

The Effect of Price and Service Quality on Customer Satisfaction at the Bagus Jaya Welding Workshop in South Tangerang

^{1*} Ridwansyah, ² Elizabeth Tika Kristina Hartuti

^{1,2} Faculty of Economics and Business, Universitas Pamulang, Indonesia
Ridwansyah9cmtsrf2017@gmail.com1, dosen01503@unpam.ac.id²

Abstract

The purpose of this study is to determine the influence of price and service quality on customer satisfaction at the Bagus Jaya Welding Workshop in South Tangerang. The method used is quantitative. The sampling technique used the slovin formula and a sample of 94 respondents was obtained. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The population in this study is consumers of the South Tangerang Bagus Jaya Las Workshop and the number of saturated samples amounted to 94 respondents. The method of data collection is through questionnaires with a *likert scale*, observation, and literature study. The results of this study are that price has a significant effect on customer satisfaction with a determination coefficient of 29.4% and the hypothesis test was obtained by calculating t_{table} or $(6.183 > 1.661)$. The quality of service had a significant effect on customer satisfaction with a determination coefficient of 20.7% and the hypothesis test was obtained t_{table} or $(4.897 > 1.661)$. Price and service quality simultaneously had a significant effect on customer satisfaction by obtaining a regression equation of $Y = 9.193 + 0.261X_1 + 0.132X_2$, the coefficient of determination was 32.8% while the remaining 67.2% was influenced by other factors. The hypothesis test obtained the value of $F_{cal} > F_{table}$ or $(22.168 > 3.100)$.

Keywords: Pricing; Quality of Service; Customer Satisfaction.

INTRODUCTION

The development of globalization has resulted in a great influence on the business sector around the world. This encourages changes in needs in various industrial and economic sectors, having an impact on increasing the level of competition in the business world. Companies that provide products and services are required to develop an edge over the competition in order to survive in a changing and unpredictable business environment. Technological developments also make customers more careful in choosing products or services, because the ease of accessing information makes it easier for them to compare quality, prices, and services from various available providers. (Fitriani, 2021)

In the national context, the rapid development of infrastructure and housing development also increases public demand for construction-related services. One of the fields that has a

significant role in supporting this development is the welding services sector. The welding workshop acts as a service provider for processing metal materials that are used in the manufacture of fences, trellises, canopies, stairs, iron doors, and other construction components. The presence of welding workshops is essential not only for large construction sectors, but also to make a direct contribution to the needs of households as well as small and medium-sized businesses. In fast-growing urban areas, such as South Tangerang, the demand for welding services is increasing in line with the development of residential and industrial areas. Competition between welding workshops in this region is becoming increasingly fierce, so every business person is expected to improve the quality of service, punctuality in completing work, and safety at work. In addition, development through the use of the latest technology to maintain

competitiveness in the market.

However, another challenge faced by welding workshops is related to management, both in financial management, production planning, and customer satisfaction. Without effective management, it will be difficult for welding workshops to compete and provide services on an ongoing basis. In contrast, welding workshops also play a social role, as they often serve as skills training venues for young people, so they can contribute to improving the quality of local human resources.

One of the welding workshops that function in South Tangerang is the Bagus Jaya Welding Workshop, which is located in the Serpong area. This workshop has offered a wide range of welding services for the local community. However, data on profiles, types of services, quality of work, and customer satisfaction levels from the Bagus Jaya Las Workshop are still not available in public spaces. This situation raises questions about the extent to which the workshop can meet quality standards and the needs of the community in the midst of increasingly fierce business competition. This study aims to analyze in depth the profile of the Bagus Jaya Welding Workshop, the type of services provided, the quality of the work results, and the level of satisfaction from customers. The findings of the research are expected to provide an in-depth understanding of the position of the Bagus Jaya Welding Workshop in the welding service sector in Serpong, South Tangerang, and can be used as a reference for the development of a more competitive business strategy in the future.

