
THE IMPACT SERVICE QUALITY, CORPORATE IMAGE, PRICE PERCEPTION AND CUSTOMER VALUE TO CUSTOMER SATISFACTION

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ABSTRACT

The main purpose of this study is to develop a conceptual model of marketing about service quality, corporate image, price perception and customer value to customer satisfaction. Sampling technique based on isedental sampling. Samples were taken as many as 250 respondents in Indonesia. The data in this research is obtained by interview. Data collection using a combination of open questions and closed questions, given to respondents. The collected data is then analyzed by using Structural Equation Modeling (SEM). The findings of this study are the significant influence of service quality, corporate image, price perception and customer value to customer satisfaction.

Keywords: *service quality, corporate image, price perception, customer value, customer satisfaction*

1. INTRODUCTION

The rapid development of information technology (Berisha-shaqiri, 2015); (Leung & Buhalis, 2007), requires the company to provide the right solution and quickly according to customer needs, so that customers are satisfied and will survive subscription. Marketing is one of the main factors undertaken by the company to maintain its survival. Modern marketing (Olanrewaju & Deborah, 2016); (Olanrewaju & Deborah, 2016), the marketing paradigm has shifted, not only create transactions to achieve marketing success but the company also has to establish relationships with customers in a long time.

Companies engaged in the field of distribution in the profits no longer rely on sales volume alone, but must be oriented to long term satisfaction. (Mishra & Mishra, 2009), argued that the company should develop a company policy that includes marketing, sales, service, and technology that are all integrated in a harmonious work unity for the realization of customer value.

Customer needs (Majava, Nuottila, Haapasalo, & Law, 2014); (Azim et al., 2014) needs to be clearly identified, as part of product development (Savšek, Makovec, & Cerovšek, 2015); (Khalaf et al., 2015). The purpose of this study is to exceed customer expectations and not just to fulfill them. Therefore accurate information is needed what the needs and desires of customers on the basis of goods or services produced by the company. Thus the company can understand well the behavior of customers on target, and can formulate appropriate strategies and programs in order to take advantage of existing opportunities, connect with each customer and be able to outperform its competitors (Chang, Fernando, & Tripathy, 2015); (Varanavicius & Navikaite, 2015).

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Customer satisfaction (Quyét, Vinh, & Chang, 2015); (Fattah & Al-Azzam, 2015); (Felix, 2015), can be created by the way the company should be able to increase customer value. Customer value can be created through the quality of service provided by the company to its customers. The better the quality of service, the higher the value of customers to the company. The high quality of service can not be separated from the company's internal support, especially support from human resources.

Based on the above description of the problem can be formulated how to improve customer satisfaction?

2. LITERATURE REVIEW

2.1. Service Quality

Quality is the customer's assessment of the overall unity of service excellence (Ramseook-Munhurrin, 2010); (Shinde, 2015); (Suchánek, Richter, & Králová, 2015). If the service is perceived as expected, then the quality of service perceived good and satisfactory. Quality must start from customer needs and end in customer perception (Jahanshahi, Gashti, Mirdamadi, Nawaser, & Khaksar, 2011); (Mullins, Ahearne, Lam, & Hall, 2014). This means that a good quality image is unfounded by the service provider's perception, but based on customer perceptions (Nazri, Raji, & Zainal, 2016). Customer perception of service quality is a comprehensive assessment of the superiority of a service (Debasish & Dey, 2015); (Fattah & Al-Azzam, 2015).

Customer expectations (Gures, Arslan, & Yucel Tun, 2014); (Angelova, 2011) is the customer's belief before trying or buying a product, which are standardized in assessing product performance (Suchánek et al., 2015); (Gruber-muecke & Hofer, 2015).

Customer expectations are formed from several factors, among others, the shopping experience of the past, opinions of friends or relatives, information and company appointments (Ahmed, Rizwan, Ahmad, & Haq, 2014).

