

## THE EFFECT OF PRICE, LOCATION, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT AA. MOTOR SERVICE SURABAYA



Minanti Dwi Setianingrum<sup>1</sup>

Universitas Pembangunan Nasional veteran Jawa Timur, Surabaya, Indonesia  
[minantidwis@gmail.com](mailto:minantidwis@gmail.com)

Siti Ning Farida<sup>2</sup>

Universitas Pembangunan Nasional veteran Jawa Timur, Surabaya, Indonesia  
[siti\\_farida.adbis@upnjatim.ac.id](mailto:siti_farida.adbis@upnjatim.ac.id)

---

### Abstract

This study aims to analyze the influence of price, location, and service quality on customer satisfaction among consumers who purchase products or use services at AA Motor Service Surabaya. The research employs a quantitative approach with data collection conducted through questionnaires. The study population consists of residents of Surabaya who have made transactions at AA Motor Service Surabaya, with a sample of 89 respondents selected using the purposive sampling technique. The respondent criteria include consumers from Surabaya who have used the service at AA Motor Service Surabaya at least once in the last three months. Data analysis was performed using the Statistical Program for Social Science (SPSS) version 26. The findings indicate that price, location, and service quality simultaneously have a significant effect on customer satisfaction at AA Motor Service Surabaya. Partially, the variables of price and service quality significantly influence customer satisfaction. Conversely, the location variable does not have a significant partial effect on customer satisfaction.

**Keywords:** Price, Location, Service Quality, Customer Satisfaction

## INTRODUCTION

Competition in today's business environment is becoming increasingly intense, both in local and global markets. To succeed in this competitive landscape, companies must meet and exceed customer expectations by offering superior product quality, more competitive pricing, faster delivery, and exceptional service compared to their rivals. The character of modern consumers continues to evolve due to the abundance of easily accessible information, which empowers them to be more discerning and demanding. Consumers now play a significant role in determining the quality of the goods and services they consume.

Marketing management involves the planning and implementation of strategies related to promotion, pricing, distribution, and ideas aimed at fulfilling customer needs. Companies that are customer-oriented consistently monitor customer expectations and satisfaction levels concerning their performance. Although customer satisfaction is a fundamental concept in business, its practical application is complex. This complexity drives many Indonesian companies to adopt long-term strategies focused on enhancing customer satisfaction (Rendelangi & Manan, 2023).

A satisfied customer perceives value in the products or services offered. This perceived value may stem from various factors such as product quality, service quality, operational systems, or emotional engagement. Satisfaction is achieved when customers feel that the delivered value—whether through superior product quality, excellent service, or affordable pricing—meets or exceeds their expectations. Therefore, producers and service providers must understand the values customers prioritize to ensure high levels of satisfaction.

The theoretical foundation for analyzing customer satisfaction is rooted in the *Consumer Satisfaction Theory*, first introduced by Howard in 1963 and later expanded into the *Theory of Buyer Behavior*. Kotler further developed the concept, emphasizing that consumer satisfaction is essentially a reflection of the decision-making process, wherein customers evaluate whether the product or service outcomes meet their expectations. A

favorable comparison leads to satisfaction, which is preceded by a process known as *consumer decision-making*.

Soedargo (2019) posits that customer satisfaction is a post-purchase evaluation. When customers are satisfied, they are more likely to become loyal, making customer satisfaction a critical factor for companies (Najib et al., 2022). In the context of automotive service businesses, customer satisfaction can lead to increased loyalty and enhance the workshop's reputation among both the general public and its clientele. As such, workshops must understand customer expectations and strive to fulfill them optimally.

In the business world, pricing plays a crucial role as a key determinant of consumer interest. According to Tjiptono (in Santoso & Kusuma, 2023), price is a monetary measure—or an alternative exchange—for the right to own or utilize a good or service. Improper pricing strategies have caused many businesses to fail. Therefore, prices must align with consumers' purchasing power, as pricing often serves as a primary consideration in purchasing decisions.

