

The Effect of Price and Service Quality on Customer Satisfaction of PT Showbitz Mitra Utama *Event Organizer* in Medan City

Syafika Husnia¹, Jenny Sari Tarigan²

¹ Politeknik Negeri Medan, Indonesia; syafikahusnia27@gmail.com

² Politeknik Negeri Medan, Indonesia; jennysaritarigan@polmed.ac.id

ARTICLE INFO

Keywords:

price;
service quality;
customer satisfaction

Article history:

Received 2025-08-11

Revised 2025-09-13

Accepted 2025-10-31

ABSTRACT

Every company has a goal to win the competition and maximize company profits by attracting consumer interest from the suitability of the price set proportional to what will be given to the company and the quality of service that matches customer expectations or expectations. In other words, there are two main factors that affect service quality, namely expected service and perceived service. This study aims to determine how the effect of price and service quality on customer satisfaction of PT Showbitz Mitra Utama event organizer services. This type of research is quantitative with the data sources used, namely literature study and distributing questionnaires. The sample in this study were 35 respondents with saturated sampling technique. The data analysis technique used in this research is multiple linear regression with partial data hypothesis testing (t test), simultaneous test (F test) and the coefficient of determination using SPSS version 25. From the results of the t test, it shows that price and service quality partially have a positive and significant effect on customer satisfaction for event organizer services. The results of the F test show that price and service quality simultaneously have a positive and significant effect on customer satisfaction of event organizer service users. The Adjusted R Square (R²) results show that price and service quality are able to influence customer satisfaction of event organizer service users by 53.6% and the remaining 46.4% can be explained by factors not examined in this study such as promotional variables, promotional variables, location, facilities, company image, personal selling, product variations and so on which are not examined in this study.

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Corresponding Author:

Syafika Husnia

Politeknik Negeri Medan, Indonesia; syafikahusnia27@gmail.com

1. INTRODUCTION

MICE (*Meeting, Incentive, Convention & Exhibition*) is a service activity engaged in the tourism industry sector in organizing events where many people are involved to achieve the same goal. The growth of the MICE industry is growing very rapidly with many event activities held on a small and large scale and on a national and international scale.

Everyone has a desire that must be fulfilled to fulfill their desire for a product or service, seeing the development of increasingly advanced technology and technological developments can help people in their daily lives to be easier and encourage those who have a service business to take advantage of this opportunity. Opening opportunities for service companies in the creative industry, namely event organizers.

Event Organizer (EO) is currently a service business that is widely pursued and in demand, this service has been widely used by prospective clients from organizations, companies, to individuals to help them in creating an event, and assisting clients in formulating event concepts, determining themes, and preparing schedules and budgets that suit the needs and goals of the event.

This situation requires event organizer service companies to establish and implement the right strategy to be able to run well in meeting their marketing objectives and maintain their company's existence in the market of the company's efforts to market a product, be it goods or services, by using a planned pattern and certain tactics to be different from competing companies so that the number of sales becomes higher. Marketing strategy has an important role in a company because it serves to determine the economic value of the company. For this reason, the company must have a strong marketing strategy in meeting the strategic objectives that must be carried out in an effort to achieve the company's targets, especially the services created by the company, a strategy that is carried out to increase sales by combining various marketing activities at one time. One of the main factors in determining the success of achieving the goals of marketing activities is determining the marketing mix. This determination is directly related to the operation steps. So that if the marketing mix set by the company will fail to achieve its operating goals.

The several aspects of the marketing mix consist of 4 (four), namely: Product, Promotion, Price, and Distribution. In this study, the components used are Price and Service Quality as factors used in this study.

The price factor is part of the marketing mix and is a factor that is considered attractive to consumers in determining the decision to use a service. Proper pricing can affect the services that the company is able to sell. Usually, demand and price are inversely proportional, that is, the higher the price, the lower the demand for a service.

According to Kotler and Armstrong (2019:345), price is the amount of money paid to obtain a product or service, while Indrasari (2019:35) refers to price as the value of goods or services expressed in money. Tjiptono (2018:298) explained that pricing can be based on demand, costs, profits, and competition. Kotler and Armstrong in Napitupulu et al. (2021:94) state that pricing strategies are adjusted to market characteristics through approaches such as geographic pricing, price rebates, price discrimination, product mix, and promotional prices (Kotler & Armstrong, 2018:91). In addition to pursuing profits, the purpose of pricing is also to attract and maintain market share, increase ROI, maintain price stability, and ensure the sustainability of the company (Napitupulu et al., 2021:119).

