

The Influence of Price and Service Quality on Customer Satisfaction of Indo' Botting Services Damang Classic (Sharia Economic Analysis)

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Abstract

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This study aims to investigate the impact of price and service quality on customer satisfaction at Damang Classic, seeking to identify the key drivers of customer perceptions and experiences.

A quantitative research approach was employed, collecting data from 67 respondents through questionnaires distributed via paper and Google Forms. The analysis utilized multiple linear regression to assess the relationships between the variables.

The findings reveal that price does not significantly influence customer satisfaction; however, service quality exhibits a notable positive effect. Additionally, the combined effect of price and service quality is positive and statistically significant, indicating that while price alone is not a determinant of satisfaction, service quality is crucial.

These results suggest that businesses like Damang Classic should prioritize enhancing service quality to improve customer satisfaction, as it plays a more critical role than pricing. Understanding this dynamic can help management focus resources effectively.

This research contributes to the literature by highlighting the distinct roles of price and service quality in customer satisfaction within the context of Damang Classic, offering insights that can inform strategic decisions in service-oriented industries.

Keywords: *Influence of Price and Service Quality on Customer Satisfaction*

INTRODUCTION

Wedding is something formation family with unite a boy and girl started with sacred bond . A wedding not seldom own a number of series of events. Neither does this different Far from wedding events to the community ethnic group bugis frequently held in a way festive , so it's a wedding event This is the most lively event compared to other events in the community . Especially If wedding This hosted by people from circles nobleman or figure community , then the event must prepared maximum perhaps by all family or even participation from group public certain so that the event can be accomplished with good and can satisfying all parties involved at the a wedding event.

And no seldom use Wedding Organizer services are one of the most important things in organizing a wedding event without need emit Lots power from party family bride and groom . Wedding Organizer Services or ethnic group bugis normal call it “ Indo' Botting ” moment This

experience growth along with change style life public . Type of business start One of them grows in Parepare City and has an impact on its tightness competition on business This (Gitusudarmo, 2014).

This matter be marked with many Indo' Botting business that is trying For seize *market* through diverse methods and innovations offered in their services produce . Owner service This must Can Determine the right marketing strategy for your business can survive and aim main from his business namely profit (Profit) can be achieved .

One of *Indo' Botting* Services in Parepare City is *Damang Classic* , service *Indo' Botting* This founded by Damang myself , before become *Indo' Botting Damang Classic* previously just a beauty salon and have a number of employee just . *Damang Classic* start operational in 1995. Later start penetrates the world of *Indo' Botting* on 2009 to now and already Lots known to customers in various circles .

The price offered by *Damang Classic* is as *Indo' Botting* ranges starting from IDR 8,000,000 – 60,000,000, depending from talks or agreement with desire consumer .

Besides that There is other things that are appropriate noticed in interesting customer that is related service capable quality satisfying from their products offer to consumers and later will form image Good *Indo' Botting* business in eye consumer That Alone . By general service / services basically is activities offered by the organization or individual to consumers (Fandy, 2008). There are two factors main influence quality service that is expected services and undesirable services expected . Either or or not quality service depending on ability producer in fulfil hope consumer (Fandy Tjiptono and Diana, 2000).

According to (Afrizawati, 2023) quality service it's not seen from corner look party organizer or provider service , but rather based on perception recipient community (customers). service But impact on satisfaction consumer or *clients Indo ' Botting* .

Then according to Damang they offer excess from facet service and quality and proven to be average in annually 200 people become consumer *Damang Classic*.

As it is known move in the field of Special Services (*Indo' Botting*) of course No free from exists factor price product or services and factors quality service For give satisfaction to the consumer (Muhammad Maskur, 2016).

Consumers who feel satisfied with the service *Indo ' Botting* it uses will return use service that's their minimum recommend to other people. This matter will build faithfulness consumer . Satisfaction consumer is one of a must indicator noticed by the company For reach success in his business . Satisfaction consumer be one key For maintain consumer (Tjiptono, 2023).

Based on observation consumer user service *Indo' Botting* at city Parepare , part consumer choose use service *Indo' Botting* because Once enjoy facility service *Indo' Botting* when attend a wedding relations and siblings . Besides that consumers have too look for information from ever consumer use service *Indo' Botting* . So it's important For business service *Indo' Botting* provides quality good service Because Can become event promotion For attract the next client .