Table 1: Sales of Bagus Jaya Serpong South Tangerang Welding Workshop in 2023-2025

Yes	Year	Sales Quantity
-----	------	----------------

1.	2022	1763
2.	2023	1632
3.	2024	1523

Source: Sales Data of Bagus Jaya Welding Workshop

Based on the table above, it can be seen that sales of the Bagus Jaya Serpong Las Workshop, South Tangerang over the past three years (2022–2024) have experienced a consistent decline. In 2022, the number of sales was recorded at 1. 763 units, then reduced to 1. 632 units in 2023, and again decreased to 1. 523 units in 2024. From the data above, there are problems that need to be considered by the workshop from internal and external aspects. Internal factors include service quality, product innovation and less effective marketing strategies. Meanwhile, external factors include changes in consumer and economic preference needs that have an impact on decreasing purchasing power in the community. In addition, there is a lot of increased competition between workshops with various prices. The successive declines show that the Bagus Jaya Las Workshop needs to conduct a thorough evaluation and formulate a new strategy in order to maintain and increase sales in the following year.

Table 2: Results of the Customer Satisfaction Survey Pre-Survey Questionnaire at the Bagus Jaya Serpong Welding Workshop in South Tangerang

Y es	Statemen t	Respon dent's Answer		Quant ity
		Yes	No	
1.	The quality of the	9	21	30

	Bagus Jaya Welding Workshop is in accordance with customer expectations (Expectations Conformity)			
2.	I will buy again at Bagus Jaya Welding Workshop because of the good service (Interest in Rebuying)	13	17	30
3.	I would recommend Bagus Jaya Welding Workshop to others (Willingness to Recommend)	17	13	30

Source: Results of the Pre-Survey conducted by the researcher (2025)

In accordance with the table above, showing the results of the pre-survey of customer satisfaction at the Las Bagus Jaya Serpong Workshop in South Tangerang, involving 30 respondents, according to Sugiyono

(2019), the sample size that is feasible in the study is between 30 to 500. The number of least 30 is often used because it refers to the Central Limit Theorem, where the average distribution of the sample will be close to the normal distribution. It can be seen that the level of customer satisfaction is still considered low. In the indicator of workshop quality that meets customer expectations, only 9 respondents said they agreed, while 21 respondents revealed that the quality was not in line with expectations. This shows that most customers feel that the quality of the workshop's service has not been able to meet their expectations.

In the indicator of interest in buying back, there were 13 respondents who stated that they were willing to make a repurchase at the Bagus Jaya Las Workshop because of the services provided. In contrast, 17 respondents or expressed no interest in making a repurchase. This research shows that many customers are not satisfied enough to return to using the workshop services in the future.

Meanwhile, in the indicator of willingness to recommend, there were 17 respondents who stated that they were willing to recommend the Las Bagus Jaya Workshop to others, while 13 respondents stated that they were not willing. Although the results show better numbers compared to the previous two indicators, there are still almost half of respondents who are hesitant to give a recommendation, which shows that the level of customer satisfaction is not evenly distributed.

The Bagus Jaya Las Workshop still has a number of weaknesses related to quality and service. Most customers report dissatisfaction because the quality provided does not meet expectations, many of them do not plan to buy again, and some still feel hesitant

to recommend the workshop to others. Even so, the presence of a number of respondents who are still willing to make a repurchase and provide recommendations shows that the workshop has the opportunity to improve service to achieve more comprehensive customer satisfaction.

Table 3: Customer Complaint Data of Bagus Jaya Serpong Welding Workshop South Tangerang

Years	Complaints	Year			Quantity
		2022	2023	2024	
1.	Occurrence of complaints during service	32	53	66	151
2.	Delay in delivery of materials	27	36	63	126
3.	Poor product quality such as porous, broken and damaged	37	58	63	158
Total		96	147	192	435

Source : Customer complaint data for Bagus Jaya Welding Workshop 2022-2024

Based on the data in the table above, it can be seen that the frequency of customer complaints at the Las Bagus Jaya Serpong Workshop, South Tangerang, has continued to experience stable growth in the last three years. In 2022, the number of complaints was recorded at 96, then increased to 147 complaints in 2023, and again rose to 192 complaints in 2024. When

calculated as a whole, customer complaints increased by 51 complaints from 2022 to 2023, and increased by another 45 complaints from 2023 to 2024. Thus, the total number of complaints in the 2022–2024 period increased by 96 complaints, which is equivalent to an increase of around 100% when compared to the first year (2022). This information shows that the trend of customer complaints continues to increase every year, which indicates that the number of problems faced by consumers in the last three years has also increased.

