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The Effect of Service Quality and Product Price on Customer Satisfaction at PT Asia Bahtera Solusitech, a Plastic Injection Machinery Trading Company

Febi Nur Indri Lestari
Bina Sarana Informatika University, Imdonesia
email: febyyollaa16@gmail.com

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Corresponding Author:
Febi Nur Indri Lestari,
Bina Sarana Informatika University, *Imdonesia*

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Abstract

This study aims to analyze the influence of service quality and product price on customer satisfaction levels at PT. Asia Bahtera Solusitech. Customer satisfaction is the result of a consumer's evaluation after comparing their expectations with the performance of the product or service received; in this context, it is significantly influenced by service quality and price. Service quality represents the company's ability to meet customer expectations, while product price reflects the economic value paid by consumers to obtain that satisfaction. Employing a quantitative approach, this study explores the impact of these two variables on the customer population of PT. Asia Bahtera Solusitech. Data were collected from 82 respondents using a Likert-scale questionnaire. The sampling technique applied was probability sampling, specifically the simple random sampling method. Statistical analysis methods utilized include validity testing, reliability testing, classical assumption testing, t-tests, F-tests, the coefficient of determination test, and multiple linear regression analysis.

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1. Introduction

Business competition in the manufacturing industry, particularly in the industrial machinery supply sector, continues to intensify along with technological developments, changing customer needs, and the increasing number of companies offering similar products (Handoyo et al., 2023). These conditions require companies to establish and maintain a sustainable competitive advantage through the development of customer orientation, technology, innovation, product superiority, and organizational capabilities to continuously create value (Yang et al., 2022). In the business-to-business (B2B) market, a company's competitive advantage is determined not only by the technical specifications of its products but also by the expertise of its personnel, service quality, value delivered to customers, and its ability to consistently build long-term business relationships (Lii et al., 2025).

Customer support services play an important role in fostering loyalty, particularly in manufacturing companies characterized by high service intensity and long-term business relationships with customers (Raddats et al., 2024). In the plastic injection machinery industry, customers generally regard machinery as a high-value production asset that is directly associated with productivity, efficiency, and the sustainability of their operational activities (Moussaoui, 2024). Machinery purchasing decisions are based not only on mechanical performance, production capacity, and technological sophistication but also on installation quality, operator training, spare-parts availability, maintenance, repair services, and response speed when operational problems occur (James et al., 2023; Berkmann et al., 2024). In industries characterized by high-value and capital-intensive assets, after-sales service and service recovery are strategic factors in maintaining customer satisfaction and supplier credibility (Gaffar et al., 2026).

Service quality reflects a company's ability to provide services that meet customer needs and expectations. In the context of industrial machinery trading, service quality can be reflected in technician reliability,

accuracy in diagnosing equipment failures, speed in providing solutions, delivery accuracy, spare-parts availability, service assurance, and the company's ability to understand customers' technical requirements. The dimensions of service quality, which include tangibles, reliability, responsiveness, assurance, and empathy, have been shown to be associated with customer satisfaction in automotive after-sales services (Balinado et al., 2021). Service quality, perceived value, and trust are also important factors influencing customer satisfaction (Uzir et al., 2021).

Service quality becomes increasingly important when the products being traded require long-term technical support. Production machinery failures can result in production stoppages, increased operating costs, delays in order fulfillment, and decreased customer productivity. Customers assess service quality not only during the purchase transaction but also based on their experiences throughout machine usage, complaint handling, periodic maintenance, and post-purchase problem resolution. After-sales service can improve customer satisfaction and influence repurchase decisions, both directly and indirectly through customer satisfaction as a mediating variable (Ilman et al., 2026).

In addition to service quality, product price is an important factor in determining customer satisfaction. In industrial machinery transactions, price is understood not merely as the amount of money paid but also as a comparison between the investment incurred and the technical benefits, productivity, economic life of the machinery, energy efficiency, maintenance costs, after-sales service quality, and operational risks borne by customers. Customers tend to be satisfied when product prices are perceived as reasonable, transparent, competitive, and commensurate with the quality and benefits received. Price fairness has a positive relationship with customer satisfaction, trust, and loyalty (Hride et al., 2022). Perceptions of service quality and price also have complex relationships with customer satisfaction and loyalty, requiring companies to maintain an appropriate balance between service quality and the value represented by the price offered (Ahmed et al., 2023).

Nevertheless, previous findings regarding the effect of price on customer satisfaction have not been consistent. A study of a B2B furniture manufacturing company in Surabaya found that service quality had an effect on customer satisfaction, whereas price fairness did not have a significant effect on customer satisfaction (Aprianto & Sukoco, 2024). These differing findings indicate that the effects of service quality and price on customer satisfaction may depend on industry characteristics, transaction value, product type, level of usage risk, and the nature of the relationship between suppliers and customers. The relationships among service quality, perceived value, satisfaction, and customer relationship sustainability have also produced varying findings across several research contexts, indicating the need for further investigation within more specific sectors and research objects (Tedja et al., 2024).

