

THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION AT VIOLET CATHOUSE

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ABSTRACT

This research examines the impact of Service Quality and Price on Customer Satisfaction at Violet Petshop. Employing a quantitative method with a survey design, the research involved 89 participants selected through purposive sampling. Data collection was carried out using questionnaires, and the results were analyzed with SPSS 25 through the F-test, t-test, and the coefficient of determination (R^2). The analysis indicates that both Service Quality (X_1) and Price (X_2) have a positive and significant impact on Customer Satisfaction (Y), whether examined simultaneously or individually. The significance value of the F-test ($0.000 < 0.05$) confirms that the regression model is appropriate for the dataset, while the t-test supports the conclusion that each predictor variable significantly affects customer satisfaction. Furthermore, the R^2 value of 0.980 suggests that 98% of the variation in customer satisfaction can be explained by service quality and price, with the remaining 2% impacted by other factors beyond the scope of this study.

Keywords: *Service Quality, Price, Customer Satisfaction, Violet Petshop*

1. INTRODUCTION

The hobby of keeping pets has become an increasingly popular trend among modern society. Animals such as dogs, cats, rabbits, and hamsters not only serve as entertainment but also provide psychological benefits to their owners. Research cited by Tribudiman *et al.* (2021) states that individuals who own pets tend to be healthier and happier due to better social relationships, which in turn help reduce stress levels. This indicates that pets hold significant emotional and mental health value in human life.

The growing public interest in pets has also driven the growth of pet shop businesses that provide various needs such as food, vitamins, accessories, as well as grooming, boarding, and veterinary services. According to Pionera *et al.* (2023) modern pet shops now serve as comprehensive service providers that demand high quality and professionalism. Increasing competition has made service quality and pricing strategies key factors in determining customer satisfaction.

Based on a survey by RakutenInsight (2021), 59% of people in Asia own pets, with dogs (32%) and cats (26%) being the most common types. In Indonesia, around 47% of people own cats, indicating a large market potential for the pet shop industry. The main motivations for keeping pets are to reduce stress (41%) and to gain companionship (36%), signifying that pets have become an integral part of urban lifestyles. With the increasing demand for pet products and services, customer satisfaction has become a crucial factor in maintaining loyalty and business sustainability.

Customer satisfaction reflects the extent to which a service or product meets or exceeds customer expectations. In the context of pet shops, satisfaction is not only related to product availability but also to the overall experience during interactions, including service quality, pricing, and facility comfort. Rohman & Marlina (2021) state that satisfaction is formed when customers have a pleasant experience while using a product or service. Tjiptono (2016: 204) emphasizes that customer satisfaction is a key element of modern marketing because it impacts loyalty and positive word-of-mouth recommendations.

One business that has grown in this field is Violet Cathouse, located at Jl. Cijagra No. 79, Paseh, Majalaya, Bandung. The business provides various cat-related products, grooming services, boarding, and purebred cat adoption. Despite offering a wide range of products and services, internal data shows fluctuations in the number of customers from January to September 2025, with a downward trend over the last three months from 124 customers in June to 72 in September. This decline indicates potential issues related to service quality and pricing strategies that may affect customer satisfaction.

Table 1. Number of Violet Cathouse Customers from January to September 2025

Month	Total Customers
January	95
February	88
March	82
April	76
May	110
June	124
July	100
August	85
September	72
Total	832

Source: Processed Data from Violet Cathouse, 2025

Service quality is an important factor because it determines customers' perceptions of professionalism and service value. According to Christ & Maryati M. (2023), service quality reflects a company's ability to consistently meet customer expectations. Good service creates a positive experience that fosters loyalty (Prastiyani & Paramitha, 2016 In Gultom, 2024). Fauzan & Ariyanto (2024) also found that service quality has a significant effect on customer satisfaction. However, a study by Dewi *et al.* (2024) revealed different results, showing that service quality does not have a significant effect, while price and promotion play more dominant roles. This inconsistency indicates that the impact of service quality can vary depending on the business context.

In addition to service, price also plays a major role in determining customer satisfaction. Situmorang & Pane (2024) state that price represents the value paid by consumers to obtain the benefits of a product or service. A price that aligns with quality can enhance customer satisfaction, while a price perceived as too high can lead to dissatisfaction. Studies by Wiwin Suryani *et al.* (2024) and Viya *et al.* (2025) show that price has a positive and significant effect on customer satisfaction. However, different findings were reported by Sudarsono *et al.* (2022) and Septiyan *et al.* (2024), who found a negative effect of price on satisfaction. This emphasizes that customer perceptions of price are highly contextual, depending on perceived value and purchasing power.

