

## The Influence of Service Quality and Price on Customer Satisfaction at Fika Cosmetic Store Ampana City

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### ABSTRACT

The purpose of this study is to examine how customer satisfaction at the Fika Kosmetik Store in Ampana City is impacted by pricing and service quality. Five criteria are used to evaluate service quality, and consumer opinions about price are used to gauge its appropriateness, affordability, and value. This study uses associative causal approaches in a quantitative manner. 130 respondents were given questionnaires to complete in order to gather data. Multiple linear regression was used to analyze the data using SPSS version 25. The results indicate that service quality and price have a positive and significant effect both partially and simultaneously on customer satisfaction. These findings provide input for small business actors to continuously improve services and formulate pricing strategies that meet customer needs. Conclusion: 1) Customer happiness is positively and significantly impacted by service quality. Higher levels of satisfaction are correlated with better service, such as friendliness and information clarity. 2) Price significantly affects consumer satisfaction as well. Affordably priced goods that are commensurate with their quality boost customer happiness. 3) Price and service quality both significantly affect consumer satisfaction at the same time, accounting for 66.3% of the variance in satisfaction

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## INTRODUCTION

The cosmetics industry in Indonesia is experiencing rapid growth in line with the increasing public awareness of self-care. (Amberg & Fogarassy, 2019; Widjanarko & Anggoro, 2021) Consumers are now more selective in choosing products, considering quality, price, and service. In the retail world, service quality and price are two important factors that influence customer satisfaction. According to (Kotler & Keller, 2012), good service can enhance loyalty, while competitive pricing attracts more consumers.

According to data presented by the Ministry of Home Affairs of the Republic of Indonesia through the Directorate General of Population and Civil Registration, the population of Indonesia in 2022 reached 273,879,750 people, of which 135,576,278 are women, accounting for 49.5% (Dukcapil, 2023). This has led to the development of the cosmetics company becoming a promising market because women tend to be more consumer-oriented and enjoy shopping more than men. The cosmetics market in Indonesia has been growing every year, making it one of the promising markets in the industrial world. The growth of the Indonesian cosmetics market reached Rp 128.5 trillion in 2022, according to Euromonitor data. According to BPS data 2022, the import value of cosmetic products and raw materials exceeds Rp 21.04 trillion, with 10 types of cosmetic products or raw materials valued at Rp 7.47 trillion, which is equivalent to 35.5% of the total import value of cosmetic products and raw materials (Ferdinand & Ciptono, 2022). In 2016, the import value of cosmetics was recorded at US\$ 175.48 million. BPS reported that the import value of beauty products including cosmetics from January to July 2018 increased by 31.7% compared to the previous year, reaching US\$ 431.2 million.



Figure 1. Growth of Cosmetic Value in Indonesiasource: Technobusiness.Id

Cosmetics remain one of the satisfiers of women's needs used to support their appearance every day. With cosmetics, women can enhance their confidence in front of the public. The increasingly developing beauty trends make women want to appear beautiful and attractive. Moreover, many women have professions in certain fields that require a neat and attractive appearance, resulting in a higher demand for cosmetics (Anyakora et al., 2017; Rahmasari & Zaim, 2024). In the digital and technological era, beauty trends are increasingly

evolving and becoming more accessible through the internet. This makes it easier for women to learn about the latest information on cosmetic products and current make-up techniques. With the growing awareness of health, organic and eco-friendly cosmetics are becoming increasingly popular among women. Therefore, cosmetic companies must pay attention to trends and consumer needs to meet the rising demand for cosmetics in this era. This can be seen in the continually increasing demand for cosmetics each year, which is also supported by the growing market needs (Jamaluddin.S, 2020; Marni Aprilia et al., 2025).

Produk kecantikan semakin berkembang hal ini dipengaruhi oleh perubahan pola hidup society and emerging new trends (Ahmad, 2020; V.T.M et al., 2024) Currently, needs are essentially the main aspect that must be fulfilled in life, whether it be primary or secondary aspects for both men and women. We can see that in daily life, primary needs are the necessities that must be met (Ananda Ilmhy Saputri et al., 2025; Qousersha & Dachyar, 2024) every day, unlike secondary needs where women are generally more dominant in fulfilling these secondary needs by paying attention to more detailed aspects of their needs, including appearance. Therefore, there are many ways to meet the needs in supporting that appearance, and one of the ways to meet these needs is by applying makeup; thus, in this case, cosmetics are one of the necessities used for personal grooming (Anatasia et al., 2025; Wilson et al., 2018). In the midst of increasingly fierce competition, small-scale cosmetic stores must be able to compete with large stores and e-commerce (Malini et al., 2022; Wilendra et al., 2024). Fika Store in Ampana is an example of a small store that has successfully attracted many customers due to its complete product range, lower prices, and strategic location. The service is provided directly by the owner or family members without permanent employees, yet remains quick and responsive. Although it does not have modern facilities, this store is still comfortable, tidy, and provides parking space.