PT Asia Bahtera Solusitech is a company engaged in supplying injection moulding plastic machinery and various supporting equipment for the plastics industry in Indonesia. Based on internal company information, PT Asia Bahtera Solusitech has operated since 2014, supplying Hwamda plastic injection machines, precision moulds, robots, conveyors, jigs, and various spare parts that support manufacturing activities. The company also provides additional equipment, including crushers, autoloaders, hoppers, dehumidifiers, vacuum pads, and chucks, to meet the requirements of both mass production and the production of high-precision components.

The diversity and technological complexity of the machinery supplied by PT Asia Bahtera Solusitech make customer satisfaction highly dependent on service quality, technical competence, complaint handling, and after-sales support. Reliable and responsive service has been shown to improve customer satisfaction, loyalty, trust, and repurchase intentions (Hafid et al., 2024; Haryanto & Mulyanto, 2025; Ilman et al., 2026; Juwita & Sudigdo, 2025). In addition, customers' perceptions of fair and appropriate prices contribute to higher satisfaction, trust, and loyalty (Hride et al., 2022). Based on previous studies, several research gaps provide the foundation for this study. First, an empirical gap exists because previous findings concerning the effect of price on customer satisfaction remain inconsistent. Several studies have found that price or price fairness is positively associated with customer satisfaction, whereas other studies have found that price fairness does not have a significant

effect on customer satisfaction (Hride et al., 2022; Aprianto & Sukoco, 2024). These inconsistent findings indicate that the relationship between price and customer satisfaction requires further examination across industries with different characteristics.

Second, a contextual gap exists because most previous studies have been conducted in consumer services, automotive services, e-commerce, furniture, restaurants, delivery services, industrial control systems, and heavy equipment industries. Studies specifically examining service quality and product price in plastic injection machinery trading companies in Indonesia remain relatively limited. Plastic injection machinery represents a high-investment industrial product characterized by technical complexity, periodic maintenance requirements, and the need for long-term after-sales services. These characteristics distinguish the behavior of industrial machinery customers from that of general consumer-product customers.

Third, a variable gap exists because previous studies have more frequently linked service quality with perceived value, trust, brand image, loyalty, and repurchase decisions. Studies that simultaneously examine service quality and product price as determinants of customer satisfaction in plastic injection machinery trading companies remain limited. In industrial machinery transactions, customers consider not only technical services but also the appropriateness of the price in relation to production capacity, machine reliability, operational efficiency, economic life, maintenance costs, and the quality of after-sales services.

The novelty of this study lies in the integrated examination of the effects of service quality and product price on customer satisfaction within the context of B2B relationships in a plastic injection machinery trading company in Indonesia. Unlike previous studies that have generally focused on consumer products, services, automotive industries, furniture, or heavy equipment, this study investigates customer satisfaction in the context of high-investment industrial products that require installation, training, maintenance, spare-parts provision, technical support, and continuous after-sales services. Furthermore, this study views price not merely as the monetary value of a purchase but as the degree of alignment between investment costs or capital expenditure, productivity benefits, technological reliability, operational efficiency, and the quality of technical services received by customers.

Based on the phenomena and research gaps described above, this study aims to examine and analyze the partial effect of service quality on customer satisfaction at PT Asia Bahtera Solusitech, examine and analyze the partial effect of product price on customer satisfaction at PT Asia Bahtera Solusitech, and examine and analyze the simultaneous effects of service quality and product price on customer satisfaction at PT Asia Bahtera Solusitech. The findings are expected to enrich the literature on B2B marketing, particularly within the plastic injection machinery trading industry, while also providing a basis for the company to evaluate and improve service standards, develop competitive pricing strategies, address customer complaints, and maintain long-term business relationships.

2. Tinjauan Pustaka

2.1 Service Quality

Service quality refers to a company's ability to design and deliver services that are consistent with customers' needs, expectations, and perceived standards. Service quality is not only related to the final outcome of the service but also encompasses the interaction process between the company and its customers, the competence of service personnel, the accuracy of problem resolution, and the company's consistency in fulfilling commitments made to customers. High service quality can enhance positive customer experiences, strengthen trust, and foster sustainable business relationships (Tedja et al., 2024).

In the context of industrial machinery suppliers, service quality includes the company's ability to provide product information, perform machine installation, provide operator training, deliver maintenance services, handle machine failures, and ensure the availability of spare parts. After-sales service becomes increasingly important because industrial machinery represents a high-value investment that is directly related to customer productivity and the continuity of operational activities. Research in the B2B heavy equipment industry has shown that after-sales service has a positive effect on customer satisfaction and repurchase decisions (Ilman et al., 2026).

