



THE EFFECT OF SERVICE QUALITY, PRICE, AND LOCATION ON CUSTOMER SATISFACTION AT ALIB CAR WASH IN MUARA BULIAN

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Abstract

Customer satisfaction is the level of satisfaction or satisfaction felt by customers after they use a company's product or service. It reflects a customer's subjective evaluation of their experience and the degree to which their expectations were met. Customer satisfaction has a significant impact on business success. Therefore, companies often try to increase customer satisfaction by understanding and meeting their needs and expectations, improving product or service quality, providing good customer support, and maintaining effective communication with customers.

The purpose of this study was to explain the effect of service quality, price and location on customer satisfaction at the Alibdi Muara Bulian Car Wash. The analytical method used is a quantitative method using multiple linear regression analysis.

The results of this study resulted in the results of testing the hypothesis on the effect of the price variable on customer satisfaction that the value of $T_{count} (5,993) > T_{table} (1,986)$ based on the comparison of T_{count} and T_{table} face H_2 accepted means the price (X_2) has a significant effect on customer satisfaction (Y). The results of testing the hypothesis on the influence of service quality, price, and location variables on customer satisfaction show that the value of f is obtained by a f_{table} value of 2.71 while the value of f_{count} is 91.267 and the significance value is > 0.05 , so H_4 being accepted means that it is proven that there is a joint and significant influence of service quality, price, and location on customer satisfaction. R^2 determination test shows that the combination of service quality, price, and location variables together contributes 74.4% to customer satisfaction while the remaining 25.6% is the contribution of other variables not examined in this study.

Keywords: Service Quality, Price, Location, Customer Satisfaction

INTRODUCTION

The development of the automotive industry is currently very advanced because every year there is an increase in the number of vehicles produced and purchased by many consumers so that almost everyone currently owns these vehicles and has started to become a necessity. The following shows data on the number of vehicles obtained from the agency. Jambi Province statistical center

Table 1 Data on the Number of Vehicles in Jambi Province

Regency	End of year	Passenger car	Bus	Truck	Motorcycle	Special Vehicles	Amount
Hari Stem	2019	4.690	2.926	7.721	129.718	76	145.131
	2020	6.304	2.930	8.457	138.837	85	156.613
	2021	3.612	14	1.800	12.242	-	17.668

Source: Central Statistics Agency for Jambi Province, 2022

Based on the data on the number of vehicles obtained from the central statistics agency for Jambi province, it can be seen how these vehicles have become a necessity, vehicles that are now a necessity

have triggered the development of the automotive industry and contributed to the development of supporting industries.

Industries that are developing following the automotive industry are service industries such as car wash places, car paint repair shops, car parts sales places, and car accessories sales places, seeing the development of users. vehicles that are so fast, especially in the city of Muara Bulian. So many business people want to open a business such as a car wash because it has a great opportunity to run.

However, there are many things that must be considered and understood before opening a business, for example such as good service quality, price and business location because all of these things affect customer satisfaction. According to Wijaya, quality is something that is decided by the customer, this means that quality based on actual experience; customers or consumers of products or services that are measured based on these requirements, in Sulistiyowati (2018).

If customer satisfaction has been obtained, we will get loyal customers who will help us in advancing our business. One of the things that determines the level of success of a business is the ability to provide the best service to every customer who comes. The success of a business in providing quality services to its customers, achieving a high market share and increasing operating profits is largely determined by the approach used, the consequences of the service quality approach of a product have an important role. One of them is the company's strategy to defend itself and achieve success in facing competition. Apart from customer satisfaction there is also something that must be understood, namely price, price can be broadly defined "Price as the value of an item expressed in money" Kotler and Armstrong said Price is the sum of all the values that customers give to get the benefits of owning or using a product or services, in Sahir et al. (2021).

Buchari Alma said the location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect, Wirawan Andika, Andi et al. (2019), location is a cost and revenue driver, so location often has the power to create a business strategy for a business. A strategic location has a role in maximizing the benefits of the location of a business, many benefits are received by a business when a high level of customer satisfaction is achieved, a high level of customer satisfaction can increase customer loyalty and reduce customer sensitivity to price.

