

# The Influence Service Quality and Price Have to The Customers' Satisfaction at the Swimmingpool of Yogyakarta State University

Martono

*Yogyakarta State University*  
Yogyakarta, Indonesia  
martono.2016@student.uny.ac.id

Tomoliyus

*Yogyakarta State University*  
Yogyakarta, Indonesia  
tomoliyus@uny.ac.id

**Abstract**—Swimming pool of Yogyakarta State University is a sport facility that is for rent to the public. This study aims to determine the influence of service quality and price on customers' satisfaction at swimming pool of Yogyakarta State University. The subjects of this study were 200 customers of swimming pool of Yogyakarta State University (YSU). The sampling technique used accidental sampling. Data were collected by questionnaires and were analyzed by multiple linear regression. The results show service quality and price have significant influence on customers' satisfaction that were confirmed by F value equals to 71,624 and the significance value 0.000. Partially, customers' satisfaction and price respectively and significantly contribute 10.3% and 41,5%.

**Keywords**—Service quality, Price and Satisfaction

## I. INTRODUCTION

Based on observation, customers must share a place with students who do swimming course in the swimming pool YSU. Besides, the manager also increases the price on weekend tickets. A swimming pool business is determined by the ability of the pool management itself to provide satisfactory services to its customers. Customer satisfaction can be a weapon to perform as a winner in competition but it could be the opposite, where it could backfire that can destroy the position of managers in the increasingly complex swimming pool businesses. In addition to offering various services and facilities and facilities in the pool management also usually offer other products such as courses and souvenirs, improvements in information technology, physical services, and non-physical services are also intended to improve the quality of service [1].

Bedi in [2] states that providing high quality services is a must for business managers to facilitate customers' satisfaction and loyalty. The quality can be seen from the management efforts in improving existing facilities and infrastructure. It is a challenge for businesses, how to realize customers' wishes and be a close relationship with customers. In this case, the element of trust becomes a key factor for pool businesses. Trust is also necessary to establish and maintain long-term relationships with customers [3].

A customer may experience varying degrees of satisfaction. Customer satisfaction is determined by the quality of goods or services which are submitted to customers. Maintaining customer satisfaction is an obligation for every pool service provider because it will bring a lot of

benefits for pool service providers. A harmonious relationship between service quality and customer satisfaction can help the management shoots a target market [4].

Some of the tests indicate only empathy variables have a partial effect on customer satisfaction. In addition to product quality, the price also has a positive effect on customer satisfaction. The more affordable and according to consumer expectations the consumer satisfaction will increase. Those findings are in line with the results of research conducted which found that the price has a positive and significant impact on customer satisfaction. Cronin in [5], Zafar in [6] urge management must strive to maintain a good quality service exceeds its competitor. Quality of service is one of the critical success factors that affect the competitiveness of the organization. Kumar in [7], Naeem and Saif in [8] and Sanka in [9] found that the quality service affects customer satisfaction. An important factor in achieving customer satisfaction is through good relationships between employees and customers Siddiqi in [11] stated that employees who can quickly solve problems tend to contribute in increasing customer satisfaction [12].

Agyapong in [13] found that there is a positive relationship between service quality and customer satisfaction. Among service quality variables that significantly affect customer satisfaction include competence, courtesy, tangible, reliability, responsiveness and communication. This study documents that service quality is the dominant route to customer satisfaction. Indications of successful brand building strategies are found when companies provide quality services compared to other companies in the same industry. Rahman, Kalam, Rahman, and Abdullah in [13] conducted a study aimed at identifying some of the key drivers of customer satisfaction in restaurant services by contacting 450 customers for their valuable opinions about restaurant services. This study aims to connect several factors of service quality and restaurant prices with customer satisfaction. The researchers found that restaurant customers have negative impressions about the fairness of product and service quality, fairness of prices, staff services, the environment of restaurant, restaurant image and restaurant loyalty.

