



## **The Impact of Service Quality, Price, and Promotion on Customer Satisfaction at Mirota Kampus Yogyakarta**

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### ***Abstract***

*The aim of this study is to analyze the significance of the influence of service quality, price, and promotion on customer satisfaction. This research is a quantitative study using secondary data and primary data obtained from questionnaires that have been filled out. The population in this study is all customers who have shopped at Mirota Kampus. Sampling was done using purposive sampling method and obtained 100 respondent samples for the study. The analysis tools used are multiple linear regression and f-test. Based on the analysis results, it shows that service quality, price, and promotion partially have a significant influence on customer satisfaction. Furthermore, the variables of service quality, price, and promotion simultaneously have a significant influence on customer satisfaction.*

**Keywords:** *service quality, price, promotion, customer satisfaction*

### **Introduction**

In the era of globalization, there is an increasing number of trading companies in various forms such as shops, minimarkets, supermarkets, department stores, etc. This leads to a tighter competition in the business world. Each company must meet the needs of customers with better and satisfying services at affordable prices, as well as provide promotions that instill trust in customers and offer products that align with the needs and desires of each customer (Susiladewi, 2020). Therefore, every company must have a good strategy to survive in their industry and maintain their customers to ensure their satisfaction and loyalty.

Mirota Kampus is one of the stores located in Yogyakarta. The history of Mirota Kampus, before the existence of Mirota Kampus, first stood PT Mirota whose initial business was the production of beverages, bread, and tarts. PT Mirota itself is a sole proprietorship founded in 1950 by Mr. and Mrs. Hendro Sutikno. In addition to that business, in 1952 Mr. and Mrs. Hendro Sutikno expanded their business by opening a P & D (provision & dranken) store located on Jl. A. Yani 75 Yogyakarta. The business development of PT Mirota was then continued by the sons and daughters of Mr. Hendro Sutikno, covering various types of businesses under the brand name "MIROTA".

According to Aprileny et al. (2020) Customer satisfaction can be used as a basis to review how much pleasure customers have in shopping, so we will know which part of the service

needs to be improved. Companies must continue to improve their service to your customers so that business development becomes even better. In a business, it is not only the products that are sold that we need to pay attention to, but also the service provided to customers, because without customers, the products offered will never move from the store shelves (Aprileny et al., 2020). Customer satisfaction is very important for companies because customers determine the success of a company. Satisfaction is a very determining factor in the marketing of a company, if customers feel disappointed in the service, price, and promotions that are not suitable for customers, it will disappoint their customers. Customer satisfaction is the feeling of pleasure or disappointment that arises in someone after comparing the expected performance (or outcome) of a product with its actual performance (Estamarinda et al., 2021). If the performance falls below expectations, the customer is dissatisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied/happy.

The quality of service has become a key factor in the success of a company. The development of quality is highly driven by competition between companies, technological advancements, stages of the economy, and the socio-cultural conditions of society (Khamimah, 2021). Service quality is a necessity that companies must fulfill in order to survive and maintain customer trust. Service quality is the expected level of excellence and control over that level of excellence to meet customer needs (Riyadin, 2019). According to (Suwitho, 2022), service quality is seen as one of the components that needs to be realized by companies, as it has the influence to attract new customers and reduce the likelihood of existing customers switching to other companies. Service quality is the expected level of excellence and control over that level of excellence to meet customer desires.

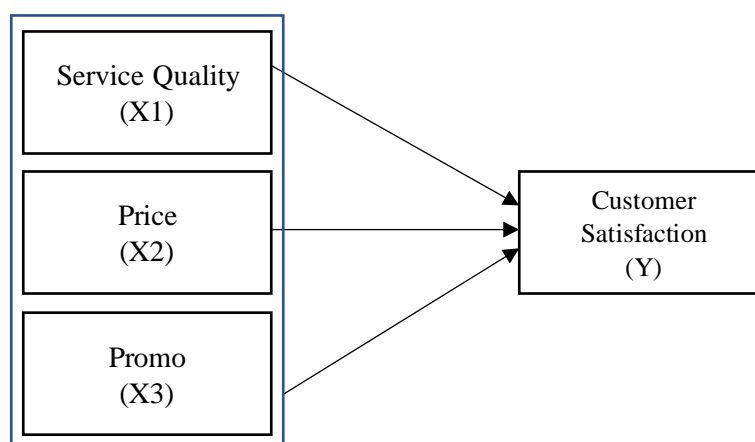
Price is one of the main factors that can influence a buyer in making their decision. Price plays a role in determining customer purchases, so before setting a price, it is advisable for a company to look at several price references for a product. In terms of pricing strategy, price is one of the elements that affects activities within a company, functioning to create a competitive advantage for the company (Udayani et al., 2023). Price is the amount charged for a product or service, more broadly, price is the sum of all the values given by customers to benefit from owning or using a product or service (Farokhi & Hidayat, 2019). Price is one element of the marketing mix that generates revenue, while other elements generate costs. Price is the easiest element in the marketing program to adjust, product features, channels, and even communication require a lot of time.

