

The Influence of Price, Brand Image, and Service Quality on Customer Satisfaction (A Study on Consumers of PT Gemilang Cipta Abadi in South Jakarta)

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ABSTRACT

This study investigates the influence of price, brand image, and service quality on customer satisfaction in the context of PT Gemilang Cipta Abadi located in South Jakarta. The research adopts a quantitative approach using a purposive sampling technique to capture perceptions of customers through structured questionnaires. The analysis applies multiple linear regression to evaluate the significance of each independent variable toward the dependent construct. Findings demonstrate that price, brand image, and service quality positively and significantly affect customer satisfaction both individually and collectively. The results underscore the importance of implementing competitive pricing strategies, strengthening brand equity, and enhancing service quality dimensions such as tangibles, reliability, responsiveness, assurance, and empathy. These elements are shown to be decisive in shaping customer loyalty and long-term relationships. The implications highlight the necessity for managers to align marketing strategies with customer expectations to secure sustainable competitiveness in a dynamic business environment.

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INTRODUCTION

In line with the economic development of a country, many advances and changes occur in the business world, particularly in how markets are divided through segmentation and how they are optimized through targeting. In today's competitive situation, companies are required to continuously adjust their marketing strategies. As competition intensifies among firms operating in the same industry, various efforts must be undertaken by each company to maintain and expand its business.

A company that works hard must formulate new strategic policies in selling or marketing its products or services to face intense competition from rivals that may offer greater value to customers. Essentially, the greater the number of competitors, the more choices available to customers.

PT Gemilang Cipta Abadi was established in two thousand and eight and is located on Tebet Raya Street No. 2A, Tebet Barat, South Jakarta. From its inception, the company has

operated as a medium-scale contractor specializing in mechanical and electrical services, particularly in security and fire protection. Since its establishment, the company has actively participated in planning, procurement, installation, and maintenance of fire and security systems for industrial and commercial buildings.

In addition to its head office in Jakarta, the company has branch offices in Mojokerto and Jambi. Its business sector also covers distribution and trading of equipment and spare parts, as well as maintenance services for fire and security systems, supported by a sales network across Indonesia. The company guarantees that all equipment and spare parts provided to customers fully comply with specifications and requirements, thanks to its access to primary suppliers directly from manufacturers.

Product and service quality is the company's key foundation in building trust and sustainable cooperation. For this reason, PT Gemilang Cipta Abadi is committed to continuously delivering the best products in the market to ensure strong customer support. Its sales team is always ready to provide the best service, assisting customers in obtaining both competitive prices and optimal results.

Therefore, the company places strong emphasis on maintaining loyal customers who have long trusted its products and services. In today's highly competitive business environment, customer satisfaction has become a critical factor that determines corporate success. Customer satisfaction not only influences loyalty but also impacts corporate reputation and long-term growth. Companies are thus required to understand and fulfill customer expectations through key aspects such as competitive pricing, positive brand image, and superior service quality.

As one of the providers of services and products in South Jakarta, PT Gemilang Cipta Abadi faces significant challenges in sustaining customer satisfaction amidst market dynamics and evolving consumer expectations. Customers often pay attention to three key factors in their purchasing decisions: price, brand image, and service quality.

The presence of competition drives companies to create distinctive advantages. Every firm seeks to achieve its objectives by attracting and retaining customers through effective strategies. Price becomes one of the most important elements in marketing strategy. PT Gemilang Cipta Abadi offers affordable prices while ensuring good quality of service. Price represents the consumer's personal perception of the cost they are willing to pay for a product or service. Previous research (Nasiti & Astuti, 2020) found that price has a positive and significant influence on customer satisfaction, as customers perceive the prices to be affordable and aligned with their expectations.

In maintaining customer loyalty, companies must understand their customers' needs and desires. PT Gemilang Cipta Abadi builds a strong brand image, which plays a significant role in motivating business actors to improve quality and competitiveness. A favorable brand image is defined as a set of beliefs held about a particular brand. As stated by Kotler and Armstrong in Kasmad (2024), brand image represents the extrinsic attributes of a product or service, including how the brand fulfills customers' psychological or social needs.

