

# Analysis of Service Quality, Discount Offers, and Prices on Customer Satisfaction of Daytrans Surakarta Travel

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**Abstract**— This research aimed to investigate the influence of service quality, promotional discounts, and pricing on customer satisfaction at Travel DayTrans in Surakarta. Adopting a quantitative research design, the study collected data via an online survey involving 180 respondents selected through a purposive sampling technique. Data analysis was conducted using SmartPLS 3.0 software. The findings hypothesize that service quality significantly affects customer satisfaction, promotional discounts substantially influence customer satisfaction, and pricing serves as a critical determinant of customer satisfaction. Among these factors, service quality, which includes attributes such as friendliness and professionalism, emerges as the most significant, followed by appealing discount promotions and pricing aligned with the perceived service value.

**Keywords**— Service Quality, Discount Offers, Price, Customer Satisfaction.

## I. INTRODUCTION

In the modern era, individuals have become increasingly innovative and creative in initiating new businesses, particularly in the field of transportation services. Transportation and communication facilities are inherently linked to human life. Transportation, being a crucial element, enables individuals to carry out their daily activities by providing convenient access for users or passengers to reach their desired destinations. Therefore, transportation serves as an essential tool to support human activities. The quality of service is highly significant, as superior service quality directly enhances user satisfaction. Moreover, offering discounts remains an effective approach to boosting sales. According to Kotler and Keller, pricing should represent the value perceived by consumers. Price is defined as the amount consumers are willing to pay to obtain goods or services that offer benefits or fulfill their needs, and businesses must carefully strategize their pricing decisions to align with this value.

According to Kotler and Armstrong, a company is considered prudent when it regularly assesses customer satisfaction, as this is essential for fostering customer loyalty. Customers who are highly satisfied tend to remain loyal over a prolonged period, increase their purchases when new products are introduced or existing products are improved, speak positively about the company and its offerings, demonstrate less interest in competing brands, and exhibit lower price sensitivity. These customers may also offer valuable

suggestions for product or service improvements and are generally less costly to serve than new customers, as their interactions with the company become more routine.

## II. LITERATURE REVIEW

### 1. Service Quality

Service quality refers to the difference between customer expectations and their actual experiences. Consequently, service quality can be evaluated by comparing the anticipated level of service with the actual service delivered to the consumer (Adi et al., 2018).

Essentially, service quality focuses on actions taken to meet customer needs and desires, while ensuring that delivery accuracy aligns with customer expectations (Indrasari, 2019). After evaluating the service, users will decide whether to remain loyal and continue choosing the service. For this reason, businesses often enhance their services to attract more customers. Service is a process composed of a series of routine and continuous activities (Mawey et al., 2018).

Service quality is assessed not only from the perspective of the service provider but also from the viewpoint of the service users. Consumers judge the service they receive and provide feedback. If the service meets their expectations, it is deemed satisfactory. If the quality is exceptional, it exceeds expectations. On the other hand, if the service fails to meet expectations, it is considered unsatisfactory (Mulyawan, 2016). Achieving high service quality can be challenging due to factors such as inadequate training, lack of competence, and insufficient understanding of how to deliver quality service (Mulyawan, 2016).

### 2. Discount offers

In Indonesia, shopping at discounted prices is a common and convenient practice, as discounts are an integral part of a company's sales promotion strategy. Discounts are often the primary factor that attracts consumers to purchase products. Various definitions of discounts and price reductions exist. According to Kotler and Armstrong (2018), a discount is defined as a straightforward price reduction on a product that applies when the product is purchased within a specified time frame. In contrast, Tjiptono (2019) defines a discount as a price reduction provided by the seller to the buyer as a form of appreciation or reward for actions that benefit or align with the

seller's interests. Based on these definitions, it can be concluded that a discount is essentially a price reduction offered by the seller to incentivize consumers to make a purchase within a given period.

### 3. Price

According to Kotler & Armstrong (2018), "Price is the amount that consumers must pay to receive a product." This definition shows that price is an important factor for companies. In addition, price is also a tool used when consumers exchange goods and services.

