The Effect of Perceived Service Quality and Perceived Price on Customer Satisfaction Furqon Trans in Sidoarjo

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Abstract

Tight competition between car rental company service providers makes car rental companies compete to improve the quality of their services. One of them is Furqon Trans car rental which is currently developing and wants to provide quality service and affordable prices to ensure customer satisfaction. The purpose of this study was to determine the effect of perceived service quality and perceived price on customer satisfaction of Furqon Trans car rental services. The sample used in this study were customers who had made at least two transactions with Furqon Trans Sidoarjo, with a total of 85 respondents, and were over 18 years old. The sampling technique used is non-probability sampling. The analysis technique used is the Partial Least Square (PLS) method. Based on the results of the research that has been done, it shows that Perceived Service Quality has a positive effect on Customer Satisfaction and Perceived Price has a positive effect on Customer Satisfaction of Furqon Trans in Sidoarjo.

Keywords: Perceived Service Quality; Perceived Price; Customer Satisfaction

INTRODUCTION

Indonesia's economic development is increasing rapidly in the era of globalization. More and more human desires to be reckoned with. One of the most basic human needs, namely pleasure and entertainment, is to relieve boredom and reduce enthusiasm for work. Higher population densities increase people's activity, increasing individual needs for study, work, leisure, and leisure. This has an impact on land, air and sea traffic problems.

Transportation is one of the main needs of modern society. Because as we all know, transportation is very useful to get around the community. Traffic problems are a problem that is always faced by both developed and developing countries like Indonesia, both in the field of urban and inter-country transportation.

A car rental company is a company that provides car rental services for people in need, both individuals and agencies. In addition to the bright prospects, there are several things that must be considered. Business and industrial developments that strengthen the company and prospects. Car rental services focus on service quality and affordability for customers to capture the desired market share.

Table 1. Data on Total Revenue of Furqon Trans

TOTAL INCOME			
MONTH YEAR	2020	2021	2022
JANUARY	Rp. 35,950,000.00	Rp. 31,625,000.00	Rp. 57,900,000.00
FEBRUARY	Rp. 44,575,000.00	Rp. 20,106,000.00	Rp. 45,275,000.00
MARCH	Rp. 34,825,000.00	Rp. 54,845,000.00	Rp. 56,575,000.00
APRIL	Rp. 0.00	Rp. 60,750,000.00	Rp. 48,250,000.00
MAY	Rp. 0.00	Rp. 37,625,000.00	Rp. 51,100,000.00
JUNE	Rp. 22,900,000.00	Rp. 58,800,000.00	Rp. 65,876,000.00
JULY	Rp. 30,080,000.00	Rp. 22,475,000.00	Rp. 50,387,000.00
AUGUST	Rp. 33,275,000.00	Rp. 54,225,000.00	Rp. 50,950,000.00
SEPTEMBER	Rp. 37,307,000.00	Rp. 84,600,000.00	Rp. 64,500,000.00
OCTOBER	Rp. 53,425,000.00	Rp. 84,625,000.00	Rp. 86,173,500.00
NOVEMBER	Rp. 65,850,000.00	Rp. 108,200,000.00	Rp. 90,525,000.00
DECEMBER	Rp. 46,700,000.00	Rp. 95,000,000.00	Rp. 33,025,000.00
TOTAL	Rp. 404,347,000.00	Rp. 712,876,000.00	Rp. 700,536,500.00

Based on the data in table 1 above, Furqon Trans' total revenue has fluctuated (up and down) over the last three years with a downward trend in the last year. There is a gap in the amount of income between 2020 and 2022 because Furqon Trans' revenue decreases in 2022. This phenomenon is evidenced by the annual fluctuations (up and down) of the number of tenants over the last three years. There is an emotional need for service and price in car rental, which will change according to the current Sidoarjo Regency car rental market and can adapt to the Surabaya city car rental market.

Customer satisfaction has a major impact on the development of the company. Customer satisfaction is understood as the level of customer feelings after comparing what they received with their expectations. When customers are satisfied with the value of the product or service received, they are likely to remain customers for the long term. If a customer is dissatisfied with a company's service, it can influence other potential customers. Therefore, service companies, especially Furqon Trans, which is engaged in car rental, must prioritize services to create and increase customer satisfaction.

