The Influence of Service Quality, Company Image, and Price Perception on the Customer Satisfaction: A Study of Reflexology Service Users in Malang City

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ABSTRACT

Comprehending consumer happiness and endeavors to enhance service are vital in the service sector. The objective of this study is to analyze the influence of service quality, corporate image, and pricing perception on customer satisfaction among individuals who utilize reflexology services in Malang City. The study utilizes a quantitative methodology, including questionnaires for data gathering. The purposive sampling strategy is employed to pick a sample of 100 respondents who have been utilizing reflexology treatments for a minimum duration of six months. Data analysis utilizes multiple linear regression, as well as hypothesis testing through the use of partial t-tests and simultaneous F-tests. The results indicate that service quality, corporate image, and price perception all have a positive and significant impact on consumer satisfaction. Concurrently, the quality of service, the image of the brand, and the level of trust are observed to have a substantial influence on consumer satisfaction. Service quality is the primary determinant of customer happiness among these criteria.

Keywords: service quality, company image, price perception, customer satisfaction.

1. INTRODUCTION

Urban communities are increasingly recognizing the significance of health and fitness as a priority and way of life. Engaging in reflexology massage therapy is a viable option for enhancing one's overall health. Reflexology, a form of complementary and alternative therapy, provides a range of health advantages including stress relief, enhanced blood circulation, improved sleep quality, and pain reduction. Monitoring client satisfaction is crucial for organizations to stay competitive and ensure success, especially in the growing field of reflexology services.

Customer satisfaction refers to an individual's emotional response, either positive or negative, that arises from comparing the performance or outcome they receive with their initial expectations (Kotler and Keller, 2009). Satisfaction is determined by an individual's impression of their performance and their level of hope. If the performance falls short of expectations, the consumer will not be satisfied. If the performance exceeds expectations, clients will be satisfied or pleased. Every company must prioritize customer satisfaction as it directly impacts the long-term financial stability of the company. The findings of an initial survey conducted on reflexology service consumers indicate that their happiness is influenced by several factors. These include the provision of high-quality service, a well-established reputation of the reflexology service firms, and the perception of reasonable rates that align with the anticipated advantages.

Customer satisfaction can be defined as a feeling of either disappointment or pleasure over the work performance of the personnel in comparison to what the customer anticipated. The satisfaction of the client will have a good impact on the firm, and if the customer is not satisfied with the performance of the staff, it will pose a significant risk to the company. This is the most important factor in determining whether or not a bank is successful. In his article "Kotler and Keller, 2012," Kotler suggested that customer satisfaction is a level of satisfaction that a consumer experiences after comparing the performance or result that they desired to what they actually experienced. The term "customer satisfaction" was coined by Sintya et al. (2018), who described it as a qualitative or specialized evaluation of a product or service. According to Tjiptono (2014), the benefits of customer satisfaction include the following: (1) the harmonious relationship between the company and its customer; (2) a good basis for the repurchase; (3) the process of driving customer loyalty; and (4) the formation of a word-of-mouth recommendation that enhances the reputation of the company in the minds of customers. Feeling happy, meeting customer expectations, liking the product or brand, and being loyal to the product or brand are some of the indicators that are used in the research conducted by Prastiwi and Rivai (2022) to measure this variable of consumer satisfaction.

High service quality will engender client satisfaction and foster ongoing usage of the service. Studies conducted by Syahsudarmi (2022), Ayunani et.al. (2023), and Suparwo et.al. (2022) have demonstrated a strong correlation between service quality and customer satisfaction. However, Sudaryana (2020) discovered that service quality had an impact on customer satisfaction, but it was not statistically significant. Conversely, Wicaksono et.al (2022) and Safavi dan Hawignyo (2021) showed no relationship between service quality and customer contentment.

Innovative thinking and consistent effort are required in order to cultivate a powerful image. One cannot instantly implant a picture in the minds of individuals or spread it through the media. Neither of these things is possible. Instead, it is recommended that the image be disseminated in a uniform manner across all methods of communication that are available. Organizations need to make every effort to depict their products in a favorable light to clients in order to achieve success in acquiring new customers and keeping existing ones. According to Siringoringo and Kurniawan (2018), how the public perceives or evaluates a company is referred to as the company's image. This perception or evaluation is based on the collective impression that is formed by the company's customers. The concrete and intangible aspects of the firm, such as the advancements it has made in terms of both its products and services, as well as the perception of whether or not its employees and consumers are able to communicate effectively with one another, influence the image of the organization.