Reducing operational costs caused by increasing the number of customers increasing the effectiveness of advertising and other promotions and can increase the business reputation of a business and of course will be able to bring in new customers. According to Kotler, customer satisfaction is an expression of feelings of pleasure or disappointment to someone who appears after comparing perceptions or impressions of the performance/results of a product and their expectations, in Sahir et al. (2021) customer satisfaction is the company's success, in the long run, profit is determined by the fulfillment of consumer needs and desires which will lead to repeat purchases in the future,

Consumer satisfaction is achieved if the needs and desires for a particular product can be fulfilled. Recent market competition conditions make business owners have to know exactly what consumers

want in order to achieve customer satisfaction. By knowing the meaning of new customer satisfaction, strategies can be developed to improve customer satisfaction. Customer satisfaction is also inseparable from the promotion strategy carried out by business owners because if customers are satisfied and even exceed their expectations, these customers will not easily switch to other similar businesses because their wants and needs have been fulfilled.

Many business people want to open a business such as a car wash, such as the one in the Teratai sub-district, Muara Bulian sub-district, namely Alib Car Wash, Alib Car Wash is a business owned by Mr. Haji Sudarto, this car wash business belongs to an individual who is engaged in car wash services. Alib's Car Wash business has very good equipment and also in washing has very good advantages compared to other car washes, Alib's Car Wash uses high-quality materials. Which of course is guaranteed for the durability and shine of the car besides that Alib Car Wash also uses hydraulic technology to lift the car so that the car can be thoroughly cleaned besides that by using hydraulics the washing process can also take place quickly. Alib Car Wash also has a comfortable waiting area so that while washing the car the owner can rest for a while, from the existing picture it shows that there is intense competition going on in this car wash business so that entrepreneurs must always implement innovations that can later attract consumers' interest. to use this car wash service.

In offering their services, business owners must be able to apply the right promotion strategy through promotions, potential customers can get information about what facilities are offered by car wash services, marketing strategies also support to make this car wash business grow and increase revenue.

Consumer satisfaction at Alib Car Wash in Muara Bulian can be influenced by several factors to find out that, the researcher conducted a mini research by interviewing 10 customers at Alib Car Wash in Muara Bulian with questions from each variable amounting to 1 question, and a total for all questions for 10 customers totaled 30 questions for answers from customers as in the following table.

Table 2 Alib car wash customer interview answers

Variable	Question Answers		Number of Questions
	Of	No	
Service quality	7	3	10
Price	8	2	10
Location	8	2	10

Source: data processed by researchers

Based on the customer's answers in the table above, it can be seen that in the service quality variable the answer is 7 customers answer with yes which means the customer is satisfied with the quality of service at Alib Car Wash in Muara Bulian, while the customer's answer 3 is no which means they are not satisfied with the quality of service which is given from the results of interviews conducted by researchers to customers who are dissatisfied with the quality of service at Alib Car Wash. .

In the price variable, it is known that the answers of 8 customers were satisfied with the price given by Alib Car Wash in Muara Bulian, while the answers of 2 customers were dissatisfied, from the results of interviews conducted by researchers to customers who were dissatisfied with the price quality at their Alib Car Wash not satisfied with a number of things such as, customers are still dissatisfied with the benefits provided at the price offered because there are some customers who still complain when the car has been washed but some are still not clean.

In the location variable, it is known that the answers of 8 customers are satisfied with the location of Alib Car Wash, while the answers of 2 people are dissatisfied from the results of interviews conducted by researchers to customers who are dissatisfied with the quality of the location at Alib Car Wash, they are not satisfied with a number of things for example, customers are still dissatisfied with the parking space provided by Alib Car Wash because even though the parking area is quite large, the parking area is hot, because hot parking areas can of course cause the color of the paint on the car body to fade or dull.

In this case, Alib Car Wash in Muara Bulian must pay more attention to the quality of their service, the price offered and the location of the business to provide satisfaction to consumers, so researchers are also interested in researching one of the car wash businesses in Muara Bulian, namely at Alib's Car Wash in Muara Bulian, Alib's Car Wash applies innovations that attract the interest of potential customers, both in terms of car washing and in terms of the comfort provided while waiting for the car to be washed.