The measurement of service quality in this study refers to the *SERVQUAL* approach,

which consists of five dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions are widely used to evaluate the gap between the service expected by customers and the actual service they receive (Balinado et al., 2021; Tedja et al., 2024).

Service quality in this study is measured using five indicators. **Reliability** refers to the company's ability to provide services accurately, consistently, and in accordance with the commitments promised to customers. **Responsiveness** refers to the willingness and speed of employees or technicians in assisting customers, responding to inquiries, handling complaints, and resolving technical problems. **Assurance** refers to the knowledge, competence, courtesy, and ability of service personnel to provide a sense of security and build customer trust. **Empathy** refers to the personalized attention provided by the company through an understanding of the needs, operational conditions, and interests of each customer. Meanwhile, **tangibles** refer to the condition of facilities, work equipment, the appearance of service personnel, the completeness of technical facilities, and the communication media used in delivering services.

These five indicators are relevant to PT Asia Bahtera Solusitech because the company's services extend beyond machine sales transactions and also include technical consultation, installation, maintenance, repair, spare-parts provision, and customer complaint handling. In automotive after-sales services, the dimensions of *reliability* and *empathy* were found to have significant relationships with customer satisfaction, while all service quality dimensions remain important for evaluating service quality comprehensively (Balinado et al., 2021).

2.2 Product Price

Product price refers to the monetary value that customers must pay to obtain ownership or the benefits of using a product or service. Price also represents the economic sacrifice made by customers in exchange for the quality, benefits, functions, and value offered by a company. In the purchasing decision-making process, customers do not merely consider the nominal amount of the price but also evaluate whether the price corresponds to the benefits received and how it compares with the prices of similar products offered by competitors. Therefore, price plays an important role in shaping customers' perceptions of the overall value of a product.

In industrial machinery transactions, price has different characteristics from the price of consumer products because machinery is generally considered a long-term investment. Customers evaluate the appropriateness of the price by considering various technical and economic aspects, including production capacity, component quality, machine durability, economic life, energy efficiency, maintenance costs, spare-parts availability, product warranties, and technical services provided throughout the period of machine use. Accordingly, the price of industrial machinery should not be understood merely as the initial purchase cost but as the total investment required to obtain technical and economic benefits over the useful life of the machinery.

Customers' perceptions of price fairness are formed through comparisons between the price paid, the benefits received, and the prices offered by other companies. A price that is perceived as reasonable and proportional to the benefits received can generate a positive evaluation of the company and its products. Price fairness may also influence customer satisfaction, trust, loyalty, purchase intention, and customers' willingness to recommend products to other parties (Hride et al., 2022; Radic, 2024). Therefore, companies need to ensure that their pricing policies reflect not only internal cost considerations but also the value perceived by customers.

Appropriate pricing requires companies to consider their internal cost structure, customers' perceived benefits, market competition, and the purchasing power of the target market. Customers are more likely to provide positive evaluations when the price offered is perceived as fair, transparent, competitive, and commensurate with the quality and benefits received. Conversely, when customers perceive that the price is excessively high compared with the quality, benefits, or services provided, their level of satisfaction may decline. In the context of industrial machinery, such evaluations are particularly important because purchasing decisions generally involve substantial investment and long-term operational consequences.

In this study, product price is reflected through several aspects, namely price

affordability, price–quality compatibility, price–benefit compatibility, and price competitiveness. Price affordability refers to customers' ability to meet the price established by the company according to their available investment budget. Price–quality compatibility describes the extent to which the amount paid corresponds to the quality, specifications, durability, and reliability of the machinery received. Price–benefit compatibility reflects the relationship between the price and the technical and economic benefits obtained, including increased productivity, production efficiency, and reduced operational risks. Meanwhile, price competitiveness refers to the ability of the company's product prices to compete with the prices of similar products offered by other suppliers or competitors.

These dimensions are used to assess customers' evaluations of the product prices offered by PT Asia Bahtera Solusitech. Such evaluations are not limited to the nominal price of the machinery but also include operational benefits, technological quality, technical support, and after-sales services that form part of the overall investment value. Perceived value is essentially the result of customers' evaluation of the balance between the benefits obtained and the sacrifices made to acquire a product (Lin et al., 2022). Therefore, product price in this study is viewed as a comprehensive representation of the economic value perceived by customers in relation to the benefits received from the company's products and services.

2.3 Customer Satisfaction

Customer satisfaction refers to a psychological condition characterized by feelings of satisfaction or disappointment that arise after customers compare the actual performance of a product or service with their expectations prior to purchase. Customers tend to feel satisfied when the performance of the product and service meets or exceeds their initial expectations. Conversely, dissatisfaction may occur when the actual performance received is lower than expected. Customer satisfaction therefore represents an evaluative response that reflects the extent to which a company succeeds in fulfilling customer expectations.