Customer satisfaction is very important in business, as it can encourage repeat purchases and loyalty. Satisfaction is not only about meeting expectations but also about providing an experience beyond what is expected. (Adam et al., 2023; Najib et al., 2022) In this context, service quality and price play important roles. Good service quality means the service meets or exceeds customer expectations, and a price that matches the benefits of the product will provide positive value to customers (Rahmasari & Zaim, 2024). Effective pricing strategies, according to Kotler & Armstrong (2021), must take into account competitor prices, customer perceptions, and market demand. Previous research has been largely conducted in large stores or online shops, while studies on small stores like Toko Fika are still limited.

Therefore, this study aims to analyze the effect of service quality and price on customer satisfaction at Fika Cosmetic Store in Ampana City. The results are expected to provide strategic recommendations for small business owners to enhance competitiveness. The objectives of this research are to determine: 1. The effect of service quality on customer satisfaction at Fika Cosmetic Store in Ampana City. 2. The effect of price on customer satisfaction at Fika Cosmetic

Store in Ampana City. 3. The effect of service quality and price on customer satisfaction at Fika Cosmetic Store in Ampana City.

## LITERATURE REVIEW

### Service Quality

Service quality is the overall features and characteristics of a product or service that function to meet customer needs, both explicit and implicit (Angliawati & Mutaqin, 2023). Services are considered high quality if they can meet or exceed customer expectations. According to Adam, Anwar, & Oktiawati (2024), good service quality not only attracts new consumers but also prevents existing customers from switching to competitors. Therefore, service quality becomes an important factor in building customer loyalty and satisfaction sustainably. According to Kotler and Keller (2018:284), there are five indicators of service quality, namely:

1. Reliability: the company's ability to provide services as promised accurately and consistently.
2. Responsiveness: the willingness and speed in assisting and responding to customer complaints.
3. Assurance: includes competence, courtesy, and trustworthiness in the eyes of customers.
4. Empathy: personal attention and understanding of customer needs.
5. Physical Evidence: includes the appearance of facilities, equipment, and physical means that support services.

Price is a sum of money paid to obtain the benefits of a product or service. (Kaura et al., 2015; Maulida, 2022) also state that price is the exchange value of goods or services in order to meet consumer needs. Thus, price can be interpreted as the value that consumers exchange to obtain the desired product. An appropriate pricing strategy is important for creating competitiveness and customer satisfaction. (Department of Management, Universitas Komputer Indonesia, Indonesia et al., 2021; Erfina Miftahul Jannah et al., 2023) mention that a suitable pricing strategy can balance profits and market appeal. According to Kotler and Armstrong (2016:78), there are four price indicators:

1. Price affordability: the extent to which consumers can afford to buy the product.
2. Price quality alignment: consumers assess quality through price
3. Price benefit alignment: price is considered fair if it corresponds to the perceived benefits.
4. Competitive pricing: consumers compare prices with similar products before purchasing.

Customer Satisfaction  
According to Kotler & Keller (2012), customer satisfaction is the feeling of pleasure or disappointment that arises after comparing a product's performance with expectations. If performance matches or exceeds expectations, customers will be satisfied; conversely, if it does not meet expectations, customers will be disappointed. Satisfaction reflects the extent to which customer expectations are met, and when consistent, it will shape loyalty. Sambodo Rio Sasongko (2021) and Teresa et al. (2024) assert that high satisfaction can create a good reputation

and long-term loyalty. The indicators of customer satisfaction according to Kotler & Keller (2018) include:

1. Repeat purchases: customers will buy again when there is a new product.
2. Repurchase based on performance: performance that meets expectations drives satisfaction.
3. Needs: products/services meet the needs and desires of customers.
4. Expectations: satisfaction is influenced by the extent to which expectations are met.