On the basis of description above , researcher feel interested For do study based on aspects price and quality service to satisfaction and loyalty customer *Damang Classic* as *Indo ' Botting* furthermore researcher pouring his research in title *Influence of Price and Quality Service To Satisfaction Customers of Indo' Botting Damang Classic Parepare Services* .

Price is the amount of money charged for a product or service, or the amount of consumer exchange value for the benefits of owning or using a product or service. The following are four measures that characterize price according to Kotler and Armstrong, and on the other hand, price is the amount of money charged for a product or service or the amount of value that consumers receive to benefit from or own or use the service (Philip Koteler, 2005).

According to Simamora, pricing is the amount charged or charged for a product or service that can affect financial performance and have an important influence on buyer perceptions (simamora, 2007).

a. Price Affordability

Consumers usually reach the prices set by the company. In one brand there are usually several types of products and they have different prices.

b. Prices are in accordance with price competitiveness

Consumers often compare the price of a product with other products. In this case, the price of a product is highly considered by consumers when buying the product.

c. Suitability of Price and Product Quality

Price is often used as an indicator of quality for consumers. Consumers often choose the higher price between two goods because they see a difference in quality. Higher prices tend to convey the perception of better quality.

d. Matching Price with Benefits

Consumers decide to buy a product if the perceived benefits are greater than or equal to those spent to get it. If consumers feel that the benefits of the product are less than the costs incurred, consumers will think that the product is expensive and consumers will think again about making a repeat purchase.

Regarding the issue of prices, Islam discusses it in the Al-Qur'an Surah An-Nisa verse 29 as follows:

Translation:

you who believe, do not devour each other's wealth in a false way, except by means of commerce which is valid between you. and do not kill yourselves; Indeed, Allah is Most Merciful to you (Kementarian Agama RI, Al-Qur'an, 2012).

The verse above explains that Allah has given every person the right to carry out business in a permitted way at a price they like. That in a transaction (buying and selling) occurs with an agreement between both parties and both parties agree with everything related to it (agreement), including the price determined

According to Kotler and Keller, service quality is the totality of the characteristics of goods and services that demonstrate their ability to satisfy customer needs, both obvious and hidden. For companies operating in the service sector, providing quality service to customers is an absolute must if the company wants to achieve success. And the American Society for Quality Control, quality is the overall characteristics and characteristics of a product or service in its ability to meet predetermined or fixed needs (Philip Kotler, & Kevin L. Keller, 2009).

In general, services/services are basically activities offered by organizations or individuals to consumers (Fandy Tjiptono, 2008).

According to Fitzsimmons in Sulastiyono, he explains that service quality is something complex, and guests will assess service quality through five principles of service dimensions as a measure, namely as follows:

- a. Reliability is the ability to provide accurately and correctly the type of service that has been promised to guests.
- b. Responsiveness, namely awareness or desire to act quickly to help guests and provide timely service.
- c. Certainty/guarantee (Assurance), is the knowledge, courtesy and self-confidence of employees. The assurance dimension has the following characteristics: competence to provide service, politeness and respect for guests.
- d. Empathy (Empathy), providing special individual attention to guests. This dimension of empathy has the following characteristics: a willingness to approach, provide protection and an effort to understand the guests' desires, needs and feelings.
- e. Tangibles, namely something that is visible or tangible, namely: the appearance of employees, and other physical facilities such as equipment and supplies that support the implementation of services.

Service quality is defined as the expected level of excellence and control over that level of excellence to fulfill customer desires. Service quality is not seen from the perspective of the

organizer or service provider, but based on the perception of the community (customers) receiving the service (Afrizawati, 2014).

Satisfaction comes from the Latin Satis which means good enough, adequate and Facio which means to do or make. In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate (Fandy Tjiptono, 2014).

Consumer satisfaction is one of the indicators that companies must pay attention to in order to achieve success in their business. Consumer satisfaction is one of the keys to retaining consumers.

