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The Influence Of Service Quality And Price On Consumer Satisfaction At Morning To Midnight (M2M Shop) Minimarket In Lebak Bulus, South Jakarta

Putri Nilam Kencana[1], Erlita Kurniawaty[2], Mita Sicillia[3]

[1,2,3]Pamulang University

E-mail: dosen01877@unpam.ac.id, erlitakurniawaty@unpam.ac.id, dosen02191@unpam.ac.id

Abstract

This study aims to determine the effect of service quality on customer satisfaction. To determine the effect of price on consumer satisfaction. To determine the effect of service quality and price on customer satisfaction. This type of research is quantitative and the nature of this research is associative. The data analysis technique used in this research is classical assumption test, regression test, correlation coefficient test, coefficient of determination test and hypothesis testing. The population in this study were consumers who transacted at the Lebak Bulus M2M STORE which opened 1346 consumers. By using the Slovin formula, a sample of 93 respondents was obtained. The results show that service quality has a positive and significant effect on consumer satisfaction, this is proven by the value of t count > t table (3.247 > 1.662) and sig (0.002 < 0.1) then Ho1 is rejected and Ha1 is accepted, there is a positive and significant influence between service quality to customer satisfaction. Price has a positive and significant effect on the value of consumer satisfaction, this is proven by t count > t table (6.446 > 1.662) and sig (0.000 < 0.1) then Ho2 is rejected and Ha2 is accepted, there is a positive and significant effect between price on consumer satisfaction. Service quality and price have a positive and significant effect on consumer satisfaction, this is proven by the value of Fcount 64.696 > Ftable 2.363 and sig (0.000 < 0.1) then Ho3 is rejected and Ha3 is accepted, there is a positive and significant effect between service quality and price on customer satisfaction.

Keywords: Consumer Satisfaction, Price, Service Quality

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INTRODUCTION

The retail business in Indonesia is experiencing increasingly rapid growth, driven by shifts in consumer behavior that prioritize ease, convenience, and speed in meeting daily needs. The growth of modern retail, particularly minimarkets, is driving increasingly intense competition among businesses.

These conditions require retail companies to not only provide products that consumers need, but also to provide quality service and set competitive prices. In this competitive context, a company's ability to meet consumer needs and expectations is a crucial factor in maintaining business continuity and building customer satisfaction.(Fajriati & Prasetyo, 2025)Therefore, service quality and price are strategic aspects that retail companies need to consider when facing changing consumer preferences and demands.

The M2M SHOP Lebak Bulus minimarket is a business unit managed by PT Batavia Insani Persada that provides various basic needs for employees and the community. In carrying out its business activities, M2M SHOP faces challenges in providing services that are able to meet consumer expectations. Consumer complaint data shows problems in several aspects of service, such as long payment queues, inconsistencies or out-of-date price tags, lack of employee responsiveness in serving consumers, lack of response to complaints, limited promotional information, and aspects of the friendliness and cleanliness of the minimarket. These conditions indicate that the quality of service is not yet fully consistent in providing an optimal shopping experience. According to(Januarianto et al., 2024), service quality is a dynamic condition related to products, services, people, processes and the environment that is able to meet or exceed consumer expectations.

In addition to service quality, price is an important factor that can influence consumer assessment and satisfaction. Consumers generally consider price affordability, the suitability of the price to the quality and benefits of the product, and price competitiveness before making a purchase. The results of price comparisons contained in M2M SHOP data show that a number of products sold have relatively higher prices compared to several competing minimarkets such as Lawson, Family Mart, and Circle K. This condition is a phenomenon that needs to be considered because consumers have alternative places to shop for relatively similar products but offer more competitive prices. Prices that do not match consumers' perceptions of benefits and capabilities can reduce the company's attractiveness and encourage consumers to switch to competitors (Tjiptono, 2017). Thus, the right pricing strategy is one of the important efforts in creating perceived value for consumers.

