

The Influence of Service Quality and Price Factors on Business Process Satisfaction of PT S

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ABSTRACT

Service quality is a fundamental aspect in the service industry because it is directly related to the customer experience. The dimensions of price and service quality which include reliability, responsiveness, assurance, empathy, and tangibles have a vital role in shaping customer perceptions of the services provided. When customer expectations are met through good service quality, this can encourage the creation of sustainable customer satisfaction. The purpose of this study is to determine the service quality and price factors that affect the satisfaction of PT S's business processes. This research will be held at PT S from September 2024 to October 2024. The type of research is quantitative research. The data collection technique uses primary data. Sample collection using consensus technique. This research uses a Likert scale of 1 to 5. Data analysis using the Structural Equation Model (SEM).

Analysis of the influence of variables on customer satisfaction reveals that the dimensions of tangible, reliability, assurance, empathy, and price have a positive and significant influence. However, the responsiveness dimension, although showing a positive influence, does not have statistical significance on the level of customer satisfaction.

Keywords: Ototronik, SEM, Service Quality, Kepuasan, Harga

INTRODUCTION

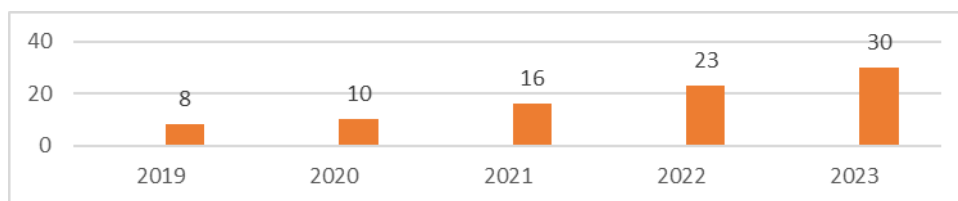
In an era of increasingly fierce business competition, companies are required to be able to provide the best service to their customers. PT S as one of the companies engaged in the service sector needs to pay attention to factors that can affect customer satisfaction in its business processes. Two crucial factors that need special attention are service quality and appropriate pricing.

Service quality is a fundamental aspect in the service industry because it is directly related to customer experience. The dimensions of service quality that include reliability, responsiveness, assurance, empathy, and tangibles have a vital role in shaping customer perceptions of the services provided. When customer expectations are met through good service quality, this can encourage the creation of sustainable customer satisfaction.

On the other hand, the price factor also plays a strategic role in influencing customer satisfaction. Appropriate pricing must consider the value received by customers (value for money) and still pay attention to competitive aspects in the market. Customers tend to compare price with the quality of service they receive, so the balance between these two factors is key in creating satisfaction.

In the context of PT S, an in-depth understanding of the effect of service quality and price on customer satisfaction is crucial for the development of effective business strategies. This research is needed to identify the extent to which these two factors influence customer satisfaction in

the company's business processes, so that it can be the basis for strategic decision-making for service improvement and optimal pricing. PT S has relatively good growth related to the increase in the number of its customers. Figure 1 presents the growth in the number of customers of PT S.

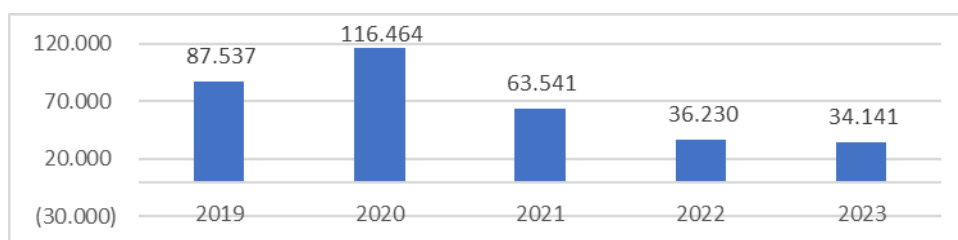


Source: PT S

Figure 1 Number of PT S customers from 2019 to 2023

In 2020 there was an increase in the number of customers of 25 per cent, in 2021 there was an increase of 60 per cent from the previous year. In 2022 there was an increase of 43.8 per cent and in 2023 there was an

increase of 30.4 per cent. The positive trend in the number of customers is not followed by a positive trend in company profits. Figure 2 presents the average sales per customer.