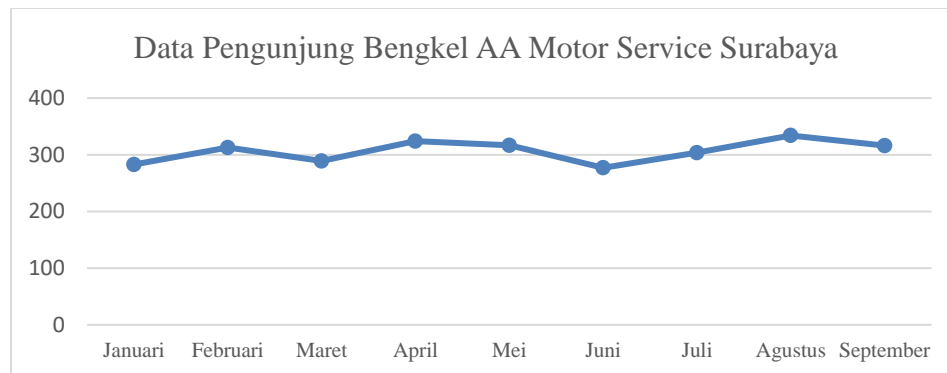
For companies in the service sector, strategic location selection is equally vital. As Tjiptono (in Seran et al., 2022) explains, location relates to marketing activities that facilitate the delivery of goods and services from producers to consumers. A strategic, accessible, and comfortable location—preferably near residential areas or shopping centers and supported by adequate facilities such as parking—can enhance convenience for consumers and significantly influence their purchasing behavior.

Improving service quality is a central marketing strategy aimed at meeting customer needs. According to Kotler (2019), service quality refers to the customer's perception of how well a service meets or exceeds expectations. When service delivery aligns with or surpasses expectations, it is perceived as high-quality and satisfactory. High service quality is essential for satisfying customer needs and desires, and the greater the perceived service quality relative to expectations, the higher the level of customer satisfaction.

Surabaya, as the second-largest metropolitan city in Indonesia after Jakarta, experiences heavy traffic flows, making motorcycles the dominant mode of transportation. Motorcycles are a primary necessity, especially for workers, traders, and individuals

requiring mobility. This high demand necessitates regular maintenance to ensure operational safety and comfort. Consequently, motorcycle repair shops serve an important role by providing maintenance and repair services for two-wheeled vehicles.

The increasing number of businesses in the motorcycle repair industry has led to intense competition among workshops. To remain competitive, each workshop must focus on customer retention and satisfaction. Despite the high level of competition, AA Motor Service Surabaya has managed to survive and grow significantly. Established in 1995, the workshop has remained resilient, guided by its vision to become a trusted and high-quality motorcycle service provider. AA Motor Service is committed to continuous innovation and service improvement, which serves as the foundation of its success in the industry.



**Figure 1**  
**Customer Visits at AA Motor Service Surabaya (January–September 2024)**

The data in Figure 1 indicate a substantial number of customer visits to AA Motor Service Surabaya. However, a high volume of customers does not necessarily reflect loyalty. Repeat visits may occur due to unresolved service issues (rework or job returns). Customers tend to evaluate service quality based on how well their expectations are met. If they are satisfied, they are likely to return and recommend the service to others. Conversely, dissatisfaction may result in complaints. Therefore, it is essential for service providers to address customer complaints promptly and effectively to ensure satisfaction.

Moreover, many motorcycle repair shops in Surabaya offer a variety of benefits to attract customers. Although AA Motor Service has been operating since 1995, longevity alone does not guarantee service excellence. Innovation remains critical to maintain

competitiveness and customer loyalty. The existence of numerous competing workshops highlights the ongoing challenge of market rivalry, with each business offering distinct advantages.

Price serves as an exchange value, either monetary or in-kind, and strongly influences consumer behavior. At AA Motor Service, price plays a pivotal role, as it is often the most visible and influential factor in consumers' decision-making process. Likewise, location contributes significantly to customer convenience and access, which directly impacts customer satisfaction. Finally, service quality—being the most tangible aspect experienced by customers—has a profound influence on repeat purchases and long-term loyalty.

## **REVIEW OF LITERATURE**

### **Price**

Price serves as a key element in marketing strategy and represents the value set as a reference for determining the worth of a good or service. According to Kotler and Armstrong, as cited in Rahardjo and Yulianto (2022), price is defined as the value assigned by consumers as a reward for obtaining and utilizing a product or service. This exchange enables companies to generate reasonable profits through the value they create for customers. In essence, price is the monetary amount or equivalent value required to acquire a product or service, and in the context of business and economics, it reflects the market value of that offering (Riamba et al., 2024).

Furthermore, Kotler and Armstrong, in a study referenced by Santoso and Kusuma (2023), emphasize that the perception of price includes several aspects such as affordability, conformity to product quality, competitiveness, and the alignment between price and the benefits received. Empirical studies support the notion that price significantly influences customer satisfaction. Research conducted by Santoso and Kusuma (2023) confirms that pricing strategies have a considerable impact on how customers perceive their experience. Similarly, findings by Pratiwi et al. (2024) indicate a positive correlation between pricing and customer satisfaction, suggesting that appropriately set prices can enhance the perceived value and satisfaction of consumers.