Price indicators according to Kotler & Armstrong (2018) include:

a. Price Affordability: Consumers are able to afford the price set by the company. Typically, a brand offers multiple product types at various price points, ranging from the most affordable to the most expensive options. Once the price is established, consumers proceed to make their purchase.

b. Price Based on Consumer Capability or Price Competitiveness: Consumers often compare the prices of one product with those of similar alternatives. In this regard, the perceived highness or lowness of a price significantly influences the process of making decisions when purchasing a product or service.

c. Price Relative to Benefits: Consumers choose to purchase a product or service when they perceive the benefits to be equal to or greater than the amount spent. If the perceived benefits are less than the price paid, the consumer may consider the product to be overpriced and may hesitate to buy it again in the future.

d. Price in Relation to Product Quality: Consumers often perceive price as a reflection of a product's quality. In general, they tend to opt for higher-priced products if they believe these products offer superior quality. As an essential component of the marketing mix, pricing demands thoughtful consideration, as it is shaped by multiple factors within the pricing strategy (Kotler & Keller, 2016).

1. Price reflects the value of a product. The concept of value involves comparing the perceived benefits of a product with the costs associated with acquiring it.

2. Price is an element that is noticeable to buyers (visible). Often, price serves as a signal or indicator of the level of service quality associated with a product or service.

3. Price is a key factor in influencing demand. According to the law of demand, the price level affects the quantity of products that consumers are willing to buy. As prices increase, demand typically decreases, while a decrease in price generally leads to an increase in demand.

#### 4. Service Satisfaction

According to Kotler (as cited in Sunyoto, 2019), every action performed by a company ultimately culminates in the value perceived by customers regarding the level of satisfaction they experience. Customer satisfaction defines the extent to which a person's feelings align with the comparison between a product's actual performance and their expected performance. Various experts have provided definitions for both customer satisfaction and dissatisfaction. Hermawan (2012) describes customer satisfaction or dissatisfaction as the customer's

reaction to the perceived difference between their expectations prior to purchase and the actual performance of a product after use, based on their overall evaluation of the consumption experience. Additionally, Hermawan (2012) clarifies that customer satisfaction occurs when the evaluation following a purchase reveals that the selected alternative meets or exceeds the customer's expectations, whereas dissatisfaction arises when the outcome fails to meet those expectations (Tjiptono & Chandra, 2016).

### III. RESEARCH METHODS

This research employs a quantitative methodology, wherein quantitative data is comprised of numerical measurements that can be statistically analyzed to draw conclusions about the subject of study. Statistical techniques are applied during both data collection and analysis. The target population for this study includes individuals in Surakarta who have unquestionably used the DayTrans travel service. To determine the sample size, the researcher used the sampling formula proposed by Ferdinand (2014). This implies that the sample size should be at least five times the number of indicators. In this modeling approach, a minimum of 100 samples is required, and the sample size should be calculated using a ratio of five observations per estimated parameter (Ferdinand, 2014). In order to satisfy the minimum criteria and to ensure validity and accuracy in The PLS method, or Partial Least Squares analysis, the researcher included an additional 80 respondents. Thus, the total number of respondents was increased. The data collection method employed in this study involved the use of a questionnaire, a technique that consists of presenting respondents with a set of questions or statements to respond to (Sugiyono, 2019).

In this study, a questionnaire distributed via the Google Form platform was used to collect data. The questionnaire consists of several closed-ended questions directed at the respondents. It employs a Likert scale approach, asking respondents to indicate the extent to which they agree with a set of statements about the behavior of a particular object. The sample used was 180 respondents. This research employs the Partial Least Squares (PLS) method analysis for the quantitative analysis of the research data. SmartPLS 3.0 is used to assist data analysis for this study. Because it does not require multivariate normality or the absence of multicollinearity problems between exogenous variables, such as OLS (Ordinary Least Square) regression, Ghazali (2018) argues that Partial Least Square is a soft modeling analysis method. PLS was developed to assist researchers in obtaining predictive values for latent variables.

### IV. RESULTS AND DISCUSSION

#### *Outer Model Evaluation*

The analysis of the outer model is conducted to verify that the measurements used are suitable for assessment, ensuring their validity and reliability. Below is an illustration depicting the outcomes of the outer model evaluation, which was performed using Smart PLS 3.0:

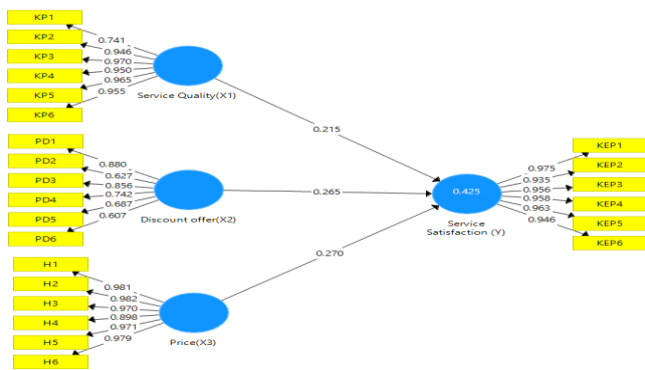


Figure 1. Outer model

The assessment of this model is performed through validity tests, comprising both convergent and discriminant validity, alongside reliability tests that employ Cronbach's alpha and composite reliability.

