



The Effect of Service Quality and Price on Customer Satisfaction at Toko Debi in Teluk Keramat District, Sambas Regency

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ABSTRACT

This study aims to analyze the effect of service quality and price on customer satisfaction at Toko Debi in Teluk Keramat District, Sambas Regency. The study uses a quantitative approach with a causal associative research type. The research sample consists of 100 customers selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS version 22. The regression equation obtained is $Y = 1.044 + 0.390X_1 + 0.368X_2$. The correlation coefficient (R) value of 0.798 indicates a strong relationship between service quality and price with customer satisfaction. The coefficient of determination (R^2) value of 0.637 indicates that 63.7% of the variation in customer satisfaction can be explained by service quality and price, while the remaining 36.3% is explained by factors outside the research model. The results of the F test indicate that service quality and price simultaneously have a significant effect on customer satisfaction. Partially, service quality has a positive and significant effect on customer satisfaction, while price also has a positive and significant effect on customer satisfaction.

INTRODUCTION

Competition in the retail business is related to the ability of business actors to maintain customer satisfaction through service and pricing strategies. Wicaksono and Kusuma (2021) show that service quality and price simultaneously influence customer satisfaction at OTO Car Wash. Prayoga and Yuliantari (2023) found that service quality and price have a significant effect on customer satisfaction in internet services. Mapadang et al. (2024) also demonstrate the influence of service quality and price on customer satisfaction in online transportation services. These findings indicate that both variables have been used to explain variations in customer satisfaction across different business sectors.

Toko Debi is a retail business that provides basic necessities and household products in Sebagu Village, Teluk Keramat District, Sambas Regency. Data from the Investment and One-Stop Integrated Service Office of Sambas Regency (2025) recorded 18 registered trading businesses in the Teluk Keramat District area. Toko Debi has been operating since 2018 and offers 286 types of products grouped into 12 categories (Toko Debi, 2026). The products marketed include food, beverages, cleaning supplies, personal care products, and other household necessities, with varying price ranges across each category (Toko Debi, 2026).

Toko Debi's revenue has shown an increase during the 2023–2025 period. Revenue in 2023 was recorded at IDR 480,000,000 and increased to Rp525.000.000 in 2024 (Toko Debi, 2026). In 2025, revenue increased again to Rp590.000.000, representing a growth of 12.4% compared to the previous year (Toko Debi, 2026). The services provided include product arrangement, periodic inspection of product conditions, provision of price and stock information, and assistance to customers during the purchasing process (Toko Debi, 2026). Toko Debi also implements bundled sales for certain products, such as offering three packs of instant noodles for Rp10.000 (Toko Debi, 2026).

Revenue growth does not directly explain customer evaluations of the service and pricing implemented by Toko Debi. Pangestu and Sukardi (2025) found that price has a positive and significant effect on repurchase intention, while service quality does not show a significant effect. Kurniawan & Fachri (2025) indicate that service quality has a positive and significant effect on customer satisfaction, but price does not have a partial effect. Rondonuwu et al. (2024) found that price, service quality, and location simultaneously influence customer satisfaction in the purchase of basic goods. These differing results indicate that the influence of service and price may produce different patterns depending on the research object.

The research gap is evident in the partial test results for service quality and price. Sholehuddin (2024) states that service quality has a significant effect on customer satisfaction. Camelia & Andriani (2024) found that service quality does not have a significant effect on customer satisfaction in retail businesses. Estamarinda et al. (2021) found that price has a significant effect on customer satisfaction. Wahidah & Rayuwanto (2023) show that price does not have a

significant effect on customer satisfaction. These differences indicate that there is no consistent pattern of influence for the two variables.

Another difference lies in the type of business and research location. Wicaksono & Kusuma (2021) conducted research in a car wash business. Prayoga & Yuliantari (2023) studied internet service customers. Mapadang et al. (2024) used customers of online transportation services as the unit of analysis. Kurniawan & Fachri (2025) conducted research in the hospitality industry. Rondonuwu et al. (2024) examined a basic goods business by including location as an additional independent variable. This study focuses on a retail business of basic necessities by using Service Quality and Price as independent variables and Customer Satisfaction as the dependent variable.

