

An Analysis of Service Quality and Price on Customer Satisfaction at Madani Hotel Medan

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ABSTRACT

This study aims to analyze the influence of service quality and price on customer satisfaction at Madani Hotel Medan. Service quality and pricing are considered crucial factors that affect customer perceptions and loyalty in the hospitality industry. The research uses a quantitative approach with a survey method, distributing questionnaires to hotel guests as respondents. Data were analyzed using multiple linear regression to determine the partial and simultaneous effects of the independent variables. The results show that both service quality and price have a significant and positive influence on customer satisfaction. Among these, service quality is the more dominant factor affecting guest satisfaction. The findings suggest that improving service consistency and offering competitive pricing are key strategies for enhancing customer experience and sustaining customer loyalty at Madani Hotel Medan.

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INTRODUCTION

The company's decision can be seen from the satisfaction obtained by customers for the products received as a whole. The importance of paying attention to customer satisfaction for a company that aims to gain profit and also maintain its survival in the future. For that, the company requires the implementation of a product service system that they offer to increase the company's customer satisfaction. Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception/impression of a product's performance (or results) and their expectations. Customer satisfaction is a very important factor in the service business related to the quality expected by customers (Supriyadi, 2018, p. 35). Service quality is a dynamic condition related to service products, people, processes and environments that meet or exceed expectations. That the quality of service does not only emphasize the final result, namely the product and type of therapy, but also concerns human quality and environmental quality (Davis in Yamit, 2015, p. 5). Customer satisfaction is influenced by the quality of a place, namely the capacity what the company provides to the consumer. For example, uniqueness in handling in service (different from other competitors) and providing added value for its owner. In addition,

customer satisfaction is also influenced by the quality of good service from producers to consumers, for example, friendliness in serving questions and others.

Table 1. Number of Visitors to Madani Hotel Medan for the Period 2020 – 2024 Year

Year	Number of Foreign Visitors Local Number		Amount
	Foreign visitors	Local Visitors	
2020	14480	22480	36960
2021	10000	18560	28560
2022	10120	25160	35280
2023	1856	30400	32256
2024	16320	22320	38640

The data in the table above shows that the number of visitors decreased in 2021. The number of customers in 2021 was 28,560 people, the previous year (2020) the number of customers was 36,960 people, a decrease of 8,400 people/customers. In 2022 with a number of 35,280 people (stable), in 2023 with a number of 32,256 people (stable) and in 2024 with a number of 38,640 people, an increase from previous years. Relationship between price and satisfaction. Ultimately, consumers will decide whether the price of a product is appropriate or not. Pricing decisions, such as marketing mix decisions, are oriented towards the purchase of goods or services (Kotler and Armstrong, 2018, p. 443). The results of the preliminary survey conducted by the researcher showed several problems that caused some customers to feel dissatisfied due to the service provided to customers where the employees have not been able to carry out the company's operational standards to the maximum, especially in relation to service to guests who are staying, there are employees who are not very friendly and there are still customer complaints, especially regarding the cleanliness of the hotel restaurant which looks less than neat and hygienic.

Literature Review

Understanding Customer Satisfaction

Satisfaction has become a central concept in marketing theory and practice. As well as being one of the essential goals of business activities, today companies state that the company's goal is to satisfy customers. According to Kotler and Keller (2016, p. 138), satisfaction is a feeling of pleasure or disappointment that arises after comparing the perception/impression of the performance (or results) of a service or product and its expectations. Satisfaction is from the perception/impression of performance and expectations. In addition, satisfaction is also seen as one of the best indicators for future profits. Satisfaction is a function of perception of impression or performance and expectations. If performance is below expectations, customers will be disappointed if performance meets expectations, customers will be satisfied and if performance exceeds expectations, customers will be very satisfied, happy or customer loyalty occurs. Companies will act wisely by measuring customer satisfaction regularly because one of the keys to retaining customers is customer satisfaction. When customers will assess their satisfaction based on elements of company performance, for example delivery, companies must realize that customers have variations in defining good performance for the company. From the

several definitions above, it can be said that customer satisfaction is the result of assessing customer loyalty to what is expected by giving and consuming a product or service. Customers will be satisfied if the products they buy and consume are of good quality.

