

THE INFLUENCE OF PRICE, SERVICE QUALITY AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY OF PT. PUTRA PELANGI PERKASA TAJUR BOGOR



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ABSTRACT

This study aimed to investigate the influence of customer satisfaction, service quality, and price on customer loyalty. This quantitative study surveyed one hundred people with a non-probability sample procedure grounded in purposive sampling. This study discovered a significant positive correlation between competitive price, high-quality service, and customer satisfaction and consumer loyalty. To optimize profit amidst competitive market dynamics, enhance customer loyalty, and successfully manage risk, firms must possess a comprehensive understanding of these three factors, as concluded.

Keywords: Price; Service Quality; Customer Satisfaction; Customer Loyalty

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INTRODUCTION

Transportation plays a crucial role in supporting the smooth mobility of the community. In Indonesia, land transportation is the main choice because of its more affordable costs and wide accessibility. AKAP buses, which stands for Inter-City Inter-Province, are among the most frequently used land transportation options. If you want to travel long distances at a cheaper cost than other options, AKAP buses are the right choice. These buses connect various locations. The need for comfortable and enjoyable transportation is increasing, therefore AKAP bus companies must continue to improve service quality standards while keeping fares low to attract and retain consumers.

PT. Putra Pelangi Perkasa Tajur Bogor is an AKAP bus transportation company that provides inter-city and inter-provincial travel services as a company engaged in the transportation industry, PT. Putra Pelangi Perkasa Tajur Bogor faces stiff competition with other companies that provide similar services. To maintain and increase consumer loyalty, companies need to understand and consider various elements that influence consumer loyalty, such as product quality, price, customer service, ease of transactions, satisfaction, and incentives, which can influence consumer loyalty (Srisusilawati et al., 2023).

Given that consumers are loyal to businesses that provide maximum results for the money spent, it is not surprising that price is a major factor in attracting and retaining consumers (Safitri & Hayati 2022). Consumers tend to feel satisfied and loyal to a brand if the costs incurred are reasonable compared to the quality and benefits they get (Yudianto dkk, 2023). In a study conducted by Ariyanto et al. (2022), consumer loyalty is positively and significantly influenced by affordable products. On the other hand, different findings have been reached by Herawaty et al. (2022), confirmed that discounts do not significantly affect consumer retention.

Service quality and other non-monetary considerations influence consumer loyalty (Safitri & Hayati, 2022). Quality service will improve the consumer experience in using transportation services, which ultimately contributes to satisfaction and loyalty (Ningrum & Dwiridotjahjono, 2021). Aspects such as punctuality of departure and arrival, comfort of the fleet, safety during the trip, and friendliness and responsiveness of employees are the main factors in building positive perceptions (Srisusilawati dkk, 2023). Consumers will tend to stay and recommend services to others if consumers receive consistent service and according to expectations (Herawaty et al, 2022).

One aspect that influences consumer loyalty is the level of happiness experienced by buyers. Consumers usually want to feel satisfied with the services they use before they commit to being loyal (Pranajaya et al., 2023). This satisfaction is created when consumer expectations are met or even exceed expectations through the performance of a service. People are more loyal to companies they like and buy from them again and again because of this (Wijaya & Dwita, 2024). According to Agiesta et al. (2021) and Ningrum & Dwiridotjahjono (2021), increasing customer satisfaction will increase customer loyalty. On the other hand, different findings have been achieved by Qomarsyah et al. (2023) and Herawaty et al. (2022), found no statistically significant correlation between consumer happiness and brand loyalty.

The following will help researchers understand consumer loyalty of PT. Putra Pelangi Perkasa Tajur Bogor related to price, service quality, and consumer satisfaction. This study attempts to answer the question, "Do price, service quality, and consumer satisfaction have an effect on consumer loyalty ?" by analyzing the correlation between the three factors. Given this puzzle, the main objective of this study is to determine the

relationship between consumer loyalty and factors such as price, service quality, and satisfaction.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Customer Loyalty

Loyal consumers are those who have made a firm decision to return to a business or brand for subsequent purchases (Kotler et al., 2019). In an increasingly competitive market, consumer loyalty is a key factor that can make or break a company (Chesnokova et al., 2014). Consumer loyalty is not only reflected through the frequency of purchases, but also includes emotional attachment and the tendency of individuals to recommend certain brands to others (Kotler et al., 2019). Product quality, price, customer service, ease of transactions, satisfaction and promotions are factors that can influence consumer loyalty (Srisusilawati et al., 2023). The indicators of consumer loyalty are repeat purchases, retention and referrals (Kotler et al., 2019).

