THE EFFECT OF SERVICE QUALITY AND PRICE ON CONSUMER SATISFACTION AT PT. AIR THE BEST LANGGA BRANCH KEPANJEN

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Abstract

In today's modern era, business is one of the main pillars in the economy and social growth. To make the business more advanced and developed, consumer satisfaction is very necessary. In this context, to make consumers feel satisfied, companies need to pay attention to the products or services provided to fulfil what consumers expect. This was a quantitative research. The data collection was conducted by distributing questionnaires to 63 high school students who completed non- formal learning education at PT. Air The Best Langga Branch Kepanjen. This study utilised census sampling. The findings of the research revealed that service quality only has a limited impact on consumer satisfaction, whereas price has a significant impact on consumer satisfaction. According to the data, item X1.3 stands out with the lowest mean score of 39.4, indicating that the physical facilities at PT. Air The Best Langga Branch Kepanjen may not be up to par, leading to a lack of impact on consumer satisfaction by service quality. Nonetheless, both variables do have a substantial impact on consumer satisfaction, accounting for 73.5% of consumer satisfaction, while remaining 26.5% is influenced by other unaccounted factors. In conclusion, only price has a partial but significant effect on consumer satisfaction. PT. Air The Best Langga Branch Kepanjen should make a balance between price and service given to the consumers. If consumers feel the service quality is balance, or it can exceed consumer expectation, the company will create the consumer satisfaction toward PT. Air The Best Langga Branch Kepanjen.

Keywords: *Consumer Satisfaction, Price, PT. Air The Best Langga Branch Kepanjen, Service Quality*

1. INTRODUCTION

In this modern era many sectors are increasingly developing and advancing in Indonesia by fulfil the needs and desires of consumers as well as the education sector. As nowadays, education is one of the important factors to increase globalization competition. The development of the marketing world now also shows that many product and service companies are competing in marketing their products or services. Globalization that currently growing rapidly made educational institutions help students to create modern mindset accompanied by technological changes. To realize worthy and good quality education in Indonesia with increase competition, many efforts are needed. One of them is the existence of non-formal educational institutions or tutoring outside of school.
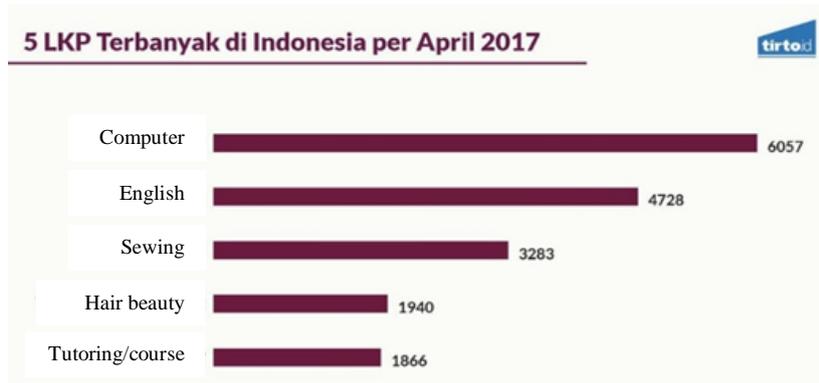
Figure 1. Most Course and Training Institute (LKP) in Indonesia as of April 2017
Source: https://tirto.id/bisnis-industri-pendidikan-yang-makin-diminati-
cnRh#google_vignette

The opening section provides a concise overview of the research context, areas of inquiry that require further exploration, and the intended goals of the study. It is important for the introductory section to be concise and backed up by pertinent sources. The large number of non-formal educational institutions or tutoring in Indonesia effect in competition that's getting strict. Total amount of tutoring in Indonesia can be seen based on the pictures that have been attached. In the illustration above, LKP in Indonesia is displayed as of April 2017. Tutoring is one of the 1 LKP (Course and Training Institute) that is much favourite by the public with a total of 1866 tutoring institutions spread across Indonesia.

**Figure 2. Distribution of LKP in 5 Provinces with the Largest Number of
Institutions**
Source:https://tirto.id/bisnis-industri-pendidikan-yang-makin-diminati-
cnRh#google_vignette

As seen on the results of the 2016 economic census, the distribution of LKP is dominant on the island of Java. In LKP Tutoring, East Java ranks first with a total of 344 scattered tutoring. On Malang Regency, specifically at Kepanjen that also has scattered tutoring along with price records and can be seen in the data below:

Table 1. 2023-2024 Intelligence Learning Guidance

Tutoring	Price per July (IDR)
Ganesha Operation	Start from IDR 4.600.000,00
Primagama x Zenius	Start from IDR 4.300.000,00
Ruang Guru	Start from IDR 4.250.000,00
Airlangga	Start from IDR 3.700.000,00
Nurul Fikri	Start from IDR 3.660.000,00

Source: Data processed 2024

In the table can be seen there are 5 tutoring in Malang Regency, Kepanjen. The data is sorted by highest price to lower price. PT. Air The Best Langga is in 4th place with prices starting from IDR 3,700,000.00 per year but the prices above can change every month.