According to Kotler, customer satisfaction is a person's feeling of happiness or disappointment that comes from comparing their impression of the performance (results) of a product and their expectations (Philip Kotler, 2014)

According to Hendy Irawan, the factors that drive customer satisfaction are as follows:

Product quality, customers are satisfied if after purchasing and using the product it turns out the product quality is good.

Price, for sensitive customers, usually low prices are an important source of satisfaction because customers will get high value for money.

Service quality, satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, one of which is popular is "SERVQUAL".

Emotional Factor, customers will feel satisfied (proud) because of the emotional value provided by the brand of the product.

Cost and convenience, customers will be more satisfied if it is relatively easy, comfortable and efficient to obtain products or services.

According to Tjiptono, creating satisfaction can provide several benefits, including a harmonious relationship between the company and customers, providing a basis for repeat purchases and creating customer loyalty as well as word of mouth recommendations that benefit the company (Fandy Tjiptono, 2001).

Mowen and Minor define consumer satisfaction as the overall attitude shown by consumers by providing assessments after obtaining and consuming goods or services (John Mowen, & Michael Minor, 2002).

Engel et al said that consumer satisfaction is also an evaluation after making a purchase where the alternative chosen at least provides the same results or exceeds the customer's expectations. Disappointment or dissatisfaction arises if the results obtained do not meet customer expectations (Fandy Tjiptono, 2011).

From the definitions of these experts, it can be concluded that consumer satisfaction is a condition where the consumer's expectations of the product or service offered to him are in accordance with the reality he receives. Consumers who are satisfied will tend to repurchase the product and will also give a good assessment of the service to others.

According to Abdul Manan, Islamic economics is a social science that studies the economic problems of society inspired by Islamic values (Mustafa Edwin Nasution, 2015).

According to Muhammad Syauqi al-Fanjari, Islamic economics is economic activity that is regulated in accordance with Islamic foundations and principles (Rozalinda, 2017).

Based on the several definitions above, it can be concluded that Islamic economics is all human economic activities related to other humans which are based on Islamic law.

Basic Principles of Islamic Economics

Tauhid is the foundation of Islamic teachings. With monotheism, humans witness that "there is nothing worthy of worship except Allah" and there is no owner of the heavens, the earth and its contents except Allah." In Islam, everything that exists is not created in vain but has a purpose. The purpose of human creation is to worship Him. Therefore, all human activities in relation to nature (resources) and other humans (muamalah) are framed within the framework of a relationship with Allah. Because to Him we will be responsible for all our actions in all aspects of life (Adiwarman Karim, 2007).

This principle is a form of practicing the main characteristics possessed by the Prophets and Messengers in economic activities, namely (Rozalinda, 2017);

Balance is a basic value that influences various aspects of a Muslim's economic behavior. For example, this principle of balance is manifested in simplicity, frugality and avoiding extravagance.

Individual Freedom

Freedom in the economy is an implication of the principle of individual responsibility for their life activities, including economic activities. Because without this freedom, a Muslim cannot carry out his rights and obligations in life.

Justice has a deep and urgent meaning in Islam and concerns all aspects of life. Islam educates humans to be responsible to their families, the poor, the country and even all creatures on earth.

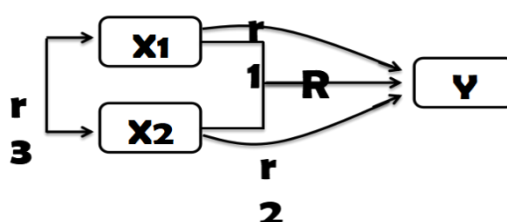
METHODS

Type of research used in study This is study associative causal Because analyze connection because consequence , that is variable free (X) influence variable bound (Y). Approach used in study This is approach quantitative (Suharsimi , 2006). Study This use method study quantitative . Study quantitative is study empirical data shaped numbers (Syahrums). Study quantitative is

method fruitful research possible discoveries achieved with use procedures statistics or other ways of quantification (measurement).

