Determination Coefficient of Service Quality (X1) on Customer Satisfaction (Y) (X2 Constant)

By referring to the results of data processing using SPSS version 22, which can be seen from the attachment, it is obtained the partial determination coefficient between Service Quality (X1) and Consumer Satisfaction (Y) of 0.337. Thus, the coefficient of determination of service quality on customer satisfaction can be calculated as follows:

$$\begin{aligned}
 KD &= r_{y1.2}^2 \times 100\% \\
 &= 0,337^2 \times 100\% \\
 &= 11,35\%
 \end{aligned}$$

The value of the partial determination coefficient of service quality is 11.35%, which means that service quality contributes 11.53% to customer satisfaction.

2. Partial Determination Coefficient of Price (X2) on customer satisfaction (Y) (X2 Constant)

By referring to the results of data processing using SPSS version 22 which can be seen from the attachment, the partial determination coefficient between Price (X2) and Consumer Satisfaction (Y) is 0.769. Thus, the coefficient of determination of service quality on customer satisfaction can be calculated as follows:

$$\begin{aligned} \text{KD} &= r_{y2.1}^2 \times 100\% \\ &= 0,769^2 \times 100\% \\ &= 59,13\% \end{aligned}$$

The value of the partial determination coefficient of price is 59.13%. It is interpreted that the price contributes 59.13% to customer satisfaction.

3. Multiple Coefficient of Determination of Service Quality (X1) and Price (X2) on customer satisfaction (Y)

The multiple coefficient of determination aims to determine the magnitude of the influence between the independent variables, namely service quality and price together (simultaneously) on customer satisfaction. Referring to the results of data processing using SPSS version 22, which can be seen from the attachment, it is obtained the multiple coefficient of determination between Service Quality (X1) and Price (X2) on Customer Satisfaction (Y) of 0.731. Thus, the coefficient of multiple determination can be calculated as follows:

$$\begin{aligned} \text{KD} &= r^2 \times 100\% \\ &= 0,731 \times 100\% \\ &= 73,1\% \end{aligned}$$

The coefficient of determination of the variable quality of service and price simultaneously on customer satisfaction is equal to 0.731. It can be interpreted that if there is a change in service quality and price, then 73.1% is the result of changes in trust, perceived price and service quality and price changes, while the effect of 26.9% is caused by other variables outside this model.

4.3.4. Hipotesis Testing – t Test

Hypothesis testing consists of the t test and F test. The t test is used to test whether each independent variable (service quality and price) partially influences the dependent variable (customer satisfaction). While the F test is used to test whether the independent variables (service quality and price) simultaneously have an influence on the dependent variable (customer satisfaction). The test uses a two-way significant test with a significant level of 0.05. The test criteria for the t test are as follows:

- If the value is sig. <0.05. then H0 is rejected and Ha is accepted, which means that partially the independent variable has a significant effect on the dependent variable.
- If the value is sig. > 0.05 then H0 is accepted and Ha is rejected, which means that partially the independent variable has no significant effect on the dependent variable

The results of the SPSS 20 calculation on this t test are shown in the table below:

Table 4.11 t Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.866	.544		5.267	.000
	Kualitas Pelayanan	.044	.013	.215	3.503	.001
	Harga	.475	.040	.726	11.799	.000

a. Dependent Variable: Kepuasan Konsumen

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Referring to the table above, it can be concluded that:

- a. The service quality variable has a sig value. = 0.001 <0.050, it can be concluded to reject H_0 and accept H_{a1} , which means that the service quality variable has a significant effect on the customer satisfaction variable.
- b. The price variable has a sig value. = 0.000 <0.050, it can be concluded to reject H_0 and accept H_{a2} , which means that the price variable has a significant effect on the consumer satisfaction variable.

The test criteria for the F test are as follows:

- If the value is sig. <0.05. then H_0 is rejected and H_a is accepted, which means that simultaneously the independent variable has a significant effect on the dependent variable.
- If the value is sig. > 0.05 then H_0 is accepted and H_a is rejected, which means that simultaneously the independent variable has no significant effect on the dependent variable.

The results of the SPSS 20 calculation for the F test are shown in the table below:

Table 4.12 F Test

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	201.815	2	100.908	134.199	.000 ^b
	Residual	72.185	96	.752		
	Total	274.000	98			

- a. Dependent Variable: Kepuasan Konsumen
- b. Predictors: (Constant), Harga, Kualitas Pelayanan

Sumber: data diolah (2020)

By referring to the table above, the significance F value is obtained of 0,000. In conclusion, H_0 is rejected and H_a is accepted because the significance value of F is smaller than the real level (α) = 5% or 0.000 <0.05, it means that simultaneously there is a significant influence on service quality and price variables on customer satisfaction.

4.3.5. Research Findings

By referring to the results of data analysis, the first hypothesis can be accepted and these findings are in line with research conducted by Panjaitan & Yuliati, (2016) and Martua & Djati (2018). Service quality is a dynamic condition related to products or services, people / labor, processes and tasks as well as the environment that meets or exceeds customer or consumer expectations. With this dynamic condition, in an effort to increase customer satisfaction, the management of PT. Pegasus Trans Nusantara can make improvements related to the lowest average value on the statement of the service quality variable with the lowest value, namely KP5 by accelerating the process of weighing goods to prin-out receipt letters through the use of the latest technology so that this service process can be carried out quickly. So far, the management of PT. Pegasus Trans Nusantara stated that there are still problems related to weighing equipment which likes to experience problems so that replacing the latest technology will speed up the process.