Furthermore, customer orientation is essential for companies to survive. Service quality is particularly crucial in the service sector. As a provider of services, PT Gemilang Cipta Abadi

consistently ensures service excellence to enhance customer satisfaction. Good service quality encourages customers to continue their collaboration with the company and contributes to increased revenue. Previous studies (Mulyapradana et al., 2020) confirm that service quality has a positive and significant effect on customer satisfaction. This is due to the company's ability to deliver the best service, making customers feel satisfied and willing to maintain long-term relationships.

Based on these phenomena, PT Gemilang Cipta Abadi is able to compete with larger firms by offering affordable prices, building a strong brand image, and delivering high-quality services. However, one of the challenges faced by the company arises from the growing demand for its products and services. The increasing number of projects often results in shortages of spare parts, as the company insists on only using high-quality components that are not always easy to procure, leading to delays while waiting for supplies to arrive.

METHODS

This study employs a quantitative research design, which emphasizes numerical data analysis to examine the relationships among variables. The approach was chosen to provide objective, systematic, and measurable evidence regarding the influence of price, brand image, and service quality on customer satisfaction. The research was explanatory in nature, aiming to test hypotheses and validate theoretical frameworks through empirical evidence.

The research was conducted at PT Gemilang Cipta Abadi, a company located in South Jakarta engaged in the mechanical and electrical contracting sector, specializing in fire and security systems. The study focused on customers who have used the company's products and services, as they are considered the most relevant respondents in assessing satisfaction levels. The scope of the research is limited to the variables specified in the conceptual framework, namely price, brand image, service quality, and customer satisfaction.

The population consisted of all customers of PT Gemilang Cipta Abadi. Due to the large number of customers, the study used a sample drawn through purposive sampling, which allows the selection of respondents based on specific criteria such as customers who have directly experienced the company's services. This technique was considered appropriate to ensure that the data collected reflects the actual perceptions of customers regarding the studied variables.

Primary data were collected through a structured questionnaire distributed directly to respondents. The questionnaire was designed using a Likert scale to capture perceptions, attitudes, and evaluations toward each research variable. The items were adapted from previous validated studies to ensure relevance and reliability. Secondary data were also used to support the analysis, including company records, previous research, and relevant literature.

The research instrument consisted of multiple items for each variable: price, brand image, service quality, and customer satisfaction. Before the main survey, the questionnaire was tested for validity and reliability to ensure that all items accurately measured the intended constructs. Content validity was assessed by expert judgment, while statistical reliability was examined using Cronbach's alpha coefficients.

Data analysis was performed using multiple linear regression to evaluate the influence of independent variables (price, brand image, and service quality) on the dependent variable (customer satisfaction). Prior to regression, classical assumption tests including normality, multicollinearity, heteroscedasticity, and autocorrelation were conducted to ensure the suitability of the model. This method was chosen because it allows simultaneous testing of the effect of more than one independent variable on a dependent variable.

Hypothesis testing was carried out through partial t-tests and simultaneous F-tests. The t-test was used to examine the individual significance of each independent variable on customer satisfaction, while the F-test measured the joint influence of all independent variables. The coefficient of determination (R^2) was employed to explain the proportion of variance in customer satisfaction that can be attributed to the independent variables. This study adhered to research ethics by ensuring that respondents participated voluntarily and their responses were treated with confidentiality. The questionnaires were distributed with clear instructions and consent statements. Limitations of the research include the restricted scope of the study, which focused only on one company, and the use of purposive sampling, which may affect the generalizability of findings. Future studies are encouraged to broaden the sample and include comparative analysis across different companies or sectors.