These service quality and pricing issues are related to M2M SHOP customer satisfaction. Transaction data shows a downward trend in customer numbers during

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the study period, indicating that the company's ability to retain customers requires attention. This situation becomes even more relevant when linked to sales achievements that have not fully met company targets. Customer satisfaction is essentially a consumer response to the level of fulfillment of needs and expectations obtained from a product or service. If the service received does not meet expectations and the price paid is perceived as less competitive, customer satisfaction has the potential to decline and ultimately influence consumer decisions to make repeat purchases.

The urgency of this research lies in the need for M2M Shops to empirically understand the role of service quality and price in shaping customer satisfaction. In the increasingly competitive retail business, customer satisfaction is not only related to the current transaction experience but also relates to the likelihood of customers returning to shop and maintaining relationships with the company. Good service quality can create a positive experience, while appropriate pricing can strengthen consumers' perceptions of value. Conversely, less responsive service and less competitive prices can be factors that drive consumers to choose competing minimarkets.

Based on these conditions, there is a gap between the company's expectations to provide convenience, satisfactory service, and competitive prices with empirical conditions indicated by increasing consumer complaints, the existence of price competitiveness issues, a tendency to decrease transactions, and sales achievements that have not always met targets. This gap indicates the need for quantitative testing regarding the influence of service quality and price on consumer satisfaction at M2M SHOP Lebak Bulus. This study is expected to provide empirical evidence regarding the relationship between these variables as well as being a basis for companies in evaluating service quality, determining pricing strategies, and designing policies that are more oriented to consumer needs.

Methodology

This study uses a quantitative approach with an associative research nature that aims to determine the effect of service quality and price on consumer satisfaction. The study was conducted at the M2M SHOP Minimarket, Jalan Karang Tengah Raya, Lebak Bulus, South Jakarta. The study population was all consumers who made transactions at M2M SHOP, while the sample was determined using the Slovin formula with an incidental sampling technique, so that consumers who were accidentally encountered and met the criteria could be used as research respondents. The research sample consisted of consumers who were considered capable of providing information according to the research needs.

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Data collection was conducted through primary and secondary data. Primary data were obtained through observation and distribution of questionnaires to consumers using a Likert scale, while secondary data were obtained from company documents and literature studies in the form of books, journals, and other relevant sources. The collected data were analyzed quantitatively using the SPSS program through descriptive analysis, classical assumption tests including normality, multicollinearity, heteroscedasticity, and autocorrelation tests, as well as simple and multiple linear regression analyses. Furthermore, correlation coefficient analysis, determination coefficient analysis, and partial and simultaneous hypothesis testing were conducted to determine the effect of service quality and price on consumer satisfaction.

RESULTS AND DISCUSSION

Classical assumption test

1. **Normality Test**

Table 1. Test ResultsKolmogrov-Smirnovtest normality

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		93
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.35856892
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.055
Test Statistic		.083
Asymp. Sig. (2-tailed)		.120[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the results in Table 1 above, it shows that the significance value is above 0.1, namely the Asymp. Sig. value of 0.120 > 0.1. This means that the residual data is normally distributed.

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2. **Multicollinearity Test**

Table2.Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas Pelayanan (X1)	.606	1.651
	Harga (X2)	.606	1.651

a. Dependent Variable: Kepuasan Konsumen (Y)

Source: Processed SPSS 25 output (2021)

From the table data above, the values obtained are: Tolerance Value of Service Quality 0.606 ≥ 0.10 and VIF of Service Quality 1.651 ≤ 10.0. Tolerance Value of Price 0.606 ≥ 0.10 and VIF of Price 1.651 ≤ 10.0. It can be concluded that it is free from multicollinearity and all independent variables used in this study have passed the symptoms of multicollinearity.