In B2B relationships, customer satisfaction is not formed through a single transaction but develops through a series of experiences during interactions between customers and the company. These experiences may begin with information search and negotiation and continue through purchasing, delivery, installation, product use, maintenance, spare-parts provision, technical support, and complaint handling. Each interaction contributes to customers' overall evaluation of the company. Customer satisfaction consequently becomes an important mechanism linking customers' experiences with the continuation of business relationships and subsequent repurchase decisions (Ilman et al., 2026).

For companies supplying industrial machinery, customer satisfaction represents an important indicator of success in providing products and services that meet customers' technical and operational requirements. Customers who are satisfied with the machinery and the accompanying services are more likely to maintain their relationship with the supplier, make repeat purchases, and share positive experiences with other potential customers. Previous research has demonstrated that customer satisfaction positively influences word-of-mouth and repurchase intention (Lin et al., 2022). This relationship is particularly relevant in B2B markets, where purchasing decisions often involve high investment values and long-term cooperation between suppliers and customers.

A high level of customer satisfaction may also strengthen customer loyalty and encourage positive recommendations to other companies or potential customers. For this reason, customer satisfaction can be used as an important measure for evaluating the effectiveness of marketing strategies, product quality, and service quality implemented by a company (Irshad et al., 2024). In industrial machinery businesses, maintaining customer satisfaction is especially important because customers generally expect reliable products, continuous technical assistance, effective maintenance services, and prompt solutions when operational problems occur.

In this study, customer satisfaction is reflected through expectation conformity, intention to reuse or repurchase, and willingness to recommend. Expectation conformity refers to the extent to which the quality of products and services received corresponds to customers' expectations before making a purchase. Intention to reuse or repurchase reflects customers' willingness to purchase products again, use the company's

services, or continue their business relationship with the company in the future. Meanwhile, willingness to recommend refers to customers' readiness to provide positive recommendations regarding the company's products and services to other companies or parties.

These dimensions reflect customer satisfaction from both evaluative and behavioral perspectives. Expectation conformity represents customers' evaluation of the experiences they have received, whereas intention to reuse and willingness to recommend illustrate the positive behavioral consequences of satisfaction. A high level of satisfaction can therefore encourage customers to maintain business relationships, make repeat purchases, and communicate positive experiences through word-of-mouth (Lin et al., 2022; Irshad et al., 2024). In the context of PT Asia Bahtera Solusitech, customer satisfaction consequently reflects not only customers' immediate responses to products and services but also their willingness to establish sustainable business relationships with the company.

2.4 Conceptual Framework and Hypothesis Development

The conceptual framework of this study positions service quality and product price as independent variables, while customer satisfaction is positioned as the dependent variable. This framework is based on the assumption that customer satisfaction is formed through customers' overall evaluations of the services provided by the company and the extent to which the price paid is consistent with the quality and benefits of the products received. In the industrial machinery sector, customers generally evaluate not only the technical performance of the machinery but also the quality of interactions with the supplier throughout the purchasing and post-purchase process.

High-quality service can provide customers with positive experiences, convenience, security, and operational certainty. Reliable technical assistance, responsive complaint handling, competent technicians, and timely maintenance services can help customers minimize production disruptions and maintain operational efficiency. At the same time, an appropriate product price provides economic justification for the investment made by customers. A price that is considered fair, competitive, and proportional to the benefits obtained can strengthen customers' perceptions of value. Therefore, the combination of high service quality and an appropriate product price is expected to increase customer satisfaction at PT Asia Bahtera Solusitech.

2.4.1 The Effect of Service Quality on Customer Satisfaction

Service quality is one of the factors that shape customers' overall evaluations of a company. When a company is able to provide timely, responsive, reliable, and technically appropriate services, customers are more likely to develop positive experiences and greater confidence in the company. In industrial machinery businesses, the quality of service becomes particularly important because customers frequently require installation assistance, technical consultation, periodic maintenance, spare-parts support, and immediate assistance when machinery failures occur. Conversely, service delays, inaccurate information, limited technical competence, and an inability to resolve machine-related problems may reduce customers' satisfaction with the supplier.

Research on after-sales services indicates that service quality dimensions are closely associated with customer satisfaction, particularly in industries where technical expertise and continuous interactions between suppliers and customers are required (Balinado et al., 2021). After-sales service has also been found to positively influence customer satisfaction in the B2B heavy equipment industry, which shares similar characteristics with industrial machinery businesses in terms of high investment value and long-term operational risk (Ilman et al., 2026). These findings indicate that customers are more likely to feel satisfied when companies consistently provide reliable and responsive technical services. Based on this theoretical explanation and previous empirical findings, the first hypothesis of this study states that service quality (X1) has a positive and significant partial effect on customer satisfaction (Y).