Sakhaei, *et al.* in [14] conducted a study to investigate the quality index of services on Internet Banking. This is an applied research study of descriptive-survey types. The purpose of this study is to understand the impact of quality

factor of Internet Banking service on customer satisfaction in Iran. To study the relationship between service quality and customer satisfaction, the first hybrid model based on previous works has been proposed. Six dimensions of service quality are reliability, efficiency, responsiveness; fulfilment, security / privacy and website design have been established based on literature review. Data were collected through survey interviews with a questionnaire designed on a 5-point Likert scale. This study evaluates the effect of service quality on customer satisfaction in Internet Banking. This study shows that six dimensions of service quality have a significant relationship with customer satisfaction. Internet Banking and reliability have a relationship, whereas website design has at least a relationship with customer satisfaction. In this study based on the previous literature, reliability, efficiency, responsiveness, fulfilment, security / privacy and website design as an internet banking service quality dimension were identified, and serve as a proposed indicator for measuring customer satisfaction with service quality confirmed by Survey Customers. It should therefore be recognized that these indicators are presented to evaluate the quality of service and customer satisfaction as a result of Internet banking work in Iran. The results show that the reliability index has the most effective and least effective website design on customer satisfaction than any other indicator.

Iglesias and Guillen in [15] conducted research on the impact of perceived quality and price on restaurant customer satisfaction. The highly competitive environment in the restaurant sector makes it imperative that companies achieve customer satisfaction to survive in the long term. Getting customer satisfaction means experienced customers repeat the service and they become a source of effective and efficient communication, at no cost to the company. The research indicates that perceived quality has a direct and positive impact on the level of customer satisfaction, while contrary to what is expected, the total perceived price does not affect the satisfaction. Point out that brand image, service quality and price are correlated with customer satisfaction. Price increases have been shown to have a negative impact on customer satisfaction. In addition, improved brand image has resulted in increased customer satisfaction and increased brand loyalty. Quality of service has the strongest correlation and every improvement in service quality has a positive impact on customer satisfaction. This study aims to test hypothesis says service quality and price on customer satisfaction simultaneously.

The rest of this paper is organized as follow: Section II describes the proposed method. Section III presents the obtained results and following by discussion. Finally Section IV concludes this work.

**II. PROPOSED METHOD**

Data were collected by distributing questionnaires to all users of the YSU Swimming Pool selected randomly. Data analysis used is multiple linear regression analysis. *F* test was used to test the simultaneous effect of independent variables while *t* test was used to test partial effect of independent variables [16], [17]. If the probability is > 0.05, then *H*<sub>0</sub> is accepted and *H*<sub>a</sub> is rejected, so it can be said that the independent variable cannot explain the dependent variable or there is no influence between the two variables

tested. If the probability is <0.05 then *H*<sub>0</sub> is rejected and *H*<sub>a</sub> is accepted, so it can be said that the independent variable from the linear regression model is able to explain the dependent variable.

The coefficient of determination essentially measures how far the ability of the model in explaining the variation of the dependent variable. The coefficient of determination is between zero and one. The small coefficient of determination means the ability of independent variables to explain the variation of the dependent variable is very limited. A value close to one means that independent variables provide almost all the information needed to predict the variation of the dependent variable [17].

**III. RESULT AND DISCUSSION**

This section presents the results obtained and following by discussion.

**A. Result**

In analyzing the impact of service quality factor (*X*<sub>1</sub>) and Price (*X*<sub>2</sub>) on Customer Satisfaction (*Y*) YSU swimming pool, it is used a multiple regression analysis. show the Table I below:

TABLE I. REGRESSION ANALYSIS OF QUALITY FACTOR AND PRICE ON CUSTOMER SATISFACTION

Model	Coefficients <sup>a</sup>					Collinearity Statistics		
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF	
1	(Constant)	2.113	.907		2.329	.021		
	X1	.103	.015	.399	6.906	.000	.981	1.134
	X2	.415	.061	.393	6.800	.000	.981	1.134

a. Dependent Variable: Y

Based on the Table I above, it can be explained that

$$X1 = 0.103 \text{ and } X2 = 0.415,$$

and the regression model is

$$Y = 2.329 + 0.103 X1 - 0.415 X2.$$

The regression equation has the following meanings:

- Constant of 2.329 means that if the value of service quality and price is considered fixed, then the consumer satisfaction of 2.329 points.
- Regression coefficient *X*<sub>1</sub> of 0. 103 means if the value of Service Quality increased by 1 (one) point while the price is assumed fixed, it will cause the increase of customer satisfaction equal to 0. 103.
- Coefficient regression *X*<sub>2</sub> amount 0.415 that is if value price experience increase of 1 (one) point while Quality of Service is assumed to be fixed, it will cause the decrease of customer satisfaction equal to 0. 415.

Based on the Table I above, the obtained variable *t* Service Quality count = 6.906 with the significance value equals to 0.000 significance value <0.05, this means that service quality affects customer satisfaction. While the variable price *t* count = 6,800 with the significant value

equals to 0.000 <0.05, this means price affects customer satisfaction.

Hypothesis test simultaneously (*F* Test) among independent variables in this case Quality of Service (*X1*) and price (*X2*) to customer satisfaction of YSU swimming pool. Results analysis test *F* could be seen in Table II of *F* Test Analysis Result.

TABLE II. F TEST OF QUALITY FACTOR AND PRICE ON CUSTOMER SATISFACTION

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	249.871	2	124.935	71.624	.000 <sup>b</sup>
	Residual	343.629	197	1.744		
	Total	593.500	199			

a. Dependent Variable: Y  
b. Predictors: (Constant), X2, X1

It is found that *F* count = 71.624 and the significance value is 0.000 <0.05 meaning that price and service quality have significance impact on customer satisfaction received YSU pool. Based on the Table III, adjusted R square is 0.520 meaning that the influence of quality of service and price jointly are able to explain 52.00% of customer satisfaction variance.

TABLE III. DETERMINATION COEFFICIENT TEST

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 <sup>a</sup>	.525	.520	1.16751

a. Predictors: (Constant), X2, X1  
b. Dependent Variable: Y

**B. Discussion**

In general it can be seen that the quality of service and price is an important factor in order to obtain a high level of customer satisfaction. It is shown from the results obtained simultaneously from two variables of service quality and price are significant, which means there is influence between service quality and price to customer satisfaction. This is in accordance with the opinion of Lupiyoadi in [18] which states that quality must begin from customer needs and ends on customer perception. Because of a good quality image is not seen from the perception of the provider, but based on customer perception.

According to most respondents, they found vast and robust building conditions, strategic location, immaculate employees and YSU pool planks are several evidence making they are satisfied. Besides that YSU pool is also fast in serving the consumers, meticulously in completing the transaction payment, friendly in serving customers and responsive to problems faced by customers. Further, management provides a good guarantee and empathy or attention, easily be contacted, able to propose solutions based on the problems faced by customers, employees who are passionate in working, employees are able to provide clear information to the customers. The price is an affordable price, the price is cheaper than the competitors and the price

matches the quality. In pricing, management needs to pay attention to customer purchasing power, because the price is closely related to customer perspective. This is relevant to the statement of Sumarni in [19], stating that pricing is not an easy job. Often companies set prices too high. Therefore, in determining the price management should also note the purchasing power of customers in order customers do not switch to the other competitors.

**IV. CONCLUSIONS**

Based on the results can be drawn several conclusions. Firstly, there is a significant influence on the quality of service to the users of swimming pool of YSU. The magnitude of the effect is 6.906, which means if the quality of service increases, the level of customer satisfaction higher. Secondly, there is a significant influence on the price of swimming pool users of YSU. The magnitude of the effect is 6.800 which means that if the price increase customer satisfaction levels will be decreased. Thirdly, among the variable quality of service and price, the least effect on customer satisfaction is the service quality of 0.103. While the price has a significant effect on customer satisfaction, that is equal to 0.415. Lastly, quality of service, and price have a significant influence on customer satisfaction. The magnitude of the effect is 52.00%, which means that the quality of service and price has a considerable influence great to customer satisfaction.