Table 4: Price Comparison of Welding Workshop Bagus Jaya Serpong South Tangerang

Name	Pricing			
	Canopy/m ² Rp	House Fence/m ² Rp	Trellis Window/m ² Rp	Turnstile/m ² Rp
Bagus Jaya Welding Workshop	600.00	700.00	350.00	800.00
Las Wijaya Workshop	500.00	650.00	250.00	750.00
Las Budi Jaya Workshop	550.00	650.00	350.00	700.00

hop				
-----	--	--	--	--

Source : Research Data 2024

From the table above, it can be seen that the Bagus Jaya Welding Workshop has a relatively higher price compared to the other two workshops in almost all product categories. For example, the price of canopy per square meter at the Bagus Jaya Las Workshop reaches IDR 600,000, higher than the Wijaya Las Workshop (IDR 500,000) and the Budi Jaya Las Workshop (IDR 550,000). The same thing can also be seen in the price of house fences and turnstile. The three places have several different types of prices that customers choose according to their wishes, where the price offered is the official price set by the welding workshops.

Table 5: Results of Pre-Survey Questionnaire Regarding the Quality of Service of Bagus Jaya Serpong Welding Workshop in South Tangerang

Y e s	Statement	Respo ndents ' answe rs		Nu mbe r (peo ple)
		Yes	No	
1.	The equipment used in supporting work and operations is very adequate (<i>Tangible</i>)	12	18	30
2.	Bagus Jaya Welding Workshop provides good and timely service as promised to customers	9	21	30

Y e s	Statement	Respo ndents ' answe rs		Nu mbe r (peo ple)
		Yes	No	
	(<i>Reliability</i>)			
3.	Bagus Jaya Welding Workshop Waiter Serves Customer Complaints Promptly (<i>Responsive ness</i>)	11	19	30
4.	The waiter is able to provide assurance on customer complaints about good products (<i>Assurance</i>)	13	17	30
5.	The waiter can understand the customer's problems/co mplaints and can provide solutions to the problems being faced (<i>Emphaty</i>)	14	16	30

Source : Pre-survey results conducted by researchers

From the data above, the quality of service at the Bagus Jaya Serpong Las Workshop in South Tangerang City, states that the quality of service provided is not optimal in meeting the services of customers. This is evidenced by the non-highest answer to the

statement "service provides good and timely service as promised to customers" where employees at the Bagus Jaya Serpong Las Workshop in South Tangerang City, have not been able to serve customers quickly as many as 21 people according to a pre-survey with 30 respondents.

Method

This type of research is quantitative, according to Sugiyono (2020) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing the hypothesis that has been determined". This study is an empirical study that aims to examine the influence between price variables and service quality on customer satisfaction at the Bagus Jaya Welding Workshop in South Tangerang. The population and sample in this study amounted to 94 respondents, data collection using primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

- If the calculated value $>$ the table, then the statement item is said to be valid.
- If the rcalculated value $<$ rtable, then the statement item is said to be invalid.

The following are the results of the calculation of the validity test of each variable used by the researcher in this study, namely the variables of price, service quality and customer satisfaction with the following details:

Price Variable Validity Testing (X₁)

Based on the results of the validity test, the following results were obtained:

Table 6: Testing the Validity of Price Statement Instruments (X₁)

Statement No	r count	r Table	Remarks
KX1-1	0.448	0,203	Valid
KX1-2	0.754	0,203	Valid
KX1-3	0.384	0,203	Valid
KX1-4	0.402	0,203	Valid
KX1-5	0.414	0,203	Valid
KX1-6	0.656	0,203	Valid
KX1-7	0.639	0,203	Valid
KX1-8	0.216	0,203	Valid

Source: Data Processing, 2026.