Price

In return for the privilege of owning or using a good, a person must pay a fee, which may be in the form of monetary currency or other goods and services (Tjiptono, 2019). Products and services are priced in a way that reflects their quality and the level of competition they face in the market (Kotler et al., 2019). Affordable prices, competitive prices, price-benefit ratios, and price-quality ratios are indicators of price (Tjiptono, 2019:210).

Service Quality

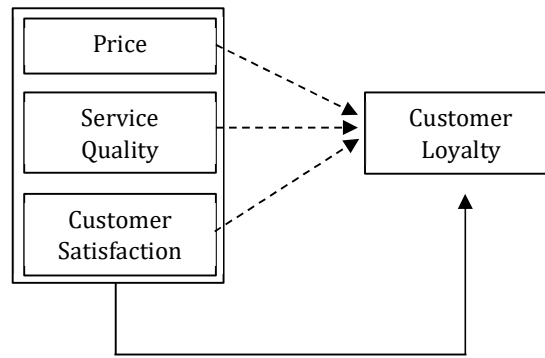
Service quality is the degree to which a service meets consumer requirements and desires while being controlled to achieve a certain standard of excellence (Tjiptono, 2019). Quality service not only increases consumer satisfaction but also becomes a competitive advantage factor for companies in market competition (Kotler et al., 2019). The implementation of good service quality includes various aspects, such as physical evidence, empathy, responsiveness, reliability, and guarantees that support consumer comfort (Tjiptono, 2019).

Customer Satisfaction

Consumer satisfaction can be defined as the degree to which a product or service meets or exceeds consumer expectations (Ritonga, 2020). Customer satisfaction is achieved when expectations are met or even exceeded. Disappointment can occur when plans do not go according to plan (Kotler et al., 2019). Opportunities to solve problems and increase customer happiness are presented by customer complaints, which are the most important thing for an organization (Ritonga, 2020). Several metrics are used to measure consumer happiness, including how well expectations are met, interest in recycling, and propensity to make suggestions (Ritonga, 2020).

Research Framework

A detailed explanation of the theories and previous research that support the relationship between research variables is the core of the research framework. The research framework model that explains the relationship between research variables is shown in Figure 1.



Source : Constructed for this study, 2024

Figure 1
Research Framework

Information:

—————▶ : Simultaneous influence
 - - - - -▶ : Partial influence

METHOD

Quantitative data is used in this investigation. Quantitative research is a positivist-based approach to studying populations or samples, collecting data via the use of research equipment, and analyzing the data statistically to see if the hypothesis is correct (Sugiyono, 2022). Field studies that include interviews, observations, and questionnaires are conducted in addition to library research.

The 2,912 individuals who were part of this research were customers of PT. Putra Pelangi Perkasa Tajur Bogor in the year 2023. The researcher used a non-probability sampling strategy based on a purposive sampling method for the sampling process (Sugiyono, 2022). The researcher used the Yamane formula to determine the sample for this investigation (Sugiyono, 2022), which is as follows:

$$n = \frac{2.912}{1 + 2.912 (0,1)^2} = 96,7$$

Due to the fact that the study's sample size was 96,679 respondents (rounded up to 100), the author was obligated to gather data from at least 100 respondents for this research. The research method used was descriptive and verification with a quantitative approach. Data collection was conducted using a questionnaire as the primary data source. Data analysis techniques included multiple linear regression analysis, model feasibility testing (F-test and coefficient of determination), and hypothesis testing using the t-test.

RESULTS AND DISCUSSION

Multiple Linear Analysis

To ascertain the influence of one variable on another using primary survey data, multiple linear analysis can be employed (Sugiyono, 2022). Price, service quality, and customer satisfaction are the independent factors in this study, while customer loyalty is the dependent variable. The following table displays the multiple linear analysis findings using IBM SPSS 25.

