

**THE EFFECT OF SERVICE QUALITY, PRICE, AND
LOCATION ON VISITORS SATISFACTION
(An Empirical Study at Pasir Jambu Rest Area, Ciwidey)**



**Submitted to Fulfill Tasks and Conditions for Obtaining Bachelor Degree of
Management at the Faculty of Economics and Business**

By:

FITRI AYU PERWITASARI

B100164001

**DEPARTMENT OF MANAGEMENT DOUBLE DEGREE
FACULTY OF ECONOMICS AND BUSINESS
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PAGE OF AGREEMENT

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PUBLICATION LETTER

By

FITRI AYU PERWITASARI

B100164001

Research has been accepted and approved.

Supervisor,

A handwritten signature in black ink, appearing to be 'Soepatini', written over a diagonal line.

Soepatini, S.E, M.Si, Ph.D

NIDN: 0605097101

APPROVAL PAGE

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Written and composed by:

FITRI AYU PERWITASARI
B100164001

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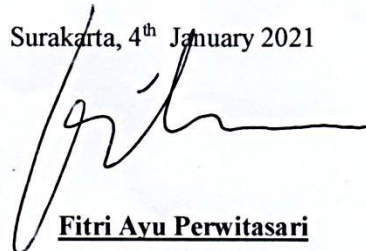
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B100164001

**PENGARUH KUALITAS LAYANAN, HARGA, DAN LOKASI
TERHADAP KEPUASAN PENGUNJUNG
(Studi Empiris di Rest Area Pasir Jambu, Ciwidey)**

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Pelayanan, Harga, dan Lokasi terhadap Kepuasan Pengunjung Rest Area Pasir Jambu Ciwidey. Dalam penelitian ini diambil total sampel sebanyak 70 pengunjung Rest Area Pasir Jambu yang dikumpulkan dengan menyebarkan kuisioner menggunakan metode convenience sampling. Analisis data yang digunakan adalah analisis deskriptif dan uji regresi linier berganda. Hasil yang diperoleh menunjukkan bahwa kualitas pelayanan dan harga berpengaruh signifikan terhadap kepuasan pengunjung, sedangkan pengaruh lokasi berpengaruh tidak signifikan terhadap kepuasan pengunjung. Studi ini juga memberikan implikasi manajerial untuk meningkatkan kepuasan pengunjung dengan mengembangkan strategi pemasaran pada kualitas layanan, harga, dan lokasi.

Kata kunci: kualitas pelayanan, lokasi, harga, kepuasan pengunjung

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Abstract

This research aimed to analyze the influence of Service Quality, Price, and Location on Visitors' Satisfaction at Rest Area Pasir Jambu, Ciwidey. In this study, a total sample of 70 visitors of Pasir Jambu Rest Area were collected by distributing a questionnaire using a convenient sampling method. The analysis of the data used is descriptive analysis and multiple linear regression test. The obtained results show that service quality and price significantly affect visitors' satisfaction, while the location's impact insignificantly affects visitors' satisfaction. This study provides managerial implications to increase visitors' satisfaction by developing marketing strategies on service quality, price, and location.

Keywords: Service Quality, Location, Price, Visitors Satisfaction.

1. INTRODUCTION

Eating is a basic human need, but over time, eating becomes a lifestyle. This situation has a force on the improvement of the culinary business. Business is spending all their resources and efforts to be better understand their customer and provide them with the best possible services. According to Voon (2011) the foodservice industry is highly competitive due to the increasing number of new entrants offering innovative food products and services. Entrepreneurs develop strategies, make changes and innovations and provide the best service to get customer satisfaction, so they can compete and be superior to their competitors. The culinary industry is widely spread. The business has a lot of placement, such as restaurants, café or even to fulfill the food needs at the rest area. According to Lathifah, Asrori and Pitana (2014) Stated the presence of a rest area is expected capable as a place to stop for a moment and to rest. The rest area should provide a sense of security and comfort. People who are tired of long driving can recover and refresh their bodies. The feel of hunger while people are on their trip is fulfilled with the rest area's existence. One of rest the areas is Pasir Jambu Rest Area that has developed since the creation and functioning of the Soroja toll road to shorten the travel time of tourists seeking the tour destination of Ciwidey. Pasir jambu Rest Area is quite attractive to visitors, it can be seen from the performance of profit and the number of vendors that always increase from year to year. With the great performance, the researcher still found the complaint from the visitors, such as the lateness in bringing the food, the food quality that not consistent with the same price and also the location that is hard to find.