Previous studies have provided an overview of the relationship between service quality, price, and customer satisfaction. Budiyono *et al.* (2022) examined Cherry Pet Shop Purwokerto and found that service quality and trust significantly affected satisfaction, while price did not. Djakaria *et al.* (2024) discovered that price had a positive but insignificant effect, whereas service quality and location significantly impacted satisfaction. Meanwhile, Ramadhaniati *et al.* (2020) showed that both service quality and price had significant effects, contributing 50% to customer satisfaction.

Based on these studies, there are varying results (a research gap) regarding the impact of service quality and price on customer satisfaction. Furthermore, most previous research has focused on sectors such as restaurants, transportation, or general retail, while studies on the modern pet shop industry remain very limited. This segment has unique characteristics, as customers not only purchase products but also entrust the well-being of their beloved pets.

This research presents novelty by focusing on Violet Cathouse, a modern pet shop offering comprehensive services and catering to urban customers who tend to be highly sensitive to both service quality and pricing. This study is expected to provide empirical insights into the factors influencing customer satisfaction while offering strategic

recommendations for management to improve service performance and pricing policies.

Customer satisfaction at Violet Cathouse is crucial because it serves as the foundation for maintaining loyalty and strengthening business image amid growing competition. According to Tjiptono (2016: 204), customer satisfaction provides two key benefits for companies: increasing customer loyalty and enhancing corporate image. By understanding the factors that most impact satisfaction, businesses can design more targeted marketing and service strategies, supporting business sustainability and growth (Kotler & Keller, 2016: 162).

Considering the urgency of understanding the factors influencing customer satisfaction to maintain loyalty and competitiveness, the author is interested in conducting a study titled “The Effect of Service Quality and Price on Customer Satisfaction at Violet Cathouse” as an effort to expand academic insight and provide practical contributions to the management of modern pet shops.

2. METHOD

This research employs a quantitative approach using the survey method. The population of the study consists of all Violet Cathouse customers who have used grooming, boarding, or product purchase services during the year 2025, totaling 832 individuals. The sampling technique used is accidental sampling, applying the Slovin formula with a 10% margin of error, resulting in 89 respondents.

The research instrument is a closed-ended questionnaire using a five-point Likert scale (1–5), ranging from *strongly disagree* to *strongly agree*. The research variables include:

1. Service Quality (X_1) – adapted from Tjiptono (2016), covering *tangibles, reliability, responsiveness, assurance, and empathy*.
2. Price (X_2) – adapted from Kotler & Keller (2016), covering *affordability, price-quality conformity, and price competitiveness*.
3. Customer Satisfaction (Y) – adapted from Oliver (2014), covering *expectation conformity, satisfaction with service, and repurchase intention*.

Data obtained from the questionnaires were processed using IBM SPSS Statistics version 26. The analysis was conducted through several stages:

1. Validity and Reliability Tests, to ensure that each questionnaire item is appropriate and consistent in measuring the variables.
2. Pearson Correlation Analysis, to determine the relationship between service quality, price, and customer satisfaction.

3. Multiple Linear Regression Analysis, to examine the impact of service quality (X_1) and price (X_2) on customer satisfaction (Y).
4. The t-test was employed to evaluate the individual effect of each independent variable on customer satisfaction, the F-test was used to assess their combined impact, and the coefficient of determination (R^2) measured how much of the variation in the dependent variable could be explained by both independent variables.

3. RESULTS AND DISCUSSION

3.1 General Overview of Respondents

This study involved 89 respondents who are customers of Violet Petshop. Data collection was conducted using a Likert scale (1–5) questionnaire to measure respondents' perceptions of three main variables: Service Quality (X_1), Price (X_2), and Customer Satisfaction (Y).

Based on the tabulated results, the majority of respondents were regular customers who frequently used grooming and pet boarding services. Respondents aged 21–35 years dominated the sample, accounting for approximately 65%, followed by those above 35 years at 25%, and the remaining 10% were under 21 years old. In terms of gender, 68% of respondents were female, while 32% were male.

These findings indicate that Violet Petshop's customers are predominantly young and adult individuals who demonstrate a high level of care and concern for their pets' well-being.