Based on business data and differences in previous research findings, this study is directed at examining the effect of Service Quality and Price on Customer Satisfaction at Toko Debi in Teluk Keramat District, Sambas Regency. The analysis is conducted to determine the partial effect of Service Quality on Customer Satisfaction, the partial effect of Price on Customer Satisfaction, and the simultaneous effect of Service Quality and Price on Customer Satisfaction. This study uses customers of Toko Debi as respondents to obtain data on the relationships among the variables examined.

THEORETICAL REVIEW

Service Quality

Service quality refers to the actions of service providers in delivering products or services in accordance with customer needs, expectations, and preferences (Chandra et al., 2020). Service quality also encompasses the overall characteristics of a product or service related to its ability to fulfill customer needs, both directly and indirectly (Kotler & Armstrong, 2012, in Indrasari, 2019). In practice, service quality is reflected in the provider's ability to deliver reliable, prompt, and assuring services, supported by physical facilities, while also paying attention to individual customer needs (Chandra et al., 2020). Thus, service quality in this study is understood as the ability of Toko Debi to deliver services that meet customer needs and expectations.

Service quality is measured using five indicators: tangibles, reliability, responsiveness, assurance, and empathy (Tjiptono, 2011, in Indrasari, 2019). Tangibles include store facilities, equipment, employees, and communication tools. Reliability refers to the ability to provide services accurately and as promised. Responsiveness relates to the willingness to provide assistance and deliver prompt service. Assurance includes employees' knowledge, competence, courtesy, and ability to build customer trust. Empathy refers to attention, communication, and understanding of each customer's needs (Chandra et al., 2020). The relationship between service quality and customer satisfaction is explained through the alignment between the service received and customer expectations. Services perceived as meeting customer needs are associated with the level of satisfaction experienced after the purchasing process (Azam et al., 2025). Service quality is also considered one of the factors that shape customer satisfaction (Indrasari, 2019).

H1: Service Quality has a positive and significant effect on Customer Satisfaction at Toko Debi in Teluk Keramat District, Sambas Regency.

Price

Price is the value in monetary terms paid by customers to obtain a product or service (Indrasari, 2019). It is also understood as the amount of value exchanged by customers to gain benefits from owning or using a product or service (Buchari Alma, 2013, in Indrasari, 2019). In the marketing mix, price is the only element that generates revenue, while other elements are related to costs incurred by the company (Kotler & Keller, 2012, in Azam et al., 2025). Pricing can be oriented toward customer demand, company costs, and competitor pricing (Darsana et al., 2023). Demand-oriented pricing considers customer responses to different price levels, cost-oriented pricing is based on product costs, operational costs, and profit, while competition-oriented pricing uses competitors' prices as a benchmark.

In this study, price is measured through affordability, price competitiveness, price-quality congruence, price-benefit congruence, and the influence of price on customer decisions (Kotler, 2008, in Indrasari, 2019). Affordability reflects customers' ability to reach the offered price. Competitiveness describes price comparisons with similar products. The congruence between price and quality as well as benefits refers to customers' evaluation of the value obtained from their expenditure. Price is also related to customers' decisions to make or not make a purchase. Pricing strategies may aim to generate profit, recover investment, reduce competition, and maintain market share (Swastha, 2009, in Indrasari, 2019). The relationship between price and customer satisfaction is formed through the comparison between the value paid and the benefits received. Customers may express satisfaction when the price paid is perceived as appropriate to the quality and benefits of the product obtained (Indrasari, 2019).

H2: Price has a positive and significant effect on Customer Satisfaction at Toko Debi in Teluk Keramat District, Sambas Regency.

Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment that arises after customers compare the perceived performance of a product or service with their prior expectations (Kotler & Keller, 2007, in Indrasari, 2019). This definition indicates that satisfaction is formed from customers' evaluation of the alignment between expectations and the actual experience received. Customer satisfaction is also related to the evaluation of the outcomes of using a product or service after the purchase process (Kotler et al., 2021, in Azam et al., 2025). Chandra et al. (2020) position customer satisfaction as part of customers' evaluation of the services provided by a company.