3. **Heteroscedasticity Test**

Table 3. SPSS output results of the Glejser Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.241	1.670		2.540	.013
	Kualitas Pelayanan (X1)	-.022	.049	-.060	-.450	.654
	Harga (X2)	-.041	.051	-.106	-.794	.429

a. Dependent Variable: abs_res

Source: Processed SPSS 25 output (2021)

From the table data above, the sig value of Service Quality (X1) is 0.654 ≥ 0.1 and the sig value of Price (X2) is 0.429 ≥ 0.1, so from the data results above, there are no symptoms of heteroscedasticity in the regression model.

4. **Autocorrelation Test**

Table 4. SPSS Output Results for Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.768[a]	.590	.581	2.385	2.147

a. Predictors: (Constant), Harga (X2), Kualitas Pelayanan (X1)

b. Dependent Variable: Kepuasan Konsumen (Y)

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Based on the test results in the table above, this regression model has no autocorrelation, this is proven by the Durbin-Watson value of 2.147 which is between 1.550 – 2.460.

Simple Linear Regression Analysis

1. **Simple Linear Regression Test Results for Service Quality (X1) On Consumer Satisfaction (Y)**

Table5. Simple Linear Regression Results of Service Quality (X1) on Consumer Satisfaction (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16.957	2.890		5.867	.000
	Kualitas Pelayanan (X1)	.584	.075	.633	7.795	.000

a. Dependent Variable: Kepuasan Konsumen (Y)

Looking at the Coefficientsa table above, it is known that the simple regression equation Y = a + bx is Y = 16.957 + 0.584X1. This equation can be concluded that there is a positive direction of influence between Service Quality (X1) and Consumer Satisfaction (Y). This simple regression equation can be explained as follows:

a. Constanta a = 16.957 states that, if the service quality variable has a fixed or constant value, then current consumer satisfaction has a value of 16.957 points.
b. Regression coefficient bx1 = 0.584 can be concluded that, every one-unit increase in the service quality variable will increase or improve consumer satisfaction by 0.584 points.

2. **Simple Linear Regression Test Results Price (X2) On Consumer Satisfaction (Y)**

Table 6. Results of Simple Linear Regression of Price (X2) on Consumer Satisfaction (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	12.430	2.610		4.763	.000
	Harga (X2)	.706	.068	.736	10.372	.000

a. Dependent Variable: Kepuasan Konsumen (Y)

Looking at the Coefficientsa table above, it is known that the simple regression equation Y = a + bx is Y = 12.430 + 0.706X2. This equation can be concluded that there

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is a positive direction of influence between Price (X2) and Consumer Satisfaction (Y). This simple regression equation can be explained as follows:

a. Constanta a = 12.430 states that, if the price variable has a fixed or constant value, then current consumer satisfaction has a value of 12.430 points.
b. Regression coefficient bx1 = 0.706 can be concluded that, every increase in the price variable by one unit, will increase or improve consumer satisfaction by 0.706 points.

Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression of Service Quality (X1) and Price (X2) AgainstConsumer Satisfaction (Y)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.928	2.707		3.298	.001
	Kualitas Pelayanan (X1)	.260	.080	.282	3.247	.002
	Harga (X2)	.536	.083	.559	6.446	.000

a. Dependent Variable: Kepuasan Konsumen (Y)

Source:Processed SPSS 25 output (2021)

Looking at the Coefficientsa table above, it is known that the multiple regression equation Y = a + b1X1 + b2X2 + e is Y = 8.928 + 0.260X1 + 0.536X2 + e. This equation can be concluded that there is a positive direction of influence between Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y). This multiple regression equation can be explained as follows:

1. The constant a = 8.928 means that without any increase or decrease in the variables of Service Quality (X1) and Price (X2) or X = 0, the Consumer Satisfaction value is 8.928 points.
2. The constant b1x1 = 0.260 means that if there is a one-unit increase in Service Quality (X1), the Consumer Satisfaction value will increase by 0.260 points.
3. The constant b2x2 = 0.536 means that if there is a one-unit increase in Price (X2), the Consumer Satisfaction value will increase by 0.536 points.