### Conceptual Framework

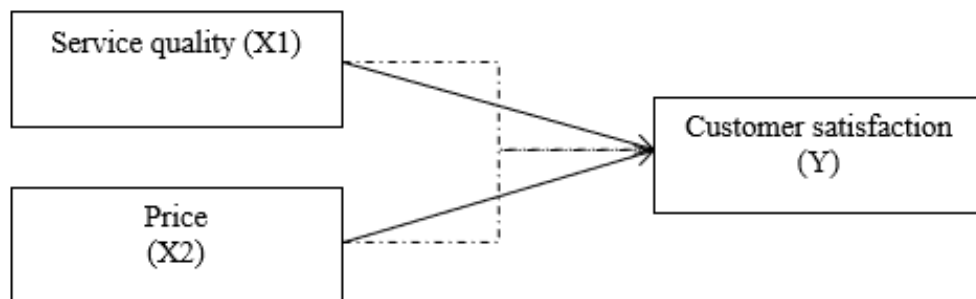


Figure 1. Conceptual Framework

### Hypothesis

The hypothesis according to Sugiyono (2019:99) is a temporary answer to the formulation of the research problem, the truth of which still needs to be proven through the collection of data and empirical facts in the field. 1) Service quality has a positive and significant effect on consumer satisfaction at Fika Cosmetics Store in Ampana City. 2) Price has a positive and significant effect on consumer satisfaction at Fika Cosmetics Store in Ampana City. 3) Service quality and Price simultaneously have a positive and significant effect on consumer satisfaction at Fika Cosmetics Store in Ampana City.

### METHODOLOGY

This study employs a causal associative strategy in a quantitative manner. The study's population consists of all Fika Cosmetic Store patrons. 130 responders were chosen for the sample using purposive sampling according to the following criteria:

1. Have purchased at least twice.
2. Age over 17 years.
3. Willing to complete the questionnaire fully.

To collect data, a closed questionnaire instrument was used, designed based on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). 1. The independent variable consists of:

A variable that affects or modifies the presence of the dependent variable is called an independent variable. The independent variables in this study include: 1. Service Quality (X1), which encompasses the following: Empathy, Assurance, Reliability, and Tangible.

2. Price (X2), which encompasses: affordability; price appropriateness in relation to benefits; price appropriateness in relation to product quality; and price competitiveness or capacity.

3. Dependent variable: One that is affected by the independent variable is the dependent variable. Customer satisfaction (Y), which encompasses repurchase, product performance repurchase, needs, and expectations, is the dependent variable in this study.

Data analysis is done using a linear regression analysis (Aiken et al., 2003; Uyanık & Güler, 2013). after testing the study instruments for validity and reliability. Software called SPSS version 25 was used to administer the tests.

## RESULTS

### Validity and Reliability

Pearson correlation was used to evaluate for validity. The findings indicate that every item on the Price (X2), Customer Satisfaction (Y), and Service Quality (X1) variables has a correlation value greater than 0.3. As a result, everything is deemed legitimate. The results of reliability testing with Cronbach's Alpha are: 1) X1 = 0.959 (Service Quality) 2) Price (X2) = 0.942 3) Y = 0.951 (customer satisfaction) Every instrument is dependable since all values are greater than 0.6. Multiple Linear Regression Outcomes

Table 1. Summary of Multiple Linear Regression Analysis Results

Dependent Variable Y = Customer Satisfaction					
Variabel Independent	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	6,145	1,752		3,508	,001
Service Quality (X1)	,159	,041	,308	3,841	,000
Price X2	,535	,078	,554	6,901	,000
R	= 0,814				
R Square	= 0,663		Sig. F	= 0,000	
Ajusted R Square	= 0,658		α	= 0,05	

$$Y = 6,145 + 0,159X1 + 0,535X2$$

The multiple linear regression model above can be explained as follows:1. Constant (a) = 6.145, meaning that if Service Quality (X1) and Price (X2) = 0, then Customer Satisfaction (Y) = 6.145.2. Coefficient X1 = 0.159, which means that each increase of one unit in Service Quality will raise Customer Satisfaction by 0.159, assuming other variables are constant.3. Coefficient X2 = 0.535, meaning that each increase of one unit in Price will increase Customer Satisfaction by 0.535, assuming other variables remain unchanged.