Service quality is a dynamic aspect that is closely related to products, services, personnel, processes, and the environment where quality evaluation occurs during the provision of such services. Assessment of service quality can be done by comparing consumers' perception of the services they receive with their expectations or desires for the services provided by a company. According to Nangoi in Linda (2019), service quality is influenced by leadership, teamwork, technology, and employee job

satisfaction. Meanwhile, Kotler (2020:66) stated that the quality of service is determined by ease of access, effective communication, employee competence and politeness, credibility, reliability, security, responsiveness, physical proof of service, and the ability to understand customer needs.

According to Ramadhini (2022:23), prices and service quality that are in accordance with customer preferences will increase satisfaction and affect the company's profits. According to Kotler (2024:138), customer satisfaction is the feeling of being happy or disappointed due to the comparison between the performance of a product or service and customer expectations.

With good service quality, customers will get goods and services to meet their needs. Good quality is very important in an event organizer company so that customers will like the service provided if the customer is satisfied, then the customer will return to use the company's services and become a loyal customer, they will tell their experience to others so that the event organizer company will benefit from that condition.

On the other hand, if the customer feels dissatisfied, then the customer will tell the customer about his disappointing experience to the potential consumer.

PT Showbitz Mitra Utama Event Organizer serves a variety of event services including, Ceremonial Event, Corporate Regular Program, Corporate/Staff/Family Gathering, Outbond, Launcing Product, Music Show, MICE Event, Wedding Planner, Roadshow Program, Hard Selling, Sampling/Selling Product, Branding Product, sports competitions and other activities with various product backgrounds desired by customers. The main concentration of PT Showbitz Mitra Utama Event Organizer in carrying out events is in the field of MICE.

Based on the data, it is explained that there are 35 event organizer service users as well as several companies that place reapeat orders by the same customer, customers who make reapeat orders consist of individual clients with special event engagement and wedding reception categories, namely: Icha & Ayub and companies with organizational event categories, namely: IHGMA, Bank Indonesia, PT Pelindo, North Sumatra Government, State Polytechnic of Tourism and Cooperative Culture Medan.

Based on several previous studies, there are a number of differences with this study. The research of Eriana and Handoko (2021) used three independent variables with differences in personal selling variables that were not used in this study. Rakhmayanti's research (2021) has four independent variables with differences in the variables of location, promotion, and consumer purchase decisions. Furthermore, Mahmudin's (2022) research uses the same independent variable, but has differences in the research object. Umulia's research (2022) also has two independent, but different variables in the object studied. Meanwhile, Haryoko's (2022) research has the same variables as this study, but still has differences in the object of research.

So in this study, the author wants to find out whether the variables of price and service quality are variables that can affect customer satisfaction of PT Showbitz Mitra Utama Event Organizer.

From the explanation above, the author is interested in conducting research with the title: "The Effect of Price and Service Quality on Customer Satisfaction of PT Showbitz Mitra Utama Event Organizer".

2. METHODS

This research was carried out at the company PT Showbitz Mitra Utama which is located at Jl. Kasuari No. 66 Medan, North Sumatra. The time for this research is from February 2024 to May 2024. The approach used in this study is a quantitative approach. According to Sugiyono (2021:126), a population is a whole subject that has certain characteristics. The population of this study is 35 clients of PT Showbitz Mitra Utama Event Organizer who made repeat orders in 2020–2023. The data used consists of primary data obtained through respondent questionnaires and secondary data derived from

company data in 2024. . The sample in this study, the sample was identified using a non probability sampling method with a saturated sampling technique where all populations were sampled. The types and sources of data used are primary data through questionnaires and secondary data taken from outside the company, namely books, journals, and theses related to this research.

3. FINDINGS AND DISCUSSION

1) Data Quality Test

a. Validity Test

Table 1. Validity Test Results.