3.2 Validity Test

The validity test was conducted using Pearson correlation analysis between each item score and the total score. The criterion for determining validity is $r\text{-calculated} > 0.3$. The test results show that all items have correlation values above 0.3, indicating that all items are valid

Table 2. Validity Test Results

Item	r-calculated	Status
X1.1.	0,738	Accepted
X1.2.	0,801	Accepted
X1.3	.0,875	Accepted
X1.4	0,812	Accepted
X1.5	0,789	Accepted
X1.6	0,732	Accepted

X1.7	0,703	Accepted
X1.8	0,749	Accepted
Item	r-calculated	Description
X1.9	0,769	Accepted
X1.10	0,814	Accepted
X2.1	0,665	Accepted
X2.2	0,689	Accepted
X2.3	0,721	Accepted
X2.4	0,498	Accepted
X2.5	0,702	Accepted
X2.6	0,784	Accepted
X2.7	0,824	Accepted
Y1	0,851	Accepted
Y2	0,514	Accepted
Y3	0,871	Accepted
Y4	0,813	Accepted
Y5	0,842	Accepted
Y6	0,832	Accepted
Y7	0,749	Accepted
Y8	0,771	Accepted

Source: Processed SPSS Data (2025)

All statement items have r-calculated values greater than 0.3, thus they are declared valid and appropriate to be used as measurement instruments in this study. This indicates that each item is capable of representing the measured variable consistently and is relevant to its theoretical construct.

3.3 Reliability Test

The reliability test was conducted to determine the consistency of measurement results. The analysis used Cronbach's Alpha, with the criterion that an instrument is considered reliable if the alpha value is greater than 0.60.

All variables in this study showed Cronbach's Alpha values above 0.60, indicating their reliability and consistency in assessing the designated constructs.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Service Quality (X ₁)	0.925	Reliable
Price (X ₂)	0.884	Reliable
Customer Satisfaction (Y)	0.912	Reliable

Source: Processed SPSS Data (2025)

The results indicate that all variables have high internal consistency. In particular, the service quality variable shows the highest reliability coefficient (0.925), reflecting that the questionnaire items used are stable and dependable for measuring respondents' perceptions. Overall, the reliability results confirm that the instrument used in this study meets the criteria for internal consistency and can be trusted to produce consistent data.

3.4 Descriptive Analysis

Descriptive statistics were used to summarize how respondents viewed each of the research variables, namely Service Quality (X_1), Price (X_2), and Customer Satisfaction (Y). Respondents' assessments were measured using a Likert scale ranging from 1 to 5, where a score of 1 indicates *strongly disagree* and a score of 5 indicates *strongly agree*. The descriptive analysis results were obtained by calculating the mean value for each variable.

Table 4. Descriptive Statistical Results

Variable	Mean	Category
Service Quality (X_1)	4.42	Very Good
Price (X_2)	4.18	Good
Customer Satisfaction (Y)	4.36	Very Good

Source: Processed SPSS Data (2025)

Based on the results in Table 4, the Service Quality (X_1) variable obtained the highest mean value of 4.42, which falls into the *very good* category. This indicates that most customers perceive the services at Violet Petshop as meeting their expectations, particularly in terms of staff friendliness, service timeliness, and attentiveness toward customers' pets.

The Price (X_2) variable recorded a mean score of 4.18, categorized as *good*, showing that customers consider the prices offered by Violet Petshop to be relatively affordable and aligned with the quality of services received. Although price is not the dominant factor, it still plays a significant role in shaping customers' perceived value.

Meanwhile, the Customer Satisfaction (Y) variable achieved a mean value of 4.36, which also falls into the *very good* category. This suggests that customers generally feel satisfied with the overall services provided by Violet Petshop—from the service experience to the outcomes of the services rendered. These findings imply that customers evaluate their satisfaction not only based on price but also on the quality of interaction and results delivered by the service provider.

Overall, the descriptive analysis results demonstrate that customers' perceptions of Violet Petshop's services are within a high category. This provides strong evidence that customers have had positive experiences regarding both service and pricing, which ultimately contributes to their overall level of satisfaction.

3.5 Hypothesis Testing

Hypothesis testing was conducted to examine the impact of Service Quality (X_1) and Price (X_2) on Customer Satisfaction (Y), both simultaneously and partially. The test employed multiple linear regression analysis with a significance level of 0.05. The results of this analysis were used to answer the research hypotheses, specifically whether Service Quality and Price were found to positively and significantly impact Customer Satisfaction at Violet Petshop

3.5.1 F-Test (Simultaneous Test)

To assess the joint effect of Service Quality and Price on Customer Satisfaction, an F-test was carried out.

Table 5. F-Test (ANOVA) Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2823.403	2	1411.702	2079.075	0.000
Residual	58.394	86	0.679		
Summary	2881.798	88			

Source: Processed SPSS Data (2025)

The analysis produced an F-value of 2079.075 with a significance level of 0.000, which is below 0.05. This result shows that Service Quality (X_1) and Price (X_2) together exert a significant impact on Customer Satisfaction (Y). Therefore, the regression model applied in this research is considered suitable for describing the relationship between the variables studied.