## **Location**

Location is another critical factor that contributes to business success and customer satisfaction. As stated by Tjiptono in Seran et al. (2022), location refers to a range of marketing activities aimed at facilitating and simplifying the delivery or distribution of goods and services from producers to consumers. In practical terms, it denotes the physical place where business operations occur, such as shops, offices, warehouses, or service outlets. Choosing the right business location is a strategic decision that can determine whether a business succeeds or fails, even before it begins full operations. According to Pratiwi et al. (2024), selecting an appropriate and accessible location plays an essential role in attracting customers and fulfilling their needs effectively.

The relevance of location to customer satisfaction has been further emphasized by Tjiptono, as cited in Paradila and Risal (2023), who explain that factors such as accessibility, visibility, customer traffic, and the presence of nearby competitors can significantly affect a consumer's choice and overall satisfaction. Research conducted by Nuraini and Chodidjah (2024) shows that a good business location plays a meaningful role in influencing customer satisfaction, which in turn contributes to customer loyalty and the long-term sustainability of the business.

## **Service Quality**

Service quality is widely recognized as a crucial determinant of customer satisfaction, particularly in the service industry. According to Tjiptono in Gian et al. (2023), service quality refers to the delivery of products or services that meet established standards and are aligned with customer expectations and desires. Organizations that consistently evaluate and improve their services based on consumer needs are more likely to foster customer satisfaction and loyalty. Septiyani and Soedjoko (2024) argue that excellent service enhances the consumer experience and increases the likelihood of repeat patronage.

The concept of service quality has been elaborated further by Parasuraman, as cited in Gian et al. (2023), who identifies several key dimensions used by customers to assess service performance: tangible evidence of service quality, reliability in delivering promised

services, responsiveness to customer needs, assurance in terms of staff knowledge and trustworthiness, and empathy shown through personalized attention. A wide range of empirical studies supports the importance of service quality in customer satisfaction. For example, research by Rahardjo and Yulianto (2022) found that service quality has a positive and significant impact on satisfaction levels. Similarly, a study by William and Purba (2020) confirmed that service quality exerts a partial but significant influence on how customers evaluate their experience.

### **Customer Satisfaction**

Customer satisfaction is a central concept in marketing and is widely regarded as a key outcome of successful business performance. According to Kotler and Armstrong, as cited in Johansyah (2023), customer satisfaction is defined as the degree of pleasure or disappointment resulting from comparing a product's perceived performance against expectations. This evaluation takes place after the purchasing process, where customers assess whether their experience aligns with their initial expectations. When satisfaction is achieved, consumers are more inclined to make repeat purchases and reuse the same services for similar needs in the future, thereby reinforcing loyalty (Rahman & Andarini, 2024).

Andreassen, as quoted by Santoso and Kusuma (2023), further elaborates that customer satisfaction encompasses a holistic evaluation, including satisfaction with the overall service, the extent to which expectations were fulfilled, and the level of satisfaction derived from the actual service experience. These perspectives highlight that customer satisfaction is not only a reflection of the quality of a product or service but also a measure of how effectively the entire customer experience meets or exceeds expectations. Sustained satisfaction ultimately leads to customer retention and strengthens the company's market position.

### **RESEARCH METHOD**

In this research, the type of research applied is quantitative research. The method applied to collect information from respondents is through filling out questionnaires. As a component of quantitative research, the data obtained can be analyzed in numerical format.

This approach is used to research certain populations or samples, with data collection carried out through research instruments. Data analysis is carried out quantitatively or statistically, with the aim of testing predetermined hypotheses.

The population in this research is consumers who use services at the AA Motor Service Surabaya. The sample criteria used in this research are residents of the city of Surabaya who have used service services at the AA Motor Service Surabaya at least once in the last three months. To find out the number of samples using the Slovin formula with a total of 89 respondents. In this research, the technique used for sampling is non-probability sampling. In determining the sample, a purposive sampling technique is a sample that is specifically selected based on the research objectives. Data analysis techniques use validity tests, reliability tests, classical assumption tests in the form of normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, hypothesis tests in the form of simultaneous tests (F), partial tests (T), and coefficient of determination tests (R<sup>2</sup>).