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Correlation Coefficient Analysis

1. **Analysis of Service Quality Correlation Coefficient (X1) On Consumer Satisfaction (Y)**

Table 8. Analysis Results Service Quality Correlation Coefficient (X1) On Consumer Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633[a]	.400	.394	2.867

a. Predictors: (Constant), Kualitas Pelayanan (X1)

Source: Processed Data SPSS 25 (2021)

The correlation coefficient value R of 0.633 is at 0.60 - 0.799 with a strong relationship level, meaning that Service Quality (X1) is strongly related to Consumer Satisfaction (Y).

2. **Price Correlation Coefficient Analysis (X2) On Consumer Satisfaction (Y)**

Table 9. ResultsPrice Correlation Coefficient Analysis (X2) On Consumer Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736[a]	.542	.537	2.507

a. Predictors: (Constant), Harga (X2)

Source: Processed Data SPSS 25 (2021)

The correlation coefficient value R is 0.736 at 0.60 - 0.799 with a strong relationship level, meaning that Price (X2) is strongly related to Consumer Satisfaction (Y).

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3. **Analysis of Service Quality Correlation Coefficient (X1) and Price (X2) on Consumer Satisfaction (Y)**

Table10.Output Results Analysis of Service Quality Correlation Coefficient (X1) and Price (X2) on Consumer Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768[a]	.590	.581	2.385

a. Predictors: (Constant), Harga (X2), Kualitas Pelayanan (X1)

Source: Processed Data SPSS 25 (2021)

The correlation coefficient value R is 0.768 at 0.60 – 0.799 with a strong relationship level, meaning that Service Quality (X1) and Price (X2) have a strong relationship with Consumer Satisfaction (Y).

Analysis of the Coefficient of Determination

1. **Analysis of the Determination Coefficient of Service Quality (X1) On Consumer Satisfaction (Y)**

Table 11. Analysis Output Results Service Quality Determination Coefficient (X1) On Consumer Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633[a]	.400	.394	2.867

a. Predictors: (Constant), Kualitas Pelayanan (X1)

Source: Processed SPSS 25 output (2021)

From the table above, the R Square of 0.400 means that the Service Quality variable (X1) contributes 40% to Consumer Satisfaction (Y) and the remaining 60% is influenced by other factors outside the research.

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2. **Analysis of Price Determination Coefficient (X2) On Consumer Satisfaction (Y)**

Table 12. ResultsAnalysis of Price Determination Coefficient (X2) On Consumer Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736[a]	.542	.537	2.507

a. Predictors: (Constant), Harga (X2)

Source: Processed SPSS 25 output (2021)

From the table above, the R Square of 0.542 means that the Price variable (X2) contributes 54.2% to Consumer Satisfaction (Y) and the remaining 45.8% is influenced by other factors outside the research.

3. **Analysis of the Determination Coefficient of Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y)**

Table 13. Hasil Analysis of Service Quality Determination Coefficient (X1) and Price (X2) on Consumer Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768[a]	.590	.581	2.385

a. Predictors: (Constant), Harga (X2), Kualitas Pelayanan (X1)

Source: Processed SPSS 25 output (2021)

From the table above, Adjusted R Square 0.581 means that the variables Service Quality (X1) and Price (X2) contribute 58.1% to Consumer Satisfaction (Y) and the remaining 41.9% is influenced by other factors outside the research.