In this study, customer satisfaction is measured using three indicators: expectation conformity, intention to revisit, and willingness to recommend (Tjiptono, 2009, in Indrasari, 2019). Expectation conformity reflects the degree of alignment between the product or service received and customer expectations prior to purchase. Intention to revisit describes customers' willingness to make repeat purchases or use the same service again. Willingness to recommend indicates customers' intention to share their experiences with family, friends, and

others. Customer satisfaction is positioned as the dependent variable analyzed based on changes in service quality and price. This position is based on literature that identifies service quality and price as factors related to satisfaction levels after customers evaluate products, services, costs, and benefits received (Indrasari, 2019).

H3: Service Quality and Price simultaneously have a significant effect on Customer Satisfaction at Toko Debi in Teluk Keramat District, Sambas Regency.

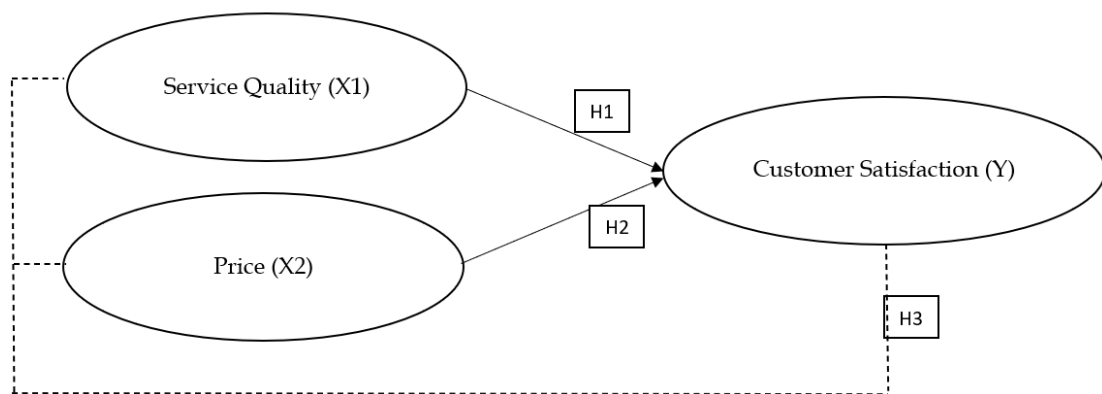


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative approach with a causal associative research design to examine the effect of Service Quality (X1) and Price (X2) on Customer Satisfaction (Y) at Toko Debi in Teluk Keramat District, Sambas Regency. Associative research is used to analyze the relationship between two or more variables (Siregar, 2013). The data consist of primary and secondary data. Primary data were obtained through direct observation, interviews with the store management, and the distribution of closed-ended questionnaires to Toko Debi customers. Secondary data include information on product types, product prices, and store revenue.

The population of this study includes all customers of Toko Debi, whose exact number is unknown. The sample size was determined using the Rao Purba formula with a 10% margin of error, resulting in a minimum sample of 96 respondents. To ensure data adequacy, the sample size was set at 100 respondents. Sampling was conducted using a purposive sampling technique, which involves selecting respondents based on specific criteria (Sugiyono, 2022). The criteria include customers of Toko Debi who have made purchases more than twice and who shop based on their own initiative. Data were measured using a five-point Likert scale, ranging from strongly disagree (score 1) to strongly agree (score 5) (Sugiyono, 2022).

Data analysis was performed using SPSS version 22 through several stages. The validity test was conducted to assess the accuracy of each instrument item by comparing the calculated r-value (r count) with the r-table value (Siregar, 2013). The reliability test was carried out using Cronbach's Alpha with a minimum threshold of 0.60 (Siregar, 2013). The normality test was used to assess the distribution of the research data (Sugiyono, 2022). The multicollinearity test

was used to identify correlations among independent variables based on tolerance and Variance Inflation Factor (VIF) values (Vikalina et al., 2022). The relationships among variables were analyzed using multiple linear regression (Sugiyono, 2022). The strength of relationships among variables was measured using the correlation coefficient (Machali, 2021). The ability of independent variables to explain the dependent variable was analyzed using the coefficient of determination (Damayanti et al., 2023). Simultaneous hypothesis testing was conducted using the F-test to determine the joint effect of independent variables on the dependent variable (Syarifuddin & Al Saudi, 2022). Partial effects of each independent variable on the dependent variable were tested using the t-test at a significance level of 0.05 (Aulia et al., 2024).