RESULTS AND DISCUSSION

Descriptive Statistics

The descriptive statistical analysis shows that all research variables—Price, Brand Image, Service Quality, and Customer Satisfaction—fall within the “agree” category, indicating positive perceptions from respondents toward PT Gemilang Cipta Abadi. The Price variable (X_1) achieved an overall mean of 3.98, where the highest score was “the price paid is proportional to the quality received” (4.05) and the lowest was “the price corresponds to the benefits obtained” (3.91). Similarly, the Brand Image variable (X_2) recorded an overall mean of 3.90, with “the company has a good reputation” as the highest-rated statement (3.98) and “products/services are of high quality” and “uniqueness of the company” as the lowest (3.84). These findings suggest that customers view the company’s pricing and brand image as competitive and credible, strengthening the firm’s market positioning.

In addition, the Service Quality variable (X_3) yielded an overall mean of 3.97, reflecting customer agreement on the reliability, responsiveness, and friendliness of employees, with the highest score on “providing reliable service that meets expectations” (4.10) and the lowest on “complete equipment to perform work” (3.86). The Customer Satisfaction variable (Y) obtained an overall mean of 3.89, with the highest mean on “intention to repurchase” (4.10) and the lowest on “satisfaction with products/services” and “ability to meet needs” (3.81). These results indicate that customers perceive the company’s pricing, brand image, and service quality as important drivers of satisfaction, reinforcing the firm’s capacity to retain customers and sustain competitiveness in the industry.

Validity Test

According to Sugiyono (Kusuma et al., 2022), a validity test is used to determine whether a questionnaire is valid in measuring the intended data. An instrument is considered valid if the correlation coefficient is ≥ 0.30 . The analysis was carried out by correlating each item with the total score using Pearson’s Product Moment correlation. An item is deemed valid if the calculated r-value exceeds the r-table value or if the significance value is $p < 0.05$. In this study, the validity test was conducted on ninety-six respondents, with an r-table value of 0.1698 (degree of freedom = $n - 2$).

Table 1. Validity Test Results

Item Statement	Corrected Item-Total Correlation	r-table	Remark
X1_1	0.867	0.1689	Valid
X1_2	0.638	0.1689	Valid
X1_3	0.875	0.1689	Valid
X1_4	0.637	0.1689	Valid
X2_1	0.688	0.1689	Valid
X2_2	0.766	0.1689	Valid
X2_3	0.699	0.1689	Valid
X2_4	0.731	0.1689	Valid
X3_1	0.697	0.1689	Valid
X3_2	0.710	0.1689	Valid
X3_3	0.806	0.1689	Valid
X3_4	0.674	0.1689	Valid
X3_5	0.711	0.1689	Valid
Y_1	0.742	0.1689	Valid
Y_2	0.780	0.1689	Valid
Y_3	0.652	0.1689	Valid
Y_4	0.762	0.1689	Valid

Based on Table 1, all items variable show calculated r-values greater than the r-table value (0.1689). Therefore, all statements are considered valid and can be used in the subsequent data processing stage.

Reliability Test

According to Kusuma et al. (2022), reliability indicates that an instrument or questionnaire is consistent if it produces the same data when applied multiple times to measure the same object. The purpose of the reliability test is to assess the consistency of the instrument and data. In this study, reliability was tested using questionnaires with a Likert-type scale. A questionnaire is considered reliable if the Cronbach’s Alpha coefficient is ≥ 0.6 .

Table 2. Reliability Test Results of the Perceived Price Variable (X1)

Reliability Statistics	Cronbach’s Alpha	Number of Items
Perceived Price Variable (X1)	0.748	4
Brand Image Variable (X2)	0.686	4

Service Quality Variable (X3)	0.765	5
Customer Satisfaction Variable (Y)	0.717	4

Based on Table 2, the All Cronbach's Alpha value is greater than 0.60, the variable is considered reliable.

Classical Assumption Test

Normality Test

According to Prayoga and Yasa (2023), the normality test aims to confirm whether the residuals in the regression model are normally distributed. In this study, the Kolmogorov-Smirnov test was applied with a significance level of 5% (0.05).