According to Wijaya, as cited in Lumenta, Mandey, and J. (2014), the phrase "service quality" refers to the standard that is used to evaluate the degree of service that is delivered in terms of its capacity to satisfy it. It is essential for a service company to provide high-quality service. In order for the organization to maintain this quality, it is necessary for them to conduct customer surveys on a regular basis in order to figure out what their wants and expectations are as service users. In Tjiptono (2014), Parasuraman identified five considerations that should be taken into account while evaluating the quality of service. These considerations include tangibles, reliability, responsiveness, assurance, and empathy. One definition of service quality is the reputation of a company, which is based on how well its employees perform in their interactions with clients, whether they are new or regular. The staff's degree of competence is evaluated through this evaluation to determine how well they operate. According to Japlani, Fitriani, and Mudawamah (2020), providing clients with excellent service is an essential strategy for any company that wishes to fulfill the requirements of customers and guarantee their contentment.

A company's image can be inferred to be the perception that an organization has based on the knowledge, responses, and experiences that it obtains, according to the conclusions that can be drawn from the ideas of the experts. Four components that act as indicators of a company's image have been discovered by Siringoringo and Kurniawan (2018): 1) Traits of the people. The audience that is being targeted is aware of the general characteristics that define a reliable company that is active in the community. 2) A great reputation. The customer's own or third-party experiences, such as evaluating the firm's transaction security, are used to determine the rights that are exercised by the company and the trust that the target audience has in the company. A person's behavior or decision-making can be influenced by their principles or beliefs. Management's attitude of prioritizing customer care and staff members that swiftly respond client requests or complaints are examples of the values that a company possesses, which are frequently referred to as the company's internal culture. This is the fourth point. Those components, such as the company's logo, color scheme, and tagline, that will make it easier for the target audience to recognize the company.

The perception of a company's image is crucial in the promotion of its services. The attributes of the service associated with the brand or company name have the potential to create a favorable perception among consumers, ultimately resulting in customer contentment. Safavi and Hawignyo (2021), Suhardi et al. (2021), and Putra et al. (2021) discovered that brand image exerts a substantial impact on customer satisfaction. In contrast, the studies conducted by Giovani and Erdiansyah (2019), Rusmahavi and Wulandari (2020), and Prastiwi and Rivai (2022) have yielded contradictory results, suggesting that corporate image does not impact customer happiness.

The price proposed must be commensurate with the quality of service. Provided that the price supplied is equitable, the buyer will invariably recall the company and thus persist in purchasing the product. Price plays a crucial role in the business realm as it serves as a medium of exchange during transactions. Price is a key determinant that organizations utilize to promote their products in a competitive market. According to Kotler and Armstrong (2018), price refers to the monetary value that customers are required to pay in order to acquire the product. Lamb et al. (2001) define price as the amount of money or value that is exchanged in order to acquire products or services. Nastiti and Astuti (2019) assert that the price is intricately linked to consumers' comprehensive understanding of price information and holds significant significance for them. Hence, the pricing factor significantly influences the enhancement of consumer loyalty. The indicators of price perception are derived from the studies conducted by Handayani and Putri (2023) and Silvia and Arifiansyah (2023). These indicators include price affordability, price-quality match, price competitiveness, and price-benefit match.

Price perception has a crucial role in shaping customer happiness. pricing perception refers to consumers' comprehension of the significance of pricing information (Krisna et al., 2021). Price perception, as defined by Malik et al. (2012), refers to the cognitive process through which customers evaluate the price of a desired product or service and assign value to it. Thus, the price is a crucial component of a firm. Companies can ensure their survival in the market by effectively managing consumer pricing perception amidst competition for market share. Studies conducted by Kristianti and Rivai (2018), Apriliani et al. (2022), Silvia and Arifiansyah (2023), and Harjati (2015) have demonstrated that pricing perception has a noteworthy and favorable impact on customer satisfaction. Contrarily, research conducted by Suhardi et al. (2022) and Rizan et al. (2015) concluded that consumer happiness is not influenced by pricing.