No	Variabel	Calculation	Table	Information
Price (X1)				
1	X1.1	0,442	0,361	Valid
	X1.2	0,480	0,361	Valid
	X1.3	0,442	0,361	Valid
	X1.4	0,554	0,361	Valid
	X1.5	0,486	0,361	Valid
	X1.6	0,623	0,361	Valid
	X1.7	0,500	0,361	Valid
	X1.8	0,628	0,361	Valid
Quality of Service (X2)				
2	X2.1	0,686	0,361	Valid
	X2.2	0,548	0,361	Valid
	X2.3	0,619	0,361	Valid
	X2.4	0,708	0,361	Valid
	X2.5	0,685	0,361	Valid
	X2.6	0,432	0,361	Valid
	X2.7	0,830	0,361	Valid
	X2.8	0,627	0,361	Valid
	X2.9	0,696	0,361	Valid
	X2.10	0,637	0,361	Valid
Customer Satisfaction (Y)				
3	Y1.1	0,509	0,361	Valid
	Y1.2	0,542	0,361	Valid
	Y1.3	0,575	0,361	Valid
	Y1.4	0,409	0,361	Valid
	Y1.5	0,728	0,361	Valid
	Y1.6	0,433	0,361	Valid
	Y1.7	0,616	0,361	Valid
	Y1.8	0,503	0,361	Valid
	Y1.9	0,588	0,361	Valid

Source: Data processed SPSS 25, 2024

b. Reliability Test

Table 2. Reliability Test Results.

Variabel	Cronbach's Alpha (a)	Number of Statements	Information
Price	0,611	8	Reliabel
Quality of Service	0,833	10	Reliabel
Customer Satisfaction	0,698	9	Reliabel

Source: Data processed SPSS 25, 2024

2) Classical Assumption Test

a. Normality Test

- Kolmogorov-Smirnov Test

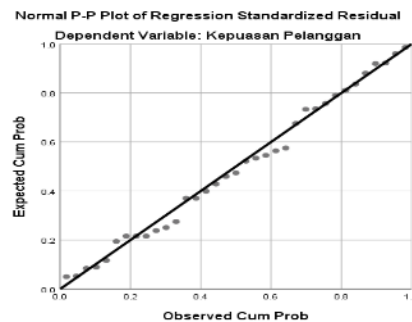
Table 3. Normality Test Results.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		35
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	1.59853931
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.054
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data Results Processed SPSS 25, 2024

In the table above, it can be seen that the value of Asymp. Sig. (2-tailed) is 0.200 which means that the significance value is greater than 0.05 then the research data is normally distributed. Normal tests can also be performed using normal P-Plots and histograms.

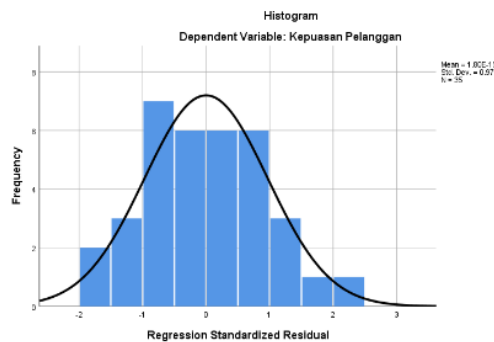
- Grafik Normal *Probability Plot*

**Figure 1.** Grafik Normal *Probability Plot*

Source: Data processed SPSS 25, 2024

Based on the image above, the P-Plot graph shows the dots following and approaching the direction of the diagonal line so that it can be concluded that the data is normally distributed.

- Graph Histogram

**Figure 2.** Graph histogram

Source: Data processed SPSS 25, 2024

Based on figure 4.3, it can be seen that the histogram graph shows a symmetrical pattern, which does not deviate to the left or right, so it can be concluded that the data in this study is normally distributed.

b. Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Harga	0,998	1,002
	Kualitas Pelayanan	0,998	1,002
a. Dependent Variabel: Kepuasan Pelanggan			

Source: Data processed SPSS 25, 2024

Based on the table above, it can be seen that the VIF value of all variables shows that the tolerance value on price (X1) and quality of service (X2) is 0.998 greater than 0.10. Meanwhile, the value of the Variance Inflation Factor (VIF) in the price (X1) and service quality (X2) variables is $1.002 < 10.00$. This means that the research variables show multicollinearity, so the regression model is feasible to predict customer satisfaction based on the input of price variables and service quality variables.

c. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
(Constant)	4.894	2.985		1.639
Price	-.026	.056	-.081	-.471
Quality of Service	-.059	.045	-.224	-1.303
a. Variable: Abs_RES				

Source: Data processed SPSS 25, 2024

Based on the table above, it shows that the significant value of the price variable (X1) of 0.641 and the quality of service (X2) of 0.202 are above the confidence level or significance of 0.05. Therefore, it can be said that there is no heteroscedasticity in this regression model.