Based on the table above, if $r_{\text{counts}} > r_{\text{table}}$, it is declared valid and vice versa, if $r_{\text{counts}} < r_{\text{table}}$, it is declared invalid. In this study, the number of samples (n) to be tested was 94 respondents with a bidirectional significance level of 0.050 with the provision $df = n - 2$, then $df = 94 - 2 = 90$, then the r table was obtained as 0.203. From the table above, the statement on the price variable can be said to be valid because all statements have a calculated r value of > 0.203 .

Validity Testing of Service Quality Variables (X₂)

Based on the results of the validity test, the following results were obtained:

Table 7: Validity Testing of Service Quality Statement Instrument (X2)

Statement No	r count	r Table	Remarks
KX2-1	0.346	0,203	Valid
KX2-2	0.421	0,203	Valid
KX2-3	0.517	0,203	Valid
KX2-4	0.337	0,203	Valid
KX2-5	0.409	0,203	Valid
KX2-6	0.420	0,203	Valid
KX2-7	0.452	0,203	Valid
KX2-8	0.379	0,203	Valid
KX2-9	0.333	0,203	Valid
KX2-10	0.275	0,203	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements on the service quality variable are declared valid, it is evidenced by the value of $r_{\text{calculated}} > r_{\text{of the table}}$, $(n-2) = 94 - 2 = 90$ which is 0.203. Thus, the data is suitable to be forwarded as research data.

Testing the validity of the Customer Satisfaction Variable (Y)

Based on the results of the validity test, the following results were obtained:

Table 8: Testing the Validity of Customer Satisfaction Statement Instruments (Y)

Statement No	r count	r Table	Remarks
KY-1	0.346	0,203	Valid
KY-2	0.421	0,203	Valid
KY-3	0.517	0,203	Valid
KY-4	0.337	0,203	Valid
KY-5	0.409	0,203	Valid
KY-6	0.420	0,203	Valid

Source: Data Processing, 2026.

Based on the table above, it is

known that all statement items in the customer satisfaction variable are declared valid, it is proven by the value of $r_{\text{calculated}} > r_{\text{of the table}}$, $(n-2) = 94 - 2 = 90$ which is 0.203. Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. In this test, it was carried out by comparing the *Cronbach alpha value* obtained with the critical standard of 0.600 with the provision that it is said to be reliable if $>$ from 0.600, and said to be unreliable if it is $<$ from 0.600. The following is a table of instrument reliability results:

Price Variable Reliability Test (X1)

Based on the results of the reliability test, the following results were obtained:

Table 9: Price Variable Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,784	8

Source: SPSS 26 data processing

From the table above, it can be seen that the price variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is $0.784 > 0.600$.

Reliability Test of Service Quality Variables (X2)

Table 10: Reliability Test of Service Quality Variables (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,653	10

Source: SPSS 26 data processing

From the table above, it can be seen that the service quality variable is said to be reliable, because the test obtained a *Cronbach alpha* value

greater than 0.600, which is $0.653 > 0.600$.

Customer Satisfaction Variable Reliability Test (Y)

Table 11: Reliability Test of Customer Satisfaction Variable (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.728	6

Source: SPSS 26 data processing

From the table above, it can be seen that the customer satisfaction variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is $0.728 > 0.600$.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05 , the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 12: Normality Test Results

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual	
N	9
Normal Parameters ^{a,b}	Mean
	.00000
	Std. Deviation
	2.5808206
Most Extreme Differences	Absolute
	.06
	Positive
	.06
	Negative
	-.03
Test Statistic	.06

a. All other parameters are normal.

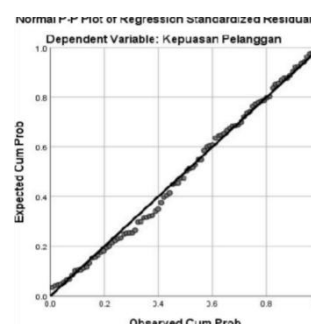
b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processing, 2026.