According to Hanifudin, Syaifuddin, and Hasiholan (2017) on a restaurant in Semarang, it is was found that the quality of services, prices and location has a significant effect on customer satisfaction simultaneously. Besides, Efnita (2017) also examined product variation, service quality, price, and location on visitors' satisfaction and found a positive and significant influence on the location, product variation, and service quality. From the two studies, it can be seen that several aspects

can influence visitors' satisfaction, such as service quality, price, and location. Every industry has to manage the implement visitors' satisfaction based on service quality, price and location. Understanding visitors' satisfaction from visitors' perspectives is necessary. It is because the visitors' satisfaction is the key to the company' sustainability. It is important to analyze the significant effect of service quality, price and location on visitors' satisfaction at Rest Area Pasir Jambu, Ciwidey.

Literature Review

In today's dynamic business world, it is inevitable to understand consumer behavior is the key to planning and managing. According to Shimp (2013) Consumer behavior can be determined by studying individuals, groups, and organizations. Knowledge of consumer behavior is crucial for influencing the customer's decision in a variety of social fields. Visitors' satisfaction is an essential thing for a company. Usually seen the slogans of "The customer is king."

Good service quality can satisfy those who receive services. According to Gronroos (2007) customers compare expected services and perceived services in assessing Service Quality. Besides, according to Zeithaml and Bitner (2013) understanding service quality is the customer's perception of the company's technical results, service delivery, and the quality of the physical environment around the service's area customers. Based on this explanation it bringing the researcher to find is the service quality has a significant effect on visitors' satisfaction at Pasir jambu Rest Area.

Another aspect that is thought to affect visitor satisfaction is the price of the product or services. According to Lovelock & Jochen (2011) prices are the expenditure of money, time, and customers' efforts to buy and consume services. According to Zeithaml (1988) conceptualized price as given up or sacrificed to obtain a product. Based on this explanation it bringing the researcher to find is the price has a significant effect on visitors' satisfaction at Pasir jambu Rest Area.

Location is another factor used to determine visitors' satisfaction. According to Soriano (2002) explained that customers who felt satisfied expected that the

restaurant's location was still in a comfortable range. Based on this explanation, it bringing the researcher to find is the location has a significant effect on visitors' satisfaction at Pasir jambu Rest Area.

2. METHODOLOGY

2.1 Methodology

This research uses a quantitative research approach. According to Malhotra (2010) the quantitative approach emphasizes the numerical assessment of the phenomenon being studied. Malhotra (2010) stated that descriptive research aims to describe a variable's characteristics, where this research requires precise specifications of who, what, when, where, why, and the way of a study. Allen (2017) stated that multiple regression is a statistical analysis procedure that expands linear regression by including more than one independent variable in an equation to understand their association with a dependent variable. Based on the study's purpose, this study will use descriptive and multiple regression analysis.

2.2 Data

This research is using primary data as data collecting through questionnaires by giving the questions to obtain information needed for research. This study provides a questionnaire directly to the visitors of Rest Area Pasir Jambu. Samples were taken as many as 70. The questionnaire will be distributed using convenience sampling, where the sampling is based on the availability of elements and the ease of obtaining them. The sample is taking with a non-probability sampling technique where the samples taken are selected randomly, which is a selection technique that is not based on the law of probability.