Figure 3. Airlangga Tutoring Branches throughout Indonesia
Source: Airlangga Centre Tutoring

PT. Air The Best Langga is one of the tutoring in Indonesia that already has 23 branches spread throughout Indonesia. The PT. Air The Best Langga Branch Kepanjen located in Malang Regency specifically on Jl. Panglima Sudirman No.1, Ketawang, Ngadilangkung, Kec. Kepanjen, Malang Regency, East Java.

PT. Air The Best Langga is one of the non-formal institutions in education where students are given personal lessons to understand learning more than in formal schools. The price set by PT. Air The Best Langga starting from IDR 3,700,000.00 per 1 year. Facilities provided by PT. Air The Best Langga include fast and responsive service. Employees who become teachers at PT. Air The Best Langga have passed the training period first before being able to do learning with students. PT. Air The Best Langga also provides different prices to new consumers and old consumers. They are determined to provide affordable prices with appropriate quality services to their consumers so the consumers will feel satisfied.

PT. Air The Best Langga has experienced fluctuations in the last 5 years which can be seen in the following table:

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Table 2. Number of Students PT. Air The Best Langga Branch Kepanjen

Number of Students	Year
238	2019 - 2020
114	2020 - 2021
104	2021- 2022
147	2022 - 2023
108	2023 - 2024

Source: PT. Air The Best Langga Branch Kepanjen

From these data, it can be seen that PT. Air The Best Langga Branch Kepanjen has experienced consumer instability in the last 5 years which can result in a decrease in income. On 2019-2020 PT. Air The Best Langga has the highest consumer on last 5 years. Then PT. Air The Best Langga Branch Kepanjen has decreased significantly on 2020-2021. On 2021-2022 PT. Air The Best Langga Branch Kepanjen has decreased consumer again with a total 104 consumers. Then on 2022-2023 PT. Air The Best Langga Branch Kepanjen has increased consumer with a total 147 consumers PT. Air The Best Langga Branch kepanjen has decreased significantly in 2023-2024, namely 108 students. Based on Rafikhein et al., 2019 service quality and price has positively effects consumer satisfaction. As I explained before that PT Air The Best Langga is tutoring for elementary, junior high, and high school student so, service quality and price is possible to affect customer satisfaction. Because if consumers are satisfied with the products or services and prices provided by PT Air The Best Langga, consumers will make repeat purchases for the next level. The population that will be taken of this research is only senior high school student because researcher think that senior high school student will highly understand with the questionnaire.

In today's contemporary society, the business sector plays a crucial role in driving economic and social progress. Enhancing and advancing business operations require a strong focus on meeting consumer needs and preferences. Companies must strive to provide products and services that meet or exceed consumer expectations in order to ensure satisfaction.

Consumer satisfaction is determined by the level of contentment a consumer feels after evaluating the received goods or services against their initial expectations. Building a base of loyal customers hinges on maintaining high levels of consumer satisfaction and effectively managing increasing consumer demands. Meeting or surpassing consumer expectations is key to fostering satisfaction among consumers. Kotler and Armstrong (2016) argued Satisfaction is based on an individual's assessment of how well a product meets their expectations. When the product does not meet expectations, the customer experiences disappointment. If it meets expectations, the customer is content. If it surpasses expectations, the customer is thrilled. If it exceeds expectations, customers are happy. Hung et al. (2014) consider that customer satisfaction is the evaluation of choices caused by certain purchasing decisions and experience in using or consuming goods or services.

The elements impacting customer contentment include the caliber of the product, the level of service, the emotional aspect, the pricing, and the expenses incurred (Indrasari, 2019). The level of service provided can impact how satisfied customers are. According to a study by Hidayat et al. (2024), there is evidence suggesting that service

quality plays a key role in influencing customer satisfaction. Service quality refers to the competence of those delivering goods or services to consumers. Service quality is one of the factors that can affect customer satisfaction (Mutiawati, 2019). Meanwhile, Pattaray and Par (2021) explain that service quality is an attitude resulting from comparing consumer expectations of service quality with company performance as perceived by consumers.

Then, another factor that can affect customer satisfaction is price. Price is a sum of money spent on a service, or a number of values exchanged by customers to get benefits or ownership or use of a product or service (Kotler & Keller, 2009). The customer's perception is that a high price will reflect high quality (Tjiptono & Chandra, 2016). On previous research by Ardianto and Bukhori (2021) price is positively effect on customer satisfaction. The cost is a form of payment given in return for the privilege of owning or using a product or service. It is the sole component of the marketing mix that generates revenue for the company among the other elements.