## **RESULTS AND DISCUSSION**

The results of the questionnaire via Google Form have collected a sample of 89 respondents, which shows the characteristics of respondents based on gender, 22,4% female and 77,6% male. Characteristics of respondents based on age, 17-21 years 7,8%, 22-26 years 25,8%, 27-30 years 28, and >30 years 38,4%. Characteristics of respondents based on work, 21,3% student, 37% employee, 29,2% entrepreneur, and 12,5% others. And characteristics of respondents based on domicile: South Surabaya 58,4%, East Surabaya 21,3%, West Surabaya 12,3%, Central Surabaya 7,8%, and North Surabaya 0,2%.

### **Validity Test**

Validity tests are carried out to assess whether an instrument is valid in measuring the variables studied. In this research, the validity test was calculated using the SPSS program. Tests are carried out on each indicator in the independent variable and dependent variable. Statistically, validity is tested by comparing the Tcount value with Ttable at a significance level of 5% with degrees of freedom (n-2). If the Rcount value  $\geq$  Rtable, then the item is

declared valid. The following are the results of validity testing for each indicator in the independent variable and dependent variable.

**Table 1**  
**Validity Test**

Variabel	Statemnt	R <sub>count</sub>	R <sub>table</sub>	Information
Price (X1)	X1.1	0,842	0.2084	Valid
	X1.2	0,745	0.2084	Valid
	X1.3	0,760	0.2084	Valid
	X1.4	0,688	0.2084	Valid
	X1.5	0,702	0.2084	Valid
	X1.6	0,746	0.2084	Valid
	X1.7	0,734	0.2084	Valid
	X1.8	0,806	0.2084	Valid
Location (X2)	X2.1	0,725	0.2084	Valid
	X2.2	0,756	0.2084	Valid
	X2.3	0,808	0.2084	Valid
	X2.4	0,767	0.2084	Valid
	X2.5	0,736	0.2084	Valid
	X2.6	0,770	0.2084	Valid
	X2.7	0,803	0.2084	Valid
	X2.8	0,738	0.2084	Valid
Service Quality (X3)	X3.1	0,746	0.2084	Valid
	X3.2	0,695	0.2084	Valid
	X3.3	0,771	0.2084	Valid
	X3.4	0,714	0.2084	Valid
	X3.5	0,778	0.2084	Valid
	X3.6	0,768	0.2084	Valid
	X3.7	0,784	0.2084	Valid
	X3.8	0,784	0.2084	Valid
	X3.9	0,779	0.2084	Valid

	X3.10	0,769	0.2084	Valid
Customer Satisfaction (Y)	Y.1	0,773	0.2084	Valid
	Y.2	0,720	0.2084	Valid
	Y.3	0,821	0.2084	Valid
	Y.4	0,788	0.2084	Valid
	Y.5	0,800	0.2084	Valid
	Y.6	0,780	0.2084	Valid

The results of validity testing show that each indicator of all variables has valid information. This is because the  $R_{count}$  value is greater than or equal to  $R_{table}$ . Thus, all indicators in this research are declared valid. Therefore, the instruments used can be trusted to measure the variables studied.

### Reliability Test

Reliability testing was carried out using the SPSS program. If the test results show a Cronbach's alpha value above 0.60, then the variable is declared reliable. The following are the results of reliability tests carried out on the variables in the research.

**Table 2**  
**Reliability Test**

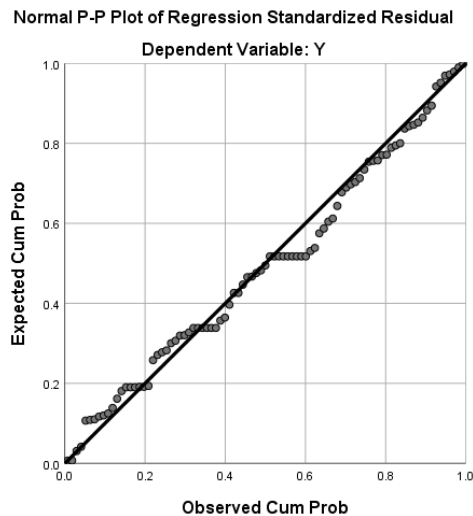
Variable	Cronbach's Alpha	Cronbach's Alpha Minimum	Information
Price ( $X_1$ )	0,886	0,60	Reliable
Location ( $X_2$ )	0,897	0,60	Reliable
Service Quality ( $X_3$ )	0,917	0,60	Reliable
Customer Satisfaction (Y)	0,871	0,60	Reliable

It can be concluded that the calculated Cronbach's alpha value for all variables is greater than the minimum Cronbach's alpha limit value, namely 0.60. Thus, it can be said that the measuring instrument in the form of a questionnaire in this research is reliable. This shows that the instruments used can produce consistent and reliable data.

