

Analyzing the Contribution of Price and Service Quality to Customer Satisfaction: A Quantitative Study at PT. Sentralsari Prima Sentosa

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Received: 20 Nov 2025

Revised: 18 Des 2025

Published: 05 Jan 2026

Abstract

This article discusses the influence of price and service quality on customer satisfaction, with the background highlighting that business competition demands companies to maintain customer satisfaction as a key to long-term success. The main issue addressed is how pricing strategies and service quality affect customer perceptions and loyalty. The study aims to determine the extent to which price and service quality variables, both individually and simultaneously, impact customer satisfaction. A quantitative approach was used, employing descriptive and verification methods through a questionnaire survey of 105 respondents. The results of multiple linear regression analysis indicate that both price and service quality have a significant and positive effect on customer satisfaction. The coefficient of determination (R^2) value of 68.7% suggests that these two independent variables explain a large portion of the variation in customer satisfaction, while the remaining 31.3% is influenced by other factors. These findings emphasize the importance of managing competitive pricing and delivering high-quality service to enhance customer satisfaction.

Keywords: *Promotion, Purchasing Decicion*

Abstrak

Artikel ini membahas pengaruh harga dan kualitas pelayanan terhadap kepuasan pelanggan, dengan latar belakang bahwa persaingan bisnis menuntut perusahaan untuk menjaga kepuasan pelanggan sebagai kunci keberhasilan jangka panjang. Isu yang diangkat berfokus pada bagaimana strategi harga dan mutu layanan dapat memengaruhi persepsi dan loyalitas pelanggan. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh variabel harga dan kualitas pelayanan secara simultan maupun parsial terhadap kepuasan pelanggan. Pendekatan yang digunakan adalah kuantitatif dengan metode deskriptif dan verifikatif melalui survei kuesioner kepada 105 responden. Hasil analisis regresi linier berganda menunjukkan bahwa baik harga maupun kualitas pelayanan berpengaruh signifikan dan positif terhadap kepuasan pelanggan. Nilai koefisien determinasi sebesar 68,7% menunjukkan bahwa kedua variabel independen tersebut mampu menjelaskan variasi kepuasan pelanggan, sedangkan sisanya dipengaruhi oleh faktor lain. Temuan ini menegaskan pentingnya pengelolaan harga yang kompetitif dan pelayanan yang berkualitas dalam meningkatkan kepuasan pelanggan.

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Kata kunci: Harga, Kualitas Pelayanan, Kepuasan Pelanggan

INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) industry in Indonesia is one of the most dynamic and rapidly growing sectors, playing a pivotal role in fulfilling consumers' daily needs. This sector is characterized by high purchase frequency, intense market competition, and pressure to maintain customer loyalty through excellent service quality and competitive pricing (Chandra, 2025). For distribution companies such as PT. Sentralsari Prima Sentosa, which operates in the B2B FMCG sector, ensuring efficient distribution processes, timely deliveries, and consistent customer satisfaction is central to long-term business sustainability (Bimantoko & Sutrisno, 2025). However, field data obtained through an interview with the branch manager PT. Sentralsari Prima Sentosa revealed that in 2024, the company achieved only 80.75% of sales delivery target.

The primary challenge in this industry lies in balancing service quality with appropriate pricing strategies. Today's consumers, empowered by digital technology and growing expectations, demand accurate, responsive, and flexible service delivery. Simultaneously, competitive pricing pressures compel companies to optimize cost structures without compromising service value (Kristanto & Padmakusumah, 2025). A mismatch between customers' perceptions of price fairness and service performance can result in decreased satisfaction and reduced customer retention (Akbar, 2021).

Numerous prior studies underscore price and service quality as key drivers of customer satisfaction across various industries. Pasharibu et al (2018) showed that fair pricing enhances satisfaction in online transportation, while Kaur et al (2021) emphasized the role of reliability and responsiveness in digital banking. In e-commerce, Arsyad (2023) found that perceived price fairness and service professionalism improve loyalty through satisfaction. While these factors have often been studied separately, there is a pressing need to examine their combined effect, particularly in the competitive FMCG distribution sector. This study fills that gap by investigating their joint impact on customer satisfaction at PT. Sentralsari Prima Sentosa.