Perceived quality is very important for business continuity because this is a customer's perception and evaluation of the superior quality of a particular product or service as a whole compared to competitors, causing product differentiation in the minds of customers (Kataria & Saini, 2020). If the perceived quality is high and the product or service can achieve this perception, then customer satisfaction appears. Perceived service quality is a dynamic condition that affects products, services, people, processes, and the environment that meet or exceed expectations. Customers' perceptions of service quality are determined by the performance of companies that serve customers to achieve customer satisfaction.

Perceived price is one of the most important sales drivers for businesses. Many companies lose their competitiveness by setting prices that are not aligned with the market. By conducting in-depth research, companies can learn how their customers perceive fair prices in the market and can determine how customers perceive fair prices. According to Irawan (2004:37-40) in (Pandega et al., 2023) The general price perception of customers who are sensitive to low prices is an important source of satisfaction to get good value for money. For the service industry, the price factor is important and has a huge impact on customer satisfaction.

Literature review

Perceived Service Quality
According to (Tjiptono and Candra 2012) in (Elmas et al., 2019) stated that the perception of service quality is a measure of how well the level of service provided is able to match customer expectations.

Price Perception
According to Peter and Olson (2014: 246) in (Ramdhani and Widyasari, 2022) price perception is the perception of price which concerns how price information is understood by customers and made meaningful for them.

Customer satisfaction
According to Danang Sunyoto (2013) in (Aseri Daeli et al., 2021) in customer satisfaction is "a person's level of satisfaction after comparing (performance or results) that is felt compared to his expectations".

Relationship between Perceptions of Service Quality and Customer Satisfaction
Perceived service quality is one of the factors that influence customer satisfaction. Satisfaction and service quality are closely related to market share. According to Tjiptono and Candra (2012) in (Elmas et al., 2019) service quality and customer satisfaction are concepts that need to be understood and understood so that companies remain competitive and grow. Partially, the influence of service quality variables significantly influences customer satisfaction. According to Maskur et al. (2016) in (Elmas et al., 2019) states that the perception of service quality has a significant and positive effect on customer satisfaction.

Relationship between Price Perception to Customer Satisfaction
Perceived price is one of the factors that influence customer satisfaction. According to Kertajaya (2002) in (Sianipar JM, 2019) states that the price assessment indicator can be seen from the suitability between a sacrifice from the customer for the value it receives after making a purchase, and from there the customer will perceive the service. This price component is relatively unimportant for those who are not price sensitive. The results of research conducted by Sianipar JM (2019) in (Anam and Suwitho, 2021) state that price has a significant effect on customer satisfaction.

RESEARCH METHODS
This study uses independent variables, namely Perceived Service Quality (X1), Perceived Price (X2) and the dependent variable is the Purchase Decision (Y). The population of this research is Furqon Trans customers in Sidoarjo Regency. The *non-probability sampling* method used was *purposive sampling* by collecting data using a questionnaire via the Google form. The sample used in this study is 85 samples. Variable measurement in this study uses a Likert scale. Data analysis in this study uses *Partial Least Square* (PLS).

RESEARCH RESULTS AND DISCUSSION
Research Result

Based on the results of the questionnaire distribution, the percentage above shows that the respondents taken in this study were 85 people including 67 men and 18 women. In research based on gender dominated by men. In research based on age, the dominant age >35 years included 17 people aged 18-23 years, 21 people aged 24-29 years, 22 people aged 30-35 years and 25 people aged >35 years. In research based on work dominated by entrepreneurs including 17 students or university students, 19 civil servants, 21 entrepreneurs and 11 self-employed people.

a. **First Order (Dimensional Measurement Model with indicators and variables with indicators with outer model measurements)**