**Convergent Validity Test**

The convergent validity refers to the factor loading value of the latent variable in relation to its indicators. The anticipated value should be greater than 0.7, although a threshold of 0.6 is commonly considered the minimum acceptable value for factor loading. "Presented below are the outer loading values for each indicator of the research variable in this study:

TABLE 1. Outer loading values

Variabel	Indikator	Outer loading
Service Quality (X1)	X1.1	0,741
	X1.2	0,946
	X1.3	0,97
	X1.4	0,95
	X1.5	0,965
	X1.6	0,955
Discount offers (X2)	X2.1	0,880
	X2.2	0,627
	X2.3	0,856
	X2.4	0,742
	X2.5	0,687
	X2.6	0,607
Price (X3)	X3.1	0,981
	X3.2	0,982
	X3.3	0,97
	X3.4	0,898
	X3.5	0,971
	X3.6	0,979
Service Satisfaction (Y)	X4.1	0,975
	X4.2	0,935
	X4.3	0,956
	X4.4	0,958
	X4.5	0,963
	X4.6	0,946

source: processed primary data (2024)

The results presented above demonstrate that each indicator has an outer loading value greater than 0.5. According to Chin (1998), as cited in Juliandi (2018), A loading value ranging from 0.5 to 0.6 are deemed adequate to meet the criteria for convergent validity. The findings show that all variable indicators exceed an outer loading value of 0.5, validating their appropriateness for the study, making them eligible for further analysis.

**Discriminant Validity Test**

This test is designed to assess the validity and suitability of each indicator by ensuring a strong correlation with its associated construct., as indicated by convergent Validity is demonstrated by an Average Variance Extracted (AVE) value greater than 0.5. The table below presents the corresponding AVE Values corresponding to each variable included in this study:

TABLE 2. Average variance extracted value

Variabel	Average	Keterangan
Price (X3)	0,929	Valid
Service Satisfaction (Y)	0,913	Valid
Service Quality (X1)	0,855	Valid
Discount offers (X2)	0,548	Valid

source: processed primary data (2024)

The results presented in Table 2 indicate that the Average Variance Extracted (AVE) values for all variables exceed the minimum threshold of 0.5. To be more precise, the AVE values are as follow: Price at 0.929, Service Satisfaction at 0.913, Service Quality at 0.855, and Discount Offers at 0.548. These findings confirm that each variable meets the requirements for adequate discriminant validity, thereby establishing their validity for this study.

**Reliability Test**

Cronbach's alpha or composite reliability must exceed 0.7 for a variable to be considered reliable. The table below shows the Cronbach's alpha and composite reliability values for each variable analyzed in this study:

TABLE 3. Cronbach's Alpha and Composite Reliability

Variabel	Cronbach's	Reliabilitas Komposit
Price (X3)	0,985	0,987
Service Satisfaction (Y)	0,981	0,984
Service Quality (X1)	0,965	0,972
Discount offers (X2)	0,831	0,877

source: processed primary data (2024)

According to the findings presented in Table 3, all variables achieve Cronbach's alpha and composite reliability values exceeding the minimum threshold of 0.7. The Cronbach's alpha values are reported as 0.985 for Price, 0.981 for Customer Satisfaction, 0.965 for Service Quality, and

0.831 for Discount Offers. Similarly, the composite reliability values are as follows: 0.987 for Price, 0.984 for Customer Satisfaction, 0.972 for Service Quality, and 0.877 for Discount Offers.

Inner Model Evaluation

The inner model represents a structural framework designed to forecast the quality of relationships among variables. An illustration below showcases the assessment of the inner model using the Smart PLS 3 software.

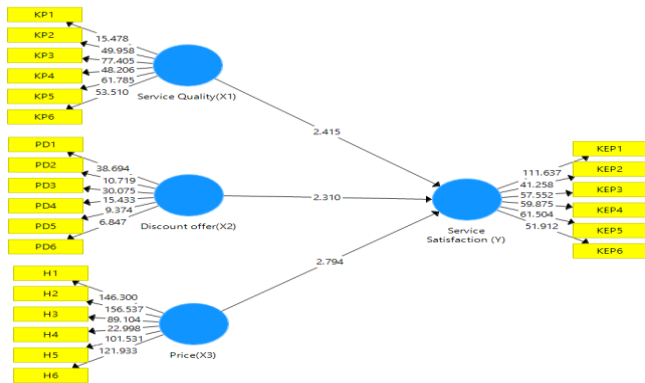


Figure 2. Inner model

The assessment of this model was carried out by utilizing the coefficient of determination (R<sup>2</sup>), The goodness of fit test, path coefficient test, and hypothesis testing are carried out, which involved the t-test and the analysis of direct effects.