While there are many other research papers on related subjects, there is a particular focus on exploring the connection and impact of service quality and price on customer satisfaction. The first researcher by Lembaga et al. (2021) entitled "The Effect of Service Quality on Consumer Satisfaction of Course and Training Institutions (LKP) Citra Jelita Wonorejo Village, Srengat District, Blitar Regency" obtained research results in the form of service quality variables that positively affect consumer satisfaction. While the second researcher by Sari and Wahyono (2022) with the title "The Effect of Price and Service Quality on Indihome Customer Satisfaction in Permata Jingga Malang Housing" which has a different object from this study. Hence, there exists a lack of research in these areas which requires further investigation to enhance comprehension of the connection between service quality, pricing, and customer contentment in PT. Air The Best Langga. In light of the aforementioned context, the investigator aims to conduct a research on the impact of service quality and pricing on customer contentment at PT. Air The Best Langga Branch Kepanjen.

2. RESEARCH METHODS
2.1. Research Scope
This research focuses on two variables - service quality (X1) and price (X2) - and their impact on consumer satisfaction (Y). The participants in this study were individuals participating in informal learning activities at PT Air The Best Langga Branch Kepanjen. The study will be conducted at the PT Air The Best Langga Branch Kepanjen. The reason the researchers took these variables and objects was because PT. Air The Best Langga customers experienced fluctuations from the last 5 years.

2.2. Types of Research
This research employs a quantitative approach. Sugiyono (2020) defines quantitative research methods as those grounded in positivist philosophy, aiming to study specific populations or samples through data collection using research tools, analysis of quantitative data, and testing of pre-established hypotheses. Quantitative research has three characteristics namely research from beginning to ending is stable, so it will

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experience the same title of the research report. Develop pre-discovered problems. Nurwulandari and Darwin (2020) argued that the problem will be different in the field because it has been confirmed with the reality found. In this study, quantitative research aims to determine whether the quality of service and price provided by PT. Air The Best Langga Branch Kepanjen effects consumer satisfaction.

2.3. Population and Sample

In this study, the population is senior high school students who are taking non-formal learning education in PT. Air The Best Langga with a total of 63 students on 2023-2024. In this study, the sample was determined using the census method, which is essential for research involving populations of less than 100 individuals. The sample consisted of 63 high school students who received tutoring at PT. Air The Best Langga Branch in Kepanjen. The census method was chosen due to the small population size, as it involves sampling all members of the population. As per Sugiyono (2020), the census method, also known as total sampling, involves sampling every member of the population. Similarly, according to Sugiyono (2020), saturated sampling is used when all members of the population are included in the sample.

2.4. Data Types

Data is information that is processed and formed data results for a research activity, so that it can be used as a basis for decision making (Suryani, 2018). The type of data in this study is quantitative data. Quantitative data refers to information presented in numerical form, which can be manipulated using mathematical equations or analysed using statistical methods. A study was carried out by distributing surveys containing inquiries about the level of service and pricing at PT. Air The Best Langga Branch Kepanjen to its customers. According to Sugiyono (2020) primary data refers to information gathered directly from the subject of study. A researcher collects this data first-hand from the location where the study is being conducted.

The primary data in this study were obtained by observation and questionnaires distributed to senior high school students who are taking non-formal learning in PT. Air The Best Langga Branch Kepanjen in 2023 - 2024. According to Sugiyono (2020) secondary data refers to information sourced from other individuals or documents. The current research utilises secondary data from academic journals, online sources, and various literature related to the topic.

2.5. Operational Definition and Variable Description
2.5.1. Operational Definition of Variables

According to Slife et al. (2016), in research, the operational definition refers to a specific characteristic or aspect of an object or action that researchers have identified as worthy of study and analysis. In this particular investigation, the researchers focused on two main variables: the independent variable (X) and the dependent variable (Y). The independent variables in this study were determined to be service quality (X1) and price (X2). The dependent variable in this study was found to be consumer satisfaction.

2.5.2. Variable Description

In this research, the variables being considered are as follows: Independent variables are those that may or may not have an impact on the dependent variable. The study focuses on two independent variables, specifically Service Quality (X1) and Price (X2).

2.5.3. Measurement Scale

Sugiyono (2020) suggests that a measurement scale is a tool used to establish the intervals on a measuring instrument, allowing for the collection of quantitative data during measurement. When creating a measurement scale, researchers often utilise the Likert scale. This tool, as described by Sugiyono (2020), helps to gauge the attitudes, opinions, and perceptions of individuals or groups towards social phenomena. The Likert scale table is as follows:

Table 3. Likert Scale

Respond Answer	Code	Score
Strongly Agree	SA	5
Agree	A	4
Neutral	N	3
Disagree	D	2
Strongly Disagree	SD	1

Source: Sugiyono (2020)

2.6. Data Collection Methods

The techniques that used on this study namely quesitionnaire, observation, and documentation. The questionnaire was distributed offline to senior high school students who were taking non-formal education at PT. Air The Best Langga Branch Kepanjen. The observation is carried out by visiting the company directly to see how the situation and conditions in the company. The goal is that before conducting research and when conducting research know the internal and external of the PT Air The Best Langga Branch Kepanjen.