From the table above, a significant value (2-tailed) of 0.200 can be obtained. Because the significance is more than 0.050 or ($0.200 > 0.050$), it is concluded that the data is normally distributed. Furthermore, the normality test is also carried out using a *Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



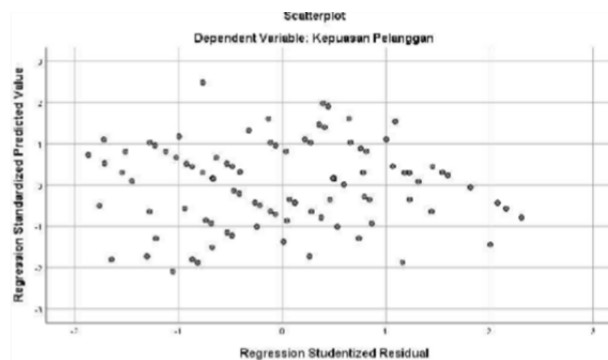
Source: Data Processing, 2026.

Figure 1: P-Plot of Normality Test

From the graph above, it can be seen that the points are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data from the variables of price (X_1), service quality (X_2) and customer satisfaction (Y) studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot* graph as follows:



Source: Data Processing, 2026.

Figure 2: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot* image, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Test T test (Partial test)

To find out the effect between price (X_1) and service quality (X_2) on customer satisfaction (Y) can be done with a t test (partial test). The provisions are as follows:

- 1) If the $t_{count} > t_{table}$ means that H_0 is rejected and H_a is accepted (there is an influence).
- 2) If the $t_{count} < t_{table}$ means that H_0 is accepted and H_a is rejected (no effect)

Partial Hypothesis Test for Price Variables (X_1)

The hypotheses that will be tested in this section are:

H_{01} : There was no significant influence between prices on customer satisfaction at the Bagus Jaya

Welding Workshop in South Tangerang.

H_{a1} : There is a significant influence between prices on customer satisfaction at the Bagus Jaya Repair Shop in South Tangerang.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 13: Partial Hypothesis Test Results Between Price (X_1) and Customer Satisfaction (Y)

Models	Coefficient		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error			
1 (Constant)	11.741	1.434		8.186	.000
Price (X_1)	.337	.055	.542	6.183	.000

a. Dependent Variable: Customer Satisfaction (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{calculated} > t_{of}$ the table or ($6.183 > 1.661$) was also strengthened by a significance value of < 0.05 or ($0.000 < 0.05$). Thus, H_{01} was rejected and H_{a1} was accepted, this shows that there is a significant influence between prices on customer satisfaction at the Bagus Jaya Welding Workshop in South Tangerang.

Partial Hypothesis Test for Service Quality Variables (X_2)

The hypotheses that will be tested in this section are:

H_{02} : There was no significant effect between service quality and customer satisfaction at the Bagus Jaya Repair Shop in South Tangerang.

H_{a2} : There is a significant influence between service quality and

customer satisfaction at the Bagus Jaya Welding Workshop in South Tangerang.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 14: Partial Hypothesis Test Results Between Service Quality (X2) and Customer Satisfaction (Y)

Models	Unstandar dized Coefficien ts		Standar dized Coeffici ents		Sig.
	B	Std. Error	Beta	t	
1 (Const ant)	11.1 62	1.918		5.8 18	.0 00
Qualit y of Servic e (X2)	.27 1	.055	.455	4.8 97	.0 00

a. Dependent Variable: Customer Satisfaction (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{\text{calculated}} > t_{\text{of the table}}$ or $(4.897 > 1.661)$ was also strengthened by a significance value of < 0.05 or $(0.000 < 0.05)$. Thus, H_{02} was rejected and H_{a2} was accepted, this shows that there is a significant influence between service quality and customer satisfaction at the Bagus Jaya Welding Workshop in South Tangerang.

Simultaneous Test (F Test)

Statistical F testing is a joint test of all its independent variables (price and quality of service) against its dependent variables (customer satisfaction). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The hypothesis formulation made is as follows:

HO3: There was no significant influence between price and service quality simultaneously on customer satisfaction at the Bagus Jaya Welding Workshop in South Tangerang.

Ha3: There is a significant influence between price and service quality simultaneously on customer satisfaction at the Bagus Jaya Welding Workshop in South Tangerang.