Determination Coefficient (R<sup>2</sup>)

The coefficient of determination (R-Square) is used to evaluate the proportion of variance in the dependent variable that is explained by the independent variables. Based on the data analysis performed using Smart PLS 3.0, the resulting R-Square value is:

TABLE 4. R-square

Variabel	R Square	Adjusted R Square
Service Satisfaction (Y)	0,425	0,415

source: processed primary data (2024)

According to Table 4 presented above, it can be seen that the influence on the organizational culture variable is 0.425, equating to 42%. The Q-Square value determines the evaluation of the model's goodness of fit. Similar to the coefficient of determination (R-Square) in regression analysis, a higher Q-Square indicates a more accurate model that better aligns with the data. The following are the results of the Q-Square calculation:

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1-R^2)] \\
 &= 1 - [(1-0.425)] \\
 &= 1 - (0.575) \\
 &= 0.425
 \end{aligned}$$

The results of the calculations indicate that the Q-Square value is 0.614. This signifies that the proposed research model accounts for 42.5% of the variability in the research data, with factors influence the remaining 57.5% not considered within

the scope of the model. Considering the above result, it can be concluded that the R-squared value falls under the category of being weak but statistically significant, as it is near the threshold that separates it from the moderate category.

Hypothesis Testing

In this study, hypothesis testing is conducted using a table of path coefficient values that represent the direct effects. The path coefficient test is carried out through a bootstrapping procedure to assess the t-statistics or p-values. A p-value Values below 0.05 suggest a significant direct effect, while a p-value above 0.05 suggests no effect. The significance threshold is set at a t-statistic of 1.96; if the t-statistic exceeds this value, it indicates a significant effect. Hypothesis testing is performed using the SmartPLS 3.0 software.

TABLE 5. Path Coefficient (Direct Effect)

Variable	Hipotesis	Original sample(O)	T Statistik ( O/S P Values	Information	
Service Quality (X1) -> Service Satisfaction (Y)	H1	0,228	2,81	0,005	accepted
Discount offers(X2) -> Service Satisfaction (Y)	H2	0,288	2,902	0,004	accepted
Price (X3) -> Service Satisfaction (Y)	H3	0,272	3,181	0,002	accepted

source: processed primary data (2024)

- a) The first hypothesis examines whether Service Quality impacts customer satisfaction at Travel Daytrans Surakarta. According to the table above, the t-statistic value is 2.810, indicating a significant effect of 0.228, with a p-value of 0.005. Since the t-statistic exceeds 1.96 and the p-value is below 0.05, it can be inferred that the first hypothesis is supported. This indicates a positive and significant relationship between Service Quality and customer satisfaction at Travel Daytrans Surakarta.
- b) The second hypothesis investigates whether Discount Offers influence customer satisfaction at Travel Daytrans. The data presented in A t-statistic value of 2.902 is presented in the table, indicating a significant effect of 0.228, with a p-value of 0.000. Since the t-statistic exceeds 1.96 and the p-value is below 0.05, the second hypothesis is confirmed. This suggests a positive and significant impact of Discount Offers on customer satisfaction.
- c) The third hypothesis evaluates whether Price affects customer satisfaction at Travel Daytrans. According to the table, the analysis produces a t-statistic value of 2.850, demonstrating a notable effect of 0.197, with a p-value of 0.005. The third hypothesis is validated because the t-statistic exceeds 1.96 and the p-value falls below 0.05. This indicates a positive and significant influence of Price on customer satisfaction at Travel Daytrans.

V. DISCUSSION

1. The Impact of Service Quality on Customer Satisfaction Service quality is critical in playing a role in influencing customer satisfaction. Higher service quality leads to increased customer satisfaction. Yu Sum and Leung Hui (2009) conducted research demonstrating a positive

relationship between service quality and customer satisfaction. This finding aligns with the theory proposed by Kotler and Keller (2016), which emphasizes that service quality significantly affects customer satisfaction and can stimulate interest in purchasing or reusing a product or service.