From the description above, it can be seen how high the interest of customers in the city of Muara Bulian in using car wash services, the authors can formulate the problems in this study are (1) How are Respondents' Responses About the quality of service at Alib Car Wash in Muara Bulian, (2) What are the Respondents' Responses Respondents About the price level at Alib Car Wash in Muara Bulian, (3) How Respondents Respond About the location at Alib Car Wash in Muara Bulian, (4) How Respondents Respond About the level of customer satisfaction at Alib Car Wash in Muara Bulian, (5) How the influence of service quality, price and location on customer satisfaction Alib Car Wash in Muara Bulian.

A frame of mind

Service quality is one part of the marketing management strategy, service quality has become a dominant factor in the success of an Alib Car Wash business in having good service such as the ability to provide good service and the ability to be trusted, especially in providing car wash services in a timely manner.

The location must also give a comfortable impression to each customer so that consumers are loyal to wash their cars in the laundry, such as the Alib Car Wash, the location of this car wash is very strategic because it is on the edge of the Jambi-Muara Bulian crossroad, making it easier for consumers to reach other locations besides Laundry. Alib cars also have a very convenient location for customers,

especially for customers waiting while their car is being washed. The increasing competition for car washes in Muara Bulian requires car washes to be able to optimize the quality of their services, the prices offered and the location of the business for consumer satisfaction. providing satisfaction for customers will certainly make a consumer loyal and will not turn to other similar businesses

In this study, the frame of mind that the researcher will use refers to the problems under study so as not to deviate from the goals to be achieved, while what the author wants to put forward in this study is to find out how big the influence is. For more details can be seen in the image in the following image:

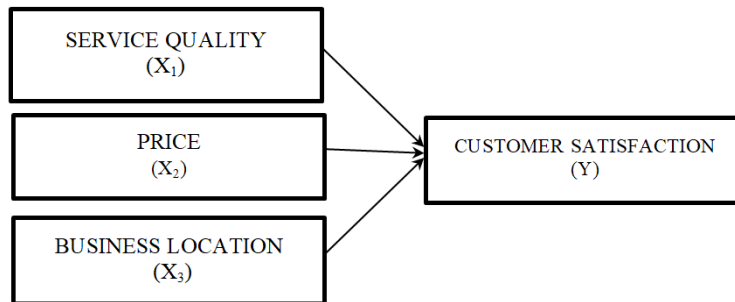


Figure 1 Thinking Framework

The hypothesis is a temporary answer to the research problem formulation in which the problem formulation has been stated in the form of a question sentence, then the hypothesis will be tested by the researcher using a quantitative hypothesis. The hypothesis is rejected if the facts are denied and accepted if the facts justify here.

H₁ : It is suspected that service quality has a significant effect on customer satisfaction either partially or simultaneously.

H₂ : It is suspected that price has a significant effect on customer satisfaction either partially or simultaneously.

H₃ : It is suspected that location has a significant effect on customer satisfaction either partially or simultaneously.

H₄ : It is suspected that service quality, price, and location have a significant effect on customer satisfaction either partially or simultaneously.

LITERATURE REVIEW

Marketing Management

Management comes from the word *to manage* which means managing Management is carried out through processes and is managed based on the sequence and management functions themselves, Management is the process of planning, organizing, leading, and controlling the efforts of members of the organization by using all organizational resources to achieve the goals set.

Several experts have provided different definitions of marketing, but one and the other are not contradictory but complementary. *American Marketing Association* offers a formal definition marketing is an organizational function and a set of processes for creating, communicating, and delivering value

to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Ebert, J, (2001) said Marketing is one of the main activities that needs to be carried out by a company, be it a goods or service company in an effort to maintain the viability of its business, in Junaedi Ruspendi, (2022). This is because marketing is one of the company's activities. Where directly dealing with consumers.

The definition above gives the meaning that marketing is a human activity in meeting their needs through an exchange process, in terms of what is meant is goods and services, as well as money and energy. Where marketing is not just a simple way to maximize the target of sales activities (because sales is only a stage of the marketing process).

But marketing is also done before and after sales activities. Marketing is also activities that are interconnected as a whole system. It is said as a whole, because marketing includes company efforts that begin with identifying consumer needs, determining appropriate prices, determining appropriate promotional methods and effective product distribution patterns.

Philip Kotler and Gary Armstrong say that the notion of marketing management is the activities of analyzing, planning, implementing, and supervising all activities in order to obtain a level of profitable exchange with target buyers in order to achieve the goals of an organization, in Napitupulu et al., (2021).