Promotion is an essential activity in marketing products or services in order to attract customers to purchase the said products. The promotion activities should be designed as appealing as possible, and the information conveyed should be easily understood by the public so that readers can be interested and comprehend it easily (Nendi et al., 2022). The company's promotion efforts will create a positive and distinct impression in the minds of customers, thus directly or indirectly shaping a favorable image of the product. Promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind customers about the company's brand and products (Reppi et al., 2021). On the other hand, promotion is one of the elements in the company's marketing mix that is used to inform, persuade, and remind customers about the company's products (Purbohastuti, 2021).

The study conducted by Hamdani & Zaman (2017) entitled "The Influence of Service Quality and Promotion on Customer Satisfaction at Pizza Express Jakarta," was published in the Journal of Economic Discourse. The aim of the research was to determine the impact of service quality and promotion on customer satisfaction at Pizza Express Jakarta. The results showed that there is an influence of service quality on customer satisfaction at Pizza Express Jakarta. There is also an influence of promotion on customer satisfaction at Pizza Express Jakarta. Additionally, there is an influence of both service quality and promotion on customer satisfaction at Pizza Express Jakarta. (Montolalu et al., (2023) conducted a study titled "The Effect of Service Quality and Promotion on Purchasing Decisions for Precious Metals at Tomohon Branch Pawnshop ". The aim of this research is to determine the impact of service quality, price, and promotion on the decision to purchase gold at PT. Pegadaian Syariah branch in Tomohon. The results of the research and data analysis using the F test indicate that the variables of service quality, price, and promotion collectively have a positive and significant influence on the decision to purchase gold at PT. Pegadaian Syariah (Persero) Branch in Tomohon. Novandi & Prihadi, (2020) conducted a study on "The influence of service quality, price, and location on customer satisfaction at Miss Laundry in the city of Tegal". The research aimed to determine the impact of service quality, price, and location on customer satisfaction at Miss Laundry in Tegal. The results of the study concluded that service quality has a significant impact on customer satisfaction with a probability value, price influences customer satisfaction with a probability value, while location does not affect customer satisfaction with a probability value. Service quality, price, and location together have a significant impact on customer satisfaction at Miss Laundry in the city of Tegal. This was evidenced by the F-test value significance level.

### Research Purposes

- (1) To find out whether service quality, price, and promotion have impact on customer satisfaction at Mirota Kampus Supermarket in Yogyakarta or not.
- (2) To determine the simultaneous impact of service quality, price, and promotion on customer satisfaction at Mirota Kampus Supermarket in Yogyakarta.



**Figure 1. Framework of Research**

## Method

### Population and Sample

The population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions from (Ajjah & Selvi, 2021). The study population includes all customers who regularly visit Mirota Kampus supermarket, with an unidentifiable total number. Samples are a part of the quantity and characteristics possessed by the population based on the known characteristics of the population. Therefore, the sample size in this study is 100 individuals, which are considered to represent the population. Sampling is conducted using purposive sampling technique, where samples are selected based on specific criteria (Amin et al., 2023).

### Data Collection Sources and Techniques

There are two sources of data used in conducting research, namely primary data and secondary data. According to Sugiyono (2017), primary data refers to a data source that directly supplies information to the data collector. The method of collecting primary data involves customers of Mirota Kampus in Yogyakarta filling out questionnaires. To collect data, questionnaires are distributed directly and online to respondents. Secondary data is data that indirectly provides information to data collectors (Sugiyono, 2017). This type of data supports the needs of primary data such as books, literature, and related readings that support research.