Table 3. One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	96
Normal Parameters ^{a,b}	
Mean	0
Std. Deviation	1.74746301
Most Extreme Differences	
Absolute	0.071
Positive	0.043
Negative	-0.071
Test Statistic	0.071
Asymp. Sig. (2-tailed)	0.200

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Based on Table 3, the asymp. sig. (2-tailed) value is 0.200. Since $0.200 > 0.05$, the data are considered normally distributed. The result of the Kolmogorov-Smirnov test is consistent with the previous histogram and P-P plot tests.

Multicollinearity Test

According to Prayoga and Yasa (2023), the purpose of the multicollinearity test is to examine whether there is a correlation among independent variables in the regression model. A regression model is considered good if no correlation exists among the independent variables. If the independent variables are correlated, they are not orthogonal, meaning their correlation value is not equal to zero. Symptoms of multicollinearity can be identified by examining the tolerance and Variance Inflation Factor (VIF) values. The cutoff values indicating multicollinearity are tolerance ≤ 0.10 or VIF ≥ 10 .

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics Tolerance	VIF
(Constant)	-	-

Model	Collinearity Statistics Tolerance	VIF
Price	0.618	1.618
Brand Image	0.528	1.895
Service Quality	0.599	1.670

Based on Table 4, all independent variables have tolerance values greater than 0.1 and VIF values less than 10. Therefore, it can be concluded that the regression model has no multicollinearity issues and is suitable for use.

Heteroscedasticity Test

According to Prayoga and Yasa (2023), the heteroscedasticity test aims to examine whether there is inequality in the variance of residuals across observations in the regression model. This study employed the Glejser test. A regression model is considered free from heteroscedasticity if the significance value is greater than 0.05.



Figure 3. Heteroscedasticity Test Scatterplot

Based on Figure 3 above, it can be seen that the points are scattered randomly and spread both above and below the value of 0 on the Y-axis. It can thus be concluded that heteroscedasticity does not occur, and the model is appropriate for use in the research

Multiple Linear Regression Analysis

According to Ghozali in Rifkhan (2023), multiple linear regression is a regression model involving more than one variable. It is used to determine the direction and magnitude of the influence of independent variables on the dependent variable. In this study, the dependent variable is Customer Satisfaction, while the independent variables are Price, Brand Image, and Service Quality.

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.89	1.363	–	2.121	0.037
Price	0.273	0.085	0.303	3.202	0.002
Brand Image	0.233	0.104	0.228	2.230	0.028
Service Quality	0.236	0.076	0.300	3.123	0.002

Based on Table 5, the multiple linear regression equation shows that Customer Satisfaction is influenced by Price, Brand Image, and Service Quality. The constant value of 2.890 indicates that if all independent variables are zero, Customer Satisfaction equals 2.890.

The coefficient for Price is 0.273, meaning that an increase of one unit in Price raises Customer Satisfaction by 0.273, and vice versa. The coefficient for Brand Image is 0.233, indicating that a one-unit increase in Brand Image increases Customer Satisfaction by 0.233. The coefficient for Service Quality is 0.236, meaning that a one-unit increase in Service Quality raises Customer Satisfaction by 0.236, and conversely, a decrease would reduce satisfaction by the same value.

Based on Table 5, with a t-table value of 1.662, the t-test results show: (1) Price has a t-value of 3.202 > 1.662 with a significance level of 0.002 < 0.05, indicating a significant effect on Customer Satisfaction. (2) Brand Image has a t-value of 2.230 > 1.662 with a significance level of 0.028 < 0.05, also showing a significant effect on Customer Satisfaction. (3) Service Quality has a t-value of 3.123 > 1.662 with a significance level of 0.002 < 0.05, indicating a significant effect on Customer Satisfaction.

Coefficient of Determination (R²) Test

According to Ghozali in Rifkhan (2023), the coefficient of determination test is used to measure the extent to which independent variables simultaneously explain the dependent variable, as indicated by the adjusted R² value in the Model Summary table. A small R² value indicates that the independent variables have limited ability to explain the dependent variable. Conversely, a value approaching 1 suggests that the independent variables can provide almost all the information needed to predict the dependent variable.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.701	0.491	0.474	1.77573

Based on Table 6, the Adjusted R Square value is 0.474. This means that 47.4% of the variation in Customer Satisfaction can be explained by Price, Brand Image, and Service Quality, while the remaining 52.6% is explained by other factors outside this study.