The definition above gives the meaning that marketing management is one of the main activities carried out by the company to maintain the continuity of the company, to develop, and to earn profits.

Service Marketing

The definition of service marketing can be divided into two parts, both socially and socially. Service marketing is a social process by which individuals and groups obtain what they need and want by creating, offering and exchanging service products of value with other parties.

Managerially, it is the process of planning, implementing, thinking, pricing, promoting, and channeling ideas about service products to create exchanges that meet individual and organizational goals. develop a marketing strategy. Services are often viewed as a complex phenomenon. The word service itself has many meanings, starting from personal service(*personal service*) to services as a product, Kotler and Keller (2007) say that services are any action or performance offered by one party to another that is principally intangible and does not result in a transfer of ownership, in Elvan et al., (2019).

So basically services are all economic activities whose results are not products in physical form or construction, which are usually consumed at the same time as the time they are produced and provide added value (such as convenience, entertainment, health and pleasure) or solutions to problems faced by consumers

Service quality

Service quality is one part of the marketing management strategy, service quality has become a dominant factor in the success of an organization, quality development is strongly driven by the conditions of competition between companies. Fandy Tjiptono, (2008) stated that service quality is the expected level of excellence and control over this level of excellence in order to meet consumer expectations, in Cesariana et al., (2022), According to Kotler and Keller (2016: 156) stated that “*quality is the totality of features and characteristic of a product or service that bear on its ability to satisfy stated or implied needs*”.

Quality is the overall features and characteristics of a product or service that depend on its ability to meet stated or implied needs, in Saputri Duki, (2019) With predetermined quality requirements or specifications. According to the definition above, in other words, quality is a form measurement of a service value that has been received by consumers and the dynamic conditions of a product or service in meeting consumer expectations.

Service Quality Principles

In providing good service quality, companies must apply certain principles to make it happen, in this regard, according to Tjiptono & Chandra, (2016) there are six main principles in realizing good service quality. The principles of service or service quality above can be concluded that there are six principles that must be possessed by service provider companies in an effort to create a conducive environment, one of which is the existence of a leader in a company. All company employees know about service quality education, have a plan in achieving the company's vision and mission, there is a review process in every plan that has been carried out, there is a review process in every plan that has been carried out.

There is good communication from leaders, all company employees and people related to the company, there is appreciation and recognition for every achievement that has been achieved by all company employees.

Price

The price of a product is a measure of the size of the value of a person's satisfaction with the product he buys. The price is actually the value expressed in units of currency for a particular item. Price is the amount of money needed to get a number of goods. Along with certain services or a combination of both. Companies must always monitor market conditions. From the results of this monitor, the company knows that there are market changes and differences in consumers for a product, service or service used by several consumers to get an exchange rate or price.

According to Kotler and Keller translated by Bob Sabran (2009) price is one of the elements of the marketing mix that generates revenue, the other 5 elements generate costs, price is the easiest element in a marketing program to adjust product features, channels and even communication that takes time ,

Adi Kesuma Rizki et al., (2018).

Pricing method

In setting prices, there are various methods. Which method to use depends on the pricing objectives to be achieved. Price fixing is usually done by adding a percentage above the value or amount of production costs for manufacturing businesses, and above the capital for merchandise for trading businesses. Whereas in the service business, pricing is usually done by taking into account the costs incurred and the sacrifice of labor and time in providing services to service users. According to Fandy Tjiptono, in Muhammad & Nuryadin, (2007) pricing methods are grouped into four types based on their basis, namely demand, cost, profit and competition based.

The request-based pricing method consists of; *skimming pricing, penetration pricing, prestige pricing, price lining pricing, odd-even pricing, demand-backward pricing, dan bundle pricing*. Cost-Based Pricing Method In this method the main price determining factor is the supply or cost aspect, not the demand aspect. Profit-Based Pricing Method This method seeks to balance revenues and costs in pricing. This effort can be made on the basis of a specific profit volume target or expressed in the form of a percentage of sales or investment. Included in this method: *target profit pricing, target return on sales pricing dan target return on investment pricing*.