As a comparison to see the significant effect, a significant level of 5% (0.05) is used and compares the $F_{\text{calculation}}$ with the F_{table} with the following criteria:

- 1) If $F_{\text{calcul}} < F_{\text{table}}$ means H_0 is accepted and H_a is rejected
- 2) If $F_{\text{calcul}} > F_{\text{table}}$ means H_0 is rejected and H_a is accepted

The formula for finding the F value of the table is:

$$(df = k-1) = df_1 = 3-1 = 2 \text{ and } (df_2 = n - k) = 94 - 3 = 91$$

So with a significance of 5% or 0.05, F_{is} obtained in the table of 91 = 3.100 from the statistical table. Here are the results of the ANOVA test or the F test:

Table 15: Results of simultaneous tests (F test) between price (x1) and service quality (x2) on customer satisfaction (y)

NEW ERA					
Models	Sum of Squa res	df	Mean Squa re	F	Sig.
1 Regress ion	301.7 95	2	150.8 97	22.1 68	.00 00
Residua l	619.4 39	91	6.807		
Total	921.2 34	93			

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Quality of Service (X2), Price (X1)

Source: Data Processing, 2026.

Based on the test results in the ANOVA table above, the value of F_{was} obtained to calculate $> F_{\text{of the table}}$ or ($22.168 > 3.100$) and strengthened with a significance of < 0.05 or ($0.000 < 0.05$). So it can be concluded that the price and service quality together have a significant effect on customer satisfaction at the Bagus Jaya Welding Workshop in South Tangerang.

Discussion

After the findings in this case are known, then analyze how well the data presents the results of the research raised, especially the ability to explain how good the price and quality of service are to customer satisfaction. Furthermore, the results of this study will be discussed as follows:

The Effect of Price (X₁) on Customer Satisfaction (Y)

Based on the results of the analysis, the price research variable has a significant effect on customer satisfaction as evidenced by the results of the t -test calculation = 6.183 while $t_{\text{table}} = 1.661$ ($t_{\text{cal}} > t_{\text{table}}$) with a significant level of $0.000 < 0.05$, then H_{01} is rejected and H_{a1} is accepted. This research is in line with research that has been conducted by Ambarwati, et al. (2023) where in their research it was concluded that price has a significant effect on customer satisfaction.

The Effect of Service Quality (X₂) on Customer Satisfaction (Y)

Based on the results of the analysis, the service quality variable has a significant effect on customer satisfaction as evidenced by the results of the t_{cal} test = 4.897 while $t_{\text{table}} = 1.661$ ($t_{\text{cal}} > t_{\text{table}}$) with a significant level of $0.000 < 0.05$, then H_{02} is rejected and H_{a2} is accepted. This research is in line with research conducted by Septiani (2024) where in his research it was concluded that

service quality has a significant effect on customer satisfaction.

The Simultaneous Effect of Price (X₁) and Service Quality (X₂) on Customer Satisfaction (Y)

Based on the results of the Anova test, the value of $F_{\text{cal}} > F_{\text{table}}$ or ($22.168 > 3.100$) and also strengthened with a significant value of < 0.05 or ($0.000 < 0.05$) then H_{03} was rejected and H_{a3} was accepted. So it can be concluded that the price and service quality together have a significant effect on customer satisfaction at the Bagus Jaya Welding Workshop in South Tangerang. This research is in line with research that has been conducted by Jeriyando & Ahyani (2024) where in their research it was concluded that price and service quality together have a significant effect on customer satisfaction.

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of price (X₁) and service quality (X₂) on customer satisfaction (Y), it is as follows:

1. Partially the price has a significant effect on customer satisfaction, this is evidenced by the results of the hypothesis test obtained by t_{count} of $> t_{\text{table}}$ ($6.183 > 1.661$) and also strengthened by a significance of $0.000 < 0.05$. So H_{a1} was accepted. Thus, it can be concluded that price variables have a significant effect on customer satisfaction at the Bagus Jaya Tangerang South Tangerang Las Workshop.
2. Partially, the quality of service has a significant effect on customer satisfaction, this is evidenced by the results of the hypothesis test obtained by t_{count} of $> t_{\text{table}}$ ($4.897 > 1.661$) and also strengthened with a

significance of $0.000 < 0.05$. So H_{a2} was accepted. Thus, it can be concluded that the service quality variable has a significant effect on customer satisfaction at the Bagus Jaya South Tangerang Las Workshop.