Source: PT S

Figure 2 Average sales per customer

In Figure 2, it can be seen that there is a downward trend in sales per customer. The increase in average sales per customer occurred in the 2020 period alone, which was 33 per cent compared to the previous year. However, in 2021 there was a decrease in sales of 45.4 percent compared to the previous year and in 2022 there was almost the same decrease of 43 percent. In 2023 there was a decrease of 5.8 per cent, this figure is relatively better than before but there is still a decline. Research conducted by Reinartz and Kumar (2002) shows that a decrease in average sales per customer can have a significant impact on the company's long-term profitability. The purpose of this study was to determine the service quality and price factors that affect the satisfaction of PT S's business processes.

LITERATURE REVIEW

A. Service Quality

Parasuraman, Zeithaml, and Berry (1988) define service quality as the difference between customer expectations and their perceptions of the services actually received. They developed the SERVQUAL (Service Quality) model which measures service quality based on the gap between customer expectations and perceptions. This model originally consisted of 10 dimensions, but was later simplified to 5 main dimensions. These five dimensions are known by the acronym RATER:

1. Reliability is the ability to deliver the promised service accurately and reliably. Explanation: This dimension covers consistency of performance and reliability of service. Customers expect

service that is on time, in the same way, and without error every time.

2. Assurance i.e. Knowledge and courtesy of employees and their ability to engender trust and confidence. Explanation: It involves competence, politeness, credibility, and security. Customers should feel safe in their transactions and confident that the service provider has the necessary knowledge to deliver the service.
3. Tangibles i.e. Appearance of physical facilities, equipment, personnel, and communication materials. Explanation: This includes aspects that customers can physically see and feel, such as the cleanliness of the facility, the appearance of employees, and the quality of marketing materials.
4. Empathy i.e. Individualised attention given to customers. Explanation: This involves customer access, communication, and understanding. Customers want to feel understood and valued on an individual basis.
5. Responsiveness i.e. Willingness to help customers and provide prompt service. Explanation: This dimension emphasises attentiveness and promptness in handling customer requests, questions, complaints, and problems.

B. Price

Price is a crucial variable that plays a vital role in various studies, especially in the context of marketing and consumer behaviour. As one of the fundamental elements in the marketing mix, price not only reflects the monetary value of a product or service, but is also an important indicator that influences consumers' perceptions of the quality, value, and positioning of a product in the market. Price variables provide valuable insights for strategic decision-making. This includes determining price structure, discount strategy, differential pricing policy, and product positioning in relation to competitors. A proper understanding of the impact of price on sales volume, market share, and profitability is fundamental in formulating effective business strategies. Price is a marketing tool used by an organisation (marketing objective). Price is a very important tool, a factor that influences buyer decisions in the public sector (Noor, 2010).

C. Thinking Framework

The framework for thinking in this study is presented in Figure 3.

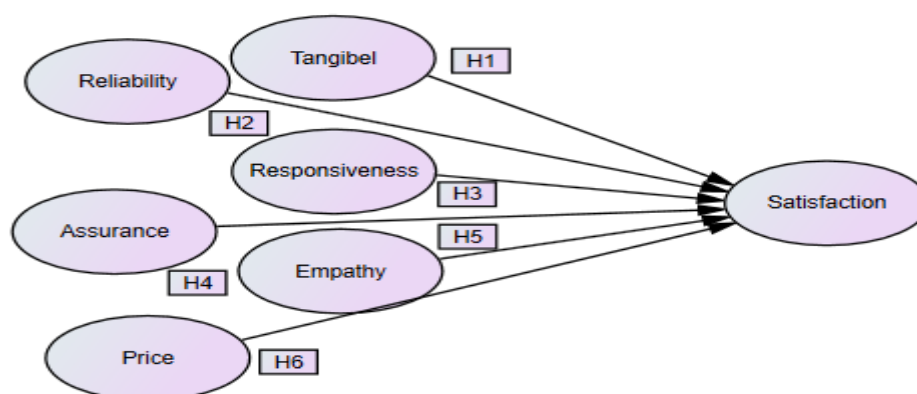


Figure 3. Framework

D. Hypothesis

Based on the framework, there are six hypotheses

1. The effect of tangibles on satisfaction

The tangible dimension of service quality refers to the physical aspects that

customers can see and feel, such as facilities, equipment, and personnel appearance. A commonly proposed hypothesis is that tangibles have a positive influence on customer satisfaction. The argument is that when

customers see and feel the good physical quality of a service, they tend to feel more satisfied with the overall service experience. Jahanshahi et al. (2011) in their study of the Indian automotive industry, found that tangibles have a positive and significant influence on customer satisfaction.