The Importance of Customer Satisfaction

Given, with the increasing variety of types and kinds of products/services offered, it gives us the opportunity to buy products or services that suit our desires. But such developments can be felt as a burden for business people. They can no longer run their business without careful planning and calculation, because the increasing number of business people in the industry can mean increasing competitors and increasing levels of competition. They must be able to win the hearts of their target market to achieve sales volume, of course, in order to survive or develop their business in the industry they have chosen.

In such conditions, customer satisfaction plays a significant role for the company. If consumers do not like it, either because it is too expensive or too complicated to use, then the product or service is meaningless. In other words, consumers may be reluctant to choose a particular brand of service or product because it is not of poor quality, but they may have been disappointed in the service during or after purchase, or because the brand is only available in certain places, or perhaps because the payment system is very rigid. If expectations are met or exceeded, customers will feel satisfied, but if these expectations are not met, dissatisfaction occurs. This opinion is supported by those who state that customer satisfaction is the level (result) felt compared to expectations (Kotler and Keller, 2016; p. 145). Basically, customer satisfaction and dissatisfaction or product will affect the next behavior pattern, this is shown by customers after the purchase process (postpurchase action). If the customer is satisfied, then he will show how big the possibility is to buy the same product or service. Satisfied customers also tend to give good references to the product to others.

According to Supriyadi (2018, p. 34). Service quality is the main factor that impacts customer satisfaction, which is highly dependent on customer perceptions and expectations, so as a procedure or party that provides satisfaction, it is necessary to know several factors that impact this. Factors that impact customer perception and expectations. The needs and desires felt by customers when making transactions with producers/companies. If at that time the needs and desires are high, then customer expectations or hopes will be high, and vice versa.

1. Past experiences when consuming products from the company and its competitors.
2. Experience from friends, where they will tell about the quality of the product that will be purchased by a customer, this is clear impact a customer's perception, especially of products or services that are perceived as impact on high risk impact.
3. Communication through advertising and marketing, people in sales and advertising should not create an excessive campaign, beyond the level of customer expectations. Excessive promotions are actually unable to meet the expectations of a customer which will result in a negative impact on the perception of a customer.

In addition, in determining the level of customer satisfaction, there are five main factors that must be considered by the company, which according to (Lupiyoadi and Hamdani, 2017; p. 258), are:

1. Quality of service
Especially for the service industry, customers will feel satisfied if they get good service or according to expectations.
2. Product quality
Customers will feel satisfied if their evaluation results show that the products they use are of high quality and meet their expectations.
3. Emotional
Customers will feel proud and get confidence that others will be amazed by them when using products with certain brands that tend to have a higher level of satisfaction. The satisfaction obtained is not because of the quality but from the product, but the social value or self-esteem that makes customers satisfied with certain brands.
4. Price
Products that have the same quality but set relatively cheap prices will provide higher value to customers.
5. Cost
Customers who do not have to spend extra money or waste time getting a product or service tend to be satisfied with that product or service.

The Influence Of Service Quality And Price On Customer Satisfaction

One of how to create customer satisfaction through quality improvement, because customers are the main focus when we express about satisfaction and service quality. The issue of quality has become a "price that must be paid" by companies in order to survive in their business. Quality is now like a "ticket" to enter the global comparison arena if you want to survive in a competitive business need (Lupiyoadi and Hamdani, 2017; p. 168).

Customers have received good quality service by and/or from the company will compare prices again according to expectations and needs, then customers will become loyal customers of the company. Consumers have the right to compare prices with other companies. This activity will always be done by consumers to get a level of satisfaction in buying a product/service.