### Normality Test

The normality test aims to evaluate whether the dependent variable and independent variables in the regression model have a normal distribution or at least close to normal. Normality can be analyzed via the normal P-P Plot graph. If the points on the graph are distributed around the diagonal line, then the data can be said to be normally distributed.

**Figure 1**  
**Normality Test**



Based on the normality test in Figure 2 P-P Plot, it can be seen that the points are distributed around the diagonal line and follow the line pattern. Therefore, it can be concluded that the data obtained in this study has a normal distribution in the regression model.

### **Multicollinearity Test**

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. A good regression model should not show any correlation between independent variables. Multicollinearity can be detected through two indicators, namely tolerance value and Variance Inflation Factor (VIF). If the tolerance value is low or the VIF value is high, it can be confirmed that there is multicollinearity in the model.

**Table 3**  
**Multikolinearitas Test**  
**Coefficients<sup>a</sup>**

--

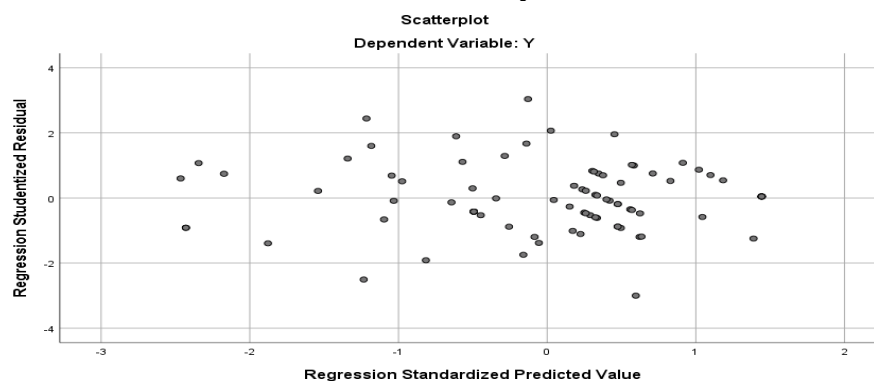
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	0,300	3,334
	Location	0,371	2,698
	Service Quality	0,234	4,274
a. Dependent Variabel : Customer Satisfaction			

The results of multicollinearity testing via Tolerance and VIF show that the tolerance figures for the variables price, location, service quality are more than 0.10, and the VIF value is <10.00, in accordance with Sugiyono's theory. Based on these results, it can be concluded that there are no symptoms of multicollinearity in the regression model used.

**Heteroscedasticity Test**

A regression model is considered good if it does not experience heteroscedasticity. The existence of heteroscedasticity can be detected through a graphic plot between the predicted value of the dependent variable and its residual. If the points form a certain regular pattern, such as wavy or widening and then narrowing, then there is an indication of heteroscedasticity. On the other hand, if the points are randomly distributed above and below the number 0 on the Y axis without a clear pattern, then heteroscedasticity does not occur. This plot graphic is a helpful tool in identifying heteroscedasticity problems in the regression model.

**Figure 2**  
**Heteroscedasticity Test**



Based on Figure 3, the points appear to be distributed randomly. These points are also spread both above and below the number 0 on the Y axis. This shows that there is no particular pattern in the distribution of the data. Thus, it can be concluded that the regression model used is free from heteroscedasticity. Therefore, this regression model can be used in hypothesis testing.

**Multiple Linier Regression Analysis**

Multiple linear regression tests are carried out to measure the extent to which the independent variable influences the dependent variable. In this research, linear regression is used to analyze the influence of Price (X1), Location (X2), and Service Quality (X3) on Customer Satisfaction (Y). The results of the multiple linear regression test can be seen in the following table.

**Table 4**  
**Multiple Linier Regression Analysis**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t.	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.290	1.318		2.497	.014		
	Price	.179	.066	.247	2.700	.008	.300	3.334
	Location	-.029	.054	-.043	-.528	.599	.371	2.698
	Service Quality	.412	.060	.706	6.823	.000	.234	4.274

a. Dependent Variable: Customer Satisfaction

It can be seen in table 4 that the multiple linear regression equation is obtained as follows:

$$\text{Customer Satisfaction} = 3.290 + (0.149) + (-0.029) + (0.412) + e$$

The interpretation of the linear regression above is as follows:

- a.  $\alpha = 3.290$

The constant ( $\alpha$ ) of 3.290 indicates that if the variables X1 (price), X2 (location), and X3 (service quality) have a value of 0, then the level of customer satisfaction remains at 3.290.