- 2. The effect of reliability on satisfaction**
Reliability in the context of service quality refers to the service provider's ability to deliver the promised service accurately and consistently. The hypothesis that is generally proposed is that reliability has a positive and significant effect on customer satisfaction. The argument is that when customers can rely on consistent and accurate service, they tend to feel more satisfied with the overall service experience. Agyapong (2011) in his study of the Ghanaian telecommunications industry, found that reliability has a significant positive effect on customer satisfaction and is the strongest predictor among other service quality dimensions.
- 3. The effect of responsiveness on satisfaction**
Responsiveness in the context of service quality refers to the willingness and speed of service providers to help customers and provide timely services. The hypothesis that is generally proposed is that responsiveness has a positive and significant effect on customer satisfaction. The argument is that when customers feel that their needs are responded to quickly and efficiently, they tend to feel more valued and satisfied with the overall service experience. Zeithaml et al. (2006) in their book on service quality, emphasise that responsiveness is one of the key dimensions that influence customers' perceptions of service quality and their satisfaction.
- 4. The effect of assurance on satisfaction**
Assurance in the context of service quality refers to the knowledge, courtesy

and ability of employees to inspire trust and confidence. The hypothesis that is generally proposed is that assurance has a positive and significant effect on customer satisfaction. The argument is that when customers feel safe, trusting, and confident in the competence of service providers, they tend to be more satisfied with the overall service experience. Jamal and Anastasiadou (2009) in their research in the Greek retail banking sector, confirmed that assurance has a positive influence on customer satisfaction.