RESULTS

Test Research Instruments

Validity Test

The validity test was conducted to determine the ability of each questionnaire item to measure the research variables. The r-count values for each item were compared with the r-table value. Based on the formula $df = n - 2$, the degree of freedom obtained was $df = 98$, with an r-table value of 0.196 at a significance level of 0.05. The results of the validity test for Service Quality (X1), Price (X2), and Customer Satisfaction (Y) are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Service Quality (X1)	X1.1	0.689	0.196	Valid
	X1.2	0.800		
	X1.3	0.714		
	X1.4	0.770		
	X1.5	0.787		
	X1.6	0.701		
	X1.7	0.789		
	X1.8	0.741		
	X1.9	0.731		
	X1.10	0.808		
	X1.11	0.799		
	X1.12	0.741		
	X1.13	0.559		
	X1.14	0.653		
	X1.15	0.634		
Price (X2)	X2.1	0.669	0.196	Valid
	X2.2	0.778		
	X2.3	0.780		
	X2.4	0.804		
	X2.5	0.742		
	X2.6	0.728		
	X2.7	0.765		

	X2.8	0.769		
	X2.9	0.758		
	X2.10	0.703		
	X2.11	0.749		
	X2.12	0.318		
	X2.13	0.583		
	X2.14	0.726		
	X2.15	0.712		
Customer Satisfaction (Y)	Y.1	0.755	0.196	Valid
	Y.2	0.803		
	Y.3	0.757		
	Y.4	0.685		
	Y.5	0.777		
	Y.6	0.716		
	Y.7	0.811		
	Y.8	0.799		
	Y.9	0.753		
	Y.10	0.831		
	Y.11	0.772		
	Y.12	0.696		

Source: Processed Data, 2026

Based on the results of the validity test in Table 1, all items in the variables of Service Quality (X1), Price (X2), and Customer Satisfaction (Y) have r-counts greater than the r-table value of 0.196. Therefore, all items are declared valid and appropriate for use as research instruments.

Reliability Test

The reliability test was conducted to assess the consistency of the research instruments using the Cronbach's Alpha method. An instrument is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The results of the reliability test are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Service Quality (X1)	0.937	15	Reliable
Price (X2)	0.928	15	
Customer Satisfaction (Y)	0.934	12	

Source: Processed Data, 2026

Based on the results of the reliability test in Table 2, the variables of Service Quality (X1), Price (X2), and Customer Satisfaction (Y) have Cronbach's Alpha values greater than 0.60. Therefore, all instruments are declared reliable and suitable for use in the study.

Classical Assumption Test

Normality Test

The normality test was conducted to determine whether the research data are normally distributed using the Kolmogorov–Smirnov method through SPSS. The results of the normality test are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.077
Asymp.Sig.(2-tailed)	.148 ^c

Source: Processed Data, 2026

The results of the normality test in Table 3 show that the Asymp. Sig. (2-tailed) value is 0.148, which is greater than 0.05. Therefore, the research data are considered to be normally distributed

Linearity Test

The linearity test was conducted to determine the linear relationship between independent variables and the dependent variable using the Test for Linearity. A relationship is considered linear if the significance value of Linearity is < 0.05 and the Deviation from Linearity is > 0.05 . The test results are presented in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Customer Satisfaction * Service Quality	.000	.121	Linear
Customer Satisfaction * Price	.000	.142	

Source: Processed Data, 2026

The results of the linearity test in Table 4 show that the relationship between Service Quality (X1) and Price (X2) with Customer Satisfaction (Y) has a Sig. Linearity value of $0.000 < 0.05$, and Sig. Deviation from Linearity values of 0.121 and $0.142 > 0.05$, respectively. Therefore, both relationships are considered linear.