**Results of Simultaneous Hypothesis Testing (F Test)**

Table 2. Results of Simultaneous Hypothesis Testing (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1098,212	2	549,106	125,021	,000 <sup>b</sup>
	Residual	557,796	127	4,392		
	Total	1656,008	129			
a. Dependent Variable: kepuasanpelanggan						
b. Predictors: (Constant), harga, kualitaslayanan						

Based on the ANOVA test, the significance value of  $0.000 < 0.05$  indicates that the regression model is significant simultaneously. This means that Service Quality (X1) and Price (X2) significantly affect Customer Satisfaction (Y) at Fika Cosmetic Store in Ampana City. Results of Partial Hypothesis Testing (t-test)

Table 3. Results of Partial Hypothesis Testing (T-Test)

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6,145	1,752		3,508	,001		
Service Quality	,159	,041	,308	3,841	,000	,412	2,427
Price	,535	,078	,554	6,901	,000	,412	2,427
a. Dependent Variable: kepuasanpelanggan							

The Influence of Service Quality on Customer Satisfaction The t significance value for the Service Quality variable (X1) is  $0.000 < 0.05$ , thus it can be concluded that Service Quality has a significant partial effect on Customer Satisfaction at Fika Cosmetics Store in Ampana City. Therefore, the first hypothesis is accepted. 2. The Influence of Price on Customer Satisfaction The t significance value for the Price variable (X2) is  $0.000 < 0.05$ , which indicates that Price also has a significant partial effect on Customer Satisfaction. Therefore, the second hypothesis is accepted. Coefficient of Determination (R<sup>2</sup>)

Table 4. Coefficient of Determination (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,814 <sup>a</sup>	,663	,658	2,09573
a. Predictors: (Constant), harga, kualitaslayanan				

Based on the table above, the R Square value of 0.663 indicates that 66.3% of the variation in Customer Satisfaction can be explained by the variables of Service Quality and Price. The remaining 33.7% is influenced by other factors outside this research model.

## DISCUSSION

1. Based on the t-test, service quality (X1) has a significant effect on customer satisfaction with a significance value of 0.000 ( $< 0.05$ ) and a regression coefficient of 0.159. This means that for every one-unit increase in service quality, customer satisfaction increases by 0.159 units. Dimensions of service such as physical evidence, reliability, responsiveness, assurance, and empathy are positively rated by customers, with average scores above 3.9. This supports the opinion of Kotler & Keller (2020) that quality service creates value and customer satisfaction. The quality of service at Fika Cosmetics Store significantly enhances the experience and satisfaction of customers, especially in terms of cleanliness, clear information, and friendliness.

2. The effect of price on satisfaction

The results of the t-test show that price (X2) has a significant effect on customer satisfaction (Sig. 0.000  $< 0.05$ ) with a regression coefficient of 0.535. This indicates that positive perception of price has a stronger influence compared to service quality. The average price rating is 4.17, which is categorized as very good, with the highest indicator on satisfaction regarding the product benefits compared to its price. This is in line with Tjiptono (2020) who states that price in accordance with perceived value enhances satisfaction. The affordable pricing strategy of Fika Cosmetics Store has proven to be effective in increasing customer satisfaction.

3. The Influence of Service Quality and Price

Simultaneously on Customer Satisfaction The F test shows a significance value of 0.000 ( $< 0.05$ ), indicating that service quality and price simultaneously have a significant effect on customer satisfaction. The  $R^2$  value of 0.663 means that 66.3% of customer satisfaction is explained by these two variables. This supports the theory of Parasuraman et al. (2020), that good service and appropriate pricing together shape the perceived value that affects satisfaction. Therefore, these two factors need to be managed synergistically to enhance customer satisfaction.

## CONCLUSIONS

Service quality has a positive and significant effect on customer satisfaction. The better the service, such as friendliness and clarity of information, the higher the level of satisfaction. 2. Price also significantly affects customer satisfaction. Affordable prices that match the quality of the products enhance shopping satisfaction. 3. Service quality and price simultaneously have a significant effect on customer satisfaction, contributing 66.3% to the variation in satisfaction.

## RECOMMENDATIONS

Improve service consistency, especially in speed and responsiveness to customers.2. Maintain competitive pricing strategies while adjusting to market conditions and purchasing power.3. Expand product variety and conduct digital promotions to reach more customers.4. Consider hiring employees to enhance service efficiency, especially during busy store hours.

## FURTHER STUDY

This research still has limitations so that further research is needed on the topic of The Influence of Service Quality and Price on Customer Satisfaction to perfect this research and increase insight for readers and writers.

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