In this era of globalization, companies will always be aware of the importance of customer factors. Therefore, measuring the level of customer satisfaction is very necessary, although it is not as easy as measuring the weight or height of the customer concerned. The level of customer satisfaction solves customer turnover, reduces customer sensitivity to price, reduces the cost of marketing failure, and reduces operating costs caused by the increasing number of customers. Increase advertising effectiveness and improve the reputation of a business (Lupiyoadi and Hamdani, 2017; p. 192).

Research conducted by Desiniat Zega and Sugeng Widodo (2024) with the title "The Influence of Price and Service Quality on Customer Satisfaction at Saratoga Sports Hall,

Pamulang, South Tangerang City". The results of the study show that price and service quality have a significant impact on customer satisfaction.

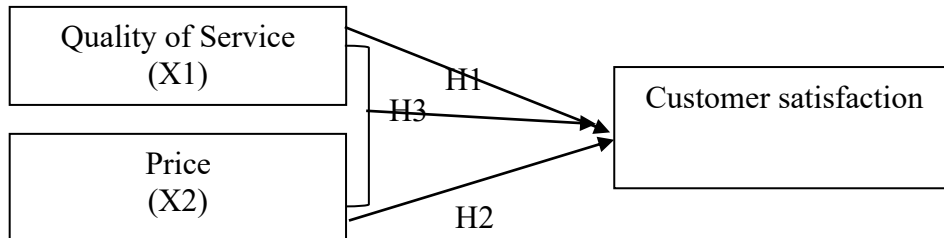


Figure 1. Conceptual Framework

Hypothesis

Based on the description theoretical and explanation that has been put forward at the beginning and the relationship between the independent variables (service quality and price) and the dependent variable (customer satisfaction), the following research hypothesis is presented:

- H1 It is suspected that service quality partially has a significant influence on customer satisfaction at the Madani Medan Hotel.
- H2 It is suspected that price has a significant partial effect on customer satisfaction at the Madani Medan Hotel.
- H3 It is suspected that service quality and price simultaneously have a significant influence on customer satisfaction at the Madani Medan Hotel.

METHOD

In this study, the research approach used is quantitative associative. Priyastama (2020), quantitative research is a research method using numbers and statistics in collecting and analyzing measurable data. While qualitative research is more investigative in nature to produce data that cannot be obtained through statistical procedures. Sugiyono (2019), explains that associative research is research that is intended to prove and find relationships between two or more variables. In this study, the author wants to explain the influence of independent variables, namely service quality and price, on the dependent variable, namely customer satisfaction. This research was conducted at the Madani Hotel Medan which is located at Jl. Sisingamangaraja / Jl. Amaliun No. 1 Kotamatum III, Medan Kota District, Medan City, North Sumatra. The research period was conducted from January to June 2025.

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2019; p. 115). In this study, the population was all customers who stayed at the Madani Medan Hotel when the study was conducted starting in February 2025, totaling 120 people. A sample is a part of the number and characteristics possessed by the population (Sugiyono, 2019; p. 116). Because the population in the study is very large, the Slovin formula is used to determine the sample, namely:

$$n = \frac{N}{1 + Ne^2}$$

Where :

- n = Sample size/Number of respondents
- N = Population
- e = Allowance for inaccuracy due to tolerable sampling error (the level of error taken in this sampling is 10%)

So that :

$$n = \frac{120}{1+120(0,1)^2}$$

$$n = \frac{120}{1+120(0,01)}$$

$$n = \frac{120}{1+1,2}$$

$$n = \frac{120}{2,2}$$

n = 54.55 rounded up to 55 respondents

From the sampling calculation above, it can be concluded that the sample is 55 respondents.

RESULT

Respondent Characteristics Description

In this study, the respondents were tourists who stayed at the Madani Medan Hotel during February 2025 with a sample of 55 respondents. Then each respondent was asked to fill out a questionnaire or survey in the form of questions that were available on the questionnaire using a Likert scale. The following is a description of the number of research respondent data.