Competition-Based Pricing Method In addition to being based on cost, demand, or profit considerations, prices can also be set on the basis of competition, namely what competitors do. Competition-based pricing methods consist of four types, viz *customary*

Location

Choosing a company location is an important decision for businesses that must persuade customers to come to the place of business to fulfill their needs. Location selection has a strategic function because it can determine the achievement of business objectives. Location will affect the growth of a business in the future.

Location is also one of the factors that influence purchasing decisions. Consumers tend to choose places that are more accessible than places that are difficult to reach because they are far away. Buchari Alma suggests that location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect, in Wirawan Andika, Andi et al (2019). According to (Kotler and Armstrong, 2011) stated that place (place) or location, namely various company activities to make the products produced or sold affordable and available to the target market, in Wasiman et al., (2020)

Based on the definitions above, it can be concluded that the location (*place*) is a place where transactions occur between product or service providers and consumers who interact with each other and serves as a place or headquarters for a company to plan corporate strategy and market its products or services. The strategic location aims to maximize the company's profits. Location or place is a

combination of location and decisions on distribution channels, in this case related to how to deliver to customers and where strategic locations are, in choosing a business location, entrepreneurs or business actors need to consider several factors.

Customer satisfaction

In general satisfaction (*satisfaction*) is a person's feelings of pleasure or disappointment arising from comparing a product's perceived performance (or outcome) against expectations. If performance fails to meet expectations, the customer is dissatisfied, if performance matches expectations, the customer will be satisfied.

Customer satisfaction according to Kotler (2009) customer satisfaction is defined as the level of one's feelings after comparing the performance (or results) that he feels compared to his expectations, in Anggriana et al., (2017). According to Danang Sunyoto (2015:140). Consumer satisfaction is one of the reasons consumers decide to shop somewhere, in Fadhli & Pratiwi Dwi, (2021) if consumers are satisfied with a product, they tend to continue to buy and use it and tell others about their pleasant experience with the product. The expected effect of achieving customer satisfaction is the creation *word of mouth*, according to Hennig-Thurau et al. (2004) *word of mouth* namely positive or negative statements made by potential, actual, and former consumers about products or companies in Widyanto & Albetris (2021).

Satisfied customers will share their tastes and experiences with other customers. This will be a reference for the company concerned. Therefore, both customers and producers will both benefit if satisfaction occurs. Satisfaction will occur if the company is able to provide products, services, prices and other aspects that meet or exceed customer expectations.

METHOD

Types of research

The type of research used in this research is academic research using quantitative data. Academic research is research conducted by students in writing their theses, theses and dissertations. This research is an educational tool so it emphasizes internal validity which must be true that the research variables are limited and the sophistication of the analysis is adjusted to the level of education.

Data Types and Sources

According to (Sugiyono, 2014) data types are divided into two, namely qualitative data and quantitative data. Qualitative data is a research method based on the philosophy of postpositivism, used to research on natural object conditions (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out combined with qualitative data analysis. Quantitative data is a research method based on positivism philosophy, used to examine certain

populations or samples, data collection uses research instruments, data analysis is quantitative/statistical in nature with the aim of testing established hypotheses.

According to Sugiyono, (2014) the source of the data is the subject where the data is obtained, the source of the data is not appropriate so that the data collected is irrelevant. Sources of data obtained in this study are as follows:

1. Primary Data, namely data obtained from the source. data sources that directly provide data to data collectors. The primary data source in this study is information obtained from interviews, observations and using questionnaires with employee leaders and service users who are consumers of Alib's car wash.
2. Secondary data, namely research data obtained by researchers indirectly, which was obtained to see an overview of Alib's car wash, this data is data that is directly related to the research carried out and comes from Alib's car wash.

Method of collecting data

1. Library Research

In this data collection method, the authors obtain information about theories from reading books and understanding other literature related to this research problem.

2. Field Research

The valuation method used in this method is a survey method. The survey method is an investigation conducted to obtain facts from existing symptoms or seek information factually while the techniques used to collect data in this study are observation, interviews, questionnaires.

Population and Sample

The population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that are determined by researchers to be studied and then drawn conclusions Sugiyono, (2014), in this study the intended population is customers at Alib Car Wash in Muara Bulian for 3 months starting from October-December 2022, it is known that the number of customers at the Alibdi lotus Muara Bulian Car Wash is 1,440 people with an average daily customer of 20 consumers per day, with a working day of 6 days a week.