2.7. Data Analysis Methods

In this research, the researcher tested validity and reliability test first. Then, the classical assumption test is performed before multiple linear regression analysis test. The researcher also utilize the coefficient determination test, hypothesis test and descriptive analysis to explain respondents' demographic data and describe respondents' answers from senior high school students who are taking non-formal institutions Airlangga Kepanjen Tutoring who have filled out questionnaires regarding service quality and price to customer satisfaction in the form of percentages.

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3. RESULTS AND DISCUSSION

Research in the collection can get data in the form of interviews with one of the employees of PT Air The Best Langga Branch Kepanjen namely Kak Etika regarding the company overview, organisational structure, personnel, and service products offered. Researchers also got secondary data from observations in the form of supporting photo documentation such as when classes take place and information about prices and facilities offered.

The researcher also obtained the results of the questionnaire, where the questionnaire was distributed offline in paper form and distributed to high school students who were undergoing tutoring at PT Air The Best Langga Branch Kepanjen 15 minutes before the end of class. The data shows that there are 49 female and 14 males. From the data above, it can be concluded that women are more numerous because they are more interested in registering for additional tutoring at PT Air The Best Langga Branch Kepanjen.

That presentation of Grade 10 on PT. Air The Best Langga Branch Kepanjen is 44,44%, then on Grade 11 is 33,33%, and then on Grade 12 is 22,22%. It can be concluded that Grade 10 has majorities on consumer on PT. Air The Best Langga Branch Kepanjen.

A total of 63 respondents have participated in the survey regarding parental income. Of this total, the majority of respondents, namely 48 people or 76.19%, have parental income in the range of IDR 3,000,000 to IDR 5,000,000. Meanwhile, 15 other respondents, or 23.81%, reported parental income exceeding IDR 5,000,000. This shows that most respondents come from middle-income families.

3.1. Research Results
3.1.1. Validity Test

In order to determine the validity of all indicators, a crucial assessment is conducted by comparing the calculated r value with the r table for the random degree (df)-n-2, with n representing the number of samples. If the calculated r exceeds the r table value and both the positive value and sig value are less than 0.05, then the validity of all indicators can be confirmed. The survey was given to 63 participants, hence df = 63 - 2 = 61 and a = 0.05, resulting in an r-table value of 0.248. Certain criteria need to be satisfied for the items on the questionnaire to be deemed valid, such as:

1. The question item is valid if r- Value > r-Table (0,248) and the significance is < 0,05.
2. The question item is invalid if the r- Value < r-Table (0,248) and the significance is > 0,05.

Table 4. Validity Test Result

Variable	Item	Validity		Value SIG	Description
		r- Value	r-Table		
Service Quality (X1)	X1.1	0,788	0,248	0,000	Valid
	X1.2	0,693	0,248	0,000	Valid
	X1.3	0,597	0,248	0,000	Valid
	X1.4	0,796	0,248	0,000	Valid
	X1.5	0,696	0,248	0,000	Valid
	X1.6	0,776	0,248	0,000	Valid

	X1.7	0,793	0,248	0,000	Valid
	X1.8	0,694	0,248	0,000	Valid
	X1.9	0,805	0,248	0,000	Valid
	X1.10	0,742	0,248	0,000	Valid
	X1.11	0,747	0,248	0,000	Valid
Price (X2)	X2.1	0,729	0,248	0,000	Valid
	X2.2	0,773	0,248	0,000	Valid
	X2.3	0,783	0,248	0,000	Valid
	X2.4	0,836	0,248	0,000	Valid
	X2.5	0,804	0,248	0,000	Valid
	X2.6	0,800	0,248	0,000	Valid
	X2.7	0,808	0,248	0,000	Valid
	X2.8	0,795	0,248	0,000	Valid
Consumer Satisfaction (Y)	Y.1	0,717	0,248	0,000	Valid
	Y.2	0,791	0,248	0,000	Valid
	Y.3	0,819	0,248	0,000	Valid
	Y.4	0,867	0,248	0,000	Valid
	Y.5	0,803	0,248	0,000	Valid
	Y.6	0,801	0,248	0,000	Valid

Source: Data processed 2024

According to the validity test table, it is evident that the items used to measure service quality (X1), price (X2), and customer satisfaction (Y) are deemed valid. The validity test table shows that the correlation values per item surpass the r-Table value of 0.248, indicating that all items in this study are considered valid.

3.1.2. Reliability Test

When utilising the Cronbach's alpha coefficient, testing methods determine poor reliability if the value is less than 0.6, declare reliability as acceptable if the value is between 0.6 and 0.79, and consider reliability as good if the value is greater than 0.8. (Al-Osail et al., 2015).