Services (Pomey, Hihat, Khalifa, & Lebel, 2015) is an action, process, and performance. Services defined by (Kankaew, 2013) as an action or performance that generates benefits to customers by generating a desired change for the benefit of the recipient. (Feng, Zhang, & Ye, 2015) say services are identifiable intangible activities, which has the main purpose of transactions designed to provide satisfaction for customers. (Sukati, Khiang, & Isnurhadi, 2015) services are any actions or deeds offered by a party to another party, is essentially intangible and produces no ownership. Product services are related to the product or not.

Quality of service (Quyét et al., 2015); (Phan & Nham, 2015) as the expected level of excellence and control over these levels of excellence to meet customer desires. There are two main factors that affect the quality of service, which is expected and accepted. Services are perceived in accordance with the expected, then the quality of services perceived good and satisfactory. Services are perceived to exceed the expected quality of services perceived as the ideal quality and if the perceived service is lower than expected then the quality of services perceived bad.

2.2. Corporate Image

Image is a psychological picture formed in the mind of the consumer resulting from many different stimuli to his senses. (Alhanjouri, 2011); (McManus, Muse, Surawy, Hackmann, & Williams, 2015) explained that the image is an important part to face competition in the corporate environment. All companies that succeed in building a pleasant image will be able to strengthen their identity in the eyes of other companies. When customers come to the company, then they have a picture of what they will experience based on previous experience of transacting with the company. Customer information in the past will be used as a basis to evaluate the image of a company. The information gained previously will be combined with his own experience which will ultimately determine the assessment of the company's image.

2.3. Price Perception

Price for consumers (Nazri et al., 2016); (Tweneboah-Koduah & Yuty Duweh Farley, 2015) is an important thing, because it is able to make customers from the industrial market to gain profit. Price (Šonková & Grabowska, 2015) is one of the decisive factors in the selection of goods / services related to customer satisfaction. When choosing among the goods / services that exist, the customer will evaluate the price in absolute terms, but by comparing several price standards as a reference to make a purchase transaction.

Price (Rothenberger, 2015) is the amount of money exchanged for a product, or the price is money spent by customers / consumers to benefit from the use of the product. Price (Rashmi & Krishnakumar, 2015) is the only element in the marketing mix that generates revenue, while other elements actually cost / burden. Price is also one of the most flexible elements of marketing mix. Unlike the characteristics and characteristics of the product, the price may change rapidly.

2.4. Customer Value

Values are the overall valuation of the customer to the product use value based on the perceptions of what is received and what is given (Studies, 2016); (Hamza, Sameer, & Aymen, 2014). Customer value is the buyer's perception of the perceived quality or profit to the product with the perceived sacrifice in the form of price (S. Wang & Dong, 2015). Customer value (Alshibly, 2014) is the perceived quality of the customer for the relative price of the purchased product. Value for customers can mean a low price, something consumers want in the product, quality earned by paying a certain price, or interpreted as something earned for something given. The value of the customer is the overall assessment of the customer based on their perception of the benefits received from a product on what they have given or sacrificed to get the product (Sanchez-Fernandez & Iniesta-Bonillo, 2007).

2.5. Customer satisfaction

Customer satisfaction (Fattah & Al-Azzam, 2015); (Alsayyed, Suifan, & Alawneh, 2015) become the focus of attention by all parties, good government, business people, consumers and so on. This is due to the better understanding of the concept of customer satisfaction as a strategy (Nuseir & Madanat, 2015) to win the competition in the business world. Customer satisfaction (Tweneboah-Koduah & Yuty Duweh Farley, 2015) is important for service providers, because the customer will disseminate his or her satisfaction to other potential customers, so it will raise the reputation of the service provider.

Many benefits received by the company with the achievement of a high level of customer satisfaction. A high level of customer satisfaction can increase customer loyalty and prevent customer turnover, reducing customer sensitivity to price, reduce the cost of marketing failure, reduce operating costs resulting from an increasing number of customers, increased advertising effectiveness, and increased business reputation (Yannopoulos, 2011).

3. INFLUENCE BETWEEN VARIABLES

3.1. The influence of service quality on customer satisfaction

Quality of service has a very close relationship with customer satisfaction (Angelova, 2011); (Alsayyed et al., 2015) that is, quality provides an impetus to the customer to engage in a strong relationship with the company. In the long term these ties allow the company to understand carefully the expectations of its customers and their needs. Thus, the company can increase customer satisfaction, which in turn customer satisfaction can create customer loyalty or loyalty to companies that provide satisfactory quality (Suchánek et al., 2015).