2.4.2 The Effect of Product Price on Customer Satisfaction

Product price serves as an important basis for customers to evaluate the balance between the economic sacrifice made and the

benefits obtained from a product. Customers tend to perceive greater value when the price paid is considered affordable, competitive, and proportional to the product quality and benefits received. In industrial machinery transactions, such evaluations include not only the purchase price but also the machinery's productivity, reliability, useful life, maintenance requirements, energy efficiency, and technical support provided by the supplier. Therefore, customers' perceptions of price are closely related to their assessment of the overall value of their investment.

Customers may experience greater satisfaction when the product price is considered reasonable and consistent with the quality and benefits received. Conversely, dissatisfaction may arise when customers perceive that the amount paid is disproportionately high compared with the technical performance, product quality, or services provided. Price fairness has been shown to have a positive relationship with customer satisfaction because a fair price can strengthen customer trust and generate positive evaluations of the company (Hride et al., 2022). A price perceived as fair may also influence purchase intention, loyalty, and customers' willingness to recommend products to other parties (Radic, 2024). Based on these theoretical and empirical considerations, the second hypothesis states that product price (X2) has a positive and significant partial effect on customer satisfaction (Y).

2.4.3 The Effect of Service Quality and Product Price on Customer Satisfaction

Customer satisfaction is formed through a comprehensive evaluation of customers' experiences while using products and interacting with the company. In the industrial machinery sector, customers do not evaluate only the technical performance of the machinery but also consider the speed and reliability of service, the competence of technicians, the effectiveness of complaint handling, the availability of spare parts, price fairness, and the extent to which the benefits generated by the machinery justify the investment made. These considerations demonstrate that customer satisfaction is influenced by both service-related and economic aspects.

Service quality provides customers with nonmonetary benefits such as convenience, security, trust, and operational certainty, while product price provides an economic basis for evaluating the feasibility and value of an investment. When a company is capable of delivering high-quality services while simultaneously offering prices that customers perceive as reasonable and proportional to the benefits received, customers are more likely to develop positive evaluations of their overall experience. Service quality and perceived value have been shown to be associated with customer satisfaction and customers' willingness to maintain their relationships with companies (Tedja et al., 2024). Therefore, improvements in service quality accompanied by appropriate product pricing are expected to strengthen customer satisfaction. Based on this reasoning, the third hypothesis states that service quality (X1) and product price (X2) have a positive and significant simultaneous effect on customer satisfaction (Y).

3. Method

3.1 Research Design

This study employed a quantitative approach using an explanatory research design. This design was used to examine the effects of service quality and product price on customer satisfaction at PT Asia Bahtera Solusitech. The study was conducted using a survey method with a cross-sectional approach, in which data were collected from respondents within a single research period. The independent variables in this study consisted of service quality (X1) and product price (X2), while the dependent variable was customer satisfaction (Y). The research used primary data obtained directly from customers through an online questionnaire distributed using Google Forms. Data collection was conducted over a three-month period, from April to June 2026.

The unit of analysis in this study was the customer company of PT Asia Bahtera Solusitech. The unit of observation consisted of one representative from each customer company who understood the purchasing and use of the machinery, such as the company owner, manager, purchasing staff, production staff, or technical personnel who interacted directly with the products and services provided by PT Asia Bahtera Solusitech.

3.2 Population and Sample

The population of this study was a finite population consisting of all active customers of

PT Asia Bahtera Solusitech. Active customers were defined as companies that had recorded at least one plastic injection machinery procurement transaction in 2025. Based on company records, 102 customer companies met these criteria. The minimum sample size was determined using the Slovin formula with a 5% margin of error. The formula used was as follows:

$$n = \frac{N}{\left(1 + N(e^2)\right)}$$

The calculation resulted in a sample size of 81.27, which was rounded up to 82 respondents. Therefore, the minimum sample used in this study consisted of 82 customer companies, with each company represented by one respondent. The sampling technique employed was probability sampling using the simple random sampling method. This technique was selected to ensure that every member of the population had an equal probability of being selected as part of the sample. The sampling process was conducted by assigning sequential numbers from 1 to 102 to all customers who met the criteria and then randomly selecting 82 numbers without replacement. The questionnaire was distributed only to customers selected through this randomization process.

3.3 Operational Definition of Variables

This study used two independent variables and one dependent variable. The operational definitions and indicators of each variable are presented in Table 1.