Respondent Age

The results of the descriptive test based on age on 55 respondents were obtained as follows:

Table 2. Respondent Age Characteristics

Age (Years)	Frequency	Percentage
20 – 30	5	9.09
31 – 40	21	38.18
41 – 50	27	49.09
> 51	2	3.64
Total	55	100

From the table above, it is known that the percentage data of respondents aged 20-30 years is 5 people (9.09%), aged 31-40 years is 21 people (38.18%), aged 41-50 years is 27 people (49.09%), and aged > 51 years is 2 people (3.64%). These results indicate that respondents in the study were dominated by respondents aged 41-50 years.

Work

The results of the descriptive test based on the length of business on 55 respondents were obtained as follows:

Table 3. Respondents' Job Characteristics

Work	Frequency	Percentage
Government employees	18	32.73
Self-employed	25	45.45
Private employees	12	21.82
Total	55	100

From the table above, it is known that the percentage data of respondents working as civil servants is 18 people (32.73%), working as Self-Employed is 25 people (45.45%), and working as Private Employees is 12 people (21.82%). These results indicate that respondents in the study were dominated by respondents who worked as self-employed.

Research Result Data Presentation

The percentage of respondents' answers to the Halal Certificate variable (X1) is presented in the following table:

Table 4. Percentage of Respondents' Answers to Service Quality Variable (X1)

No	Answer										Total	
	STS (1)		TS (2)		KS (3)		S (4)		SS (5)			
	F	%	F	%	F	%	F	%	F	%	F	%
1	0	0	0	0	7	12.7	40	72.7	8	14.5	55	100
2	0	0	3	5.5	1	1.8	33	60.0	18	32.7	55	100
3	0	0	0	0	2	3.6	41	74.5	12	21.8	55	100
4	0	0	4	7.3	4	7.3	31	56.4	16	28.1	55	100
5	0	0	3	5.5	1	1.8	34	61.8	17	30.9	55	100
6	0	0	3	5.5	3	5.5	30	54.5	19	34.5	55	100
7	0	0	0	0	7	12.7	41	74.5	7	12.7	55	100
8	0	0	4	7.3	4	7.3	31	56.4	16	29.1	55	100
9	0	0	0	0	2	3.6	39	70.9	14	25.5	55	100
10	0	0	4	7.3	4	7.3	31	56.4	16	29.1	55	100

Based on the table above, it can be described as follows:

1. The appearance and interior of the hotel is attractive 7 respondents (12.7%) answered that they disagreed, 40 respondents (72.7%) answered that they agreed and 8 respondents (14.5%) answered that they strongly agreed.

2. This hotel is clean and tidy Respondents answered that they disagreed as many as 3 people (5.5%), disagreed as many as 1 person (1.8%), agreed as many as 33 people (60.0%) and strongly agreed as many as 18 people (32.7%).
3. Employees provide maximum service to customers Respondents answered that they disagreed as many as 2 people (3.6%), answered that they agreed as many as 41 people (74.5%) and answered that they strongly agreed as many as 12 people (21.8%).
4. Employees are able to resolve complaints faced by customers 4 respondents (7.3%) answered disagree, 7 people (12.7%) disagreed, 31 people (56.4%) answered agree and 16 people (28.1%) answered strongly agree.
5. Employees make customers feel confident during transactions Respondents answered that they disagreed as many as 3 people (5.5%), disagreed as many as 1 person (1.8%), agreed as many as 34 people (61.8%) and strongly agreed as many as 17 people (30.9%).
6. Employees consistently serve customers with courtesy and politeness. Respondents answered that they disagreed as many as 3 people (5.5%), disagreed as many as 3 people (5.5%), agreed as many as 30 people (54.5%) and strongly agreed as many as 19 people (34.5%).
7. Employees can say with certainty when the required service can be performed. 7 respondents (12.7%) answered that they disagreed, 41 respondents (74.5%) answered that they agreed and 7 respondents (12.7%) answered that they strongly agreed.
8. Employees are able to serve customers quickly 4 respondents (7.3%) answered disagree, 4 people (7.3%) disagreed, 31 people (56.4%) answered agree and 16 people (29.1%) answered strongly agree.
9. Employees can create good communication with customers Respondents answered that they disagreed as many as 2 people (3.6%), answered that they agreed as many as 39 people (70.9%) and answered that they strongly agreed as many as 14 people (25.5%).
10. Employees give good personal attention to customers. Respondents answered disagreeing as many as 4 people (7.3%), disagreeing as many as 4 people (7.3%), answering agreeing as many as 31 people (56.4%) and answering strongly agree as many as 16 people (29.1%).