Service quality relationship with customer satisfaction can not be separated from the creativity of service company (Phan & Nham, 2015). To realize a quality service that leads to customer satisfaction, then the company is able to identify who the customer so that will be able to understand the level of perception and expectations of service quality. Customer satisfaction is the ratio between perception and customer expectation of perceived service (Qadri, 2015). On the basis of the above description can be proposed hypothesis
H1: there is a positive influence between the quality of service to customer satisfaction.

3.2. The influence of corporate image on customer satisfaction

Corporate image is the overall representation of perceptions of the company and is shaped from the past information and experience of the company (Angelova, 2011); (Brown & Dacin, 1997). Company-related impressions will increase as more customers experience working in a company or by increasingly hearing the company in communication strategies. A company is a set of associations, usually strung together in useful form. The study of company image has a significant effect on customer satisfaction (Zhang, 2015). In addition, the statement is also supported by the results of the study (Rahayu, 2015) which shows the influence of corporate image to customer satisfaction. Employees of a company must maintain a good corporate image. A good corporate image will facilitate customers in recognizing a company and allows to cooperate with the company's produk so that eventually the company will earn a larger profit (M. Laroche et al., 2001). Based on empirical studies above it is proposed the following research hypothesis H2: there is a positive influence between corporate image on customer satisfaction.

3.3. The influence of price perception on customer satisfaction

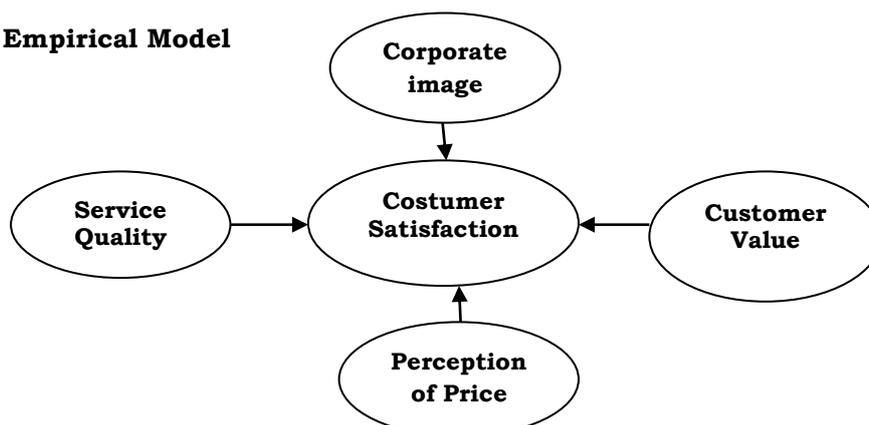
Price by customer (Tweneboah-Koduah & Yuty Duweh Farley, 2015), is often used as an indicator of value when the price is associated with perceived benefits of a good or service. At a certain price level, if the perceived benefits increase, then the value will increase as well (Zhang, 2015). If the perceived value of customers is higher, it will create maximum customer satisfaction (Asgarpour, Hamid, Sulaiman, & Asgari, 2015); (Alsayed et al., 2015). Indicators of valuation can be seen from the suitability of a sacrifice of the customer to the value it receives after making a purchase, and that's where the customer will perceive from the product or service (Hemayatkar & Mohammadi, 2015); (M. Wang, Lu, Chi, & Shi, 2015). Positive perceptions are the result of a sense of satisfaction with a purchase it does, whereas a negative perception is a form of customer dissatisfaction with the product or service it buys (Juhana, Manik, Febrinella, & Sidharta, 2015). On the basis of the above description can be proposed hypothesis H3: there is a positive influence between perceptions of prices on customer satisfaction.