Table 3. Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)
X1.1.1 <- PHYSICAL EVIDENCE (X1)	0.922	0.922	0.016	55,921
X1.1.2 <- FISK PROOF (X1)	0.920	0921	0.019	49,134
X1.2.1 <- RELIABILITY (X1)	0.894	0.894	0.018	50,512
X1.2.2 <- RELIABILITY (X1)	0.882	0.881	0.022	40,781
X1.3.1 <- RESPONSE (X1)	0892	0892	0.020	43,646
X1.3.2 <- RESPONSE (X1)	0.874	0.872	0.028	31,745
X.1.4.1 <- WARRANTY (X1)	0.855	0.852	0.039	21,983
X1.4.2 <- WARRANTY (X1)	0.862	0.861	0.032	27,181
X1.5.1 <- EMPATHY (X1)	0.916	0.918	0.012	77.4
X1.5.2 <- EMPATHY (X1)	0.846	0.841	0.044	19,257
X2.1 <- PRICE PERCEPTION (X2)	0.754	0.752	0.054	13,938
X2.2 <- PRICE PERCEPTION (X2)	0867	0.866	0.031	27,531
X2.3 <- PRICE PERCEPTION (X2)	0.784	0.777	0.066	11,938
X2.4 <- PRICE PERCEPTION (X2)	0.755	0.751	0.061	12,348
Y.1 <- CUSTOMER SATISFACTION (Y)	0.766	0.761	0.082	9,298
Y.2 <- CUSTOMER SATISFACTION (Y)	0.888	0887	0.033	26,533
Y.3 <- CUSTOMER SATISFACTION (Y)	0892	0893	0.022	39,972

Based on the *outer loading table* above, reflective indicators on the dimensions of Physical Evidence (X1.1), Reliability (X1.2), Responsiveness (X1.3), Assurance (X1.4), Empathy (X1.5) and Variables Perceived Service Quality (X1), as well as indicators from the variables Perceived Price (X2) and Customer Satisfaction (Y) indicate *factors loading* (*original sample*) is greater than 0.50 and/or significant (*T-Statistic value* is more than Z value α = 0.05 (5%) = 1.96), thus the estimation results of all indicators meet *Convergent validity* or good validity.

b. Second Order (Variable Measurement Model with dimensions)

Table 4. Path Coefficients (Mean, STDEV, T-Values) Dimensions with Variables

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Values
PHYSICAL EVIDENCE (X1.1) -> PERCEPTION OF SERVICE QUALITY (X1)	0.260	0.259	0.014	17,974	0.000
RELIABILITY (X1.2) -> PERCEPTION OF SERVICE QUALITY (X1)	0.248	0.247	0.018	13,788	0.000
RESPONSIBILITY (X1.3) -> PERCEPTION OF SERVICE QUALITY (X1)	0.230	0.231	0.016	14,243	0.000
GUARANTEE (X1.4) -> PERCEPTION OF SERVICE QUALITY (X1)	0.219	0.219	0.018	12061	0.000
EMPATHY (X1.5) -> PERCEPTION OF SERVICE QUALITY (X1)	0.234	0.233	0.015	15,352	0.000

The test results in the inner weight table above show that the dimensions of Physical Evidence (X1.1), Reliability (X1.2), Responsiveness (X1.3), Assurance (X2.4), and Empathy (X1.5) of the Perception variable Service Quality has good validity, this is indicated by the T-statistic value which is greater than 1.96 (at $Z\alpha = 5\%$). It can be seen that each dimension shows a varying coefficient and *T-Statistic value but has a value above the cut-off* so that it can be said that all dimensions of the Perception of Service Quality variable have good validity. In the variable Perceived Quality of Service, the dimension of Physical Evidence (X1.1) is the dimension that has the largest coefficient value compared to the other dimensions with a coefficient of 0.260.

c. Cross Loading

Table 5. Cross Loading

	Physical Evidence (X1.1)	Responsiveness (X1.3)	Empathy (X1.5)	Guarantee (X1.4)	reliability (X1.2)	CUSTOMER SATISFACTION (Y)	PRICE PERCEPTION (X2)
X1.1.1	0.922	0.541	0.574	0.475	0.698	0.570	0.218
X1.1.2	0.920	0.481	0.583	0.469	0.755	0.559	0.358
X1.2.1	0.766	0.535	0.576	0.486	0.894	0.484	0.296
X1.2.2	0.632	0.580	0.534	0.461	0.882	0.590	0.385
X1.3.1	0.528	0892	0.610	0.546	0.625	0.550	0.324
X1.3.2	0.449	0.874	0.595	0.608	0.478	0.415	0.380
X1.4.1	0.465	0.525	0.614	0.855	0.428	0.501	0.455
X1.4.2	0.415	0.593	0.593	0.862	0.487	0.565	0.537
X1.5.1	0.600	0.724	0.916	0.739	0.636	0.525	0.451
X1.5.2	0.498	0.446	0.846	0.468	0.446	0.433	0.340
X2.1	0.271	0.430	0.367	0.532	0.285	0.440	0.754