F-Test

The F-test is employed to assess the feasibility of the regression model as an indicator of *goodness of fit*. The test is conducted at a significance level of 0.05. If the significance value is less than 0.05, the model is considered appropriate for use.

Table 7, F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	279.645	3	93.215	29.562	0.000
Residual	290.095	92	3.153	–	–
Total	569.74	95	–	–	–

Based on Table 7, the F-test result shows that the calculated F value of 29.562 is greater than the F table value of 3.10, with a significance level of 0.000 < 0.05. This indicates that Price, Brand Image, and Service Quality simultaneously have a positive and significant effect on Customer Satisfaction.

Discussion

1. The Influence of Price on Customer Satisfaction

The results of the first hypothesis test indicate that the Price variable (X1) has a t-value of 3.202, with a t-table value of 1.662. The significance value of $0.002 < 0.05$ means that H0 is rejected and H1 is accepted. It can be concluded that there is a positive and significant effect of Price (X1) on Customer Satisfaction. The higher the Price perception, meaning the better customers perceive the price, the higher their satisfaction. Therefore, customers feel satisfied when purchasing products that match their desired price. This finding is consistent with the study by Setyawan et al. (2022), which demonstrated that price perception has a positive and significant influence on customer satisfaction.

2. The Influence of Brand Image on Customer Satisfaction

The results of the second hypothesis test indicate that the Brand Image variable (X2) has a t-value of 2.230, with a t-table value of 1.662. The significance value of $0.028 < 0.05$ means that H0 is rejected and H2 is accepted. It can be concluded that there is a positive and significant effect of Brand Image (X2) on Customer Satisfaction. The brand image perceived by the customers of PT Gemilang Cipta Abadi in South Jakarta corresponds with their expectations. Brand Image influences customers' willingness to purchase products and collaborate with PT Gemilang Cipta Abadi in South Jakarta. This finding aligns with the study of Safitri et al. (2023), which found that Brand Image has a positive and significant effect on Customer Satisfaction.

3. The Influence of Service Quality on Customer Satisfaction

The results of the third hypothesis test show that the Service Quality variable (X3) has a t-value of 3.123, with a t-table value of 1.662. The significance value of $0.002 < 0.05$ means that H0 is rejected and H3 is accepted. It can be concluded that there is a positive and significant effect of Service Quality (X3) on Customer Satisfaction. The service quality provided by PT Gemilang Cipta Abadi in South Jakarta is excellent and meets customer expectations, thereby increasing satisfaction. The higher the quality of service, the better the perception of customer satisfaction. This reflects aspects such as friendliness, courtesy, and responsiveness demonstrated by the employees of PT Gemilang Cipta Abadi in South Jakarta. This finding is consistent with Apriliani et al. (2019), which stated that Service Quality positively and significantly affects Customer Satisfaction.

CONCLUSION

This study demonstrates that price, brand image, and service quality play crucial roles in shaping customer satisfaction in the context of service-based companies. The findings confirm that customers perceive value not only through affordable and fair pricing but also through the consistency between what is offered and the quality they receive. A well-positioned price creates a sense of fairness and directly influences the willingness of customers to remain loyal. In addition, brand image emerges as a significant determinant of customer perceptions and behavior. A strong and positive brand identity builds trust, creates long-term associations, and enhances the emotional attachment customers feel toward a company. This reinforces the idea that reputation and credibility are intangible assets that

sustain competitive advantage in increasingly dynamic markets. Furthermore, service quality is shown to have a strong influence on customer satisfaction. Elements such as responsiveness, reliability, empathy, and assurance strengthen the bond between a company and its customers, ensuring repeated interactions and higher levels of satisfaction. Overall, the results highlight the importance of integrating pricing strategies, brand positioning, and superior service quality to achieve sustainable customer satisfaction. Companies that consistently deliver these values are better positioned to maintain customer trust, secure loyalty, and ensure long-term growth.

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