Table 5. Reliability Test

Variable	Cronbach's Alpha	N of Items	Description
Service Quality	0,917	11	Reliable
Price	0,911	8	Reliable
Consumer Satisfaction	0,886	6	Reliable

Source: Data processed 2024

Results of the reliability test can be concluded as follows:

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1. Service quality as variable (X1) has 11 questions (N of Items) with Cronbach's Alpha value of 0,917. So, it can be concluded that all questions items for service quality variable are reliable because 0,917 > 0,8.
2. Price as variable (X2) has 8 questions (N of Items) with Cronbach's Alpha value of 0,911. So, it can be concluded that all questions items for price variable are reliable because 0,911 > 0,8.
3. Consumer satisfaction as variable (Y) has 6 questions (N of Items) with Cronbach's Alpha value of 0,886. So, it can be concluded that all questions items for consumer satisfaction variable are reliable because 0,886 > 0,8

3.1.3. Classical Assumption Test
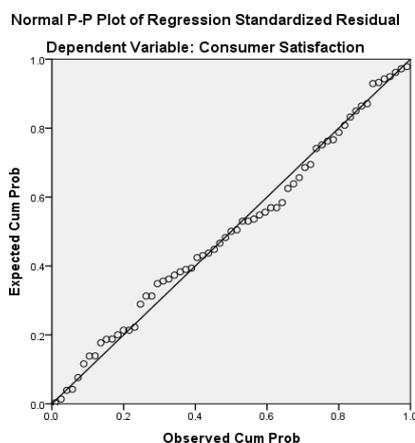### A. Normality Test

Figure 4. Normal P-Plot Graphic
Source: Data processed 2024

Based on the result of graph above, it's shown that the data points spread around the diagonal line and follow the line, so it can be concluded that the data is normally distributed.
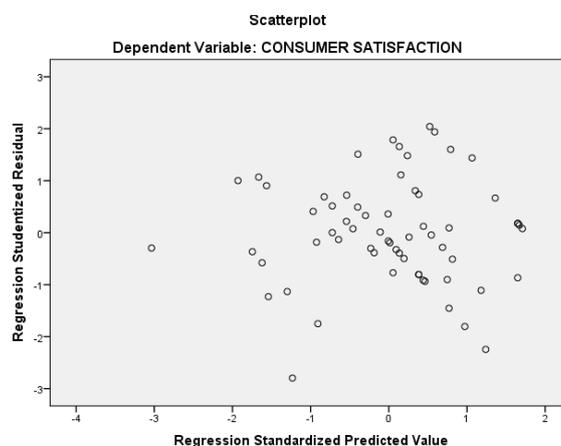
B. Heteroscedasticity test

Figure 5. Scatterplot

Source: Data processed 2024

From the picture it can be seen that there is no clear pattern, because the dots spread above and below 0 and Y. So, it can be concluded this proportion model does not experience symptoms of heteroscedasticity.

C. Multicollinearity Test

Table 6. Multicollinearity test

Variable	Collinearity Statistics		Result
	Tolerance	FIV	
Service Quality (X1)	0,889	1,113	There is no multicollinearity
Price (X2)	0,889	1,113	There is no multicollinearity

Source: Data processed 2024

Based on the result of multicollinearity test, it can be seen that there is a tolerance value that met the requirements with tolerance limit of $0{,}889 > 0{,}10$ and VIF value is $1{,}113 < 10{,}00$. This analyse shown that there is no multicollinearity from each variable.

D. Multiple Linear Regression

Table 7. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,541	2,094		1,213	0,230		
Service Quality	,065	,042	,108	1,537	,129	,899	1,113
Price	,595	,051	,817	11,644	,000	,899	1,113

a. Dependent Variable: Consumer Satisfaction

Source: Data processed 2024

From the table above it can be explained as follows: $Y = a + b_1X1 + b_2X2 + e$
$Y = 2{,}541 + 0{,}065X1 + 0{,}592X2 + e$

Description:
Y = Customer Satisfaction Variable a = Constanta
b_1 = Coefficient regression of Service Quality b_2 = Coefficient Regression of price
X1 = Service Quality Variable X2 = Price Variable
e = error rate

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Based on the multiple linear regression equation, it is explained as follows:

1. a : 2,541
    a or Constanta its mean that if the value variable of service quality (X1) and price (X2) both are 0, then the value of consumer satisfaction variable will be equal with this constant which 2,541
2. Y : Consumer Satisfaction
    Consumer satisfaction is dependent variable that can be effect by some independent variable namely service quality and price.
3. b_1 : 0,065
    Coefficient b1 is service quality variable coefficient and has positive effect if service quality (X1) enhanced, so consumer satisfaction will be increased. And vice versa, if these variables are lowered, customer satisfaction will decrease. This question is based on the assumption that the other variables are constant (X2 = 0).
4. b_2 : 0,592
    Coefficient b2 is price variable coefficient and has positive effect if price (X2) enhanced, so consumer satisfaction will be increased. And vice versa, if these variables are lowered, consumer satisfaction will decrease. This question is based on the assumption that the other variables are constant (X2= 0).

Based on the details provided, it can be concluded that both service quality and price, along with other independent variables, are positively correlated with customer satisfaction. This indicates that as the independent variables increase, so does the dependent variable.