- Heteroscedasity test image using *scatterplot*

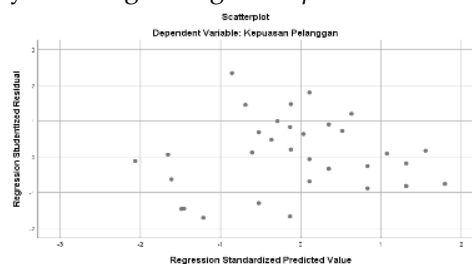


Figure 3. Graphic Scatterplot

Source: Data processed SPSS 25, 2024

Based on the image above, it can be concluded that the distribution of data points occurs randomly, not forming an orderly pattern above and below the 0 axis on the Y axis.

3) Multiple Linear Regression Analysis Test

Table 6. Results of Multiple Linear Regression Analysis Test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
(Constant)	8.806	5.308		1.659	.107
Price	.362	.100	.425	3.633	.001
Quality of Service	.438	.080	.638	5.455	.000

a. Dependent Variable: Customer Satisfaction

Source: Data processed SPSS 25, 2024

Based on the table above, the following multiple linear equations can be obtained:

$$Y = 8.806 + 0.362 X_1 + 0.438 X_2$$

4) Uji Hypothesis

a. Partial Significance Test (t-test)

Table 7. Partial Test Results (t-test)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
(Constant)	8,806	5,308		1,659	0,107
Price	0,362	0,100	0,425	3,633	0,001
Quality of Service	0,438	0,080	0,638	5,455	0,000

a. Dependent Variable: Customer Satisfaction

Source: Data processed SPSS 25, 2024

From the table above the tcount (3.633) > t_{table} (1.693) and the probability value of 0.001 < 0.05, H_{a1} is accepted so that H₀₁ is rejected. Thus, it can be concluded that price has an effect on customer satisfaction. That t_{calculates} (5.455) > t_{table} (1.693) and the probability value is 0.000 < 0.05. This means that the quality of service (X₂) has a positive and significant effect on customer satisfaction (Y). Thus, H₀₂ is rejected H_{a2} is accepted, then the quality of service affects customer satisfaction.

b. Simultaneous Test (F Test)

Table 8. Simultaneous Test Results (F Test)

Model	ANOVA				
	Sum of Squares	df	Mean Square	F	Itself.
Regression	111,862	2	55,931	20,600	.000b
Residual	86,881	32	2,715		
Total	198,743	34			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Quality of Service, Price

Source: Data processed SPSS 25, 2024

Based on the table above, the calculated F value of 20.600 is greater than the F_{table} of 3.29 with a significant level of 0.000. The significance value of the influence of price (X_1) and service quality (X_2) simultaneously on customer satisfaction (Y). Thus, it can be concluded that the third hypothesis of H_{03} is rejected and H_{a3} is accepted.

b. *Determination Coefficient Test (R Square)*

Table 9. Determination Coefficient Test Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750a	0,563	0,536	1,648
a. Predictors: (Constant), Quality of Service, Price				
b. Dependent Variable: Customer Satisfaction				

Source: Data processed SPSS 25, 2024

Based on the table above, the value of the determination coefficient (Adjusted R Square) shows that the relationship between the price variable (X_1) and service quality (X_2) on customer satisfaction (Y) has a value of 0.536 which means that it affects customer satisfaction by 53.6% and the remaining 46.4% is explained by other variables that are not studied in the regression model in this study such as the promotion variable, location, facilities, company image, personal selling, product variety and so on.

4. CONCLUSION

Based on the data analysis in the previous chapter, the conclusions drawn from the study entitled "The Influence of Price and Service Quality on Customer Satisfaction of PT Showbitz Mitra Utama Event Organizer" are as follows: 1) Price has a positive and partial significant effect on customer satisfaction of PT Showbitz Mitra Utama with a calculated value of 3.633 greater than the ttable value of 1.693 with a significance value of 0.001 which is smaller than significance 0.05. 2) The quality of service has a positive and partial significant effect on customer satisfaction of PT Showbitz Mitra Utama with a calculated value of 5.455 greater than the value of 1.639 with a significance value of 0.000 which is smaller than the significance of 0.05. 3) Based on the results of the simultaneous significance test, it shows a significance value of $20,600 > 3.29$ which shows that there is a positive and significant influence between price and service quality simultaneously has a positive and significant effect on customer satisfaction of PT Showbitz Mitra Utama Event Organizer services. It can therefore be concluded that the third hypothesis is acceptable. The variables of price and service quality affected customer satisfaction of PT Showbitz Mitra Utama by 53.6% and the remaining 46.4% were explained by other variables that were not studied in the regression model in this study such as promotion variables, location, facilities, company image, personal selling, product variety and so on.

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