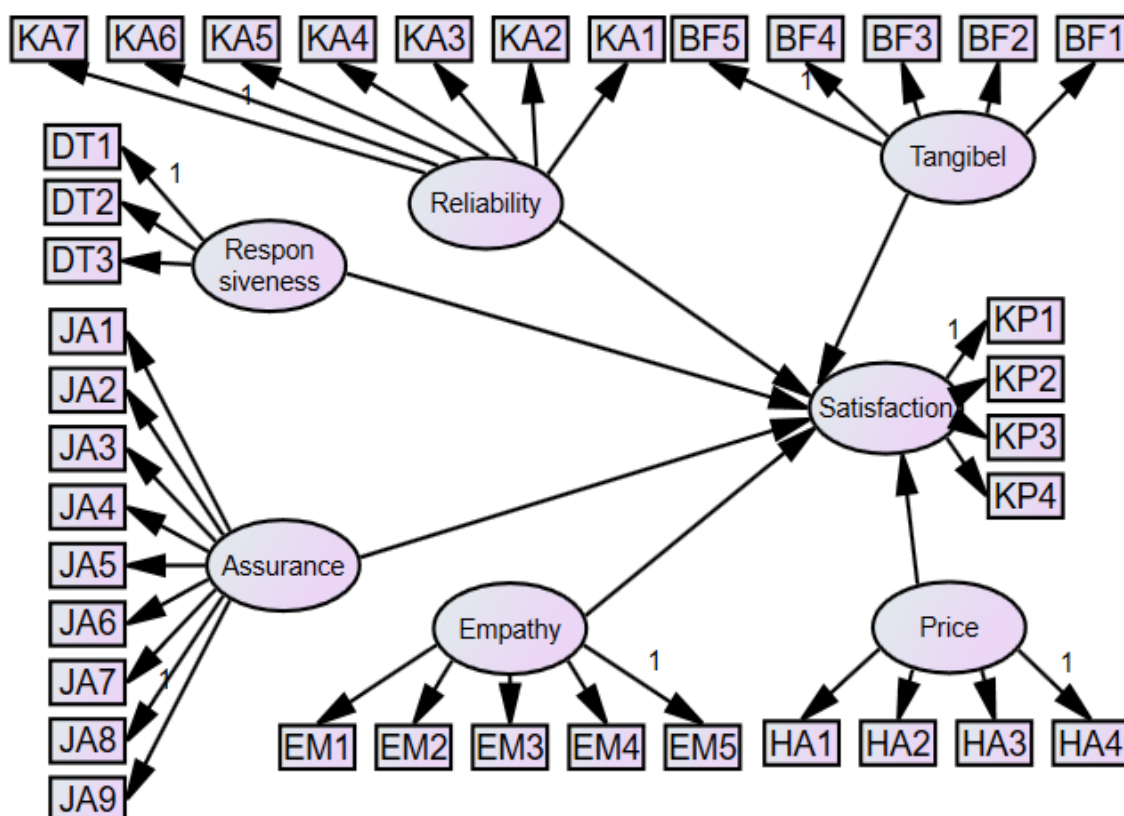
- 5. The effect of empathy on satisfaction**
Empathy in the context of service quality refers to the individual attention given by service providers to their customers, including the ability to understand customers' specific needs and provide personalised attention. The hypothesis that is generally proposed is that empathy has a positive and significant effect on customer satisfaction. The argument is that when customers feel understood, valued, and given special attention, they tend to be more satisfied with the overall service experience. Ladhari (2009) in his study on service quality in the banking industry, found that empathy has a significant positive influence on customer satisfaction and loyalty.
- 6. The effect of price on satisfaction**
Price is an important factor in consumer purchasing decisions and has a significant influence on customer satisfaction. The hypothesis that is generally proposed is that price has an influence on customer satisfaction, where perceptions of prices that are fair and in accordance with the value received tend to increase satisfaction, while prices that are considered unfair or too high can reduce satisfaction. Virvilaite et al. (2009) in their study confirmed that price has a positive influence on customer satisfaction, especially when the price is perceived as

fair and in line with the quality of the product or service.

MATERIALS & METHODS

This research conducted at PT S, at PT S's customers, and at third-party business entities, for two months, from September 2024 to October 2024. The type of research is quantitative and qualitative research. Creswell (2014) quantitative research is an approach to testing objective theories by examining relationships between variables. These variables can be measured with instruments, so numbered data can be analysed using statistical procedures. Data collection techniques use primary and secondary data. Sample collection uses

consensus techniques, where all populations are used as research samples. The data collection instrument used to measure variables is a questionnaire. This study uses a Likert scale of 1 to 5. With analysis using Structural Equation Modelling (SEM). Structural Equation Model (SEM) is a statistical model that can be used to explain the relationship between several variables. SEM examines the structure of reciprocal relationships expressed in a series of equations, similar to a series of multiple regression equations. The equation describes all relationships between constructs and variables involved in the analysis (Hair et al. 2010).



Source: Researcher
Figure 4. Hybrid SEM Model

RESULT

A. Characteristics of Respondents

In this study, 35 respondents were collected with a census data collection system. Table

1 presents the criteria for respondents in this study. In Table 1 the characteristics of respondents.

Table 1 Characteristics of Respondents

Criteria		Quantity	Percentage
Age	21 - 30	2	5,71
	31 - 40	10	28,57
	41 - 50	19	54,29
	Over 51	4	11,43
Gender	Female	6	17,14
	Male	29	82,86
Education	Senior secondary school	12	34,29
	Diploma 3	1	2,86
	Bachelor's degree	18	51,43
	Master	2	5,71
	Doctorate	2	5,71
Period of Employment	<1 Year	1	2,86
	1-5 Year	5	14,29
	6-10 Year	2	5,71
	>10 Year	27	77,14

Table 1 shows that most respondents in this study were between 41 years and 50 years old with a percentage of 54.29 per cent. While the majority are male by 82.86 per cent. In education, 51.43 per cent of respondents are college graduates. The majority of respondents' tenure is above 10 years with a percentage of 77.14.