Table 1. Operationalization of Research Variables

Variable	Operational Definition	Indicators	Scale
Service Quality (X1)	Customers' assessment of PT Asia Bahtera Solusitech's ability to provide reliable, responsive, secure, attentive, and adequately supported services.	1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibles	Likert 1–5
Product Price (X2)	Customers' assessment of the appropriateness of machinery and supporting-product prices in relation to their purchasing ability, product quality, benefits received, and competitors' prices.	1. Price affordability 2. Price–quality compatibility 3. Price–benefit compatibility 4. Price competitiveness	Likert 1–5
Customer Satisfaction (Y)	Customers' evaluation after comparing their expectations prior to purchase with the actual performance of the products and services received from PT Asia Bahtera Solusitech.	1. Expectation conformity 2. Intention to reuse or repurchase 3. Willingness to recommend	Likert 1–5

Each indicator was developed into several questionnaire statements. The statements were formulated using clear language and adapted to the characteristics of plastic injection machinery transactions, technical services, spare-parts provision, and after-sales services provided by PT Asia Bahtera Solusitech.

3.4 Research Instrument and Data Collection Technique

The research instrument consisted of a closed-ended questionnaire using a five-point Likert scale. Respondents were asked to select the response that best reflected their experience and assessment of service quality, product price, and customer satisfaction.

Table 2. Questionnaire Response Scores

Response Alternative	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

The questionnaire was distributed online using Google Forms to respondents who had been selected as the research sample. At the beginning of the questionnaire, respondents were provided with information regarding the purpose of the study, confidentiality of their identities, instructions for completing the questionnaire, and a statement of willingness to participate. The collected data were subsequently reviewed to ensure completeness before statistical analysis was conducted.

3.5 Data Analysis Technique

The data were analyzed using IBM SPSS Statistics version 27. The analysis consisted of descriptive statistics, instrument testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing.

3.5.1 Descriptive Statistical Analysis

Descriptive statistical analysis was used to describe respondent characteristics and the distribution of responses for each research variable. The analysis included frequency, percentage, mean, minimum value, maximum value, and standard deviation. This analysis was conducted to provide an overall description of customers' assessments of service quality, product price, and customer satisfaction.

3.5.2 Validity and Reliability Tests

The validity test was conducted to determine the ability of each questionnaire item to measure the variable being investigated. The test was performed using the Pearson Product-Moment correlation between each item score and the total variable score. A questionnaire item was considered valid when the significance value was less than 0.05 and the calculated correlation coefficient ((r)) was greater than the critical (r)-value. The reliability test was conducted to assess the consistency of respondents' answers to the questionnaire items within each variable. Reliability was evaluated using Cronbach's alpha. The research instrument was considered reliable when the Cronbach's alpha coefficient was at least 0.70.

3.5.3 Classical Assumption Tests

Before multiple linear regression analysis was conducted, the regression model was evaluated using several classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The normality test was conducted to determine whether the regression residuals were normally distributed. The test was performed using the Kolmogorov–Smirnov test and a normal probability plot. The residuals were considered normally distributed when the significance value of the Kolmogorov–Smirnov test was greater than 0.05.

The multicollinearity test was conducted to determine whether an excessively high correlation existed between service quality and product price as independent variables. The regression model was considered free from multicollinearity when the tolerance value was greater than 0.10 and the Variance Inflation Factor (VIF) was less than 10. The heteroscedasticity test was conducted to determine whether differences existed in the variance of residuals across observations. The test was performed using the Glejser test by regressing the absolute residual values on the independent variables. The regression model was considered free from heteroscedasticity when the significance value of each independent variable was greater than 0.05.

3.6 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the direction and magnitude of the effects of service quality and product price on customer satisfaction. The regression equation used in this study was formulated as follows: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$

where (Y) represents customer satisfaction, (α) is the constant, (β_1) and (β_2) are the regression coefficients, (X_1) represents service quality, (X_2) represents product price, and (ε) represents the error term. A positive regression coefficient indicates that an increase in service quality or a more positive assessment of product price is associated with an increase in customer satisfaction. Conversely, a negative regression coefficient indicates an inverse relationship.

3.7 Hypothesis Testing

Hypothesis testing was conducted at a significance level of 5% (α = 0.05). The hypotheses were tested using the partial (t)-test, simultaneous (F)-test, and coefficient of determination.

3.7.1 Partial Test ((t)-Test)

The (t)-test was used to examine the partial effect of each independent variable on customer satisfaction. H1 was tested by examining the regression coefficient of service quality β_1. H1 was accepted when the regression coefficient of service quality was positive and the significance value of the (t)-test was less than 0.05. This result indicates that service quality has a positive and significant partial effect on customer satisfaction. H2 was tested by examining the regression coefficient of product price (β_2). H2 was accepted when the regression coefficient of product price was positive and the significance value of the (t)-test was less than 0.05. This result indicates that product price has a positive and significant partial effect on customer satisfaction. The decision criteria for the partial test were as follows: when the significance value was less than 0.05, the research hypothesis was accepted; when the significance value was equal to or greater than

0.05, the research hypothesis was not accepted.