Table 5. Percentage of Respondents' Answers to the Price Variable (X2)

No	Answer										Total	
	STS (1)		TS (2)		KS (3)		S (4)		SS (5)			
	F	%	F	%	F	%	F	%	F	%	F	%
1	0	0	3	5.5	3	5.5	28	50.9	21	38.2	55	100

No	Answer												Total	
	STS (1)		TS (2)		KS (3)		S (4)		SS (5)					
	F	%	F	%	F	%	F	%	F	%	F	%		
2	0	0	0	0	2	3.6	40	72.7	13	23.6	55	100		
3	0	0	6	10.9	9	16.4	20	36.4	20	36.4	55	100		
4	0	0	0	0	7	12.7	40	72.7	8	14.5	55	100		
5	0	0	4	7.3	5	9.1	32	58.2	14	25.5	55	100		
6	0	0	0	0	2	3.6	39	70.9	14	25.5	55	100		
7	0	0	4	7.3	4	7.3	31	56.4	16	29.1	55	100		
8	0	0	3	5.5	1	1.8	33	60	18	32.7	55	100		
9	0	0	3	5.5	3	5.5	28	50.9	21	38.2	55	100		
10	0	0	0	0	1	1.8	39	70.9	15	27.3	55	100		

Based on the table above, it can be described as follows:

1. Information about prices at this hotel is quite complete. Respondents answered that they disagreed as many as 1 person (1.8%), answered that they agreed as many as 39 people (70.9%) and answered that they strongly agreed as many as 15 people (27.3%).
2. Information about prices at this hotel is easy to understand. 4 respondents (7.3%) answered disagree, 5 people (9.1%) disagreed, 31 people (56.4%) answered agree and 15 people (27.5%) answered strongly agree.
3. I get a good price-quality ratio Respondents answered that they disagreed as many as 3 people (5.5%), disagreed as many as 2 people (3.6%), agreed as many as 34 people (61.8%) and strongly agreed as many as 16 people (29.1%).
4. I know what I am paying for and what I will get 7 respondents (12.7%) answered that they disagreed, 40 respondents (72.7%) answered that they agreed and 8 respondents (14.5%) answered that they strongly agreed.
5. This hotel does not take advantage of customers in giving prices. 4 respondents (7.3%) answered disagree, 5 people (9.1%) disagreed, 32 people (58.2%) answered agree and 14 people (25.5%) answered strongly agree.
6. Prices vary according to room size Respondents answered that they disagreed as many as 2 people (3.6%), answered that they agreed as many as 39 people (70.9%) and answered that they strongly agreed as many as 14 people (25.5%).