3. RESULT AND DISCUSSION

3.1 Result

Table 1. Coefficients Regression Test Result

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.238	.329		3.760	.000
Perception about Service Quality	.371	.117	.402	3.159	.002
Perception about Price	.279	.112	.321	2.488	.015
Perception about Location	.059	.079	.078	.751	.455

Sources: Processed data with SPSS

The regression analysis technique is used in this research to evaluate the influence of service quality value, price value and location value on visitor satisfaction. The table 1 explains the findings from the regression analysis model by using the SPSS program. Table above shows the coefficient of the independent variable of service quality has a significant influence on visitor satisfaction with (sig. = 0,002 < 0.05). Price also has significant influence on visitor satisfaction with (sig. = 0,015 < 0.05). except for location (sig. = 0,455 > 0.05) has insignificant influence on visitor satisfaction.

3.2 Discussion

This study aims to examine the effect of service quality, price and location on visitors' satisfaction.

Service quality significantly affects visitor satisfaction with a t value is 3,159 with the B value is 0,371 with a significance of 0,002 (sig α < 0.05). Thus, service quality has a significant effect on visitors' satisfaction. This statement is supported by the respondent's perception of the questionnaire about the visitor trust payment

transaction and the atmosphere of the rest area has become the most satisfying factor in Rest Area Pasir Jambu.

The price significantly affects visitor satisfaction with a t value is 2,488 the B value is 0,279 with a significance of 0,015 ($\text{sig } \alpha < 0.05$). This statement is supported by the respondent's perception of the questionnaire about the price is competitive compared to other rest area or restaurant. Visitors hope the management can keep the affordable price with great service, food and beverages.

The location insignificant affects visitor satisfaction with a t value of 0,751 the B value is 0,059 with a significance of 0,455 ($\text{sig } \alpha > 0.05$). Based on the respondent's perception of location, the parking area's capacity space becomes the reason for visitors' satisfaction on the location variable. But it becomes not significant because of the unobjective of the respondent sample. From the address of the respondent, the respondent from other cities is lack because the Covid 19 Pandemics and the most visitors are dominated by people who lived near the rest area and they claimed it easy to find the location because they know the exact location of the rest area, but people who are not familiar with the location claimed it quite hard to find the location because it is far and hard to reach, they also claimed the signpost is quite small and hard to see from normal visibility.

4. CONCLUSION

4.1 Summary and Implication

The conclusions that have been constructed include the result of service quality that has a significant effect on visitors' satisfaction, as well as the result of the price that has a significant effect on visitors' satisfaction. The research has different conclusions with the result of the location that has an insignificant effect on visitors' satisfaction.

For the managerial implication, service quality has a significant effect on visitor satisfaction. The rest area has to maintain the trust on payment transaction and the atmosphere factor because it becomes the most satisfying factor of visitors'

satisfaction. Rest Area performance can still improve to the utmost level by increasing the level of hospitality and adding facilities such as a kid entertainment area. The price also has significant effects on visitor satisfaction, it will be great if the rest area could maintain an affordable price with excellent food, beverage, and services. The Location has an insignificant effect on visitors' satisfaction, but the rest area could attract visitors' by making a big signpost in front of the rest area, visitors who are still unfamiliar with the area could become aware of the Rest Area location. Furthermore, for the next researcher, this result of the study is expected to extend and apply the knowledge based on the relationship of marketing.

4.2 Limitation and Suggestion

Throughout this study, the researcher has identified some limitations of this research including this research is taking during the Covid 19 Pandemics, where the respondents' sample limited only to the visitor who is live near the rest area, not spread to the respondent from another city, so the researcher cannot reveal all the facts in this study like in normal conditions. This research also only focuses on service quality, price, and location on visitor' satisfaction without taking other variables on fourth variables whereas there are still many factors that could lead to visitors' satisfaction.

Future research should consider to increase the number of samples and use an appropriate sampling method, so the results become more representative and more reliable. The next researcher also expected to add other variables or use another framework to influence visitors' satisfaction.

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