E. Coefficient Determination (R^2)

Table 8. Coefficient Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857[a]	.735	.726	.972

a. Predictors: (Constant), PRICE, SERVICE QUALITY

b. Dependent Variable: CONSUMER SATISFACTION

Source: Data processed 2024

According to the data in the table, R has a value of 0.857, indicating a strong positive correlation between the independent and dependent variables. The R Square value of 0.735 suggests a significant relationship of 73.5% between service quality, price, and customer satisfaction. The remaining 26.5% represents variables that have not been explored in the study.

3.1.4. Hypothesis Test
A. Partial Test (t Test)

Ghozali (2016) states that a partial test is employed to assess the impact of individual independent variables on the dependent variable. The t test is utilised to examine partial hypotheses related to the influence of each independent variable (X) on the dependent variable (Y).

The criteria for acceptance or rejection for partial hypotheses include:

1. If t $_{Values}$ > t $_{table}$ and sig. < (a = 0.05) then Ho is rejected and Ha is accepted, meaning that variable (X) partially has a positive influence on the dependent variable (Y).
2. If t $_{Values}$ < t $_{table}$ and sig. > (a = 0.05) then Ho is accepted and Ha is rejected, then variable (X) has no partial effect on the bound variable Y).

The t-value of the table can be determined by the formula $df = n - (k+1)$, where n = number of samples, k = number of independent variables, with a significance of $\alpha = 0.05$. So, the result is:

$df = n - (k+1)$ $df = 63 - 3$

$df = 60$

Using a significance of 0,05, the result of t$_{table}$ obtained is 2,000298.

Table 9. T Test Result

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,541	2,094		1,213	0,230		
Service Quality	,065	,042	,108	1,537	,129	,899	1,113
Price	,595	,051	,817	11,644	,000	,899	1,113

a. Dependent Variable: Consumer Satisfaction

Source: Data processed 2024

Based on the table, so t test can be explained as follows:

1. H1: The service quality variable (X1) has no partial effect on consumer satisfaction (Y) because it can be seen that the value of t $_{Value}$ 1,537 < t$_{table}$ 2,000298 and sig 0,129 > 0,05 until H0 is accepted, Ha is rejected. It's shown that the service quality variable (X1) tested has no partial impact on consumer satisfaction variable (Y) through PT Air The Best Langga Branch Kepanjen.
2. H2: The price variable (X2) has partial effect on consumer satisfaction (Y) because it can be seen that the the value of t $_{Value}$ 11,644 > t$_{table}$ 2,000298 and sig 0,000 < 0,05 until H0 is rejected, Ha is accepted. It's shown that price variable (X2) tested has partial impact on consumer satisfaction variable (Y) through PT Air The Best Langga Branch Kepanjen.

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B. Simultaneous Test (F Test)

Ghozali (2016) suggests that the simultaneous test is employed to assess the collective impact of independent variables on the dependent variable. The factors for deciding whether to accept or reject the hypothesis simultaneously are varied.

1. If $F_{Values} > F_{table}$ and F significant $< (\alpha = 0.05)$ then Ho is rejected and Ha is accepted, meaning that the independent variables (X) together have a positive influence on the dependent variable (Y).
2. If $F_{Values} < F_{table}$ and F significant $> (\alpha = 0.05)$ then Ho is accepted and Ha is rejected, meaning that the independent variables (X) simultaneously have no effect on the dependent variable (Y).

F value of the table can be determined by the formula $df = n - (k+1)$, where n = number of samples, k = number of independent variables, with a significance of $\alpha = 0.05$. So, the result is:

$df = n - (k+1)$ $df = 63 - 3$

$df = 60$

Using a significance of 0,05, the result for f_{table} is 3,15.

Table 10. F test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	646.579	2	323.290	83.100	.000[b]
	Residual	233.421	60	3.890		
	Total	880.000	62			

a. Dependent Variable: CONSUMER SATISFACTION

b. Predictors: (Constant), PRICE, SERVICE QUALITY

Source: Data processed 2024

According to the F test table, it is evident that the F Value is 83,100 with a significance level of 0.000. The results indicate that the F Value of 83,100 is greater than the Ftable of 3.15, and the significance level of 0.000 is less than 0.05. This implies that the null hypothesis is rejected and the alternative hypothesis is accepted, suggesting a significant impact of both service quality (X1) and price (X2) on customer satisfaction (Y) through PT. Air The Best Langga Branch Kepanjen.

3.2. Discussion

3.2.1. The Effect of Service Quality on Consumer Satisfaction

Based on hypothesis test, it can be known that partial test (t-test) it can be concluded that service quality variable (X1) has no partial effect on consumer satisfaction. It can also be seen by result of questionnaire on item number X1.3 that has lowest value of mean. It can be known that some of respondent felt that physical facilities by PT. Air The Best Langga is need to improve the classrooms, prayers room, and toilet. It's mean that physical facilities by PT. Air The Best Langga doesn't satisfy the consumer. It can be seen by characteristics based on gender by PT. Air The Best Langga Branch Kepanjen the majorities is women. While women always thinks that physical facilities more

important than other things. Especially for toilet and prayers room. So, it can be correction for PT. Air The Best Langga Branch Kepanjen should improve they physical facilities to catch satisfaction by consumers. Then it can also be seen characteristic of respondent by level and the majorities is grade 10. As a student who has just experiencing the transition from junior high school to high school, namely grade 10 they need more concertation to catch the new material on new level so if the classroom not comfortable it can make consumer not satisfied.