b.  $b_1 = 0.149$

The Price Coefficient (X1) has a positive value of 0.149, which means that every 1 unit increase in the Price variable (X1) will increase customer satisfaction by 0.149 units, assuming that the other independent variables remain constant.

c.  $b_2 = - 0.029$

The regression coefficient for the location variable (X2) is -0.029 and shows that there is no influence of location on customer satisfaction. This indicates that changes in the independent variable, namely location, will not definitely contribute to an increase in the dependent variable, namely satisfaction, or even contribute to a decrease.

d.  $b_3 = 0.412$

The Service Quality Coefficient (X3) has a positive value of 0.412, which means that every 1 unit increase in the Service Quality variable (X3) will increase Customer Satisfaction by 0.412 units, assuming the other independent variables remain constant.

### F Test (Simultaneous)

The F test is used to determine whether all variables in the regression model together have a significant influence on the dependent variable. The following are the results of the F test which are presented in the table below.

**Table 5**  
**F Test (Simultaneous)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	666.604	3	222.201	104.757	.000 <sup>b</sup>
	Residual	180.295	85	2.121		
	Total	846.899	88			
a. Dependent Variable : Customer Satisfaction						
b. Predictors : (Constant), Price, Location, Service Quality						

To determine the  $F_{table}$  value,  $Df = n-k-1$ ,  $Df = 89-3-1 = 85$  is 0.05 or 5%, the  $F_{table}$  value is 3,104.  $F_{count} (104,757) > F_{table} (3,104)$ . Thus,  $H_0$  is rejected at the 5% significance level (0.05). This shows that the independent variables, namely price (X1), location (X2), and service quality (X3) simultaneously have a significant influence on the dependent variable of customer satisfaction at the AA Motor Service Surabaya.

**Test t (Partial Test)**

The t test aims to test whether each independent variable in the regression model has a significant influence on the dependent variable individually. The results of the T test can be seen in the table below.

**Table 6**  
**Test t (Partial Test)**

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.290	1.318		2.497	.014
	Price	.179	.066	.247	2.700	.008
	Location	-.029	.054	-.043	-.528	.599
	Service Quality	.412	.060	.706	6.823	.000
a. Dependent Variable : Customer Satisfaction						

It can be concluded that the  $t_{count} > t_{table}$  X1 value is  $-0.455 < 1.984$  with a significance value of  $0.650 < 0.05$ , so  $H_a$  is rejected. It can be concluded that this means that the visual merchandising variable (X1) hasn't a partially influence on impulse buying (Y). Then, for variable X2 of  $3.602 > 1.976$  with a significance value of  $0.001 < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. It can be concluded that this means that the price discount variable (X2) has a partially significant influence on impulse buying (Y). And for variable X3 of  $6.409 > 1.976$  with significance value of  $0.001 < 0.05$  And for the variable It can be concluded that this means that the shopping lifestyle variable (X3) has a partially significant influence on impulse buying (Y).

**Determinant Coefficient Test (R<sup>2</sup>)**

**Table 7**  
**Determination Coefficient Test (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.887 <sup>a</sup>	.787	.780	1.456
a. Predictors : (Constant), Price, Location, Service Quality				
b. Dependent Variable : Customer Satisfaction				

The R-square value (coefficient of determination) shows a value of 0.787. This means that the variables price (X1), location (X2), service quality (X3) contribute 78.7% to the customer satisfaction variable (Y). while the remaining 21.3% is influenced by other variables not examined in this research.

**H1 : Simultaneous Effect of Price, Location, Service Quality on Customer Satisfaction**

Based on the results of the analysis carried out, the F test or simultaneous test shows that Fcount is greater than Ftable, namely Fcount (104.757) > Ftable (3.104). Thus, H1 is accepted and H0 is rejected, so it can be concluded that the independent variables Price (X1), Location (X2), and Service Quality (X3) simultaneously have a significant influence on Customer Satisfaction (Y) of 78.7%. Meanwhile, the remaining 21.3% was influenced by other factors outside the three variables studied. The influence of these three independent variables shows that price, location and service quality are the main factors that influence customer satisfaction. Therefore, these results can be a reference for business actors, especially motorbike repair shops, to further improve quality in these three aspects.