X2.2	0.284	0.307	0.367	0.464	0.269	0.480	0867
X2.3	0.161	0.232	0.294	0.458	0.247	0.413	0.784
X2.4	0.264	0.285	0.404	0.381	0.401	0.474	0.755
Y. 1	0.427	0.375	0.361	0.420	0.481	0.766	0.534
Y.2	0.569	0.424	0.441	0.491	0.512	0.888	0.418
Y.3	0.560	0.579	0.574	0.650	0.542	0892	0.511

cross loading data processing, all loading factor values are obtained for each indicator in the dimensions of Physical Evidence (X1.1), Reliability (X1.2), Responsiveness (X1.3), Assurance (X1.4), Empathy (X1.5) as well as indicators from the variable Price Perception (X2) and Customer Satisfaction (Y), show a greater loading factor value compared to the indicator factor loading of other variables, so that it can be said that all indicators in this study have fulfilled their validity or have good validity.

d. Average Variance Extracted (AVE)

Table 6. Average Variance Extracted (AVE)

	AVE
Physical Evidence (X1.1)	0.849
Reliability (X1.2)	0.789
Responsiveness (X1.3)	0.780
Guarantee (X1.4)	0.737
Empathy (X1.5)	0.778
PERSEPI QUALITY OF SERVICE (X1)	0.553
PRICE PERCEPTION (X2)	0.626
CUSTOMER SATISFACTION (Y)	0.724

AVE test results for the construct Physical Evidence (X1.1), Reliability (X1.2), Responsiveness (X1.3), Assurance (X1.4), Empathy (X1.5) and the variable Perceived Price (X2) and Satisfaction Customers (Y) all of these variables show a value of more than 0.5. So overall the variables in this study can be said to have good validity.

e. Composite Reliability

Table 7. Composite Reliability

	COMPOSITE RHO_C
Physical Evidence (X1.1)	0.918
Reliability (X1.2)	0.882
Responsiveness (X1.3)	0.876
Guarantee (X1.4)	0.849
Empathy (X1.5)	0.875
PERSEPI QUALITY OF SERVICE (X1)	0.925
PRICE PERCEPTION (X2)	0.870
CUSTOMER SATISFACTION (Y)	0.887

Composite Reliability test show that the variable Perceived Quality of Service (X1) is 0.925, Perceived Price (X2) is 0.870 and Customer Satisfaction (Y) is 0.887, these three variables show a *Composite Reliability value* above 0.70 so that it can be said that all variables in the study it's reliable.

f. Latent Variable Correlations

Table 8. Latent Variable Correlations

	PERCEPTION OF SERVICE QUALITY (X1)	PRICE PERCEPTION (X2)	CUSTOMER SATISFACTION (Y)
PERCEPTION OF SERVICE QUALITY (X1)	1,000	0.507	0.702
PRICE PERCEPTION (X2)	0.507	1,000	0.573
CUSTOMER SATISFACTION (Y)	**0.702**	0.573	1,000