The sample is part of the number of characteristics possessed by the population Sugiyono, (2014), so that each subject in the population strives to have the same opportunity to become a sample, the slovin formula is used, namely sample size which is a comparison. From the population with the presentation of inaccuracy, because in sampling it can be tolerated or desired in this sampling used a level of 10% and in determining the sample size and population (N) which has been determined as follows:

$$n = \frac{N}{1+Y_{es}^2} = \frac{1.440}{1+1.440 \times 0,1^2} = \frac{1.440}{15,4} = 93,50$$

The greater the number of samples, the smaller the chance of error. Sugiyono, (2014), based on

the calculation results above, the minimum number of samples studied is 93.50 rounded up to 94 respondents.

Methods and Data Analysis

In discussing and analyzing the problem, a quantitative descriptive method will be used. The quantitative descriptive method is a technique that describes and interprets the meaning of the data that has been collected by paying attention and recording as many aspects of the situation under study at that time in order to obtain a general and comprehensive picture. about the real situation.

The data analysis tool is a method used to obtain research results in order to obtain an instrument and conclusions. The analytical tool used in this study is the SPSS version 20 application using a test tool, namely: *Likert Scale, Validity Test, Reliability Test, Multiple Linear Regression Analysis, T Test (Partial Test), F Test (Simultaneous Test), Coefficient of Determination (R^2)*.

RESULTS AND DISCUSSION

Service Quality at Alib's Car Wash in Muara Bulian

Quality of service has become a very dominant factor for achieving customer satisfaction, Alib Car Wash in Muara Bulian always strives to provide good service to all customers by means of good, friendly communication, and providing service results that are in accordance with what is expected by the customer.

Based on service quality indicators according to Parasuraman in Etta Mamang Sangadji (2013: 100) states that the five indicators of service or service quality are reliability, responsiveness, assurance, empathy, and physical products as well as research conducted directly by researchers at Alib's Car Wash in bulian estuary.

The results of data processing in the form of an index of the 10 aspects of the statement stated in the table show that the highest index value of 4.02 lies in statement item number 10, which means that the quality of service preferred by customers lies in Alib Car Wash in Muara Bulian which has washing equipment that complete, and the lowest index value is 3.84, which means that the poor quality of service at Alib Car Wash lies in employees who have not been able to understand all customer needs in washing cars, the average index of 10 statements is 3.92 indicating that service quality provided by Ali bdi Muara Bulian Car Wash to customers are categorized as good.

Price Levels At Alib's Car Wash in Muara Bulian

Price as one of the elements in providing income or income for a business, price is also flexible, that is, it can change quickly, prices change quickly due to several factors that occur, the price offered at Alib Car Wash in Muara Bulian is very affordable, so that it can reach all consumers.

Based on price indicators according to Kotler and Armstrong (2008: 278) argue that there are four

price indicators, namely price affordability, price compatibility with product quality, price competitiveness and price compatibility with benefits as well as research conducted directly by researchers at Alib Car Wash in bulian estuary.

The results of data processing in the form of an index of the 8 aspects of the statement stated in the table show the highest index value of 4.01 lies in statement item number 5, which means that the price the customer likes lies in the price given by Alib Car Wash in Muara Bulian which is very competitive with other car washes, and the lowest index value is 3.86, which means that there are still some opinions from customers who state that the price given by Alib Car Wash is not what they want, the average index of 8 statements is 3, 91 states that the price given by Alib Car Wash in Muara Bulian to customers is categorized as affordable.

Location At Alib's Car Wash in Muara Bulian

Location is one of the things that really supports the development of a business besides that location can also maximize the profits that the business has at Alib's Car Wash in Muara Bulian. It has a very strategic location, its location is on the Jambi-Muara Bulian causeway which is Of course, it makes it easier for customers to reach them. Based on location indicators according to Tjiptono and Chandra (2011), namely access, visibility, large parking areas, expansion and the environment as well as research conducted directly by researchers at Alib's Car Wash in Muara Bulian.

The results of processing the data in the form of an index of the 10 aspects of the statement stated in the table show that the highest index value of 4.42 lies in statement item number 7, which means that what the customer prefers from the location of the Alib Car Wash in Muara Bulian lies in the Alibdi Car Wash. Muara Bulian which has a safe parking environment, and the lowest index value is 3.90, which means the location of the Alib Car Wash is still difficult for some customers to reach because the Alib Car Wash is not located in the city center of Muara Bulian, the average index is 10 a statement of 3.98 stated that the location given by the Alibdi Muara Bulia Indi Car Wash was categorized as strategic.