Then on item number X1.4 there I 3,2% respondent disagree. It can be known that module material that given by PT. Air The Best Langga Branch Kepanjen are not interested. It can also be seen by characteristics respondent by grade level namely grade 10. On era transition from junior high school to senior high school they need to interest on new material. If the module material not interest for student, it can make student lazy to study with those module material.

Then, on item number X1.7 there is 1,6% respondent choose strongly disagree. It can be known that PT. Air The Best Langga Branch Kepanjen doesn't provides fast and accurate services for their consumer. Then it can also be seen by characteristic on respondent based of their age <17 has 46 respondent which is on those age they need more accurate information either on information about material on their school or information about information about tutoring such as tutoring schedules, tutor schedules, and more.

This contradicts the findings of a study by Nathania and Tries (2022), which found that the quality of service has a substantial impact on customer satisfaction when using Indihome in Permata Jingga Regency. Nonetheless, Ayuanti et al. (2023) have provided backing for this study, suggesting that service quality does not have a significant impact on customer satisfaction in the context of the Course at Mr. Bob English Club in Pare Kediri. Based on the result of this analysis and supporting data contained in this study, it can be shown that service quality not always able to influence customer satisfaction. According to Ardianto and Bukhori (2021) service quality is important to created consumer satisfaction. In other words, if a customer has never had prior experience with a company, their perception of that company's service quality will be based on their prior experience.

Overall, on indicator X1 has value of 4 but there is something that need to be improve by PT. Air The Best Langga such us the information given to the consumer such us up to date information about university for grade 12. So, the student from grade 12 can preparing for what they want to take after graduating from high school. Then PT. Air The Best Langga also need to maintain the complete and neat classroom for student. PT. Air The Best Langga Branch Kepanjen also need to maintain willing to always help consumer to solve their problem and they also need to maintain knowledge and responsiveness by employee to fulfil what consumer needs. When customers next interact with the company, they will enter the confirmation process and consider service quality. Any relationship with the company will either improve or vice versa. Not all high school students that who are learn non-formal learning at PT Air The Best Langga Branch Kepanjen feel satisfied because of service quality that given by company. This can be seen from the results of the questionnaires that have been distributed where all respondents have different characteristics, preferences, and expectations regarding service quality at PT Air The Best

Langga Branch Kepanjen which then makes the service quality variable have no partial effect on customer satisfaction. If the service offered does not meet the varied needs and expectations of customers, it may not greatly impact their satisfaction levels. There are other elements that can have a greater influence on customer satisfaction than the quality of service provided.

3.2.2. The Effect of Price on Consumer Satisfaction

The result of H2 test shown that there is influence between price and consumer satisfaction through PT Air The Best Langga Branch Kepanjen. It can be concluded that price has effect on consumer satisfaction. It can also be seen by questionnaire that conduct to consumer of PT. Air The Best Langga Branch Kepanjen on X2.8 that has highest value of mean on price indicators. It can be known by some of respondent felt the price offered by PT. Air The Best Langga Branch Kepanjen is able to compete with other tutoring. But variable price also has not good value such us on item number X2.1 and X2.2. It can be seen that in consumer opinion the price given by PT. Air The Best Langga Branch Kepanjen can't reached by all people and the price given by PT. Air The Best Langga Branch Kepanjen doesn't in line with consumer expectations. In the results of the questionnaire, it can be seen that most of the income of parents of high school level of PT. Air The Best Langga Branch Kepanjen students is IDR 3,000,000 - IDR 5,000,000. With those income, they think they can reach the expectations same as the price given by PT. Air The Best Langga Branch Kepanjen or beyond their expectations. It also can be seen from the price that given by PT. Air The Best Langga Branch Kepanjen has majority of IDR 3.000.000 per semester. Which is according to some people, the price is still relatively high with the facilities provided by the company so they don't feel satisfy about that.

Overall, on indicator X2 many things should be improved and maintaining to make consumer satisfy. Such us on item number X2.4 which stated price offered by PT. Air The Best Langga Branch Kepanjen cheaper than service quality satisfaction but there is some respondent that doubt with those statement. It can also be seen be known by consumer expectations is high when they need to pay with those set price by PT. Air The Best Langga Branch Kepanjen. In this way PT. Air The Best Langga should review again between price they given with parent's income of student high school that have been learning non educational. Then on item number X2.5 there are some respondents that not agree which stated that price provided by PT. Air The Langga Branch Kepanjen accordance with benefit of services on the brochure. It can be known that the brochure created by PT. Air The Best Langga Branch Kepanjen has incomplete information. So, PT. Air The Best Langga Branch Kepanjen should pay attention to the match between information price on brochure with real life.