From the table of *latent variable correlations* above, the average correlation value between one variable and another shows an average or moderate correlation value. The highest correlation value is found between the variables Perceived Service Quality (X1) and Customer Satisfaction (Y) of 0.702, it can also be stated that among the variables in the research model, the relationship between the variables Perceived Service Quality (X1) and Customer Satisfaction (Y) shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model the level of customer satisfaction is more influenced by the variable Perceived Quality of Service than the variable Perceived Price.
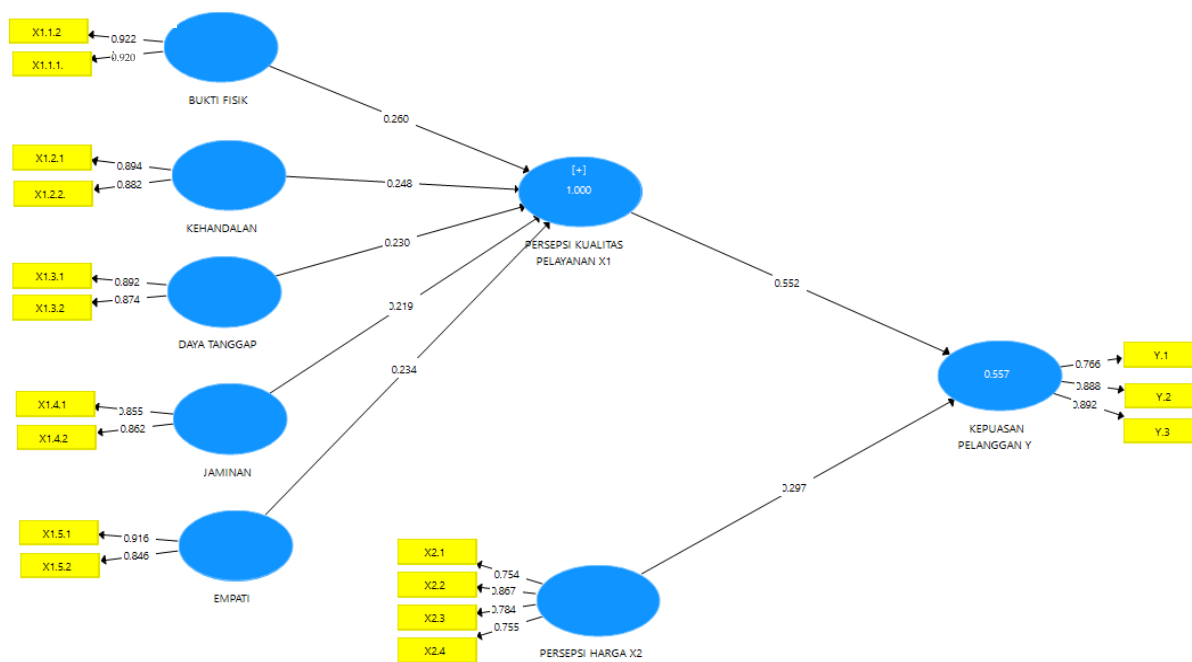
g. PLS Model Analysis

Figure 1. Outer Model with factor loading, Path Coefficient and R-Square

From the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between the variables and indicators, you can also see the magnitude of the path coefficients (path coefficients) which are above the arrows between exogenous variables and endogenous variables. In addition, it can also be seen that the magnitude of *the R-Square* is right inside the circle of endogenous variables (variables of Customer Satisfaction).

h. Inner Model (Structural Model Testing)

Table 9. R-square

	R Square
PERCEPTION OF SERVICE QUALITY (X1)	
PRICE PERCEPTION (X2)	
CUSTOMER SATISFACTION (Y)	0.557

Value of $R^2 = 0.557$. It can be interpreted that the model is able to explain the phenomenon of Customer Satisfaction which is influenced by independent variables, including Perceived Service Quality and Perceived Price with a variance of 55.70%, while the remaining 44.30% is explained by other variables outside this study (besides Perception Service Quality and Price Perceptions).

In addition to knowing the value of R^2, *the Goodness of Fit* of the research model can be known from the magnitude of Q^2 or *Q-Square predictive relevance* for structural models, which is to measure how well the observed values produced by the model and also its parameter estimates. *Q-square* value > 0 indicates the model has *predictive relevance*; conversely if the *Q-Square value* ≤ 0 indicates the model has less *predictive relevance*. *Q-Square* calculation is done by the formula:

$Q2 = 1 - (1 - R_1^2)(1 - R_2^2) ... (1 - R_p^2)$ where R_1^2, R_2^2 ... R_p^2 *is the R-square* of the endogenous variable in the equation model. Q^2 has a value with a range of $0 < Q^2 < 1$, where the closer to 1 means the model is better. This $Q2$ quantity is equivalent to the total determination coefficient in path *analysis*.

