

Service Quality VS Price Sensitivity: Drivers of Customer Satisfaction in Motorcycle Shock Absorber Service Outlets

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ABSTRACT

This study examines the influence of price and service quality on customer satisfaction in a specialized motorcycle shock absorber repair service. The research was motivated by customer concerns about relatively high pricing and inconsistent service quality, raising questions about how these factors affect satisfaction levels. The study aims to: (1) evaluate the pricing strategy; (2) assess service quality; (3) measure customer satisfaction; and (4) analyze the influence of price and service quality—both individually and jointly—on customer satisfaction. Using a quantitative survey method with a total sample of 40 customers, data were analyzed through multiple regression. The results indicate that price and service quality are both rated as “good” and significantly affect customer satisfaction. Price has a moderate impact, while service quality shows a stronger influence. Together, both factors contribute significantly to customer satisfaction. The findings suggest that competitive pricing alone is not enough—consistent service quality is essential to maintain and improve customer satisfaction.

INTRODUCTION

In the era of globalization, business competition—particularly in the service sector—has become increasingly open, dynamic, and intense. One of the industries influenced by this trend is motorcycle repair services, particularly specialized workshops that focus on components such as shock absorbers. These workshops play a vital role in society by offering services that help maintain, repair, and modify vehicles, directly contributing to the efficiency and safety of transportation. As competition tightens, each workshop must strive to increase competitiveness by delivering superior service quality to ensure customer satisfaction.

Customer satisfaction has become a key benchmark for measuring service success and business sustainability. Two crucial variables that shape satisfaction in service-based industries are price and service quality. Price represents the monetary value exchanged for services, while service quality reflects the extent to which services meet or exceed customer expectations. When both are aligned, they can positively influence customer loyalty and repeat usage.

Specialized shock absorber workshops serve a niche yet highly demanding market. These businesses cater to motorcycle users who not only seek standard repairs but also require customization and high-performance tuning, including customers from racing and off-road communities. For such customers, service quality and product reliability often outweigh the issue of pricing, especially if the results significantly enhance performance and safety.

Interestingly, one particular workshop under observation implemented a premium pricing strategy. In 2021, it charged between Rp. 80,000 to Rp. 180,000 per service, while other workshops offered services at lower prices—ranging from Rp. 60,000 to Rp. 120,000. Despite the higher pricing, this workshop still recorded the highest number of customers, reaching 40 in that year, compared to 30 and 25 customers in competing workshops. This finding suggests that customers may perceive value beyond pricing—particularly in terms of service quality and technical expertise.

However, the trend changed over time. From 2021 to 2023, the number of customers consistently declined, dropping from 75 customers in early 2021 to just 40 by the end of 2023. Monthly service records in 2023 also showed unstable performance, with as few as 2 to 6 customers per month. Feedback collected during this period indicated a rise in customer dissatisfaction, with complaints regarding inconsistent service quality and unclear communication. While the workshop was previously trusted by motorsport enthusiasts, the declining numbers suggest a growing gap between price expectations and perceived service outcomes.

This raises a critical research question: To what extent do price and service quality influence customer satisfaction in specialized motorcycle workshops? Exploring this issue is vital for both academic and practical purposes. From a business perspective, understanding how these two variables interact will enable workshops to adjust strategies in pricing, communication, and service delivery. From an academic standpoint, it contributes to the broader discourse on consumer behavior in the automotive service industry.

Thus, this study aims to examine and analyze the influence of price and service quality – individually and jointly – on customer satisfaction. The findings are expected to offer meaningful insights for workshop owners, marketing practitioners, and researchers interested in improving customer-centric service strategies in a competitive market landscape.

LITERATURE REVIEW

Marketing Management

In today's competitive business environment, companies must adopt various strategies to effectively manage their marketing activities in alignment with organizational goals. One of the key strategies is marketing management. According to Alma Buchari (2018), marketing management is "the analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives." This definition emphasizes the structured process of managing marketing efforts to build lasting relationships with customers and achieve business success.

Price

Price plays a crucial role in influencing customer decisions, especially in service-oriented businesses. According to Michael J. Etzel (in Danang Sunyoto, 2019), "Price is value expressed in terms of dollar or monetary medium of exchange." Indriyo Gitosudarmono defines price as the amount of money required to obtain a specific product or a combination of goods and services. Kotler (in Danang Sunyoto, 2019) adds that price is simply the amount of money charged for a product. These definitions highlight that price is not only a monetary amount but also a measure of perceived value in the eyes of the customer.

Price Indicators

According to Kotler and Armstrong (2012), there are four main indicators of price: affordability, compatibility with product quality, competitiveness, and the appropriateness of price to the benefits received. Affordability ensures that the product or service is within the consumer's financial reach. Compatibility with quality measures whether the price reflects the product's perceived value. Competitiveness assesses how the price stands relative to similar offerings in the market, while appropriateness considers whether the benefits justify the price paid. Together, these indicators shape how consumers perceive the fairness and attractiveness of pricing strategies.