Research conducted by Santoso & Kusuma, (2023) revealed that consumer satisfaction with products is influenced by price variables. Meanwhile, research by Zardi et al., (2019) states that the factor that influences customer satisfaction is location. As well as research conducted by Nadhifa et al., (2023) customer satisfaction is influenced by service quality. These factors that influence customer satisfaction can be used as comparative variables to identify other factors outside the research, considering that there is still 21.3% that is influenced by other variables.

**H2 : The Effect of Partial Price on Customer Satisfaction**

This research shows that partially, the price variable influences customer satisfaction with a value of 2,700. This means that every 1 unit increase in the price variable can increase customer satisfaction. Based on hypothesis testing using the T test, it was found that the Price variable (X1) has a significant influence on Customer Satisfaction (Y). This is proven by the tcount value which is greater than ttable, namely  $2,700 > 1,988$ , so it can be concluded that Price (X1) has a significant effect on Customer Satisfaction.

From the results of this data analysis, hypothesis 2 which states that price (X1) partially has a significant effect on customer satisfaction at the AA Motor Service Surabaya is proven to be correct. This shows that the price of products and services has a big impact on the level of customer satisfaction, so that price is a strong factor in determining customer satisfaction in the workshop. The results of this research are in line with research conducted by Santoso & Kusuma, (2023) which revealed that consumer satisfaction with products is influenced by price variables. The more appropriate the price offered, the higher customer satisfaction.

### **H3 : The Effect of Partial Location on Customer Satisfaction**

Based on the results of multiple linear regression analysis, the regression coefficient value for the Location variable was -0.029. The results of the T test carried out using SPSS 26 software show that the independent variable location does not have a significant influence on customer satisfaction. This can be seen from the tcount value, which is smaller than ttable, namely  $-0.528 < 1.988$ , as well as the significance value of 0.599, which is greater than 0.05 ( $0.599 > 0.05$ ). Thus, H0 is accepted and Ha is rejected.

From these results, it can be concluded that the location variable has a negative and insignificant influence on customer satisfaction at the AA Motor Service Surabaya. The results of this research can be interpreted as meaning that AA Motor Service Surabaya consumers will continue to buy or use workshop services even though the business location they own is not strategic. In other words, customer satisfaction does not depend on how good or strategic the location of the workshop is. The results of this research are in line with the study conducted by (Azhari et al., 2023) in their research entitled "The Effect of Locations,

Product Diversity, and Store Atmosphere on Increasing Customer Satisfaction". This research reveals that location variables do not affect consumer satisfaction when shopping at Toko 123 in Makassar.

#### **H4: The Effect of Partial Service Quality on Customer Satisfaction**

The research results show that, partially, service quality has a significant positive effect on customer satisfaction. This was proven by testing the hypothesis with the t-test; it was found that the Service Quality variable (X3) had a significant effect on Customer Satisfaction (Y). This is proven because the tcount value is greater than ttable, namely  $6.823 > 1.988$ , which shows the significant influence of Service Quality on Customer Satisfaction.

The results of this research are in line with a study conducted by Dwi Putri et al. (2021), which highlights the importance of service quality in increasing customer satisfaction. Customers tend to consider the experiences and recommendations of other people before deciding to buy a product or use a service. In this case, factors such as speed of service, mechanical skills, friendliness of staff, and cost transparency are the main aspects that influence customer satisfaction. If the workshop is able to provide good service and in accordance with customer expectations, then the level of customer satisfaction and loyalty towards the workshop will increase.

#### **CONCLUSION**

Based on the results of empirical research and statistical testing regarding the influence of price, location, and service quality on customer satisfaction at AA Motor Service Surabaya, and supported by the theoretical framework presented in the previous chapter, it can be concluded that price, location, and service quality collectively have a positive and significant effect on customer satisfaction. This finding suggests that these three variables, when considered simultaneously, contribute meaningfully to enhancing the overall satisfaction of customers.

Individually, the price variable exerts a positive and significant influence on customer satisfaction, indicating that appropriate pricing strategies that align with customer expectations and perceived value can significantly impact their satisfaction levels. Similarly,

the service quality variable also demonstrates a positive and significant effect on customer satisfaction, affirming that the delivery of reliable, responsive, and empathetic service plays a crucial role in shaping customer perceptions and loyalty.

However, the study reveals that the location variable does not have a positive and significant effect on customer satisfaction. This suggests that, in the context of AA Motor Service Surabaya, other factors such as price and service quality may hold greater importance in influencing customer perceptions, while location may not be a primary consideration for the majority of its clientele.

Overall, the findings underscore the importance of maintaining competitive pricing and high-quality service as key drivers of customer satisfaction, while the influence of location may vary depending on contextual and customer-specific factors.