Table 1
Multiple Linear Regression Analysis

<i>Coefficients^a</i>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	-.788	1.493	-.528	.599
	Price	.351	.079	.336	4.456
	Service Quality	.122	.042	.239	2.902
	Customer Satisfaction	.391	.076	.402	5.173

a. Dependent Variable: Customer Loyalty

Source: Processed Primary Data, 2025

Using the data in Table 1, we can get the following estimated model for the regression equation :

$$Y = -0,788 + 0,351X_1 + 0,122X_2 + 0,391X_3 + \varepsilon$$

The resulting equation can be interpreted as follows:

1. The consumer loyalty of PT. Putra Pelangi Perkasa Tajur Bogor's Intercity and Interprovincial bus transportation service has a negative value, because the constant value (a) obtained was -0.788, indicating that there was no change or fluctuation in price, service quality and consumer satisfaction.
2. Consumer loyalty to the intercity and interprovincial bus transportation service of PT. Putra Pelangi Perkasa Tajur Bogor decreased in response to price increases (p = 0.351 for the price regression coefficient). If there is no change or variation in the level of service and consumer satisfaction.
3. With a positive value of 0.122 for the service quality regression coefficient, the intercity and interprovincial bus transportation service of PT. Putra Pelangi Perkasa Tajur Bogor experienced an increase in consumer loyalty with each increase in service quality. Assuming there is no change in either price or consumer satisfaction level.
4. A positive result of 0.391 for the consumer satisfaction regression coefficient indicates that the intercity and interprovincial bus transportation service of PT. Putra Pelangi Perkasa Tajur Bogor experienced an increase in consumer loyalty for every increase in consumer satisfaction. If the cost and quality of service remain unchanged.

Higher values for any of the three variables price, service quality, and customer satisfaction indicate a greater effect on customer loyalty, as all three variables have positive values in the regression equation.

Correlation Coefficient Analysis

Price, service quality, and customer satisfaction are independent variables, while customer loyalty is the dependent variable. The R value indicates how strong the relationship is between these variables (Sugiyono, 2022). Examination of the correlation coefficient in this study yielded the following findings:

Table 2
Results of Correlation Coefficient Analysis

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898 ^a	.807	.801	1.64438

a. Predictors: (Constant), Price, Service Quality, Customer Satisfaction
Source: Processed Primary Data, 2025

The following standard correlation coefficient values can be seen in Table 3.

Table 3
Interpretation of Correlation Coefficient

r Value Interval	Interpretation
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Currently
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Source: Sugiyono (2022)

With a correlation coefficient of 0.898, the findings range between 0.800 and 1.000, depending on the interpretation. Customer happiness, which results in loyalty, is highly correlated with price and service quality.

Determination Coefficient Analysis

The R Squared value, along with the R² determination measure, indicates the extent to which price, service quality, and customer satisfaction influence consumer loyalty. The following findings are as follows from the examination of the study's determination coefficients :

Table 4
Results of Determination Coefficient Analysis

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898 ^a	.807	.801	1.64438

a. Predictors: (Constant), Price, Service Quality, Customer Satisfaction
Source: Processed Primary Data, 2025

The R-squared value is 0.807, or 80.7%, as shown in Table 4, indicates that characteristics such as price, service quality, and consumer happiness account for 80.7% of the total effect on consumer loyalty, while other variables account for the remaining 19.3%.

Simultaneous Test (F Test)

Simultaneous Test (F Test) is to check whether all of the independent variables have an effect on the dependent variable simultaneously (Sugiyono, 2022). Table 5 displays the results of the study's f-test.

Table 5
Simultaneous Test Results (F Test)

<i>ANOVA^a</i>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1086.177	3	362.059	133.898	.000 ^b
	Residual	259.583	96	2.704		
	Total	1345.760	99			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Price, Service Quality, Customer Satisfaction

Source: Processed Primary Data, 2025

For $\alpha = 0.05$ and degrees of freedom $V1 = 4 - 1 = 3$ and $V2 = 100 - 3 - 1 = 96$, according to Table 5, the F-count is 133.898 and the F-table is 2.70. Since $0.000 > 0.05$ is considered statistically significant, we can say that $F\text{-count} > F\text{-table}$. We can conclude that independent variables price, service quality, and customer satisfaction all have a positive and strong effect on customer loyalty simultaneously.