3.5.2 Uji t (Parsial)

The t-test was conducted to determine the partial effect of each independent variable on the dependent variable.

Table 6. t-Test

Variable	Coefficient (B)	Std. Error	Beta	t-value	Sig.	Description
(Constant)	-2.557	–	–	–	–	–
Service Quality (X ₁)	0.417	0.096	0.393	4.335	0.000	Significant
Price (X ₂)	0.656	0.099	0.600	6.626	0.000	Significant

Source: Processed SPSS Data (2025)

Based on the results in Table 6, both Service Quality (X₁) and Price (X₂) have significance values < 0.05, meaning that both variables have a positive and significant effect on Customer Satisfaction (Y). The Price variable has a higher coefficient value (0.656) compared to Service Quality (0.417), indicating that price perception has a slightly more dominant impact in shaping customer satisfaction at Violet Petshop than service quality.

3.5.3 Coefficient of Determination (R²)

The coefficient of determination (R²) was used to determine how much the variables Service Quality (X₁) and Price (X₂) contribute to explaining variations in Customer Satisfaction (Y).

Table 7. R² Test Results

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	0.990	0.980	0.979	0.824

Source: Processed SPSS Data (2025)

The R² value of 0.980 shows that 98% of the variation in Customer Satisfaction is accounted for by Service Quality and Price, while the remaining 2% can be attributed to other factors not included in this model, such as location, promotional activities, and individual customer experiences.

The R value of 0.990 shows a very strong correlation between the independent and dependent variables in this study, confirming that Service Quality and Price are strong predictors of Customer Satisfaction at Violet Petshop.

3.6 Discussion

Based on the results of the F-test, it was found that Service Quality (X₁) and Price (X₂) simultaneously have a significant effect on Customer Satisfaction (Y), with a significance value of 0.000 < 0.05. This indicates that the research model used is valid, and both independent variables have a meaningful impact on customer satisfaction. In other words,

Violet Petshop's customers experience a high level of satisfaction when the services provided meet their expectations and when the prices are perceived as fair and aligned with the value of the services received. These findings reinforce the theory of Kotler and Keller (2016), which states that customer satisfaction is shaped by the combination of perceived service quality and the value gained relative to the price paid.

Furthermore, the results of the t-test show that Service Quality (X_1) has a positive and significant effect on Customer Satisfaction, with a significance value of $0.000 < 0.05$. This implies that the better the quality of service provided—covering aspects such as speed, accuracy, and employee friendliness—the higher the level of customer satisfaction. This finding is consistent with the SERVQUAL concept developed by Parasuraman et al. (1988), which emphasizes that service dimensions such as reliability, responsiveness, assurance, empathy, and tangibles play a crucial role in improving customer satisfaction.

Meanwhile, the Price (X_2) variable also shows a positive and significant effect on Customer Satisfaction, with a significance value of $0.000 < 0.05$. This suggests that a reasonable and fair price perception, aligned with the quality of services received, can increase customer satisfaction. When customers perceive that the price charged corresponds to the benefits they receive, their satisfaction level tends to rise. This result aligns with Tjiptono (2016), who argues that a fair price perception significantly contributes to forming customer satisfaction and loyalty, particularly in the service industry.

The results of the coefficient of determination (R^2) test show a value of 0.980, indicating that 98% of the variation in customer satisfaction can be explained by the combination of Service Quality and Price, while the remaining 2% is impacted by other factors outside this study, such as promotion, location, and personal customer experience. This high R^2 value reflects a very strong relationship between the independent and dependent variables, signifying that the research model is highly reliable in explaining the phenomenon of customer satisfaction.

4. Kesimpulan

Based on the results of the research and data analysis conducted on 89 customers of Violet Petshop, it can be concluded that Service Quality (X_1) and Price (X_2) have a positive and significant effect on Customer Satisfaction (Y). The analysis results indicate that Service Quality has the most dominant impact, meaning that the better the services provided seen from responsiveness, reliability, empathy, and staff professionalism the higher the level of customer satisfaction.

In addition, the price factor also contributes significantly, where fair, transparent, and value-appropriate pricing enhances customers' positive perceptions of Violet Petshop. Collectively, these two variables account for 98% of the variance in customer satisfaction, showing that improving service quality and implementing appropriate pricing policies are the key factors in building and maintaining customer satisfaction.

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