3.4. The influence of customer value on customer satisfaction

A product has a high value in the eyes of the customer if able to provide the quality, benefits and sacrifice as minimum as possible (Ivanauskienė, Auruškevičienė, Skudienė, & Nedzinskas, 2012); (Walter, Mueler, & Helfert, 2000). The better the value for customers given by the company, the more satisfied the customer will be with the product (Qadri, 2015). This means that customer value has a positive and significant impact on customer satisfaction (Odunlami & Matthew, 2015); (Al-Tit, 2015). Product value indicator as the largest variable value meter for the customer compared to the service value indicator (Suchánek et al., 2015). This means that the product value indicator is more dominant as a measure of variable value for the customer (Zauner, Koller, Hatak, & Walla, 2015). Customer satisfaction variable is influenced by value variable for customer especially indicator of product value according to research (Al-Tit, 2015; Stranjancevic & Bulatovic, 2015). The results of this study support and prove a positive and significant relationship between value for customers and customer satisfaction (Koupai, Alipourdarvish, & Sardar, 2015; Nuseir & Madanat, 2015). Based on the above description, hypothesis 4 is proposed as follows: H4: Customer Value positively affects Customer Satisfaction.

The description above can be made an empirical model as shown in Figure 1.1 below.

Figure 1.1: Empirical Model



4. RESEARCH METHODS

The population in this study is the entire population in all parts of Indonesia. Sampling using non-random sampling method with non probability sampling technique by isedental sampling, meaning the determination of the sample by chance, ie anyone who accidentally encountered will be the respondent. Analyzer used AMOS version 5.

Hair et al (1995) the ideal number of samples for SEM is between 100-200, so in this study the sample used as much as 125 respondents.

5. FINDINGS

The next step of data analysis using AMOS 5.0. Results of data processing shown in Figure 1. Figure 1 explains that the model of structural equation modeling (SEM), the variable can be declared to fit the full model, this is evident from the feasibility of test values as shown in the following table. Table 1, the model hypothesis test shows that the model corresponds to the data or fit for the data used in this study, as seen from the significance level (P) of chi-square for the model (147,956), the index TLI, GFI, Cmin / DF, AGFI and RMSEA are within the expected range of values. Thus the full model hypothesis test shows that this model is in accordance with the data or fit for the data used in this study.

**Table 1. Structural Equation Model Test Results
Goodness of Fit Index Modified Structural Equation Model**

Goodness of Fit Index	Cut off Value	Results of analysis	Information
Chi Square (χ^2)	χ^2 dengan df :125 ; p : 5% = 174,234	168,345	Diharapkan
Significant Probability (p-value)	$\geq 0,05$	0,056	Good fit
CMIN/df	$\leq 2,00$	0,932	Good fit
RMSEA	$\leq 0,08$	0,031	Good fit
GFI	$\geq 0,90$	0,905	Good fit
AGFI	$\geq 0,90$	0,902	Good fit
TLI	$\geq 0,90$	0,911	Good fit
CFI	$\geq 0,90$	0,921	Good fit

The measurement results have met the criteria of goodness of fit. Furthermore, based on the fit model then tested four (4) proposed hypothesis. Regression coefficient values of causality relationship and t value arithmetic seen in CR value (critical ratio), as follows:

**Tabel 2. Hasil Regression Weights Analisis Struktural Equation Modeling
Regression Weights: (Group number 1 - Default model)**

		Estimate	S.E.	C.R.	P	Label
Service Quality	<--- Customer Satisfaction	,734	,602	10,750	***	par_12
Corporate Image	<--- Customer Satisfaction	,539	,612	4,647	,032	par_13
Price Perception	<--- Customer Satisfaction	,461	,706	4,223	,021	par_14
Customer Value	<--- Customer Satisfaction	,652	,591	3,768	***	par_15