In this study, the value of Q^2 is $Q^2 = 1 - (1 - 0.557) = 0.557$. From the results of the Q^2 calculation with a result of 0.557, it can be concluded that the research model can be said to fulfill *predictive relevance*.

i. Hypothesis test

Furthermore, for testing the hypothesis, it can be seen the results of the coefficients and T-statistic values of the inner model in the following table:

Table 10. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Values
PERCEPTION OF SERVICE QUALITY (X1) - > CUSTOMER SATISFACTION (Y)	0.552	0.549	0.074	7,429	0.000
PRICE PERCEPTION (X2) -> CUSTOMER	0.297	0.301	0.080	3,724	0.000

SATISFACTION (Y)					

From the table above it can be concluded that the hypothesis states:

Hypothesis 1: Allegedly Perceived Service Quality (X1) has an effect on Customer Satisfaction (Y) Furqon Trans in Sidoarjo acceptable, with *path coefficients of* 0.552, and a *T-statistic value* of 7.429 > 1.96 (from the table value $Z\alpha = 0.05$) or a P-Value of 0.000 <0.05, with **significant (positive) result**.

Hypothesis 2: Allegedly Perceived Price (X2) has an effect on Customer Satisfaction (Y) Furqon Trans in Sidoarjo is acceptable, with *path coefficients of* 0.297, and a *T-statistic value of* 3.724 > 1.96 (from table value $Z\alpha = 0.05$) or P - Value 0.000 <0.05, with **significant (positive) results**.
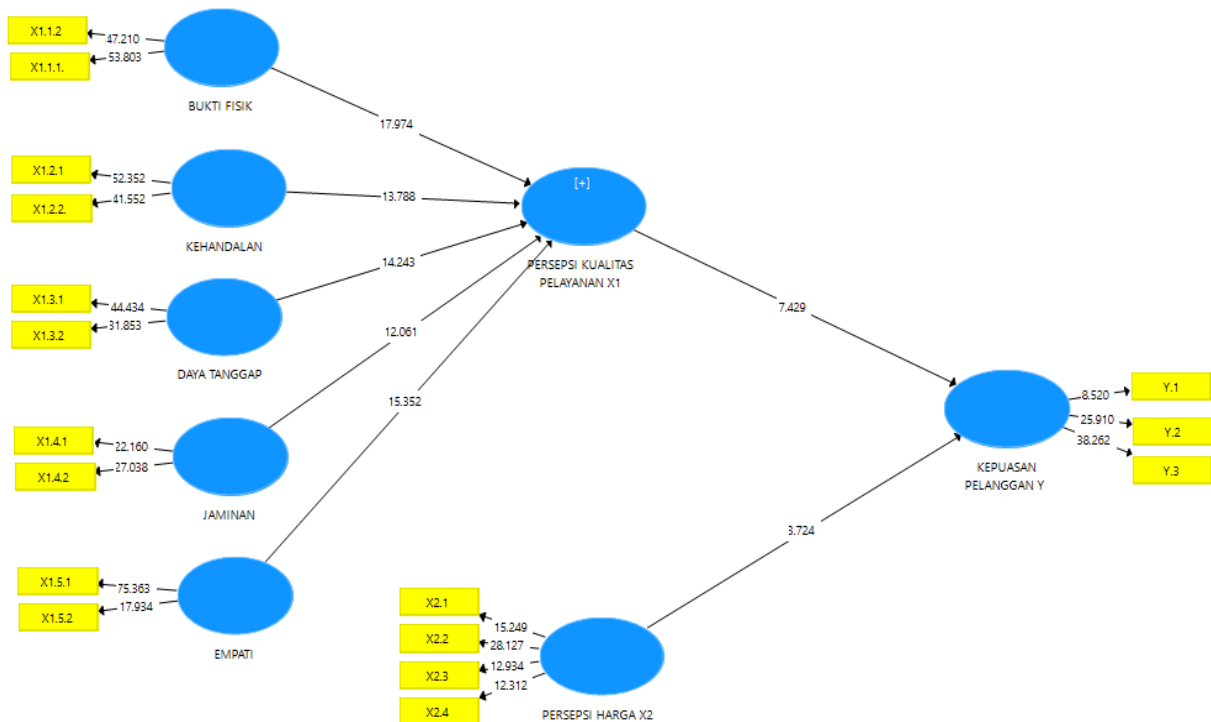