Based on the above background, the following hipotesis are:

H1: price significantly affect customer satisfaction

H2: service quality significantly affect customer satisfaction

H3: combined contribution of price and service quality to customer satisfaction?

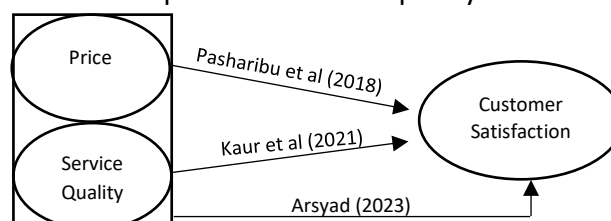


Figure 1. Research Model

Figure 1: Research model, price (Pasharibu, Paramitab, & Febrianto, 2018), service quality (Kaur, Kiran, Grima, & Rupeika-Apoga, 2021), price and service quality (Arsyad, 2023).

LITERATURE REVIEW

Price

According to Kotler and Armstrong (2016, p. 290), the term 'price' denotes the monetary amount levied for a particular product or service. More comprehensively, prices embody the aggregate of all the values that consumers forfeit in order to obtain the benefits associated with owning or using a product or service. As referenced in Indrasari (2019, p. 42), Kotler describes price into four distinct dimensions: price affordability, price alignment with service quality, price alignment with perceived benefits, and price appropriateness in relation to consumer purchasing capacity or competitive price structures.

Service Quality

Lewis and Booms (1993), referred to in Tjiptona & Chandra (2016, p. 125), articulate the concept of service quality as the extent to which the service provided is consistent with customer expectations. In accordance with this conceptualization, the quality of service can be achieved through the satisfaction of the needs and desires of the client, in addition to the provision of the right service to meet the expectations of the client. Additionally, Parasuraman, Zeithaml, and Berry, as referred to in Yamit (2018, p. 11), describe five key dimensions used by consumers when assessing service quality: Materiality, Reliability, Response, Assurance, and Empathy.

Customer Satisfaction

According to Oliver, as referred to in Tjiptona & Diana (2019, p. 123), customer satisfaction is the emotional response either of satisfaction or dissatisfaction that emerges from the evaluation of the perceived well-being (or results) of the product in relation to one's anticipation. Aspects of customer satisfaction, as described by Tjiptona and Diana (2019, p. 129), were assessed through a survey using the Indonesian Customer Satisfaction Index (ICSI). The index covers four main parameters: Satisfaction About Quality, Satisfaction About Value, Perceived Superiority, and Customer Expectations.

RESEARCH METHOD

This investigation uses associative quantitative methodology to analyze the interrelationships between pricing strategies, service quality metrics, and customer satisfaction levels. The research population consisted of clients from PT. Sentralsari Prima Sentosa, with a target sample of 105 participants selected based on their previous experience with the organization's distribution services. Data acquisition

was carried out through a carefully structured questionnaire using the Likert scale to measure perceptions across the three main variables. Research instruments undergo rigorous validity and reliability assessments to guarantee the accuracy and consistency of the data collected. Before conducting hypothesis testing, evaluation of classical assumptions, including tests for normality, multicollinearity, and heteroskedasticity, is performed. Subsequently, the data were subjected to a double linear regression analysis facilitated by the use of SPSS software.

RESULTS AND DISCUSSION

Validity and Reliability

Table 1. Result of Validity Test

Questioner	Rcount	Rcount	Rcount	Rtable	Information
	X1	X2	Y	$\alpha-2$	
Statement 1	.462	.613	.676	.1918	Valid
Statement 2	.444	.589	.632	.1918	Valid
Statement 3	.776	.400	.513	.1918	Valid
Statement 4	.464	.375	.609	.1918	Valid
Statement 5	.254	.389	.364	.1918	Valid
Statement 6	.789	.458	.487	.1918	Valid
Statement 7	.792	.368	.620	.1918	Valid
Statement 8	.758	.686	.523	.1918	Valid
Statement 9	.756	.658	.540	.1918	Valid
Statement 10	.447	.387	.652	.1918	Valid