3.7.2 Simultaneous Test ((F)-Test)

The (F)-test was used to examine the simultaneous effect of service quality and product price on customer satisfaction. This test was conducted to evaluate H3. H3 was accepted when the significance value of the (F)-test was less than 0.05, indicating that service quality and product price simultaneously had a significant effect on customer satisfaction. The direction of the simultaneous effect was interpreted by considering the direction of the regression coefficients of both independent variables. The decision criteria for the simultaneous test were as follows: when the significance value of the (F)-test was less than 0.05, H3 was accepted; when the significance value was equal to or greater than 0.05, H3 was not accepted.

3.7.3 Coefficient of Determination

The coefficient of determination was used to determine the proportion of variation in customer satisfaction that could be explained by service quality and product price. The assessment was based on the adjusted (R^2) value because the research model included more than one independent variable. An adjusted (R^2) value closer to one indicates that service quality and product price have a greater ability to explain variations in customer satisfaction. Meanwhile, the proportion of variation in customer satisfaction that is not explained by the model is assumed to be influenced by other variables outside the scope of this study, such as product quality, brand image, customer trust, machinery usage experience, and after-sales service quality.

4. Results and Discussion

4.1 Respondent Characteristics

The study involved 82 respondents who represented customer companies of PT Asia Bahtera Solusitech. Respondent characteristics were classified based on age, gender, position, and company location, as presented in Table 4.

Table 4. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Age	19–28 years	22	26.83
	29–38 years	46	56.10
	39–48 years	12	14.63
	>49 years	2	2.44
	Total	82	100.00
Gender	Male	34	41.46
	Female	48	58.54
	Total	82	100.00
Division/ Position	Purchasing/ Admin Staff	40	48.78
	Supervisor	8	9.76
	Marketing	4	4.88
	Director	2	2.44
	Other Positions	28	34.15
	Total	82	100.00
Company Location	Bekasi	13	15.85
	Bandung	9	10.98
	Tangerang	9	10.98
	Other Regions	51	62.19
	Total	82	100.00

Based on Table 4, the respondents were predominantly aged 29–38 years, totaling 46 respondents or 56.10%. Female respondents accounted for 48 respondents or 58.54%, while 40 respondents or 48.78% worked as purchasing or procurement administrative staff. Bekasi represented the region with the largest number of customer companies, totaling 13 companies or 15.85%, while the remaining respondents were distributed across various regions in Indonesia.

4.2 Validity and Reliability Test Results

The validity test was conducted by comparing the calculated correlation coefficient ((r)) of each questionnaire item with the critical (r)-value. With 82 respondents, degrees of freedom (df = n - 2 = 80), and a significance level of 5%, the critical (r)-value was 0.217. Instrument reliability was assessed using Cronbach's alpha.

Table 5. Summary of Validity and Reliability Test Results

Variable	Number of Items	Range of Calculated (r)	Critical (r)	Cronbach s Alpha	Conclusion
Service Quality (X1)	10	0.725–0.840	0.217	0.922	Valid and reliable
Product Price (X2)	10	0.715–0.844	0.217	0.931	Valid and reliable
Customer Satisfaction (Y)	10	0.736–0.815	0.217	0.926	Valid and reliable

Table 5 shows that all questionnaire items had calculated (r)-values greater than 0.217; therefore, all items were considered valid. The Cronbach's alpha values for all variables were also greater than 0.70, namely 0.922 for service quality, 0.931 for product price, and 0.926 for customer satisfaction. These results indicate that all research instruments demonstrated very good internal consistency and were therefore appropriate for

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further analysis.

4.3 Classical Assumption Test Results

Classical assumption tests were conducted to ensure that the multiple linear regression model met the requirements of residual normality, absence of multicollinearity, and absence of heteroscedasticity. A summary of the test results is presented in Table 6.

Table 6. Classical Assumption Test Results

Test	Variable/ Indicator	Result	Criterion	Conclusion
Kolmogorov–Smirnov Normality Test	Test statistic	0.082	—	Normally distributed residuals
	Significance	0.200	>0.05	Normally distributed residuals
Multicollinearity	Tolerance X1	0.995	>0.10	No multicollinearity
	VIF X1	1.005	<10	No multicollinearity
	Tolerance X2	0.995	>0.10	No multicollinearity
	VIF X2	1.005	<10	No multicollinearity
Glejser Heteroscedasticity Test	Significance X1	0.984	>0.05	No heteroscedasticity
	Significance X2	0.270	>0.05	No heteroscedasticity

Based on Table 6, the normality test produced a significance value of 0.200, which was greater than 0.05, indicating that the residuals were normally distributed. The tolerance value of 0.995 and VIF value of 1.005 indicated that no multicollinearity existed between the independent variables. Furthermore, the Glejser test significance values of 0.984 for X1 and 0.270 for X2 indicated that the model did not exhibit heteroscedasticity. Therefore, the regression model satisfied all required classical assumptions.