Due to the uneven nature of many past research findings, it is felt that performing further research on consumer satisfaction is necessary. Hence, the objective of this study is to examine the impact of service quality, corporate image, and price perception on customer satisfaction, with ABC Reflexology in Malang City as the focal point of investigation.

2. RESEARCH METHODS

This study employed a causal research design, specifically focusing on cause-and-effect relationships between variables. This design aims to analyze the relationship between research variables by employing a quantitative method. Sugiyono (2011) defines the study challenge in causal links as the investigation of the associative pattern between two or more variables. Causal design study involves establishing a cause and effect link between independent variables (X), specifically service quality (X1), company image (X2), and price perception (X3), and the dependent variable (Y), which is customer happiness.

This research focuses on the consumers of ABC reflexology in Malang, with an unknown exact number of subjects. Thus, the total number of samples consisted of 100 respondents, as cited from Sugiyono (2011). He suggested that the optimal sample size for a typical research study is between 30 and 100 samples. The sample technique employed was purposive sampling based on the criterion of selecting customers who have utilized the reflexology service for a minimum duration of six months or longer. The data was collected using a questionnaire method to obtain primary data directly from the respondents' responses to the specified questionnaire. The data measurement technique employed the Likert scales, which are ordinal scales consisting of five preference levels of response. The data analysis method employed in this study was double regression analysis, along with the usage of Validity Test and Reliability Test to assess the instruments. It was found that all the instrument items utilized in this research were both valid and reliable. In addition to the analysis technique, the traditional assumption test was conducted, which included normality test, multicollinearity test, and heteroscedasticity test. The data distribution was determined to meet the normality requirement, and there were no signs of multicollinearity among the independent variables or heteroscedasticity.

Based on the review of related literatures and previous researches, the conceptual framework could be explained as the following picture:
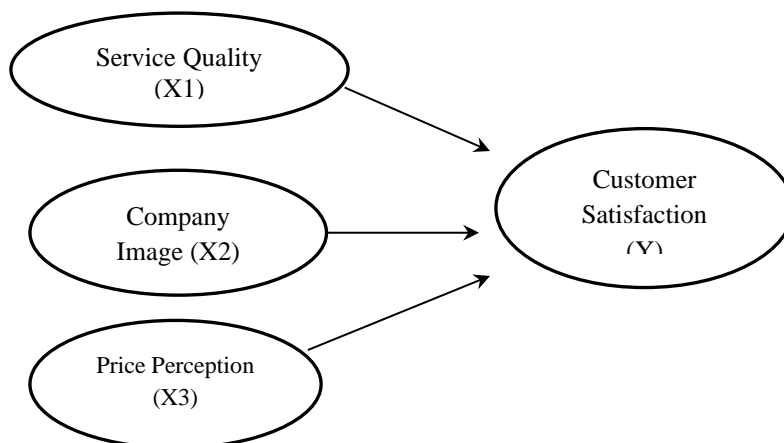
Figure 1: The Research Conceptual Framework

3. RESULTS AND DISCUSSIONS

The research findings revealed that out of the total respondents, 42 were male and 58 were female. In terms of age distribution, 15% of the respondents were ≤ 25 years old, 33% were between 26-39 years old, and 52% were between

40-65 years old. The educational background of the respondents is as follows: 23% are Senior High School graduates, 28% are Diploma graduates, 35% are Bachelor Degree graduates, and 14% are Postgraduates. Their employment status consisted of 18% college students or students, 38% entrepreneurs, 17% civil servant workers, 22% private employees, and 5% housewives. Their client tenure was distributed as follows: 33% for a time of ≤ 2 years, 47% for a period of 2-5 years, and 20% for a period of > 5 years. These findings suggest that the predominant customer base consists of middle-aged to older individuals, specifically entrepreneurs and private employees, who are becoming more conscious of their health. Moreover, these customers have been loyal for a considerable period of time, ranging from 2 to 5 years, indicating a high level of satisfaction and contentment with the service.