7. The price of the room is in accordance with the quality of the respondents who answered disagree as many as 4 people (7.3%), answered less agree as many as 4 people (7.3%), answered agree as many as 41 people (74.5%) and answered strongly agree as many as 7 people (12.7%).
8. Room rates that can compete with other hotels Respondents answered that they disagreed as many as 3 people (5.5%), disagreed as many as 1 person (1.8%), agreed as many as 33 people (60.0%) and strongly agreed as many as 18 people (32.7%).
9. Rinso prices are more economical compared to other hotels Respondents answered that they disagreed as many as 3 people (5.5%), disagreed as many as 3 people (5.5%), agreed as many as 33 people (60.0%) and strongly agreed as many as 18 people (32.7%).
10. The hotel price is in accordance with the benefits I feel Respondents answered that they disagreed as many as 1 person (1.8%), answered that they agreed as many as 39 people (70.9%) and answered that they strongly agreed as many as 15 people (27.3%).

Table 6. Percentage of Respondents' Answers to Customer Satisfaction (Y)

No	Answer												Total	
	STS (1)		TS (2)		KS (3)		S (4)		SS (5)					
	F	%	F	%	F	%	F	%	F	%	F	%		
1	0	0	0	0	1	1.8	39	70.9	15	27.3	55	100		
2	0	0	4	7.3	5	9.1	31	56.4	15	27.5	55	100		
3	0	0	3	5.5	2	3.6	34	61.8	16	29.1	55	100		
4	0	0	0	0	7	12.7	40	72.7	8	14.5	55	100		
5	0	0	4	7.3	5	9.1	32	58.2	14	25.5	55	100		
6	0	0	0	0	2	3.6	39	70.9	14	25.5	55	100		
7	0	0	4	7.3	4	7.3	31	56.4	16	29.1	55	100		
8	0	0	3	5.5	1	1.8	33	60	18	32.7	55	100		
9	0	0	3	5.5	3	5.5	28	50.9	21	38.2	55	100		
10	0	0	0	0	1	1.8	39	70.9	15	27.3	55	100		

Based on the table above, it can be described as follows:

1. I am satisfied with the complete facilities provided by Madani Hotel. Respondents answered that they disagreed as many as 1 person (1.8%), answered that they

- agreed as many as 39 people (70.9%) and answered that they strongly agreed as many as 15 people (27.3%).
2. I am satisfied with the condition of the facilities available at the Madani Hotel. 4 respondents (7.3%) answered disagree, 5 people (9.1%) disagreed, 31 people (56.4%) answered agree and 15 people (27.5%) answered strongly agree.
 3. Madani Hotel provides services according to what is promised to hotel guests. Respondents answered that they disagreed as many as 3 people (5.5%), disagreed as many as 2 people (3.6%), agreed as many as 34 people (61.8%) and strongly agreed as many as 16 people (29.1%).
 4. I am satisfied that Madani Hotel provides services that are in accordance with what is offered. 7 respondents (12.7%) answered that they disagreed, 40 respondents (72.7%) answered that they agreed and 8 respondents (14.5%) answered that they strongly agreed.
 5. I am satisfied with the hotel staff, who are always ready when hotel guests need them. 4 respondents (7.3%) answered disagree, 5 people (9.1%) disagreed, 32 people (58.2%) answered agree and 14 people (25.5%) answered strongly agree.
 6. I am satisfied with the speed of the employees in handling hotel guests. Respondents answered that they disagreed as many as 2 people (3.6%), answered that they agreed as many as 39 people (70.9%) and answered that they strongly agreed as many as 14 people (25.5%).
 7. I am very satisfied with the service of the employees who show a polite attitude towards hotel guests. 4 respondents (7.3%) answered disagree, 4 respondents (7.3%) answered less agree, 41 respondents (74.5%) answered agree and 7 respondents (12.7%) answered strongly agree.
 8. I always trust the security at Madani Hotel. Respondents answered that they disagreed as many as 3 people (5.5%), disagreed as many as 1 person (1.8%), agreed as many as 33 people (60.0%) and strongly agreed as many as 18 people (32.7%).
 9. I am satisfied with the attention of the employees to the hotel guests. Respondents answered that they disagreed as many as 3 people (5.5%), disagreed as many as 3 people (5.5%), agreed as many as 33 people (60.0%) and strongly agreed as many as 18 people (32.7%).
 10. I am satisfied with the employees' concern for hotel guests who stay at the Madani Hotel. Respondents answered that they disagreed as many as 1 person (1.8%), answered that they agreed as many as 39 people (70.9%) and answered that they strongly agreed as many as 15 people (27.3%).