### Data Analysis Method

Observation is the foundation of all knowledge. Scientists can only work based on data, which are facts about the real world obtained through observation. In this study, the observation was conducted by meeting with Mirota Kampus customers in Yogyakarta. An interview is a meeting between two individuals to exchange information and ideas through question and answer, thereby constructing meaning in a specific topic. This study identifies customers who have previously shopped at Mirota Kampus supermarket in Yogyakarta.

## Result

### Instrument Test

The instruments used in this study were tested for reliability and validity using the assistance of SPSS version 21 software, as follows:

#### 1. Validity Test

**Table 1**  
**Result of Validity Test**

Variable	r-count	r-table	Description
X <sub>1.1</sub>	0.848	0.361	Valid
X <sub>1.2</sub>	0.479	0.361	Valid
X <sub>1.3</sub>	0.722	0.361	Valid
X <sub>1.4</sub>	0.621	0.361	Valid
X <sub>1.5</sub>	0.608	0.361	Valid
X <sub>1.6</sub>	0.662	0.361	Valid
X <sub>1.7</sub>	0.707	0.361	Valid

X <sub>1.8</sub>	0.678	0.361	Valid
X <sub>1.9</sub>	0.411	0.361	Valid
X <sub>1.10</sub>	0.729	0.361	Valid
X <sub>2.1</sub>	0.612	0.361	Valid
X <sub>2.2</sub>	0.670	0.361	Valid
X <sub>2.3</sub>	0.840	0.361	Valid
X <sub>2.4</sub>	0.676	0.361	Valid
X <sub>2.5</sub>	0.749	0.361	Valid
X <sub>2.6</sub>	0.761	0.361	Valid
X <sub>2.7</sub>	0.782	0.361	Valid
X <sub>2.8</sub>	0.688	0.361	Valid
X <sub>3.1</sub>	0.577	0.361	Valid
X <sub>3.2</sub>	0.771	0.361	Valid
X <sub>3.3</sub>	0.591	0.361	Valid
X <sub>3.4</sub>	0.704	0.361	Valid
X <sub>3.5</sub>	0.809	0.361	Valid
X <sub>3.6</sub>	0.803	0.361	Valid
X <sub>3.7</sub>	0.671	0.361	Valid
X <sub>3.8</sub>	0.813	0.361	Valid
Y <sub>1</sub>	0.773	0.361	Valid
Y <sub>2</sub>	0.675	0.361	Valid
Y <sub>3</sub>	0.727	0.361	Valid
Y <sub>4</sub>	0.768	0.361	Valid
Y <sub>5</sub>	0.780	0.361	Valid
Y <sub>6</sub>	0.849	0.361	Valid
Y <sub>7</sub>	0.847	0.361	Valid
Y <sub>8</sub>	0.784	0.361	Valid

Source: Processed Primary Data by SPSS 21 (2024)

Table 1 indicates that all research instruments for the research variables have met the validity requirements. The validity test results above show that all  $r\text{-count} \geq r\text{-table}$  or all  $r\text{-count}$  are greater than  $r\text{-table}$ , which means that all questionnaire statement items are considered valid.

## 2. Reliability Test

**Table 2. Result of Reliability Test – Service Quality**

<b>Cronbach's Alpha</b>	<b>N of Items</b>
0.886	10

Source: Processed Primary Data by SPSS 21 (2024)

**Table 3. Result of Reliability Test – Price**

<b>Cronbach's</b>	
<b>Alpha</b>	<b>N of Items</b>
0.899	8

Source: Processed Primary Data by SPSS 21 (2024)

**Table 4. Result of Reliability Test – Promotion**

<b>Cronbach's</b>	
<b>Alpha</b>	<b>N of Items</b>
0.920	8

Source: Processed Primary Data by SPSS 21 (2024)

**Table 5. Result of Reliability Test – Customer Satisfaction**

<b>Cronbach's</b>	
<b>Alpha</b>	<b>N of Items</b>
0.927	8

Source: Processed Primary Data by SPSS 21 (2024)

The values of Cronbach's Alpha in tables 2, 3, 4, and 5 are all above 0.05. This leads to the conclusion that all statements in the questionnaire are reliable.

### Multiple Linear Regression Test

Multiple linear regression analysis aims to determine the influence of two or more independent variables, namely service quality, promotion, and price, on a dependent variable, namely customer satisfaction.