Service Quality

Service quality is another fundamental factor influencing customer satisfaction, particularly in service-based industries. Companies must ensure that the quality of service meets or exceeds customer expectations. Wyckof, as cited in Tjiptono (2014), defines service quality as "the expected level of excellence and control over that excellence to meet customer expectations." This means that service quality involves not only delivering excellent performance but also maintaining consistency to fulfill customer needs reliably over time.

Customer Satisfaction

Customer satisfaction arises when a product or service meets or exceeds customer expectations. According to Richard F. Gerson (2018), "Customer satisfaction is the customer's perception that their expectations have been met or exceeded." Tjiptono (2012) identifies three key indicators of customer satisfaction: the service matches customer expectations, the willingness to revisit the service provider, and the willingness to recommend the service to others. These factors reflect the emotional and behavioral responses of customers, indicating loyalty and long-term trust, which are vital for business sustainability.

METHODOLOGY

According to Sugiyono (2017), research methodology is defined as a scientific method used to obtain data for specific purposes and benefits. This study employed a quantitative research method with a descriptive approach to analyze the influence of price and service quality on customer satisfaction in the context of motorcycle shock absorber services.

Sugiyono (2017) further explains that quantitative research is based on positivist philosophy, used to examine specific populations or samples. Data collection is carried out using research instruments, and the analysis is statistical in nature with the aim of testing predetermined hypotheses. The use of numerical data allows researchers to identify relationships between variables and determine the strength of their influence.

This study is categorized as a replication research, meaning it refers to or repeats previous studies in a different context or location to confirm findings and improve generalizability. The replication approach helps strengthen the reliability and applicability of the research results.

The population in this study consists of customers who have used motorcycle repair services between 2021 and 2023. A purposive sampling technique was used to select 40 respondents who met specific criteria related to the research objectives.

Data were collected through a structured questionnaire designed to measure perceptions of price, service quality, and customer satisfaction. The collected data were then processed and analyzed using multiple regression analysis to determine the effect of the independent variables on the dependent variable.

RESULTS
Multiple Regression Analysis

Table 1. Work Environment Leadership Style
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.444	1.348		1.813	.078
	Price	.214	.107	.243	2.010	.052
	Service Quality	.515	.088	.709	5.864	.000

a. Dependent Variable: kepuasan_pelanggan

Based on the table, the value in the B column for the constant is 2.444, while the coefficient for Price (X_1) is 0.214 and for Service Quality (X_2) is 0.515. Therefore, the multiple linear regression equation can be written as follows:

$$Y = 2.444 + 0.214X_1 + 0.515X_2.$$

This regression equation can be interpreted as follows: Customer satisfaction, even in the absence of price and service quality influences, has a baseline value (intercept) of 2.444. If the price increases by one unit, customer satisfaction will increase by 0.214 units, assuming the other variable remains constant. Likewise, if service quality increases by one unit, customer satisfaction will increase by 0.515 units, also assuming the other variable remains constant. This implies that service quality has a stronger influence on customer satisfaction compared to price.

Correlation Coefficient and Coefficient of Determination (R^2)

Table 2. Correlation Coefficient and Coefficient of Determination (R^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.927 ^a	.859	.851	.95711	.859	112.481	2	37	.000

a. Predictors: (Constant), service_quality, price

b. Dependent Variable: customer satisfaction

Based on the results above, the correlation coefficient shows an R value of 0.927, indicating that the relationship between the variables of price, service quality, and customer satisfaction falls within the interpretation of a very strong correlation, as the R value lies between 0.80 and 1.000. From the table above, it can be seen that the R^2 value is 0.859, which indicates that the selected independent variables – price and service quality – can explain the variation or influence on the dependent variable, namely customer satisfaction at the shockbreaker workshop in Tasikmalaya, with a contribution of 85.9%. The remaining 14.1% is influenced by other variables not included in this study.

T-Test

Table 3. T-Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.444	1.348		1.813	.078
Price	.214	.107	.243	2.010	.052
Service_Quality	.515	.088	.709	5.864	.000

a. Dependent Variable: customer_satisfaction

Based on Table, the results of the t-test for X1 on Y for the price variable show a value of 2.010 at a 5% significance level, while the t-table value is 1.68595. Since t-count > t-table, H0 is rejected and Ha is accepted, which means the hypothesis is accepted. This indicates that price has a significant effect on customer satisfaction at the motorcycle shockbreaker workshop in Tasikmalaya.

Effect of Service Quality on Customer Satisfaction

Based on Table 4.35, the results of the t-test for X2 on Y for the service quality variable show a value of 5.864 at a 5% significance level, while the t-table value is 1.68595. Since t-count > t-table, H0 is rejected and Ha is accepted, which means the hypothesis is accepted. This indicates that service quality has a significant effect on customer satisfaction at the shockbreaker workshop.