B. Indicator Validity Test

The indicator validity test aims to ensure that each item or question in the research instrument can actually measure the intended concept or variable accurately and precisely. An indicator is declared valid if it has a minimum contribution of 0.5 (Hair et al. 2010). Table 2 presents the indicator validity test.

Table 2 Indicator Validity Test

Symbol	Factor Loading	T-Count	Symbol	Factor Loading	T-Count	Symbol	Factor Loading	T-Count
BF1	0,830	7,498	DT2	0,982	27,961	EM2	0,744	7,655
BF2	0,929	13,146	DT3	0,949	16,617	EM3	0,884	9,763
BF3	0,844	8,424	JA1	0,907	12,539	EM4	0,898	10,059
BF4	0,878	8,974	JA2	0,814	8,076	EM5	0,851	10,325
BF5	0,446	4,135	JA3	0,925	13,964	HA1	0,914	13,635
KA1	0,930	14,186	JA4	0,881	10,839	HA2	0,889	10,466
KA2	0,879	10,153	JA5	0,885	10,740	HA3	0,919	13,837
KA3	0,899	11,492	JA6	0,922	13,644	HA4	0,943	16,282
KA4	0,861	9,863	JA7	0,882	10,842	KP1	0,891	10,960
KA5	0,902	11,737	JA8	0,875	10,228	KP2	0,884	10,696
KA6	0,917	13,393	JA9	0,900	11,812	KP3	0,915	13,693
KA7	0,812	8,410	EM1	0,863	8,760	KP4	0,903	12,097
DT1	0,866	10,289						

C. Variable Validity and Reliability Test

The validity test ensures that the data obtained truly reflects the variables under study. A variable is declared valid if it has a minimum value of 0.5 (Hair et al. 2010). Reliability test refers to the consistency of measurement. An instrument is considered

reliable if it provides consistent results when used under the same conditions. A variable is declared reliable if it has a minimum value of 0.7 (Hair et al. 2010). Table 3 presents the validity and reliability tests of the variables.

Table 3 Variable validity and reliability tests

Variable	Composite reliability	Average Variance Extracted AVE
Tangibles (Bukti Fisik)	0,962	0,786
Reliability (Keandalan)	0,929	0,766
Responsiveness (Daya Tanggap)	0,953	0,872
Assurance (Jaminan)	0,971	0,789
Empathy (Empati)	0,928	0,722
Price	0,954	0,840
Satisfaction	0,944	0,807

D. R Square

The satisfaction variable has an R-Square value of 0.925, meaning that 92.5% of the variance in the satisfaction variable can be explained by its constituent variables, namely tangibles, reliability, responsiveness, assurance, empathy, and price. The remaining 7.5% variance is explained by other factors outside the model.

E. Hypothesis Test

A hypothesis is declared to have an influence if it has a statistical t value of more than 1.956 with a 95 percent confidence level or has a P value below 0.05 percent with an error rate below 5 percent. Table 4 presents the results of the hypothesis in this study.

Table 4 Hypothesis Test

Hypothesis	Deviiasi Standar	T Statistics	P Value
Tangibles-> Satisfaction	0,123	4,505	0,000
Reliability-> Satisfaction	0,219	2,059	0,021
Responsiveness-> Satisfaction	0,148	1,263	0,292
Assurance-> Satisfaction	0,181	2,812	0,000
Empathy -> Satisfaction	0,141	1,969	0,047
Price -> Satisfaction	0,130	2,522	0,003

DISCUSSION

1. The effect of tangibles on satisfaction

The results of statistical analysis show a significant effect of the tangible dimension on customer satisfaction at PT S, which is engaged in the field of otronics. This is evidenced by the t-statistic value of 4.505 which far exceeds the critical value of the t-table, as well as a p-value of 0.000 which is highly significant at the 95% confidence level. The standard deviation of 0.123 indicates a relatively low level of data variation, signalling the consistency of the relationship between tangible quality and customer satisfaction. In the context of PT S ototronik, physical evidence such as workshop facilities, modern diagnostic equipment, technician tidiness, and service support infrastructure play a crucial role in building customer trust and satisfaction.

A significant coefficient indicates that any improvement in the quality of physical evidence will directly increase the level of customer satisfaction.