Classical Assumption Test

Normality Test

Normality test is conducted to determine whether in the regression model the dependent variable or residual has a normal distribution. A good regression model is one that has a residual score that is distributed normally. This normality test uses a histogram graphic approach, PP plot and performs a non-parametric Kolmogorov-Smirnov statistical test.

1) Histogram Normality Test Analysis

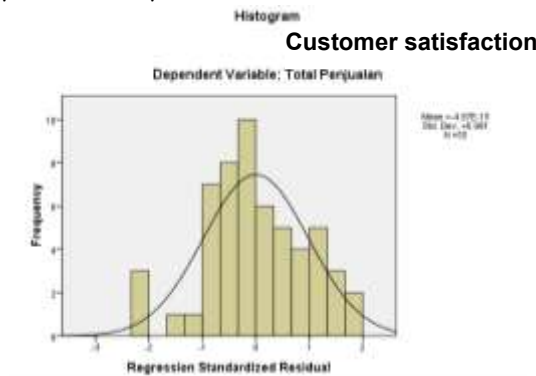


Figure 2. Histogram Normality Test

According to the results of the normality test, it can be observed with a histogram that the data can be said to be normally distributed when the curve describes a bell shape. According to the histogram image, it can be defined that the data is normally distributed.

2) PP Plot Normality Test Analysis

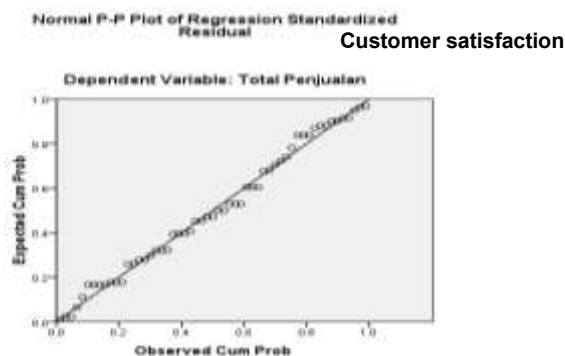


Figure 3. PP Plot Normality Test

Based on the graphic image above, the P-Plot above, it is known that the points in the image "Normal P-Plot of Regression Standardized residual" always follow and approach the diagonal line. So it can be concluded that the residual value is normally distributed.

Heteroscedasticity Test

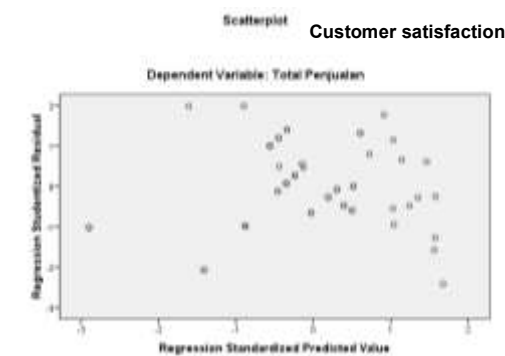


Figure 4. Scatterplot

Based on the image above, it shows that the pattern is clearly visible and the points are scattered above or below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression model.