Level of Customer Satisfaction at Alib's Car Wash in Muara Bulian

Customer satisfaction is the level of one's feelings after comparing the performance or results that are felt compared to their expectations, customers can experience one of three general levels of satisfaction, namely if performance is below expectations, customers will feel disappointed but if performance matches expectations customers will feel satisfied. and if the performance can exceed expectations then the customer will feel very satisfied.

Based on the indicators of customer satisfaction according to Hawkins and Lonney quoted in Tjiptono (2004: 101) the indicators of customer satisfaction consist of conformity of expectations, interest in revisiting, and willingness of customers to recommend as well as research conducted directly by researchers at the Alib Car Wash in Muara Bulian .

The results of data processing in the form of indexes from the 9 aspects of the statement stated in

the table show the highest index value of 3.97 lies in statement item number 2 which means that customer satisfaction at Alib Car Wash in Muara Bulian lies in the service provided by Car Wash employees Alib Car Wash, and the lowest index value is 3.40 which means that there are still some customers who are not satisfied with Alib Car Wash services so they are reluctant to recommend it again, the average index of 9 statements is 3.88 indicating that customers are satisfied with Alib Car Wash at the mouth of the bull.

The Effect of Service Quality, Price, and Location on Customer Satisfaction at Alib's Car Wash in Muara Bulian

1. Validity Test and Reliability Test

In this study the validity test using the SPSS version 20 application was carried out to find out whether the questionnaire used was able to express what the questionnaire wanted to measure, an instrument is said to be valid if the measurement is able to measure data from the variable being measured correctly. In the validity test is measured by comparing between r_{count} and r_{table} if $r_{\text{count}} > r_{\text{table}}$ then the question is declared valid, in this study r_{table} has a value of 0.2028.

The instrument is said to be valid if the product moment value correlation shows a significant correlation between the item scores with the total score or with the correlation value of each item with the table correlation value (r_{table}) if $r_{\text{count}} > r_{\text{table}}$ then the instrument is said to be valid the table above shows that the statement items for each variable have a correlation value that is greater than r_{table} (0.2028) so that the statements submitted are declared valid and worthy of analysis.

The reliability test is intended to measure a questionnaire which is an indicator of the variable in carrying out this test the researcher performs calculations using the SPSS version 20 application. A variable is said to be reliable or reliable if the answers to statements or questions are always consistent so the result of the reliability coefficient of the service quality instrument is 0.920, the price instrument is 0.898, the location instrument is 0.925, and the customer satisfaction instrument is 0.940. "*Cronbachs alpha*" greater than 0.5, which means that the four instruments are declared reliable or meet the requirements.

2. Multiple Linear Regression Analysis

Multiple linear regression is used when there are two or more independent variables (X) multiple linear regression analysis using SPSS version 20.

Table 3 Multiple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,553	2,170		,255	,800
	Service quality	,121	,098	,123	1,232	,221
	Price	,689	,115	,573	5,993	,000
	Location	,216	,085	,228	2,533	,013

a. Dependent Variable: Customer satisfaction

Source: data processed by SPSS

The results of multiple linear regression calculations with the SPSS program from the coefficient table can be seen from the table above, the following equation is obtained

$$Y = a + b_1 \cdot X_1 + b_2 \cdot X_2 + b_3 \cdot X_3$$

$$Y = 0.553 + 0.121 X_1 + 0,689 X_2 + 0,216 X_3$$

From the equation above, it can be explained that the value of a (coefficient) is 0.553, the value of the regression coefficient for service quality is 0.121, the value of the price regression coefficient is 0.689, and the location coefficient value is 0.216. The equation above can also be interpreted as (a = 0.553) meaning if the value of service quality, price, and location is equal to zero then customer satisfaction is 0.553, ($b_1 = 0.121$) means that if the service quality increases by one unit, the customer satisfaction value increases by 0.121 assuming price and location are equal to zero, ($b_2 = 0.689$) means that if the price increases by one unit, the value of customer satisfaction increases by 0.689 assuming the quality of service and location are equal to zero, ($b_3 = 0.216$) means that if the location increases one unit, the value of customer satisfaction increases by 0.216 assuming service quality and price are equal to zero.