The initial hypothesis of this study suggests that service quality influences customer satisfaction. Statistical analysis confirms that a positive and significant impact is exerted by service quality impact on customer satisfaction. Enhancing specific aspects of service quality, such as employee friendliness, accessibility, service speed, and professionalism, can lead to higher customer satisfaction. For example, improvements in the quality of service provided by Travel Daytrans show a direct correlation with increased customer satisfaction.

These findings are consistent with Kotler and Keller's (2016) theory and the study by Yu Sum and Leung Hui (2009), which highlights how service quality fosters customer interest in continuing to use Travel Daytrans services. Key indicators for assessing service quality include reliability, responsiveness, assurance, empathy, and tangible evidence. The analysis reveals that most respondents perceive Travel Daytrans' service quality as excellent, with 70% agreeing that the employees deliver friendly and courteous service.

2. The Effect of Discount Offers on Customer Satisfaction Budyanto's (2018) research shows that discounts have a significant impact on customer satisfaction because they provide financial benefits. Discounts make it easier for customers to choose services over competitors, increasing loyalty and positive experiences. Kotler & Armstrong's (2018) theory states that discounts are an effective promotional strategy to increase consumer interest and satisfaction. Discount offers increase customer satisfaction, with respondents preferring to use Travel Daytrans when there are discounts. Discounts create added value, make services feel more economical, and can attract more customers when there are certain offers. Discounts not only increase short-term satisfaction but also strengthen satisfaction through positive experiences. Most respondents (65%) stated that discounts influenced their decision to use Travel Daytrans, indicating that this strategy is effective in attracting customers. These results support the second hypothesis (H2) that discount offers have a positive and significant effect on Travel Daytrans customer satisfaction in Surakarta.

3. The Effect of Price on Customer Satisfaction According to Kotler & Armstrong's theory Keller (2016), price shows the value of a product or service. Competitive and reasonable prices can increase customer loyalty and satisfaction. Nuraeni's findings (2021) also demonstrate that customer satisfaction is positively and significantly affected by price in transportation services. Travel Daytrans can consider competitive and varied prices to reach various customer segments. Customers feel satisfied if the price paid is in accordance with the quality of service. Respondents who see price as comparable to quality are more likely to express high satisfaction. This means that Travel Daytrans needs to maintain a balance between price and quality to ensure ongoing customer satisfaction. Indicators for measuring price

include price affordability, price suitability to quality, and perceived price value. The results show that 60% of respondents feel that the price offered is in accordance with the quality of service they receive, indicating that price is not an obstacle for customers to use Travel Daytrans services.

## VI. CONCLUSION

Drawing from the research presented, this study seeks to evaluate the influence of Service Quality, Discount Promotions, and Pricing on Customer Satisfaction with Daytrans Surakarta Travel. After conducting a thorough analysis and discussion, the researcher arrives at the following conclusions:

- 1) There is a positive and significant correlation between Service Quality and Customer Satisfaction at Daytrans Surakarta. This is evidenced by the t-test results, where the calculated t-value of 2.810 exceeds the critical t-value of 1.973. As a result, it is posited that Service Quality influences customer satisfaction in the first hypothesis, is confirmed to have an effect and is thus accepted.
- 2) Customer Satisfaction at Daytrans Surakarta is positively and significantly influenced by Discount Offers. This conclusion is supported by the t-test findings, with a calculated t-value of 2.902 that surpasses the critical t-value of 1.973. Consequently, the second hypothesis, which asserts that Discount Offers affect customer satisfaction, is validated and accepted.
- 3) Customer Satisfaction at Daytrans Surakarta is positively and significantly affected by Price. This is demonstrated through the t-test analysis, where the calculated t-value of 2.850 is greater than the critical t-value of 1.973. Accordingly, the third hypothesis, which states that Price influences customer satisfaction, is confirmed to be valid and accepted.

## VII. RESEARCH LIMITATIONS

There are limitations experienced during the conduct of this study, this occurs because it does not match the desired predictions. The limitations that occur include:

1. This study only covers the Surakarta area, so the results cannot necessarily be generalized to other areas.
2. Data were collected using an online questionnaire, which has the potential to reduce the accuracy of responses due to limited direct interaction with respondents.
3. The variables used in this study are limited to service quality, discount offers, and price, so other factors that influence customer satisfaction have not been identified.

## VIII. SUGGESTIONS

1. Add other variables, such as customer loyalty or brand perception, to better understand the factors that influence customer decisions to use Travel Daytrans services.
2. Suggestions for Travel Daytrans to improve service quality by ensuring that employees are friendly, responsive, and professional to customers and provide discounts consistently in certain periods to maintain customer loyalty to Travel Daytrans.

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