Consumer felt that the price given by PT. Air The Best Langga Branch Kepanjen can be compared with other competitors. The result of this study is relevant to previous research conducted by Suhardi et al. (2024) where the price has partially effected consumer satisfaction. This means that the price represents a value that exists in a product or service and the price itself, the customer must accept in order to get the desired product or service. Of course, this can lead to a sense of satisfaction and use of services for these customers to use services repeatedly. This can be seen from when researchers conducted unstructured interviews with consumers with the question "What made you choose

Airlangga tutoring as additional learning outside of school?" respondents answered that they compared the price of Airlangga tutoring with other tutoring and compared the facilities they got too then they concluded that the price and facilities provided by PT Air The Best Langga Branch Kepanjen were in accordance with what they wanted.

3.2.3. The Effect of Service Quality and Price on Consumer Satisfaction

Based on hypothesis test, it can be known that simultaneously test. So, it can be concluded that service quality and price simultaneously can effect consumer satisfaction through PT Air The Best Langga Branch Kepanjen. It can be seen by value of mean result questionnaire show good value for each item. It also can be seen by the factors that affect consumer satisfaction such us product quality, service quality, price, emotional, and cost. Service quality and price aligned with consumer satisfaction. It can be known by if the service and price given by PT. Air The Best Langga Branch Kepanjen can fulfil expectations by consumers or beyond it can make consumer satisfy. On item number Y2 it has the highest value of mean which stated that performance of PT. Air The Best Langga Branch Kepanjen tentor is good and friendly. So, if the employees can serve consumer as well as they can it can create consumer satisfy. However, on item number Y1 it has the low value of mean which stated that the services provided by PT. Air The Best Langga Branch Kepanjen are in line with consumer's expectations. It can be seen too by characteristics consumers by parent's income there are 48 parent's respondent that has income around IDR 3.000.000 – IDR 5.000.000 then consumer will have expectations that they will get service quality by PT. Air The Best Langga Branch Kepanjen match with the price that given by PT. Air The Best Langga Branch Kepanjen. If consumer doesn't get what they want and need it can decrease consumer satisfaction so, PT. Air The Best Langga Branch Kepanjen should improve their service quality and price to increase consumer satisfaction.

The result of this study is relevant to the research by Nathania and Tries (2022) with the title research "The Effect of Price and Service Quality on Indihome Customer Satisfaction In Gem Housing Jingga Malang". Which the result is service quality and price has effect simultaneously on consumer satisfaction. When service quality and price work together, they can reinforce or negate each other's effects on consumer satisfaction. Good service quality can justify higher prices, as consumers feel the value provided is worth the cost. Conversely, low prices with poor service quality can be detrimental to consumer satisfaction as they feel they are not being served well despite paying less. The research discussion delves into summarizing the research findings, exploring connections with existing concepts or theories, and analysing related research outcomes. It also involves interpreting the results, identifying research constraints, and discussing the implications for conceptual or scientific advancement.

4. CONCLUSION

According to the findings of the research and the previous chapter's discussion, it can be concluded that the Service quality variable (X1) does not have a positive impact on consumer satisfaction (Y) at PT Air The Best Langga Branch Kepanjen. On the other hand, the Price variable (X2) does have a partial effect on consumer satisfaction (Y),

showing an impact of 116.44%. Additionally, both Service quality (X1) and Price (X2) have a combined impact on consumer satisfaction at PT Air The Best Langga Branch Kepanjen, with an effect of 73.5%.

Based on results of analysis of the frequency distribution that has been carried out and presented on this study, PT. Air The Best Langga Branch Kepanjen needs to improve their service quality to make consumer satisfied with the product of services. Especially on their physical facilities. PT. Air The Best Langga should fixing their some of physical facilities such as cleanliness of classrooms, toilet, and prayers room. Consumer will feel satisfied with good providing service quality and match with price by PT. Air The Best Langga Branch Kepanjen.

PT. Air The Best Langga Branch Kepanjen should fixing and make match between price and service that they will give to the consumers. Especially on their brochure. PT. Air The Best Langga Branch Kepanjen should give actually information between their service and their product through real life. PT. Air The Best Langga Branch Kepanjen also need to keep and maintenance with old consumer or new consumer that want to use services by PT. Air The Best Langga Branch Kepanjen.

If consumer has good experience when they have leaning non educational at PT. Air The Best Langga Branch Kepanjen it does not rule out possibility that they will give good review and will naturally give recommendation to the potential customers. PT. Air The Best Langga Branch Kepanjen should balancing between service quality and price that will be given to the consumers so it can increase satisfy of consumers and maintain old consumers with adding new consumers too. If consumers get what they need and want beyond their expectations it possible they will give best review of PT. Air The Best Langga Branch Kepanjen and it can bringing potential consumers.

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