## REFERENCES

- Gian, E. I., Bagus, I., Ksama Putra, A., Nurochman, R. M., Kesumah, P., Haryati, R., Novrina, D., Arifin, H., & Dwi Novrina, P. (2023). Jurnal Ilmiah Magister Ilmu Administrasi (JIMIA) PENGARUH KUALITAS PELAYANAN, HARGA DAN LOKASI TERHADAP KEPUASAN KONSUMEN PADA HOTEL ILOS BANDUNG. In Jurnal Ilmiah Magister Ilmu Administrasi (JIMIA) (Vol. 17, Issue 1). Online. <https://doi.org/https://doi.org/10.56244/jimia.v17i1.682>
- Izzuddin, A., & Muhsin, M. (2020). Pengaruh Kualitas Produk, Kualitas Layanan Dan Lokasi Terhadap Kepuasan Konsumen. *Jurnal Manajemen Dan Bisnis Indonesia*, 6(1), 72–78.
- Johansyah, A. R. (2023). The Effect of Price and Taste on Wizzmie Customer Satisfaction in Surabaya (Vol. 1, Issue 2). <https://journal.barasaki.com/index.php/jemba>
- Najib, M. A., Setianingsih, W. E., & Saidah, N. (2022). PENGARUH KUALITAS PELAYANAN, HARGA DAN LOKASI TERHADAP KEPUASAN PELANGGAN (PADA BENGKEL AHHAS CAHAYA MOTOR JAJAG BANYUWANGI). 2319–2328. <https://doi.org/https://doi.org/10.36841/jme.v1i11.2561>
- Nuraini, D. P., & Chodidjah, S. (2024). donee Pengaruh Persepsi Harga, Kualitas Pelayanan dan Lokasi Terhadap Kepuasan Pelanggan Toko Kelontong Mujinah. *ALMIKRAJ:Jurnal Studi Islam Dan Humaniora*, 1139–1149. <https://doi.org/https://doi.org/10.37680/almikraj.v4i02.5112>
- Paradila, H., & Risal, T. (2023). Analisis Pengaruh Kualitas Produk, Harga Dan Lokasi Terhadap Keputusan Pembelian Pelanggan Pada PT. Carsurindo Siperkasa.

- Pratiwi, N. D., Dimiyati, M., & Supeni, N. (2024). Jurnal RIEMBA. <https://jurnal.itsm.ac.id/index.php/emba/article/view/1056/897>
- Rahardjo, D. T., & Yulianto, A. E. (2022). PENGARUH CITRA MEREK, HARGA, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN MIE SETAN DI SURABAYA.
- Rahman, S. R., & Andarini, S. (2024). SEIKO : Journal of Management & Business Pengaruh Kualitas Pelayanan dan Kepercayaan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Konsumen Kopi Janji Jiwa Rungkut Surabaya). *Journal of Management & Business*, 6(1), 1304–1314.
- Rendelangi, A. B., & Manan, L. O. A. (2023). PENGARUH STRATEGI PEMASARAN DALAM MENINGKATKAN VOLUME PENJUALAN PADA TOKO ALVIAN RESA PRIANTO DESA AMBAIPUA KECAMATAN RANOMEETO KABUPATEN KONAWE SELATAN Oleh. <https://doi.org/https://doi.org/10.54297/sjeb.v4i1.454>
- Santoso, R. A., & Kusuma, Y. B. (2023). The Influence of Product Quality, Price, and Promotion on Consumer Satisfaction in Le Minerale Products (Study of Business Administration Students Classes of 2019 and 2020 Upn “Veteran” East Java) “Veteran” Jawa Timur). In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 3). <http://journal.yrpioku.com/index.php/msej>
- Septiyani, A. D., & Soedjoko, D. K. H. (2024). Simposium Manajemen dan Bisnis III Program Studi Manajemen-FEB UNP Kediri (Vol. 3).
- Seran, R. A., Fanggidae, R. P., Amtiran, P. Y., & A.G.Suryaputra, F. (2022). PENGARUH KUALITAS LAYANAN, HARGA DAN LOKASI TERHADAP KEPUASAN PELANGGAN PADA BENGKEL ARTHUR KUPANG.
- Sugiyono, Dr. P. (2020). *Metode Penelitian Kuantitatif*. ALFABETA.
- William, & Purba, T. (2020). THE EFFECT OF SERVICE AND QUALITY FACILITIES OF CUSTOMER SATISFACTION ON MAZDA WORKSHOP IN BATAM CITY. *EMBA*, 8(1), 1987–1996.