The research results also show that the higher the quality of services provided by the management of PT. Pegasus, the higher the satisfaction felt by consumers so that management needs to increase the speed and accuracy of the delivery of goods to destination locations, friendly service by staff, expand and organize cargo shipping service rooms, equip the company with good technology facilities and tools, or master product knowledge so that can provide the right informatif.

PT. Pegasus Trans Nusantara as a company engaged in the service sector certainly provides the best service is the best way to achieve customer satisfaction and this is proven based on the results of statistical tests that have been carried out. Service quality of PT. A better pegasus will allow the company to increase satisfaction and reduce customer dissatisfaction. The better the quality of service will reduce rework and in the end the number of customer dissatisfaction can be reduced.

In addition, the existence of quality service will result in high satisfaction, and this will have implications for reducing costs at the lowest point and continuing to reduce costs incurred by customers, such as long service waiting times or delayed delivery times. With this cost reduction will make one of the determinants of customer satisfaction PT. Pegasus Trans Nusantara.

From the results of the analysis on testing the second hypothesis, the hypothesis was decided to reject H_0 and accept H_a2 . These findings are in line with research conducted by Maulana, (2016) and Novi & Endang Sutrisna (2017). Price in the eyes of consumers is a perception of the value contained in a price that is related to the benefits of owning or using a product or service. In this case, the value in question is the value for the services provided by the management of PT. Pegasus Trans Nusantara.

Customers of PT. Pegasus already considers the price offered by the management to provide great benefits and improvements that can be made by PT. Pegasus Trans Nusantara is the H_4 statement by trying to benchmark competitors both in terms of the price offered and the quality of service provided, if it is still too high, management can review the price offered.

The analysis also shows that the better the perception of price policy offered by the management of PT. Pegasus in the eyes of consumers at a price that is acceptable to customers, according to the quality of service provided, provides high benefits to consumers, or is the cheapest compared to competitors, the higher the satisfaction felt by consumers.

Furthermore, the price offered by PT. Pegasus will bring up views or perceptions by customers regarding the value whether high, low, or reasonable which in the end can have a strong influence on purchasing decisions or satisfaction with decisions to buy services provided by PT. Pegasus. Furthermore, with the results of this study, consumers assume that the price offered meets expectations with the services provided so that with an increase in prices followed by an increase in service, the satisfaction felt by customers will be even greater..

From the results of the analysis on testing the third hypothesis, we get a hypothesis decision to reject H_0 and accept H_a . These findings are in line with research conducted by Risnawati, Sumarga, and Purwanto (2019); Martua and Djati. (2018); Hafizha, Abdurrahman, and Nuryani (2019); and Subaebasni, Risnawaty, and Wicaksono (2019) where in this case the management of PT. Pegasus can use the quality of service and price to increase customer satisfaction with the services provided.

From the results of this study, the management of PT. Pegasus can improve service quality by meeting expectations for services provided to customers such as speed and accuracy in delivery of goods. In addition, the management of PT. Pegasus can also increase prices, but this price increase must also be accompanied by an increase in the services provided.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

By referring to the results of the analysis that has been carried out as described in the previous chapter, conclusions can be drawn from the results of this study, namely as follows:

1. The quality of service provided by the management of PT. Pegasus has met customer expectations so that in the future the company needs to improve service quality through increasing the speed and accuracy of goods delivery services by using adequate technology and company facilities or providing friendly and targeted services to customers.
2. The price offered by the management of PT. Pegasus has met customer expectations, which means that the price offered is in accordance with the criteria for good service.

5.2. Suggestion

With the findings of this research as seen from the conclusions that have been made, the research suggestions that can be put forward are as follows:

1. Management can consider improving service quality by having complete facilities and the latest technology so that the service process on expeditions is better, delivering goods in a timely and precise manner at the destination location by completing GPS technology so that customers feel safe knowing the position of the goods deliveries, and increasing employee skills through in the job training or off the job training programs so that employees are able to build good relationships with customers, are nimble, have a professional attitude and are able to understand the needs and desires of customers.
2. Management can consider increasing price perceptions in the eyes of consumers by conducting market price surveys so that they can find out the level of price competitiveness compared to competitors and service improvements so that customers feel that the price paid is in accordance with the quality of service provided.

5.3. Research Limitations and Further Research Development

This study has limitations in the form of research variables that only include service quality and price as variables that can affect customer satisfaction. Another limitation is related to research subjects which are only conducted on customers of PT. Pegasus Trans Nusantara. Therefore, the development of the next research is to expand the population and research sample by increasing the number of respondents who are customers of PT. Pegasus Trans Nusantara or increase the number of companies engaged in the field of expedition in the Tanah Abang area. In addition, subsequent research can also look at other variables that can affect customer satisfaction such as product quality, promotion, completeness of facilities, outlet locations, and brand image.

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