Figure 2. Inner Model with significance value of T-Statistic Bootstrapping

Discussion

The Effect of Perceived Service Quality on Customer Satisfaction

Based on the results of the research that has been done, it is found that the variable Perceived Service Quality contributes to Customer Satisfaction at Furqon Trans Sidoarjo with the results of Perceived Service Quality having a positive contribution to Customer Satisfaction Furqon Trans Sidoarjo is acceptable. This shows that the Perception of Service Quality contributes to customers in achieving a Customer Satisfaction at Furqon Trans Sidoarjo. The results of the descriptive analysis of the variable Perceived Quality of Service, the dimension that has the highest percentage is the Furqon Trans vehicle facility indicator and the Furqon Trans driver performance indicator. It can be interpreted that the perception of

the quality of service carried out by Furqon Trans, in this case the fleet which is always new and also the drivers who are classified as neat in appearance, make customers satisfied in service. The results of this study are in accordance with research conducted by Elmas et al., (2019) indicating that the Perceived Quality of Service variable contributes directly to customer satisfaction. In addition, the results of this study are in accordance with research conducted by Yüksel (2018) showing that the Perceived Quality of Service variable contributes directly to customer satisfaction. It can be concluded that Perceived Service Quality is one of the factors that contribute to Customer Satisfaction. This shows a positive impression from customers to achieve Furqon Trans Customer Satisfaction.

Effect of Perceived Price on Customer Satisfaction

Based on the results of the research that has been done, it is found that the price perception variable contributes to customer satisfaction at Furqon Trans Sidoarjo with the results of price perception having a positive contribution to customer satisfaction at Furqon Trans Sidoarjo which is acceptable. This shows that Price Perception contributes to customers in achieving a Furqon Trans Sidoarjo Customer Satisfaction. The results of the descriptive analysis of the price perception variable The indicator that has the highest percentage is the price for each Furqon Trans car according to the quality of the car given. Indicator where the customer feels the quality provided by Furqon Trans is appropriate and in accordance with the price that has been set. The results of this study are in accordance with research conducted by Sianipar (2019) which shows that the price perception variable has a significant influence on customer satisfaction. And this research is also in accordance with research conducted by Leonardo and Riki (2021) show that the price perception variable has a significant influence on customer satisfaction. It can be concluded that Perceived Price is one of the factors that contribute to Customer Satisfaction. This shows that customers have Price Perceptions which are taken into consideration, especially regarding prices with other similar services to achieve Furqon Trans Customer Satisfaction.

CONCLUSION

Based on the results of the study, it can be concluded that Perceived Service Quality contributes to Customer Satisfaction at Furqon Trans Sidoarjo. In this case, Furqon Trans' customers are satisfied with the service and fleet, which is always new, so they can achieve customer satisfaction with what Furqon Trans has provided. Based on the results of the study, it can be concluded that price perception contributes to customer satisfaction at Furqon Trans Sidoarjo. In this case, Furqon Trans customers feel that the price given is in accordance with the services that are obtained by the customer so that they can achieve customer satisfaction for what has been provided by Furqon Trans. Therefore, researchers suggest that Furqon Trans always provide the best service to customers so that customers always feel comfortable and satisfied with the services provided by Furqon Trans and conduct performance evaluations at certain times so that the Perception of Service Quality provided by Furqon Trans customers can always be awake. As well as being able to pay more attention to maintaining customer price perceptions by always offering quality services and in accordance with customer wishes so that customers feel the price paid is commensurate with the benefits the customer feels. Suggestion, Some suggestions that can be given related to research results are as follows: The variable of perceived service quality shows that many customers are satisfied with the services of Furqon Trans. Therefore, researchers suggest that Furqon Trans

always provide the best service to customers so that customers always feel comfortable and satisfied with the services provided by Furqon Trans and conduct performance evaluations at certain times so that the Perception of Service Quality provided by Furqon Trans customers can always be awake. The price perception variable shows that many customers think that the price offered is in accordance with the benefits that the customer gets. Therefore, researchers suggest that Furqon Trans can pay more attention to maintaining customer price perceptions by always offering quality services and according to customer wishes so that customers feel the price paid is commensurate with the benefits the customer feels. For further researchers, the researcher suggests to include other variable factors such as Perceived Product Quality, Brand Image and so on which can contribute to Customer Satisfaction so that the results of further research are better.

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