Multicollinearity Test

The multicollinearity test was conducted to determine the presence of correlations among independent variables in the regression model. The results of the multicollinearity test using SPSS are presented in Table 5.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
	Service Quality	.543	1.842
	Price	.543	1.842
a. Dependent Variable: Customer Satisfaction			

Source: Processed Data, 2026

Based on the results of the multicollinearity test in Table 5, the variables Service Quality (X1) and Price (X2) have VIF values of $1.842 < 10.00$ and Tolerance values of $0.543 > 0.10$. Therefore, the regression model does not experience multicollinearity problems.

Hypothesis Test

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to measure the effect of Service Quality (X1) and Price (X2) on Customer Satisfaction (Y), both partially and simultaneously. The results of the regression analysis using SPSS are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.044	.223		4.681	.000
	Service Quality	.390	.071	.454	5.464	.000
	Price	.368	.073	.418	5.027	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed Data, 2026

Based on the results of the multiple linear regression analysis in Table 6, the regression equation obtained is:

$$Y = 1.044 + 0.390X_1 + 0.368X_2$$

The equation can be explained as follows:

- 1) The constant value of 1.044 indicates that when Service Quality (X1) and Price (X2) are equal to zero, Customer Satisfaction (Y) is 1.044.
- 2) The coefficient of Service Quality (X1) of 0.390 indicates that every one-unit increase in X1 increases Customer Satisfaction by 0.390 units.
- 3) The coefficient of Price (X2) of 0.368 indicates that every one-unit increase in X2 increases Customer Satisfaction by 0.368 units.

Correlation Coefficient Analysis (R)

The correlation coefficient is used to measure the strength and direction of the relationship between variables using the Product Moment method. The test results are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.629	.40428

Predictors: (Constant), Price, Service Quality

Source: Processed Data, 2026

Based on the correlation analysis results in Table 7, the correlation value (R) of 0.798 indicates that the relationship between Service Quality and Price with Customer Satisfaction is in the strong category.

Determination Coefficient (R^2)

Based on the results of the coefficient of determination (R^2) test in Table 7, the R-Square value is 0.637. This value indicates that the variables Service Quality and Price are able to explain 63.7% of the variation in Customer Satisfaction. Meanwhile, 36.3% of the variation in Customer Satisfaction is explained by other factors outside the variables analyzed in this study.

Simultaneous Test (F Test)

The simultaneous test (F-test) was conducted to determine the joint effect of Service Quality (X1) and Price (X2) on Customer Satisfaction (Y). The test results using SPSS are presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	27.769	13.885	84.953	.000 ^b
Residual	15.854	.163		

Dependent Variable: Customer Satisfaction
Predictors: (Constant), Service Quality, Price

Source: Processed Data, 2026

Based on the results of the simultaneous test (F-test) in Table 8, the calculated F-value is 84.953 > F-table 3.09 and the significance value is 0.000 < 0.05. Based on these results, H_3 is accepted. Service Quality and Price simultaneously have a significant effect on Customer Satisfaction.

Partial Test (t Test)

The partial test (t-test) was conducted to determine the effect of each independent variable on the dependent variable separately. The test results using SPSS are presented in Table 9.

Table 9. Partial Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.044	.223		4.681	.000
	Service Quality	.390	.071	.454	5.464	.000
	Price	.368	.073	.418	5.027	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed Data, 2026

Based on Table 9, the results of the partial test can be explained as follows:

- 1) The Service Quality variable (X1) has a calculated t-value of 5.464 > t-table 1.660 and a significance value of 0.000 < 0.05. Therefore, H_1 is accepted,

indicating that Service Quality partially has a positive and significant effect on Customer Satisfaction.

- 2) The Price variable (X_2) has a calculated t-value of $5.027 > t\text{-table } 1.660$ and a significance value of $0.000 < 0.05$. Therefore, H_1 is accepted, indicating that Price partially has a positive and significant effect on Customer Satisfaction.

DISCUSSION

The Effect of Service Quality on Customer Satisfaction

The results of the partial test indicate that Service Quality has a positive and significant effect on Customer Satisfaction. This is evidenced by the regression coefficient value of 0.390, the calculated t-value of 5.464 which is greater than the t-table value of 1.660, and the significance value of 0.000 which is less than 0.05. Thus, H_1 is accepted. The positive regression coefficient indicates that an increase of one unit in Service Quality is followed by an increase of 0.390 units in Customer Satisfaction, assuming the Price variable remains constant. These results suggest that better service quality is associated with higher customer satisfaction. This finding is consistent with studies by Prayoga and Yuliantari (2023), Sholehuddin (2024), and Aisyah et al. (2022), which found that service quality has a positive and significant effect on customer satisfaction. However, this result differs from Camelia and Andriani (2024), who found that service quality does not have a significant effect on customer satisfaction.