Source: SPSS 25 Version

Table 2. Result of Reliabilitiy Test

No	Variable	Cronbach alpha	Score Cronbach alpha	Information
1	Price (X1)	0,6	0,871	Reliabel
2	Service Quality (X2)	0,6	0,815	Reliabel
3	Customer Satisfaction (Y)	0,6	0,855	Reliabel

Source: SPSS 25 Version

Table 3. Result of Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.84613254
Most Extreme Differences	Absolute	.079
	Positive	.063
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.113 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 1: The validity test shows that 30 of the items are valid. All of these items may be further tested for reliability.

Table 2: Findings from the reliability assessment indicated that the instruments used were reliable, signifying their applicability in this study to the evaluation of participant responses.

Table 3: The calculated probability value is denoted as p or Asymp. Sig. (2 tails) is 0.113. This observation is due to the fact that the probability value p, measured at 0.113, exceeds the predetermined significance threshold of 0.05. As a result, this suggests that the assumption of normality is met.

Classic Assumption Test

Table 4. Result of Multikolinearity Test

Model		Unstandardized Coefficients		Coefficients ^a			Collinearity Statistics	
		B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.395	2.288		1.047	.298		
	Price	.519	.083	.511	6.220	.000	.447	2.239
	Service Quality	.383	.083	.379	4.613	.000	.447	2.239

a. Dependent Variable: Customer Satisfaction

Source: SPSS 25 Version

Table 5. Result of Heterokedastisity Test

Model		Unstandardized Coefficients		Coefficients ^a		
		B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.488	1.508		.323	.747
	Price	.054	.055	.143	.974	.332
	ServiceQuality	-.013	.055	-.035	-.240	.811

a. Dependent Variable: Abs_RES

Source: SPSS 25 Version

Table 6. Result of Autocrelation Test

Table 6. Result of Autocorrelation Test

Model	R	R Square	Model Summary ^a		Std. Error of the Estimate	Durbin-Watson
			Adjusted R Square			
1	.832 ^a	.693	.687		2.874	1.858

a. Predictors: (Constant), ServiceQuality, Price

b. Dependent Variable: CustomerSatisfaction

Source: SPSS 25 Version

Table 4: The results of coefficients detect multicollinearity using the VIF and tolerance values in the regression. The VIF value of 2.239 is less than 10, or the tolerance value is greater than 0.10, namely 0.447. It can be concluded that there is no multicollinearity problem.

Table 5: Result of significance value (sig) of price is 0.332 and the significance value (sig) of service quality is 0.811. The values of both variables are greater than ≥ 0.05 , which means that there is no heteroscedasticity problem.

Table 6: The Durbin-Watson result in Table 4.10 is 1.858 and it is known that $DU = 1.7209$ so that it can be calculated $du < d < 4-du = 1.7209 < 1.858 < 2.2791$, it is concluded that there is no autocorrelation.

Method Test

Table 7. Result of Coefisien Determination Test

Model	R	R Square	Model Summary ^a		Std. Error of the Estimate	Durbin-Watson
			Adjusted R Square			
1	.832 ^a	.693	.687		2.874	1.858

a. Predictors: (Constant), ServiceQuality, Price

b. Dependent Variable: CustomerSatisfaction

Source: SPSS 25 Version

Table 8. Result of Regresion Analysis Test

Model		Coefficients ^a				T	Sig.
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error				
1	(Constant)	2.395	2.288		1.047	.298	
	Price	.519	.083	.511	6.220	.000	
	ServiceQuality	.383	.083	.379	4.613	.000	

a. Dependent Variable: CustomerSatisfaction

Source: SPSS 25 Version

Table 7: The findings presented in the Adjusted R Square column indicate that the impact of price and service quality variables on customer satisfaction variables was measured at 0.687, or 68.7%, while the remaining 31.3% was due to extraneous factors not considered within the scope of this analysis.