Paradigm study is pattern think that shows exists connection between variables that will researched at the same time show type and quantity formulation necessary problem answered in study later , as well analysis statistics used (Sugiyono , 2015). In terms of This in accordance with title the author 's research put it forward namely " *The Influence of Price and Quality." Service To Satisfaction Customer Indo Services "Botting Damang Classic Parepare "* ", so For describe connection track between variable dependent and independent , paradigms the research described as following

Gambar 1 Paradigma Penelitian



Population is an area of generalization that consists of on object / subject that has quantity and characteristics certain conditions determined by the researcher For studied and then withdrawn the conclusion . According to Arikunto , population is whole subject study . Based on the definition above , population is object or subjects that are in an area and fulfill it condition certain related matters with problem in study then that becomes population target in study This is user services “ Damang Classic Salon”

Population in study This is consumers who use it service Damang Salon with amount that is around 200 people per year . The sample is part or a representative of population studied (Suharsimi) . Sample Formula used in taking sample that is :

Where:

$$n = \frac{N}{1+Ne^2}$$

n = Size sample

N = Size Population

e = Percent slack inaccuracy Because error taking still samples can tolerated or desired usually 0.01.

Study This use 10% allowance so obtained amount sample as following :

$$n = \frac{200}{1+200.0.1^2}$$

$$n = 66.6$$

$$n = 67 \text{ people (completed)}$$

So based on matter This amount sample will used in research of 67 people.

With clarification evaluation each variable tested refers to:

Score	Classification
84.01% - 100%	Very good
68.01% - 84.00%	Good
52.01% - 68.00%	Currently
36.01% - 52.00%	Bad
20.00% - 36.00%	Very bad

According to Sugiyono instrument study is something tools used For measure phenomenon natural nor observed social . Instruments used in study This is questionnaire or compiled questionnaire based on indicators from variable study . Indicator the containing details statement that will given answers by respondents .

Determination score instrument questionnaire or questionnaire use Likert scale which has five alternatives answer . Questionnaire the arranged with using 5 (five) alternatives answer , namely :

a.	SS	Strongly agree	= 5
b.	S	Agree	= 4
c.	N	Neutral	= 3
d.	T.S	Don't agree	= 2
e.	STS	Strongly Disagree	= 1

Definition operational variable related with measurements that emphasize properties concept that can observed and measured . Variable research used in This research is :

- a. Variable dependent (X1) is price which is the amount of money charged For A product or service or a number consumer value For get benefit from or own or use services (Philip, 2005).
- b. dependent variable (X2) is quality service that is effort delivery service For fulfil needs and desires customer as well as accuracy delivery For balance hope customers (Fandy, 2010)
- c. variable (Y) is satisfaction customer that is feeling like or disappointed someone who comes from from comparison the impression to performance (results) of a products and expectations (Philip, 2005).

Analysis techniques used in this research is descriptive quantitative . Analysis descriptive quantitative , i.e method analysis with manage the data and information obtained from answer on questionnaire that has been shared to respondents . Method used is *test one sample t-test* with compare the averages of the samples studied with the population average that has been obtained For test hypothesis study .

RESULTS AND DISCUSSION

1. sample *t-test*

a. Price

Table 2 One sample *t-test* on Price

	t	df	Mean
Price	1,554	68	2.40580
Value =	35	t =	1,554

Based on results study on price in test satisfaction customer Damang Classic Parepare . Damang Classic is a well-known Indo ' Botting in Parepare lots of people, there are some ones Like use service Damang Classic and some are missing Like use service Damang Classic.

Based on the one sample T test table data , you can seen mark t_{count} from price of $-1.554 < 1.995$. With refers to the basis taking decision on Where if the value $-1.554 < 1.995$ then H_0 is accepted . so can be in understanding that average response to price The same with value 35 .

Based on the table data , the one sample T test was obtained conclusion that average response to price The same with value 35 of The expected ideal value is 50 meaning If referring to table 1, the value is 35 (70%) out of 50 (100%) so can understood price assessed Good . Whereas the remaining 30% can be obtained just influenced by other factors discussed in this research .

This research shows that price assessed good by customers Damang Classic. The underlying thing this research is Where price given Damang Classic to his customers accepted in accordance with his abilities .

b. Quality Service

Table 3 One sample t-test on Quality Service

	t	df	Mean
Quality	1,962	68	4.18841
Service			
Value =	48	t =	1,962

Quality service is level linkages between quality service with satisfaction customer Where customer satisfied If services provided Damang Classic to the customers are very good as desired customer .