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Hypothesis Testing

1. **t-Test (Partial Hypothesis Testing)**

Table14.U Output ResultsPartial Hypothesis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.928	2.707		3.298	.001
	Kualitas Pelayanan (X1)	.260	.080	.282	3.247	.002
	Harga (X2)	.536	.083	.559	6.446	.000

a. Dependent Variable: Kepuasan Konsumen (Y)

Source: Processed SPSS 25 output (2021)

From the table above, the partial t-test is as follows:

a. The results of the partial test (t-test) between service quality and consumer satisfaction show that the calculated t value is > t table (3.247 > 1.662) and sig < 0.1 (0.002 < 0.1) so that Ho1 is rejected and Ha1 is accepted, namely "There is an Influence of Service Quality on Consumer Satisfaction at the Morning to Mignight Minimarket (M2M SHOP) in Lebak Bulus, South Jakarta"
b. The results of the partial test (t-test) between price and consumer satisfaction show that the calculated t value is > t table (6.446 > 1.662) and sig < 0.1 (0.000 < 0.1) so that Ho2 is rejected and Ha2 is accepted, namely "There is an Influence of Price on Consumer Satisfaction at the Morning to Mignight Minimarket (M2M SHOP) in Lebak Bulus, South Jakarta"

2. **F Test (Simultaneous)**

Table 15. Simultaneous Hypothesis Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	735.788	2	367.894	64.696	.000[b]
	Residual	511.782	90	5.686		
	Total	1247.570	92			

a. Dependent Variable: Kepuasan Konsumen (Y)

b. Predictors: (Constant), Harga (X2), Kualitas Pelayanan (X1)

Source: Processed SPSS 25 output (2021)

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Based on the table above, it shows that the F count value is 64.696 > F table 2.363 or the sig value is 0.000 < 0.1, so Ho3 is rejected and Ha3 is accepted, so the results of the study show "There is an Influence of Service Quality and Price Simultaneously on Consumer Satisfaction at the Morning to Midnight Minimarket (M2M SHOP) in Lebak Bulus, South Jakarta"

DISCUSSION

The Influence of Service Quality (X1) On Consumer Satisfaction (Y)

There is an influence between Service Quality (X1) on Consumer Satisfaction (Y) this is proven by the results of a simple linear regression equation is Y = 16.957 + 0.584X1, this equation can be interpreted as there is a positive relationship direction between Service Quality (X1) on Consumer Satisfaction (Y), constant a = 16.957 means without any increase or decrease in the independent variable Service Quality (X1) or X = 0 then the Consumer Satisfaction value is 16.957 points. Constant b = 0.584 means that if there is a one-unit increase in Service Quality (X1) then the Consumer Satisfaction value will increase by 0.584 points. The correlation value R of 0.633 is in the interval between 0.60 - 0.799 with a strong relationship level meaning that the Service Quality variable (X1) has a strong relationship to Consumer Satisfaction (Y). While the determination coefficient R Square of 0.400 means that the Service Quality variable (X1) has a contribution or contribution to Consumer Satisfaction (Y) of 40% and the remaining 60% is influenced by other factors outside the study. The influence of Service Quality (X1) on Consumer Satisfaction (Y) with a calculated t value > t table (3.247 > 1.662) and sig < 0.1 (0.002 < 0.1) so that Ho1 is rejected and Ha1 is accepted, namely "There is an Influence of Service Quality on Consumer Satisfaction at the Morning To Mignight Minimarket (M2M SHOP) in Lebak Bulus, South Jakarta"

This result is in line with previous research conducted by Maulana (2016), Ghofur (2019), Kurniawaty & Subekhan (2020), Faroh & Zahri (2019), Wulansari & Novianto (2020), Kencana & Kasdiyo (2020), Napitupulu (2019), Sudaryana (2020), Sintya el at,. (2018) and Haryoko el at,. (2020) with the research results proving that Service Quality has a positive and significant effect on Consumer Satisfaction.