Multicollinearity Test

Table 7. Multicollinearity Test Results
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Quality of Service	.103	8,673
Price	.103	8,673

Based on table 4.10 above, it can be seen that the Service Quality variable (X1) is 8.673 and the Price variable (X2) is 8.673. Each independent variable has a value that is smaller than 10. Likewise, the Tolerance value for the Service Quality variable (X1) and the Price variable (X2). For each variable, the tolerance value is greater than 0.1 so it can be concluded that there is no multicollinearity symptom between the independent variables as indicated by the tolerance value of each independent variable greater than 0.1 and the VIF value less than 10

The Effect of Price on Customer Satisfaction

The results of the t-test (partial) show that the significant value of price (X2) on customer satisfaction (Y) is $0.000 < 0.05$ and the t-value is $5.852 > t\text{-table } 2.006$, so H_0 is rejected and H_a is accepted. As for seeing the magnitude of the influence of price on customer satisfaction at the Madani Medan Hotel, look at the "Beta" table in the Standardized Coefficients column. From the table above, the Beta for the price variable (X2) is 0.462 or 46.2%. This means that there is a significant influence of price on customer satisfaction.

Pricing is based on using buyers' perceptions of value, not on sales costs and pricing. Price has a special position in the marketing mix, price is the value of a product or service that reflects the level of pride of consumers. However, a high price does not always make the product high value too. If the price of the product/service is low, it will make customers feel dissatisfied with the product/service and of course it will have an impact on the existence of the company. One level of customer satisfaction with a service that has been chosen by consumers.

Price is the amount of value that consumers exchange for the benefits of having or using a product or service, the value of which is determined by the buyer and seller through bargaining, or is determined by the seller for a single price. the same for all buyers. Price is a marketing mix with a special position. The price factor is still the main consideration in purchasing products and services. In some industries, the price factor becomes less decisive when someone is very loyal to a brand. Price becomes secondary when a product or service gives a strong image (Kotler and Armstrong, 2018; p. 432).

The relationship between price and customer satisfaction is carried out by a company, in the end will lead to the value or price that will be given by the customer regarding the satisfaction felt. Satisfaction is a level of feeling where someone states the results of the comparison or performance of the product/service received and expected. Customers will feel satisfied when the product service received is in accordance with the price given for the product.

The Influence of Service Quality and Price on Customer Satisfaction

Based on the table above, the F-test "ANOVA" is known to have a calculated F value of 505.128, while the F_{table} is 3.17, so the calculated F is 505.128 > F_{table} 3.17 with a significant level of 0.000 because the probability is significantly much smaller than 0.05, so H₀ is rejected, H_a is accepted. It can be concluded that H_{a3} is accepted. In other words, Service Quality (X₁) and Price (X₂) simultaneously have a significant effect on Customer Satisfaction (Y) at the Madani Hotel Medan.

Customers who have received good quality service by and or from the company will compare prices again according to expectations and needs, then customers will become loyal customers of the company. Consumers have the right to compare prices with other companies. This activity will always be carried out by consumers so that they get a level of satisfaction in buying a product/service. One way to create customer satisfaction is through improving quality, because customers are the main focus when we express about satisfaction and quality of service. The issue of quality has become a "price that must be paid" by companies in order to survive in their business. Quality is now like a "ticket" to enter the global comparison arena if you want to survive in a competitive business need

In this era of globalization, companies will always be aware of the importance of customer factors. Therefore, measuring the level of customer satisfaction is very necessary, although it is not as easy as measuring the weight or height of the customer concerned. The level of customer satisfaction solves customer turnover, reduces customer sensitivity to price, reduces the cost of marketing failure, and reduces operating costs caused by the increasing number of customers. Increase advertising effectiveness and improve the reputation of a business (Lupiyoadi and Hamdani, 2017; p. 192). The results of the regression calculation show that the coefficient of determination (R square) obtained is 0.951, this result means that 95.1% of the customer satisfaction variables of the Madani Medan Hotel can be explained by service quality and appreciation. While the remaining 4.9% is influenced by other variables not examined in this study.

CONCLUSION

Based on the results of research and discussion on service quality and price on customer satisfaction at Madani Hotel Medan can be concluded as follows: There is an influence of service quality on customer satisfaction at the Madani Hotel Medan. There is an influence of price on customer satisfaction at the Madani Hotel Medan. There is an influence of service quality and price on customer satisfaction at the Madani Hotel Medan.

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