Based on the data in the one sample T test table , you can seen mark t_{count} from price of $-1.962 < 1.995$. With refers to the basis taking decision on Where if the value $-1.962 < 1.995$ then H_0 is accepted . so can be in understanding that average response to price The same with value 48.

Based on the table data , the one sample T test was obtained conclusion that average answer to price The same with value 48 of The expected ideal value is 50 meaning If referring to table 1, the value is 48 (98%) out of 50 (100%) so can understood price assessed Good . Whereas the remaining 2% can be just influenced by other factors discussed in this research .

This research shows that quality service rated very good by customers Damang Classic. The underlying thing this research is as services provided Damang Classic to the customers are very satisfied .

The analysis reveals that the average price rating from customers at Damang Classic is 48, which aligns closely with the ideal value of 50, yielding a score of 98%. This high percentage indicates that customers generally find the pricing acceptable, though the remaining 2% could stem from external factors discussed in the research. Furthermore, the study highlights that the quality of service is rated very highly, reflecting strong customer satisfaction. The positive reception of service quality suggests that Damang Classic effectively meets customer expectations, further reinforcing the notion that while the price is seen as good, the superior service plays a crucial role in enhancing overall customer experience and loyalty. This dual focus on reasonable pricing and excellent service underscores the establishment's commitment to customer satisfaction and its competitive positioning in the market.

The data analysis shows that customers at Damang Classic rate the average price at 48, closely approaching the ideal target of 50, which represents 98% satisfaction regarding pricing.

This suggests that while the price is generally perceived as acceptable, the slight 2% gap could indicate areas for improvement or factors affecting perception that were explored in the research. Additionally, the findings highlight that service quality is rated very highly, signifying that customers are not only satisfied with the pricing but also with the level of service they receive. This strong emphasis on service excellence contributes significantly to overall customer satisfaction, suggesting that Damang Classic is meeting and potentially exceeding customer expectations. The combination of good pricing and high-quality service positions Damang Classic favorably in the market, indicating that maintaining this balance is essential for ongoing customer loyalty and success. Overall, the results underscore the importance of both pricing and service quality in driving customer perceptions and satisfaction.

The analysis reveals that customers at Damang Classic rate the average price at 48, which is just shy of the ideal value of 50, achieving a commendable 98% satisfaction regarding pricing. This suggests that while most customers find the price reasonable, the remaining 2% indicates potential areas for enhancement or influences not directly related to pricing that were discussed in the research. Additionally, the study emphasizes that the quality of service at Damang Classic is rated exceptionally high, highlighting a strong correlation between service and customer satisfaction. Customers feel that the service they receive is not only satisfactory but also contributes significantly to their overall experience, reinforcing their perception of value. This dual focus on competitive pricing alongside superior service positions Damang Classic as a leader in its market, suggesting that maintaining this equilibrium is crucial for fostering customer loyalty and attracting new patrons. The findings further suggest that a commitment to understanding and addressing the minor dissatisfaction related to pricing, while continuing to enhance service quality, will be essential for sustained success and positive customer perceptions. Overall, the results underscore the intertwined nature of pricing and service in shaping customer experiences and satisfaction at Damang Classic.

CONCLUSION

Based on from results research and discussion above , then obtained conclusion that formulated as following :

The price of Indo' Botting Damang Classic services can be estimated Good based on the one sample T test shows that from the average results are the same with 35 (70%) of 50 (100%).

Quality Service Indo' Botting Classic's services can be rated as very good based on the one sample T test shows that from the average results are the same with 48 (98%) out of 50 (100%

Satisfaction Customer can be assessed currently based on the one sample T test shows that from the average results are the same with 32 (64%) out of 50 (100%).

Price no influential positive to satisfaction customer based on partial tests or t-test shows that mark tcount $1.103 < t_{table} 1.996$ while value (sig) = 0.274 is greater than the probability of 0.05 or $0.274 > 0.05$ and the value contribution of 0.160 or 16.0%.

Quality Service influential positive to satisfaction customer based on partial tests or t-test shows that mark tcount $5.171 > t_{table} 1.996$ temporary value (sig) = 0.274 is greater than the probability of 0.05 or $0.274 > 0.05$ and the value contribution of 0.536 or 53.6%.

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