The validity test of the instrument testing revealed that all 17 indicators used to measure the investigated variables were found to be valid. The reliability testing of the service quality variable, company image variable, pricing perception variable, and customer satisfaction variable yielded a result of Cronbach's Alpha ≥ 0.60. This indicates that all the assertions associated with each variable demonstrated dependability and can be subjected to analysis. The measurement of multiple regression analysis in this research is presented in Table 1 below:

Table 1. The Regression Coefficient Value, t Test and F test

Variable	β	t	Sign
Service Quality (X1)	.300	3.245	.002
Company Image (X2)	.271	2.767	.007
Price Perception (X3)	.235	2.603	.011
F		88.148	.000a
R square		.734	
Adjusted R Square		.725	

The statistical analysis presented in Table 1 indicates that the service quality (X1), as measured by tangibles, reliability, responsiveness, assurance, and empathy indicators, has a significant impact on customer satisfaction (Y). This is evident from the t-test value of 3.245, which is greater than the critical t-table value of 1.661, and the significance value of 0.002, which is less than the threshold of 0.05. The study suggests that service quality characteristics have a partial but considerable impact on customer satisfaction. It aligned with the findings of Syahsudarmi (2022), Ayunani et.al. (2023), and Suparwo et.al. (2022) in terms of the relationship between service quality and customer satisfaction. However, it diverged from the research conducted by Wicaksono et.al (2022) and Safavi and Hawignyo (2021), which concluded that service quality did not have an impact on customer satisfaction. The data suggest that consumers who use reflexology services prioritize the quality of service offered for their comfort during therapy. Therefore, the quality of service is the main factor that influences customer happiness.

The Company Image (X2), as assessed through factors like as personality, reputation, values, and identity, exerts a substantial and favorable impact on customer satisfaction (Y). This can be inferred from the computed value of 2.767, which surpasses the tabulated value of 1.661, and the significance value of 0.007, which is lower than 0.05. These findings suggest that the Company Image variable has a moderate positive impact on customer satisfaction that is statistically significant. This study's findings corroborate the research conducted by Safavi and Hawignyo (2021), Suhardi et al. (2021), and Putra et al. (2021). Nevertheless, the findings of Giovani and Erdiansyah (2019), Rusmahavi and Wulandari (2020), and Prastiwi and Rivai (2022) contrast with the aforementioned research, as they concluded that brand or company image had no impact on consumer satisfaction. This demonstrates that customers will have a sense of contentment while utilizing reflexology services that possess a reputable and well-regarded identity, endorsed by the community.

The perception of price (X3), as assessed by its affordability, fit with quality, competitiveness, and benefit, has a notable and favorable impact on consumer happiness (Y). This can be inferred from the computed value of 2.603, which surpasses the tabulated value of 1.661, and the significance value of 0.011, which is lower than 0.05. These findings suggest that the variable of price perception has a somewhat favorable and statistically significant impact on consumer satisfaction. This demonstrates that customers experience satisfaction while utilizing reflexology services that offer high-quality service at a reasonable rate or cost. The results of this study corroborate the findings of Kristianti and Rivai (2018), Apriliani et al. (2022), Silvia and Arifiansyah (2023), and Harjati (2015). However, they diverge from the research conducted by Suhardi et al. (2022) and Rizan et al. (2015), which concluded that price perception does not exert a substantial influence on customer satisfaction.

The Simultaneous F Testing determined that the F test value, 88.148, was greater than the F table value of 2.699. Therefore, it may be concluded that the regression analysis model was statistically significant. Ho was rejected and Ha was accepted, indicating that the service quality variable (X1), corporate image variable (X2), and pricing perception variable (X3) collectively influenced customer satisfaction among reflexology service customers in Malang city.

The coefficient of determination quantifies the extent to which the independent factors may explain the dependent variables. The analysis revealed the magnitude of the proportion of variance in the dependent variable that was accounted for by the model and its ability to explain the dependent variables. The R Square coefficient value of 0.734 (73.4%) indicates that the independent variables - service quality, corporate image, and price perception - can account for 73.4% of the variation in the customer satisfaction variable in this research. However, the remaining portion, amounting to 26.6%, was attributed to additional variables that were not incorporated into this research model.

4. CONCLUSION

Based on these findings, it is possible to make the following recommendations:

a. The quality of the service had a positive and significant influence on the level of satisfaction experienced by the customers.

b. The image of the organization has a favorable and considerable influence on the level of satisfaction experienced by customers.

c. The perception of the pricing had a favorable and significant influence on the level of satisfaction experienced by the consumer.

ACKNOWLEDGMENTS

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