The tangible dimension of service quality refers to the physical aspects that customers can see and feel, such as facilities, equipment, and personnel appearance. The hypothesis generally proposed is that tangibles have a positive influence on customer satisfaction. The argument is that when customers see and feel the good physical quality of a service, they tend to feel more satisfied with the overall service experience. Jahanshahi et al. (2011) in their study of the Indian automotive industry, found that tangibles have a positive and significant influence on customer satisfaction.

2. The effect of reliability on satisfaction

The results of statistical analysis reveal a significant effect of the reliability dimension on customer satisfaction, with a t-statistic value of 2.059 and a p-value of 0.021, which indicates a meaningful relationship at the 95% confidence level. The standard deviation of 0.219 indicates moderate data variability in explaining the relationship between service reliability and customer satisfaction levels in the ottoman industry. In the context of PT S, which is engaged in otronics, reliability includes the ability to provide services on time, the accuracy of technical diagnoses, the consistency of problem handling, and the accuracy of vehicle repairs. The significant coefficient indicates that improving service reliability will contribute directly to increasing customer satisfaction. This is particularly critical in the otronics industry where trust and technical capability are key determinants of consumer choice.

Reliability in the context of service quality refers to the service provider's ability to deliver the promised service accurately and consistently. The hypothesis that is generally proposed is that reliability has a positive and significant effect on customer satisfaction. The argument is that when customers can rely on consistent and accurate service, they tend to feel more satisfied with the overall service experience. Agyapong (2011) in his study of the Ghanaian telecommunications industry, found that reliability has a significant positive effect on customer satisfaction and is the strongest predictor among other service quality dimensions.

3. The effect of responsiveness on satisfaction

The results of statistical analysis show an insignificant effect of the responsiveness dimension on customer satisfaction, with a t-statistic value of

1.263 which is lower than the critical value and a p-value of 0.292 which is well above the conventional significance limit (0.05). The standard deviation of 0.148 indicates relatively low variability in the data, but not enough to produce a meaningful effect between responsiveness and customer satisfaction levels in the context of the otronics industry.

In the ottoman industry, responsiveness is usually related to the speed of technician response, ease of communication, readiness to provide information, and responsiveness to customer complaints. The insignificance of this relationship may indicate several possibilities, such as: service standards that are considered adequate by customers, customer focus is more on technical aspects and reliability, or there are other factors that are more dominant in influencing satisfaction. Furthermore, research by Berry et al. (1994) emphasises the importance of specific context in assessing service quality dimensions, which is in line with the unique findings in this study.

4. The effect of assurance on satisfaction

The statistical analysis revealed a significant effect of the assurance dimension on customer satisfaction, with a t-statistic value of 2.812 which far exceeds the critical value and a p-value of 0.000 which is highly significant at the 99% confidence level. The standard deviation of 0.181 indicates moderate variability in the data, but still indicates a consistent relationship between service assurance and customer satisfaction levels in the context of the ottoman industry.

Assurance in the context of service quality refers to the knowledge, courtesy and ability of employees to inspire trust and confidence. A commonly proposed hypothesis is that assurance has a positive and significant effect on customer satisfaction. The argument is that when customers feel safe, trusting,

and confident in the competence of service providers, they tend to be more satisfied with the overall service experience. Jamal and Anastasiadou (2009) in their research in the Greek retail banking sector, confirmed that assurance has a positive influence on customer satisfaction.

In the context of PT S, which is engaged in the field of electronics, assurance includes several key aspects such as technician competence, in-depth knowledge of products, workshop credibility, ability to provide warranty coverage, and service professionalism. The highly significant coefficient indicates that any improvement in assurance quality will substantially increase customer satisfaction. This is particularly critical in the electronics industry where consumer trust and confidence in service quality is a key determinant in choosing a service provider.

Furthermore, research by Zeithaml et al. (2009) reinforces the argument that the assurance dimension plays a central role in shaping service quality perceptions, especially in industries with high technical complexity such as electronics. PT S's ability to build a sense of security and trust in customers through comprehensive assurance is key to the success of the service strategy.