**REFERENCES**

- [1] Ariyani, F. (2008). *Membangun loyalitas nasabah melalui peningkatan kualitas pelayanan dan keunggulan produk (studi empiris pada pt. bank bukopin tbk di kota Semarang)*, Tesis, Magister Manajemen Universitas Diponegoro, Semarang.
- [2] Bedi, M. (2010). An integrated framework for service quality, customer satisfaction and behavioral responses in indian banking industry a comparison of public and private, *Journal of Services Research*, 10(1), 157-172.
- [3] Akbar, M.M., & Parvez, N. (2009). Impact of services quality, trust, and customer satisfaction on customer loyalty. *ABAC Journal*, 29(1), 24-38.
- [4] Kheng, L. L., Mahamad, O., Ramayah, T., & Mosahab, R. (2010). The impact of service quality on customer loyalty: a study of banks in penang, malaysia, *International Journal of Marketing Studies*, 2(2), 57-66.
- [5] Cronin, J., Joseph, Jr., Michael, K., Brady., et al. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments, *Journal of Retailing*, 76(2), 193-218.
- [6] Zafar, M., Zafar, S., & Asif, A. (2012). Service quality, customer satisfaction and loyalty: an empirical analysis of banking sector in pakistan, *Information Management and Business Review*, 4(3), 159-167.
- [7] Kumar, M., Kee, F. T., & Manshor, A. T. (2009). Determining the relative importance of critical factors in delivering service quality of banks: an application of dominance analysis in servqual model, *Managing Service Quality*, 19(2), 211-228.
- [8] Naeem, H., & Saif, I. (2009). Service quality and its impact on customer satisfaction: an empirical evidence from the pakistani banking sector, *The International Business and Economics Research Journal*, 8(12), 99-104.
- [9] Sanka, M. S. (2012). Bank service quality, customer satisfaction and loyalty in ethiopian banking sector, *Journal of Business Administration and Management Sciences Research*, 1, 001-009.

- [10] Siddiqi, K. O. (2011). Between service quality attributes, customer satisfaction and customer loyalty in the retail banking sector in bangladesh. *International Journal of Business and Management*, 6(3), 12-36
- [11] Walsh, G., Groth, M., & Wiedmann, K. P. (2005). An examination of consumers' motives to switch energy suppliers, *Journal of Marketing Management*, 21, 421-440.
- [12] Agyapong, & Gloria K.Q. (2011). The effect of service quality on customer satisfaction in the utility industry a case of vodafone (Ghana). *International Journal of Business and Management*, 6(5), 203-210.
- [13] Rahman, A., Abdul, K., Moshur, R., & Abdullah. (2012). The influence of service quality and price on customer satisfaction: an empirical study on restaurant services in khulna division. *Industrial Engineering Letters*, 2(2), 25-33.
- [14] Sakhaei, S., Fatemeh, A. J., Afshari, & Esmaili, E. (2014). The impact of service quality on customer satisfaction in internet banking. *Journal of mathematics and computer science*, 9, 33-40.
- [15] Iglesias, W., Pedraja, M., & Guillen, J. Y. (2004). Perceived quality and price: their impact on the satisfaction of restaurant customers. *International Journal of Contemporary Hospitality Management*, 16(6), 373-379.
- [16] Sugiyono. (2007). *Statistika untuk penelitian*. Bandung: CV. Alfabet.
- [17] Ghozali, I. (2001). *Aplikasi analisis multivariate dengan program SPSS*. Semarang : Badan Penerbitan Universitas Diponegoro.
- [18] Lupiyoadi, R. (2006). *Manajemen pemasaran jasa*. Jakarta: Salemba Empat.
- [19] Sumami, M. (2000). *Pengantar bisnis*. Yogyakarta: Liberty Yogyakarta.