6. DISCUSSION

H1 : There is significant influence between Service Quality to Customer Satisfaction. Parameter estimation 0,734, with value of CR = 10,750 or C.R> 2,00 with significance level 0,05 (5%), also proved probability value <0,05. Thus hypothesis 1 is acceptable. This supports research (Angelova, 2011); (Alsayed et al., 2015); (Suchánek et al., 2015), found that Service quality has a positive and significant impact on Customer satisfaction. This means that the quality of service has been considered good by the customer with empathy factor as the dominant indicator of the latent variable that has the highest standardized loading factor value among other indicators of the variable of customer service quality always get special attention from the employee, besides it is considered to have convenient operational hours for all customers , prioritizing customer needs, as well as understanding customer needs. The reliability factor has the second largest loading factor value after empathy. always keep the promise, always ready to solve customer problems, the services provided are also appropriate, in accordance with the time specified, and services provided free of errors. Responsiveness is considered good, where the company always tell when exactly the service will be given to customers, employees serve quickly, always willing to provide information, and always ready to respond to customer demand. Assurance are considered good, where the behavior of trustworthy employees, customers feel secure transactions, employees are always polite, and employees are able to answer customer questions. The dimension that has the lowest value among other dimensions in the service quality variable is the guarantee. For physical evidence, it is generally considered modern, visually appealing, and neat.

H2 : There is significant influence between Corporate Image to Customer Satisfaction. Parameter estimation 0,539, with value of CR = 4,647 or C.R> 2,00 with significance level 0,05 (5%), also proved probability value <0,05. Hence hypothesis 2 is acceptable. This supports research (Angelova, 2011; Brown & Dacin, 1997; Zhang, 2015) found that Corporate Image has a positive and significant influence on Customer Satisfaction. This means that the reputation factor as an indicator of the latent variable that has the value of the largest standardized loading factor among other indicators of the satisfaction variable gives a positive contribution to customer satisfaction. Customers are satisfied that the company's reputation is good, evident from indicators such as high levels of trust, high performance levels, business ethics, and good reputation in the eyes of customers. Personality factors also have a high contribution to the formation of customer satisfaction. Customers consider the company to be responsible to the customer, perform well, have a social responsibility, and customers have a high level of confidence. Value factor have positive and significant effect to customer satisfaction. Customers feel perusahaan management cares for customers, society, the environment, and is known as a company that rewards employees. Corporate image factors have a positive and significant impact on customer satisfaction, where customers assume that the company is attractive.

H3 : There is a significant influence between Price Perception on Customer Satisfaction. Parameter estimation 0,461, with value of CR = 4,223 or C.R> 2,00 with significance level 0,05 (5%), also proved probability value <0,05. Thus hypothesis 3 is acceptable. This supports research (Hemayatkar & Mohammadi, 2015); (M. Wang et al., 2015); (Asgarpour et al., 2015); (Alsayed et al., 2015). Positive perception is the result of the satisfaction of a purchase that didny found that Price Perception has a positive and significant impact on Customer Satisfaction. This means that customer satisfaction is influenced by the perception of the price. When consumers consider the price of a product or service in accordance with the benefits obtained then it will provide satisfaction. Price is an important part of the marketing process because it is included in the marketing mix.

H4 : There is significant influence between Customer Value to Customer Satisfaction. Estimated parameter 0,652 with value CR = 3,768 or C.R> 2,00 with significance level 0,05 (5%), also proved probability value <0,05. Thus hypothesis 4 is acceptable. This

supports research (Ivanauskienė et al., 2012); (Walter et al., 2000). This means that customer value becomes an important priority, this is in accordance with the opinion of some experts. The concept of customer value indicates a strong relationship to customer satisfaction (Walter et al., 2000), describes the customer's evaluative judgment about the products they consume. The value customers want is formed when they shape the perception of how well a product is played in a usage situation. The value received may lead directly to the formation of overall feelings of satisfaction. Overall satisfaction is the customer's feelings in response to the evaluation of one or more consumer experiences in the use of a service.

7. RECOMMENDATION

Based on the results of research then there are some things that can be suggested, namely: First, the Company improves the quality of services, particularly those relating to the dimensions of physical evidence, in the form of materials related to services such as pamphlets and reports to be designed and styled more attractively; dimensions of assurance, employees behave reliably; dimension of responsiveness, employees are always ready to respond to customer demand; dimensions of reliability, striving for services provided error-free; empathy, giving individual attention to customers.

Second, improve the company image, starting from the dimension of corporate identity, company logo adjusted with the slogan; dimensions of value, the company further raises awareness to the public; dimensional personality, the company should be able to increase customer confidence in the company; dimensional reputation, the company should be more trustworthy.

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