Price Influence (X2) On Consumer Satisfaction (Y)

There is an influence between Price (X2) on Consumer Satisfaction (Y) this is proven by the results of a simple linear regression equation is Y = 12.430 + 0.706X2, this equation can be interpreted as there is a positive relationship direction between Price (X2) on Consumer Satisfaction (Y), constant a = 12.430 means without any increase or decrease in the independent variable Price (X2) or X = 0 then the Consumer Satisfaction value is 12.430 points. Constant b = 0.706 means that if there is a one-unit increase in

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price (X2) then the Consumer Satisfaction value will increase by 0.706 points. The correlation value R of 0.736 is in the interval between 0.60 - 0.799 with a strong relationship level meaning that the Price variable (X2) has a strong relationship to Consumer Satisfaction (Y). While the coefficient of determination R Square of 0.542 means, the Price variable (X2) has a contribution or contribution to Consumer Satisfaction (Y) of 54.2% and the remaining 45.8% is influenced by other factors outside the study. The effect of Price (X2) on Consumer Satisfaction (Y) with a calculated t value> t table (6.446> 1.662) and sig <0.1 (0.000 <0.1) so that Ho2 is rejected and Ha2 is accepted, namely "There is an Effect of Price on Consumer Satisfaction at the Morning To Mignight Minimarket (M2M SHOP) in Lebak Bulus, South Jakarta.

This result is in line with previous research conducted by Maulana (2016), Ghofur (2019), Kurniawaty & Subekhan (2020), Wulansari & Novianto (2020), Kencana & Kasdiyo (2020), Napitupulu (2019), Sudaryana (2020), Sintya & Karuntu (2018) and Haryoko el at,. (2020) with the research results proving that Price has a positive and significant effect on Consumer Satisfaction.

The Influence of Service Quality (X1) And Price (X2) Against Consumer Satisfaction (Y)

There is an influence between Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y) this is proven by the results of the multiple linear regression equation is Y = 8.928 + 0.260X1 + 0.536X2, this equation can be interpreted that there is a positive relationship between Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y). The constant a = 8.928 means that without any increase or decrease in the independent variables of Service Quality (X1) and Price (X2) or X = 0 then the value of Consumer Satisfaction is = 8.928 points. The constant b1x1 = 0.260 means that if there is a one-unit increase in Service Quality (X1) then the value of Consumer Satisfaction will increase by 0.260 points. The constant b2x2 = 0.536 means that if there is a one-unit increase in Price (X2) then the value of Consumer Satisfaction will increase by 0.536 points.

The correlation value of R is 0.768 in the interval between 0.60 – 0.799 with a strong relationship level, meaning that the variables of Service Quality (X1) and Price (X2) have a strong relationship to Consumer Satisfaction (Y). While the determination coefficient of the Adhusted R Square is 0.581, meaning that the variables of Service Quality (X1) and Price (X2) have a contribution or contribution to Consumer Satisfaction (Y) of 58.1% and the remaining 41.9% is influenced by other factors outside the study. The influence of Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y) with an Fcount value of 64.696> Ftable 2.363 or a sig value of 0.000 <0.1, then Ho3 is rejected and Ha3 is accepted, the results of the study show "There is an Influence of Service

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Quality and Price Simultaneously on Consumer Satisfaction at the Morning To Mignight Minimarket (M2M SHOP) in Lebak Bulus, South Jakarta"

This result is in line with previous research conducted by Maulana (2016), Ghofur (2019), Kurniawaty & Subekhan (2020), Wulansari & Novianto (2020), Kencana & Kasdiyo (2020), Napitupulu (2019), Sudaryana (2020), Sintya & Karuntu (2018) and Haryoko el at,. (2020) with research results proving that Service Quality and Price simultaneously have a positive and significant effect on Consumer Satisfaction.

CONCLUSION

It can be concluded that service quality has a positive and significant effect on customer satisfaction, indicating that the better the quality of service provided, the higher the customer satisfaction. Price also has a positive and significant effect on customer satisfaction, so that the suitability and affordability of the prices offered can increase customer satisfaction. Simultaneously, service quality and price have a positive and significant effect on customer satisfaction. Thus, improving service quality accompanied by appropriate pricing is an important factor in increasing customer satisfaction at the Morning To Midnight Minimarket (M2M SHOP) in Lebak Bulus, South Jakarta.

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