5. The effect of empathy on satisfaction

The results of statistical analysis reveal a significant effect of the empathy dimension on customer satisfaction, with a t-statistic value of 1.969 which is above the critical value and a p-value of 0.047 which is significant at the 95% confidence level. The standard deviation of 0.141 indicates low variability in the data, indicating a relatively consistent relationship between service empathy and customer satisfaction levels in the context of the electronics industry.

In the context of PT S, which is engaged in the field of electronics, empathy includes aspects such as the ability of

technicians to understand customers' specific problems, provide personal attention, listen intently to complaints, and provide solutions tailored to individual needs. The significant coefficient indicates that improving the quality of service empathy will contribute positively to increasing customer satisfaction.

Further research by Zeithaml et al. (2009) strengthens the argument that the empathy dimension has a strategic role in shaping service quality perceptions, especially in industries with high technical complexity. PT S's ability to demonstrate care and deep understanding of customer needs is a significant differentiation factor in building loyalty and satisfaction.

Empathy in the context of service quality refers to the individualised attention given by a service provider to its customers, including the ability to understand customers' specific needs and provide personalised attention. A commonly proposed hypothesis is that empathy has a positive and significant influence on customer satisfaction. The argument is that when customers feel understood, valued, and given special attention, they tend to be more satisfied with the overall service experience. Ladhari (2009) in his study on service quality in the banking industry, found that empathy has a significant positive influence on customer satisfaction and loyalty.

6. The effect of price on satisfaction

The statistical analysis revealed a significant effect of the price variable on customer satisfaction, with a t-statistic value of 2.522 which is above the critical value and a p-value of 0.003 which is highly significant at the 99% confidence level. The standard deviation of 0.130 indicates low variability in the data, indicating a consistent relationship between perceived price and customer satisfaction levels in the context of the electronics industry.

Price is an important factor in consumer purchasing decisions and has a significant influence on customer satisfaction. A common hypothesis is that price has an influence on customer satisfaction, where perceived prices that are fair and in line with the value received tend to increase satisfaction, while prices that are perceived as unfair or too high may decrease satisfaction. Virvilaite et al. (2009) in their research confirm that price has a positive influence on customer satisfaction, especially when the price is considered fair and in accordance with the quality of the product or service.

In the context of PT S, which is engaged in the field of electronics, the price variable includes aspects such as the suitability of costs to service quality, pricing transparency, affordability of repair costs, and the added value provided. The significant coefficient indicates that positive price perceptions will contribute substantially to increased customer satisfaction. This shows that customers do not just consider low prices, but the relationship between the costs incurred and the quality of service received.

Research by Anderson et al. (1994) in the Journal of Marketing also supports this finding, asserting that the right pricing strategy can be an important instrument in building customer loyalty and satisfaction. PT S's ability to create competitive value perceptions through the right pricing strategy will be a strategic advantage in the ottoman industry.

Managerial Implications

The management of PT S needs to pay special attention to tangible aspects by conducting periodic updates to the company's physical facilities and ensuring the professional appearance of employees. This can be realised through proper budget allocation for facility maintenance and setting consistent grooming standards. In the reliability dimension, the company needs to

develop a more structured Standard Operating Procedure (SOP) and provide periodic training to employees to improve service accuracy. A service quality monitoring system also needs to be implemented to ensure consistency in fulfilling service promises to customers.

Strengthening the assurance dimension can be done through increasing employee competency training programmes on an ongoing basis and developing an internal certification system. Service warranty policies also need to be strengthened to increase customer confidence. The empathy aspect can be optimised through training employees' soft skills in communicating effectively with customers and developing a service personalisation system based on customers' specific needs.

Pricing strategies require periodic evaluation to ensure they are in line with the value of the services provided. A loyalty rewards programme can be developed to provide added value to loyal customers, and service packages with various price levels need to be created to accommodate various customer segments. Although the responsiveness dimension did not show statistical significance, response time standards still need to be maintained as part of basic service standards.

CONCLUSION

Analysis of the influence of variables on customer satisfaction reveals that the dimensions of tangible, reliability, assurance, empathy, and price have a positive and significant influence. However, the responsiveness dimension, although showing a positive influence, does not have statistical significance on the level of customer satisfaction.

Declaration by Authors

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