The Effect of Price on Customer Satisfaction

The results of the partial test show that Price has a positive and significant effect on Customer Satisfaction. This is demonstrated by the regression coefficient value of 0.368, the calculated t-value of 5.027 which is greater than the t-table value of 1.660, and the significance value of 0.000 which is less than 0.05. Based on these results, H_2 is accepted. The positive regression coefficient indicates that every one-unit increase in the assessment of Price is followed by an increase of 0.368 units in Customer Satisfaction, assuming the Service Quality variable remains constant. These findings indicate that customers' perceptions of price are related to the level of satisfaction they experience. This study is consistent with the findings of Estamarinda et al. (2021) and Sobarudin et al. (2024), which state that price has a positive and significant effect on customer satisfaction. In contrast, this result differs from Wahidah and Rayuwanto (2023), who found that price does not have a significant effect on customer satisfaction.

The Effect of Service Quality and Price on Customer Satisfaction

The results of the simultaneous test indicate that Service Quality and Price jointly have a significant effect on Customer Satisfaction. This is shown by the calculated F-value of 84.953, which is greater than the F-table value of 3.09, and a significance value of 0.000 which is less than 0.05. Based on these results, H_3 is accepted. The correlation coefficient value of 0.798 indicates that the relationship between Service Quality and Price with Customer Satisfaction is strong. In addition, the coefficient of determination value of 0.637 shows that Service Quality and Price explain 63.7% of the variation in Customer Satisfaction, while the remaining 36.3% is explained by other factors not analyzed in this study. These results indicate that changes in Customer Satisfaction are not only associated with a single variable but are simultaneously related to Service

Quality and Price. This finding is consistent with studies by Wicaksono and Kusuma (2021), Prayoga and Yuliantari (2023), and Mapadang et al. (2024), which found that service quality and price simultaneously have a significant effect on customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this study, Service Quality has a positive and significant effect on Customer Satisfaction at Toko Debi in Teluk Keramat District, Sambas Regency. This is indicated by a regression coefficient of 0.390, a calculated t-value of 5.464 which is greater than the t-table value of 1.660, and a significance value of 0.000 which is less than 0.05. Thus, the better the service quality received by customers, the higher the level of customer satisfaction.

Price is also proven to have a positive and significant effect on Customer Satisfaction. This is shown by a regression coefficient of 0.368, a calculated t-value of 5.027 which is greater than the t-table value of 1.660, and a significance value of 0.000 which is less than 0.05. These findings indicate that customers' perceptions of price suitability and affordability are associated with increased customer satisfaction.

Simultaneously, Service Quality and Price have a significant effect on Customer Satisfaction, as indicated by a calculated F-value of 84.953 which is greater than the F-table value of 3.09 and a significance value of 0.000 which is less than 0.05. The correlation value of 0.798 indicates that the relationship between the two independent variables and Customer Satisfaction is strong. Meanwhile, the coefficient of determination value of 0.637 indicates that Service Quality and Price explain 63.7% of the variation in Customer Satisfaction, while the remaining 36.3% is explained by other factors not analyzed in this study.

FURTHER STUDY

This study is limited to examining Service Quality and Price as factors influencing Customer Satisfaction at Toko Debi in Teluk Keramat District, Sambas Regency. The coefficient of determination value of 0.637 indicates that these two variables explain 63.7% of Customer Satisfaction, while 36.3% is influenced by other factors outside the research model. Future studies may include other relevant variables such as product quality, promotion, location, store atmosphere, customer trust, ease of transaction, and customer loyalty. The scope of research can also be expanded by increasing the number of respondents, examining similar businesses in different regions, or applying qualitative or mixed-method approaches to obtain a more comprehensive understanding of the factors that shape customer satisfaction.

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