Table 8: The results obtained from the analysis of multiple linear regression show that the coefficient obtained is a constant value of 2.395, while the regression coefficient for price is

recorded at 0.519 and for quality of service is recorded as 0.383. According to the identified constants and the regression coefficients, the equation representing the regression line can be articulated as $Y = 2.395 + 0.519 X_1 + 0.383 X_2 + E$. The equation mentioned above illustrates that the variables X_1 and X_2 (Price and Quality of Service) have positive coefficients, thus showing that the independent variable exerts a unidirectional effect on the dependent variable Y (customer satisfaction). The research model, articulated in the form of the multiple linear regression equation mentioned above, can be interpreted as, if the price and quality of service are each assumed to increase by 1 unit, the corresponding customer satisfaction is projected to reach a value of 2,395.

Hipotesis Test

Table 9. Result of T Test

		Coefficients ^a		Standardized Coefficients Beta	T	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	2.395	2.288		1.047	.298
	Price	.519	.083	.511	6.220	.000
	ServiceQuality	.383	.083	.379	4.613	.000

a. Dependent Variable: CustomerSatisfaction

Source: SPSS 25 Version

Table 10. Result of F Test

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1898.065	2	949.033	114.905	.000 ^b
	Residual	842.449	102	8.259		
	Total	2740.514	104			

a. Dependent Variable: CustomerSatisfaction

b. Predictors: (Constant), ServiceQuality, Price

Source: SPSS 25 Version

Table 9: Empirical results show that the calculated t-values for the price variable (X_1) are greater than the critical t-values of the table t ($6220 \geq 1,659$), and similarly, the calculated t-values for service quality (X_2) also exceed the critical t-values ($4,613 \geq 1.659$). Furthermore, the significance level was determined below 0.05, specifically at 0.000. These statistically significant results imply that price and service quality variables are individually validated as having a substantial correlation with customer satisfaction, leading to rejection of the null hypothesis (H_0) and acceptance of both alternative hypotheses (H_1 and H_2).

Table 10: Empirical findings resulted in a calculated F-value of 114.905. The critical F value, as referenced in the F distribution table, is 3.08, thus indicating that the

computed F exceeds the critical value ($114,905 \geq 3.08$) and the significance level is below the 0.05 threshold, specifically 0.000. This implies that price variables and service quality are simultaneously shown to have a statistically significant relationship with customer satisfaction, leading to rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_3).

CONCLUSION

The findings show that price and service quality contribute significantly to customer satisfaction at PT. Sentralsari Prima Sentosa. The coefficient of determination (Adjusted R^2) indicates that 68.7% of customer satisfaction is explained by the two independent variables, while the remaining 31.3% is influenced by other unobserved factors. The regression equation $Y = 2.395 + 0.519X_1 + 0.383X_2 + e$ demonstrates that price (X_1) and service quality (X_2) positively affect customer satisfaction (Y). The F-test result ($F = 114.905$; $p < 0.05$) confirms a simultaneous significant effect. Furthermore, the correlation coefficients ($r = 0.793$ for price, $r = 0.759$ for service quality) suggest a strong and positive relationship, both statistically significant ($p = 0.000$). Lastly, the t-test results ($t = 6.220$ for price, $t = 4.613$ for service quality) show that both variables have a partial and significant influence on customer satisfaction. Therefore, all alternative hypotheses (H_1 , H_2 , H_3) are accepted, and the null hypothesis is rejected.

Based on the findings of this study, several suggestions are proposed:

1. **Managerial Implication:** PT. Sentralsari Prima Sentosa is encouraged to maintain competitive pricing strategies while continuously improving service quality—particularly in responsiveness and reliability—to enhance customer satisfaction. Efforts to ensure fair pricing aligned with perceived value will likely strengthen customer trust and loyalty.
2. **Operational Recommendation:** Service training programs and real-time customer feedback systems should be implemented to improve responsiveness and service consistency across all distribution channels.
3. **For Future Research:** Future studies are advised to incorporate additional variables such as brand image, customer trust, or digital experience to further explore factors influencing customer satisfaction. Employing structural equation modeling (SEM) may also provide deeper insights into mediating or moderating relationships.

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