**Table 6. Result of Multiple Linear Regression Test**

<b><i>Coefficients<sup>a</sup></i></b>			
		<i>Unstandardized Coefficients</i>	
			<i>Std. Error</i>
Model		B	
1	(Constant)	3.410	2.172
	Service Quality	0.231	.096
	Price	0.338	.088
	Promotion	0.307	.090

a. Dependent Variable: Customer Satisfaction

Source: Processed Primary Data by SPSS 21 (2024)

The multiple linear regression equation is obtained as follows  $Y = 3,410 + 0,231 X_1 + 0,338 X_2 + 0,307 X_3$ . Based on the equation above, it demonstrates the relationship between the independent variable and the dependent variable, therefore the following conclusion is drawn:

- (1) The constant value is 3.410, indicating that if there is no change in the values of service quality (X1), promotion (X2), and price (X3) variables. Then, customer satisfaction at Mirota Yogyakarta Kampus is 3.410 units.
- (2) The coefficient of regression for service quality (X1) is 0.231. Assuming that the variables of promotion (X2) and price (X3) are constant, any changes in service quality (X1) will also result in a change in customer satisfaction. This means that if the service quality variable (X1) increases, customer satisfaction will also increase, and if there is a decrease in service quality (X1), customer satisfaction will also decrease.
- (3) The regression coefficient value for promotion (X2) is 0.338. Assuming that the variables of service quality (X1) and price (X3) are constant, any changes in promotion (X2) will result in changes in customer satisfaction. This implies that if the promotion variable (X2) increases, customer satisfaction will also increase, and if there is a decrease in promotion (X2), customer satisfaction will decrease as well.
- (4) The regression coefficient value of price (X3) is 0.307. Assuming that the service quality variable (X1) and promotion (X2) are constant, any changes in price (X3) will result in a change in customer satisfaction. This implies that if the price variable (X3) increases, customer satisfaction will also increase, and if there is a decrease in price (X3), customer satisfaction will decrease as well.

### F-Test

The purpose of the F test is to prove whether the independent variables (X) collectively influence the dependent variable (Y). Based on decision-making criteria, if  $F_{\text{calculated}} \geq F_{\text{table}}$ , then  $H_0$  is rejected and  $H_a$  is accepted (significant) and if  $F_{\text{calculated}} < F_{\text{table}}$ , then  $H_0$  is accepted and  $H_a$  is rejected (not significant), the results of the F test are as follows:

**Table 7**  
**Result of F-Test**

ANOVA <sup>a</sup>					
Model		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>
1	<i>Regression</i>	1647.419	3	549.140	69.675
	<i>Residual</i>	756.621	96	7.881	
	<i>Total</i>	2404.040	99		

a. Dependent Variable: Customer Satisfaction

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b. Predictors: (Constant), Service Quality, Price, Promotion

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Source: Processed Primary Data by SPSS 21 (2024)

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Based on table 7, the calculated F value is 69.675, which is greater than the tabulated F value of 2.70 with a significance level of  $0.000 < 0.05$ . Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that the service quality, promotion, and price variables have a positive and significant impact on customer satisfaction. Thus, the hypothesis stating that the independent variables (X) simultaneously affect the dependent variable (Y) is accepted.

### Conclusions

- (1) The quality of service variable has a significant influence on customer satisfaction at Mirota Kampus in Yogyakarta. The hypothesis stating that the quality of service variable has a significant influence on customer satisfaction at Mirota Kampus supermarket in Yogyakarta has been proven.
- (2) The significant influence of price variables on customer satisfaction at Mirota Kampus in Yogyakarta has been proven. The hypothesis stating that price variables have a significant impact on customer satisfaction at Mirota Kampus in Yogyakarta has been confirmed.
- (3) The significant influence of promotional variables on customer satisfaction at Mirota Kampus in Yogyakarta has been proven according to the hypothesis stating that promotional variables have a significant impact on customer satisfaction at Mirota Kampus in Yogyakarta.
- (4) Based on the multiple linear regression analysis, it is evident that the variables of service quality, price, and promotion significantly influence the satisfaction of customers at Mirota supermarket on the Yogyakarta Kampus. The hypothesis used states that the variables of service quality, price, and promotion collectively have a significant impact on the variable of customer satisfaction at Mirota Kampus, and this hypothesis has been proven.

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