Partial Testing (t-Test)

Using a t-test is one approach to finding out whether an independent variable partly influences a dependent variable (Sugiyono, 2022). Assuming $t_{\text{count}} > t_{\text{table}}$, the dependent variable is influenced by the independent variable to a certain degree (Ghozali, 2018). Here are the results of the t-tests for all of the variables:

Table 6
t-Test Results

<i>Coefficients^a</i>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.788	1.493		-.528	.599
	Price	.351	.079	.336	4.456	.000
	Service Quality	.122	.042	.239	2.902	.005
	Customer Satisfaction	.391	.076	.402	5.173	.000

a. Dependent Variable: Customer Loyalty

Source: Processed Primary Data, 2025

The t_{table} value of each variable for $\alpha=0.05$ with degrees of freedom $100 - 3 - 1 = 96$ is 1.661. Thus the following results are obtained:

1. The Influence of Price (X_1) on Consumer Loyalty (Y)
The price variable has a tcount value of 4.456 more than ttable ($4.456 > 1.661$) and a significant value of 0.000 less than 0.05 ($0.000 < 0.05$), it can be concluded that pricing has a positive and large partial impact on PT. Putra Pelangi Perkasa Tajur Bogor's customer loyalty (H2 accepted).
2. The Influence of Service Quality (X_2) on Consumer Loyalty (Y)
The service quality variable received a significance value of 0.005, which is less than 0.05 ($0.005 < 0.05$), and a t-value of 2.902, which is higher than the t-table ($2.902 > 1.661$), it can be concluded that service quality has a favorable and substantial impact on PT. Putra Pelangi Perkasa Tajur Bogor's customer loyalty (H3 accepted).

3. The Influence of Customer Satisfaction (X_3) on Consumer Loyalty (Y)

The measure of consumer satisfaction has a t-value of 5.173 greater than t-table (5.173 > 1.661) and a significance value of 0.000 less than 0.05 (0.000 < 0.05), thus, consumer satisfaction has a positive and quite large influence on consumer loyalty of PT. Putra Pelangi Perkasa Tajur Bogor (H4 accepted).

The Simultaneous Influence of Price, Service Quality and Consumer Satisfaction on Consumer Loyalty

Price, service quality, and customer satisfaction all significantly and favorably affect customer loyalty at PT. Putra Pelangi Perkasa Tajur Bogor, according to statistical testing. Further research that strengthens these results was conducted by Aprileny & Apri Emarawati (2019), where customer satisfaction, quality of service provided, and cost all play an important role in customer loyalty.

The Influence of Price on Consumer Loyalty

Partial tests show a positive and statistically significant correlation between price and consumer loyalty. This suggests that favorable views of price factors, such as affordability, price appropriateness relative to quality, price competitiveness relative to comparable service providers, and price appropriateness relative to benefits received, influence consumer loyalty. If consumers believe that the price they receive is reasonable and commensurate with the value they receive from a company's product or service, they are more likely to remain loyal customers and make more purchases.

Additional studies supporting these findings were conducted by Ariyanto et al. (2022), when it is said that there is a significant and beneficial influence of price on consumer loyalty.

The Influence of Service Quality on Consumer Loyalty

Service quality characteristics have a good and substantial influence on consumer loyalty, according to partial research. This suggests that increased service quality directly leads to increased consumer loyalty. Consumers tend to remain loyal to a brand when they experience positive interactions with its physical facilities (tangible), when representatives show empathy (personal attention), when services are fast and easy to use (responsiveness), when services are performed consistently and reliably (reliability), and when officers are competent (assurance). Building long-term loyalty is about building trust through positive service experiences.

Additional studies that support these findings were conducted by Herawaty et al. (2022), asserting that, statistically speaking, customer loyalty is positively correlated with service quality.

The Influence of Consumer Satisfaction on Consumer Loyalty

Customer satisfaction and loyalty are positively correlated and statistically significant, according to the partial test. The study found a positive correlation between customer satisfaction (measured by the level of customer satisfaction with the service they received) and customer loyalty, their likelihood to recommend the service to others, and their intention to use the service again in the future. When people have a good experience, they are more likely to feel satisfied, which in turn leads to loyal behaviors such as buying from the same business again and telling others about it.

Additional studies that support these findings were conducted by Ningrum & Dwiridotjahjono (2021), that there is a strong, positive correlation between happy customers and repeat business.

CONCLUSION AND SUGGESTION

According to the study's findings, PT. Putra Pelangi Perkasa Tajur Bogor's customer loyalty is positively and significantly impacted by price, service quality, and customer satisfaction. Companies can better manage risk and optimize revenue in the face of changing market dynamics if they understand the importance of price, service quality, and consumer delight.

For further researchers, it is expected to improve the quality of research by considering the addition of other variables that have not been discussed in this study, such as product quality, ease of transaction, and promotional strategy. In addition, it is recommended to use a larger sample size so that the research results are more representative and can be generalized more widely.

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