3. Partial Test (t test)

To test the variable service quality (X_1), price (X_2), and location (X_3) has an influence on customer satisfaction (Y), so in this study looking at the magnitude of each regression coefficient of the independent variable, the significance of each coefficient was tested using a partial test through the SPSS version 20 application, processing results as in the following table This :

Table 4 Partial Test (t test) Variable Quality of Service, Price, and Location

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,553	2,170		,255	,800
	Service quality	,121	,098	,123	1,232	,221
	Price	,689	,115	,573	5,993	,000
	Location	,216	,085	,228	2,533	,013

a. Dependent Variable: Customer satisfaction

Source of data: data processed by SPSS

- Due to $T_{count}(1,232) < T_{table}(1,986)$, based on a comparison of T_{count} and T_{table} face H_1 rejected means service quality (X_1) has no significant effect on customer satisfaction (Y).
- Due to $T_{count}(5,993) > T_{table}(1,986)$, based on a comparison of T_{count} and T_{table} face H_2 accepted means the price (X_2) has a significant effect on customer satisfaction (Y).
- Due to $T_{count}(2,533) > T_{table}(1,986)$, based on a comparison of T_{count} and T_{table} face H_3 received means location (X_3) has a significant effect on consumer satisfaction (Y).

4. Simultaneous Test (Test f)

F test or regression coefficient test simultaneously, namely to determine the effect of the

independent variables simultaneously (together) on the dependent variable, whether the effect is significant or not, by comparing the values of F_{count} and F_{table} and using the SPSS version 20 application

Table 5 Simultaneous Test (f Test) Variable Quality of Service, Location, and Price

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	1879,638	3	626,546	91,267	,000 ^b
	Residual	617,851	90	6,865		
	Total	2497,489	93			

Source: data processed by SPSS

To test whether there is a significant influence between the variables of service quality, price and location together on customer satisfaction, the f test analysis is used by comparing f_{count} and f_{table} and significance > 0.05 obtained the value of f_{table} of 2.71 while the value of f_{count} of 91.267 and a significance value > 0.05 then H_4 being accepted means that it is proven that there is a joint and significant influence of service quality, price, and location on customer satisfaction.

5. Determination Test (R^2)

The coefficient of determination R^2 test was conducted to see the magnitude of the relationship shown by the independent variable and followed by the dependent variable in the same proportion. This test was carried out by looking at the R square value using the SPSS version 20 application

Table 6 Test of determination (R^2) Variable Quality of Service, Price, and Location

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,868 ^a	,753	,744	2,620

Source: data processed by SPSS

From the results of the coefficient of determination (R^2) is 0.744 indicating that the combination of service quality, price, and location variables together contributes 74.4% to customer satisfaction, while the remaining 25.6% is the contribution of other variables not examined in this study.

CONCLUSION

1. Quality of service at Alib Car Wash in Muara Bulian is obtained by quality of service trying to provide good service to customers with good communication, friendly, and in line with customer expectations. The average service quality index is 3.92, which means that the quality of services provided is categorized as good.
2. Price Level: The prices offered by Alib Car Wash in Muara Bulian are considered affordable by customers. The average price index is 3.91, which means that the prices given are categorized as affordable.
3. Location: The location of Alib's Car Wash in Muara Bulian is considered strategic by customers because it is easy to reach and has secure parking facilities. The average location index is 3.98, which

means the location is categorized as strategic.

4. Customer Satisfaction Level: Customer satisfaction with Alib Car Wash in Muara Bulian is high. Customers are satisfied with the service provided by Alib Car Wash employees. However, there are still some customers who are not completely satisfied and not all customers are willing to recommend them again. The average customer satisfaction index is 3.88, which means that customers are generally satisfied with Alib Car Wash in Muara Bulian.
5. Service quality, price, and location on customer satisfaction at Alib Car Wash in Muara Bulian through the t test can be found to have an effect on customer satisfaction, namely price and location, while through the f test it can be found that service quality, price and location can influence together equal and significant, and from the determination of R^2 shows that the combination of service quality, price, and location variables together contributes 74.4% to customer satisfaction, while the remaining 25.6% is influenced by other factors not examined in this study.

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