3. Price and service quality simultaneously have a significant effect on customer satisfaction, this is evidenced by the results of the hypothesis test obtained by $F_{\text{count}} > F_{\text{table}}$ or $(22,168 > 3,100)$ and also strengthened by a significance of $0.000 < 0.05$. Hence H_{a3} is accepted. Thus, it can be concluded that price variables and service quality simultaneously have a significant effect on customer satisfaction at the South Tangerang Bagus Jaya Las Workshop.

BIBLIOGRAPHY

- Aditama, R. A. (2020). *Introduction to Management: Theory and Application*. Deepublish.
- Ambarwati, F., Ermawati, E., & Taufik, M. (2023). The influence of price, product quality and service on consumer satisfaction at the Yudi Las Workshop in Lumajang. *Journal of Organization and Business Management*, 6(1), 319–327.
- Christian, A. R., & Sulistiyani, T. (2021). *Introduction to Management*. Ahmad Dahlan University (UAD Press).
- Hartuti, E. T. K., & Basit, A. (2022). The Effect of Price and Product Quality on Hairnerds Professional Customer Satisfaction on CV. Hairnerds Group in West Jakarta. *Journal of Civilization Governance*, 2(3), 234–240.
- Irmal, I. (2019). The effect of service quality on consumer satisfaction at Indomaret Cipondoh Branch. *Journal of Effective Economics*, 1(4), 219.
- Jeriyando, J., & Ahyani, A. (2024). The effect of service quality and price on the purchase decision at the Harapan Kita Ciledug Welding Workshop, Tangerang City, Banten. *Horizon: Journal of Economics, Management and Business*, 1(4), 1096–1104.
- Kencana, P. N. (2020). The Effect of Price and Service Quality on Customer Satisfaction of PT Huda Express Courier Services at Mcdonald's Bintaro Restaurant. *Journal of Clinical Psychology*, 7(1), 29.
- Kotler, P., & Keller, K. L. (2021). *Marketing management (16th ed.)*. Pearson Education.
- Mardiana, A., & Faroh, W. N. (2024). The Influence of Product Quality and Price on Purchase Decisions on Implora Lipstick Products (Case Study on Regular C Students of Management and Business at Pamulang University). *Scientific Journal of Management Students*, 4(1), 38–48.
- Munarsih, M., & Pratama, A. B. (2022). The Effect Of Service Quality And Promotion On Customer Satisfaction On PT. Indomarco Prismaatama Branch Kemiri Raya, South Tangerang City. *Indonesian Journal of Economy, Business, Entrepreneurship and Finance*, 2(1), 49–64.
- Novertiza, E. C. K., & Khasanah, I. (2016). The influence of service quality, brand image, trust and

price perception on the decision to purchase Sinar Baru welding workshop services in Jepara. *Diponegoro Journal of Management*, 5(2), 1–13.

Riyanto, S., & Hatmawan, A. A. (2020). *Quantitative research research methods: Research in the fields of management, engineering, education and experimentation*. Deepublish.

Septiyani, A. M. (2024). The effect of service quality, product quality and price on purchase decisions at the Usaha Blessing 95 Welding Workshop in Sampit. *Surplus: Journal of Management and Entrepreneurship Sciences*, 4(1), 29–42.

Sudarsono, H. (2020). *Marketing management*. Pustaka Abadi.

Sugiyono. (2017). *Research methods: Quantitative, qualitative, and R&D*. Alfabet.

Sugiyono. (2022). *Quantitative, Qualitative, and R&D Research Methods*. Alfabet

Wulansari, R., & Novianto, R. (2020). The Influence of Service Quality and Competitive Prices on Customer Satisfaction of Penguin Water Tanks at Building Materials Stores in Gading Serpong. *Journal of Competitive Marketing*, 3(2), 54.