Simultaneous F-Test (F-Test for Overall Significance)

Table 4. Simultaneous F-Test (F-Test for Overall Significance)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.927 ^a	.859	.851	.95711	.859	112.481	2	37	.000

a. Predictors: (Constant), service_quality, price

b. Dependent Variable: customer_satisfaction

Based on the F-Test results table, the F-value for the variables price and service quality is 112.481 at a 5% significance level, while the F-table value is 3.24. Since the calculated F-value (112.481) is greater than the F-table value (3.24), the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This indicates that price and service quality have a significant simultaneous effect on customer satisfaction at motorcycle repair shops in Tasikmalaya.

DISCUSSION

The results of this study indicate that both price and service quality have a significant and positive influence on customer satisfaction, with service quality having a stronger impact. This finding aligns with the broader service marketing literature, which consistently emphasizes the dominant role of perceived service quality in shaping customer perceptions, trust, and loyalty.

The Role of Price in Customer Satisfaction

The regression coefficient for price ($\beta = 0.214$, $p \approx 0.052$) indicates a moderate but statistically significant impact on customer satisfaction. This supports Kotler & Armstrong's (2012) assertion that price must align with customer-perceived value and the benefits offered. In this study, although the workshop employed a premium pricing strategy, it initially attracted more customers, suggesting that customers were willing to pay more if they perceived the value to be higher.

However, over time, customer satisfaction declined despite unchanged pricing, pointing to a gap between perceived and actual value. This reflects Gitosudarmono's (as cited in Sunyoto, 2019) notion that price is not solely a number but represents value as perceived by the customer. When expectations are unmet, even a previously acceptable price may begin to feel excessive. Thus, price fairness and transparency should be actively communicated and continuously evaluated based on customer feedback.

The Dominant Influence of Service Quality

Service quality has the highest standardized regression coefficient ($\beta = 0.709$, $p < 0.001$), confirming it as the most influential determinant of customer satisfaction in this context. This aligns strongly with Wyckoff's definition (in Tjiptono, 2014) that service quality is the ability to deliver consistent excellence and meet expectations. The findings show that improvements in service quality directly boost customer satisfaction, while inconsistency – reported in the form of customer complaints – undermines it.

The study supports the SERVQUAL model implicitly, particularly on dimensions such as reliability, responsiveness, and assurance. The earlier trust gained from motorsport enthusiasts likely stemmed from these dimensions being fulfilled. However, the observed decline in customer loyalty can be attributed to perceived lapses in these same areas.

Simultaneous Effects and Strategic Implications

The model's R^2 value of 0.859 indicates that price and service quality together explain approximately 86% of the variation in customer satisfaction. This is a very high proportion, emphasizing the strategic importance of managing both variables holistically.

According to Alma Buchari (2018), marketing management involves analyzing and controlling marketing programs to build lasting customer relationships. In this case, the results suggest that relying solely on pricing competitiveness or reputation is insufficient. Maintaining service consistency and perceived fairness in pricing is vital for sustainability.

The F-test result ($F = 112.481$, $p < 0.001$) further reinforces the significance of both variables acting together. This supports findings by previous researchers such as Abdul Gofur (2019) and Purwati (2014), who also found that both price

and service quality have a positive and significant effect on customer satisfaction in various service industries.

Comparative Findings and Broader Implications

Compared to other studies cited in the literature, this research reaffirms that while pricing can attract or deter customers initially, long-term satisfaction and loyalty are primarily driven by service quality. In niche markets like shock absorber workshops, where technical expertise and personalization are valued, customers prioritize quality and reliability over mere cost.

This has implications for service-based SMEs that often operate under the assumption that price is the main driver of consumer behavior. The findings suggest a more balanced approach, investing in staff training, quality assurance systems, and consistent customer communication, as also recommended in the study.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. Price Has a Significant Positive Effect on Customer Satisfaction.

The results of the t-test indicate that the price variable significantly influences customer satisfaction, meaning affordable and appropriate pricing contributes to higher satisfaction levels.

2. Service Quality Strongly Influences Customer Satisfaction.

The quality of service, including responsiveness, reliability, and assurance, shows a statistically significant effect on customer satisfaction, as reflected in the high t-value.

3. Price and Service Quality Together Have a Simultaneous and Significant Impact on Customer Satisfaction.

Based on the F-test, the combination of price and service quality explains a large portion of the variance in customer satisfaction, with an R^2 of 85.9%.

Recommendations

1. Maintain Competitive Pricing Without Compromising Service Standards.

Business owners should ensure that their pricing aligns with customer expectations and perceived value, while still maintaining high-quality service.

2. Improve Service Quality Through Employee Training and Customer Care.

Service providers should invest in ongoing training for staff to enhance customer interaction, technical skills, and responsiveness to customer needs.

3. Conduct Regular Evaluations and Gather Customer Feedback.

Implementing feedback systems will help identify areas for improvement, allowing businesses to continuously adapt and meet customer expectations effectively.

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