4.4 Multiple Linear Regression Analysis Results

Multiple linear regression analysis was conducted to determine the effects of service quality and product price on customer satisfaction. Based on the data analysis, the following regression equation was obtained:

$$Y = 10.628 + 0.359X_1 + 0.406X_2$$

where:

(Y) = Customer Satisfaction

(X_1) = Service Quality

(X_2) = Product Price

Table 7. Regression Analysis and Partial Test Results

Variable	Coefficient B	Std. Error	Beta	(t)-Value	Significance	Conclusion
Constant	10.628	2.180	—	4.875	<0.001	Significant
Service Quality (X1)	0.359	0.042	0.529	8.579	<0.001	H1 accepted
Product Price (X2)	0.406	0.041	0.615	9.972	<0.001	H2 accepted

Based on Table 7, service quality had a regression coefficient of 0.359, a (t)-value of 8.579, and a significance value of <0.001. Product price had a regression coefficient of 0.406, a (t)-value of 9.972, and a significance value of <0.001. Since the significance values of both variables were below 0.05 and the regression coefficients were positive, service quality and customers' perceptions of product price had positive and significant partial effects on customer satisfaction.

The service quality coefficient of 0.359 indicates that a one-unit increase in the service quality score is associated with a 0.359-unit increase in customer satisfaction, assuming that product price remains constant. Meanwhile, the product price coefficient of 0.406 indicates that a one-unit increase in positive customer perceptions regarding price affordability, appropriateness, and competitiveness is associated with a 0.406-unit increase in customer satisfaction, assuming that service quality remains constant.

4.5 Simultaneous Test Results

The simultaneous test, or (F)-test, was conducted to determine whether service quality and product price jointly affected customer satisfaction. The simultaneous test results are presented in Table 8.

Table 8. Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	(F) Value	Significance
Regression	1,161.952	2	580.976	92.733	<0.001
Residual	494.938	79	6.265	—	—
Total	1,656.890	81	—	—	—

Table 8 shows an (F)-value of 92.733, which was greater than the critical (F)-value of 3.11, with a significance value of <0.001. These results indicate that service quality and

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product price simultaneously had a significant effect on customer satisfaction. Therefore, H3, which states that service quality and product price simultaneously affect customer satisfaction, was accepted.

4.6 Coefficient of Determination

The coefficient of determination was used to measure the extent to which service quality and product price were able to explain variation in customer satisfaction. The coefficient of determination results are presented in Table 9.

Table 9. Coefficient of Determination Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.837	0.701	0.694	2.50301

Based on Table 9, the (R) value of 0.837 indicates a strong relationship between service quality and product price and customer satisfaction. The (R^2) value of 0.701 indicates that 70.10% of the variation in customer satisfaction can be explained by service quality and product price, while the remaining 29.90% is influenced by other factors not included in the research model.

4.7 Discussion

4.7.1 The Effect of Service Quality on Customer Satisfaction

The results of this study indicate that service quality has a positive and significant effect on customer satisfaction at PT Asia Bahtera Solusitech. This finding is supported by a regression coefficient of 0.359, a (t)-value of 8.579, and a significance level of <0.001. These results demonstrate that the better the service quality perceived by customers, the higher the level of customer satisfaction with the company.

In the plastic injection machinery industry, high-quality service is not limited to the friendliness or communication skills of sales personnel but also includes technician reliability, response speed when machinery problems occur, accuracy in diagnosing failures, spare-parts availability, service assurance, and the company's ability to understand customers' technical needs. These service aspects have strategic importance because machinery disruptions may interrupt production processes and create operational losses for customer companies.

The findings of this study are consistent with previous research showing that service quality dimensions in automotive after-sales services are associated with customer satisfaction (Balinado et al., 2021). The results also support research demonstrating that after-sales service can improve customer satisfaction in the B2B heavy equipment industry (Ilman et al., 2026). In addition, customer support has been identified as an important service category in building and maintaining customer relationships in B2B manufacturing companies (Raddats et al., 2024).

These findings confirm that customers in the industrial machinery sector perceive service as an inseparable component of the overall product offering. Therefore, PT Asia Bahtera Solusitech needs to maintain service timeliness, improve technician competence, accelerate complaint handling, and ensure the availability of spare parts. Consistency in these aspects can provide customers with a greater sense of security and reduce the risk of production interruptions.

4.7.2 The Effect of Product Price on Customer Satisfaction

The results of the second hypothesis test indicate that product price has a positive and significant effect on customer satisfaction. The product price variable obtained a regression coefficient of 0.406, a (t)-value of 9.972, and a significance level of <0.001. The standardized beta coefficient of 0.615 was also higher than that of service quality, which had a standardized beta coefficient of 0.529. Therefore, within this research model, product price demonstrated a relatively stronger statistical association with customer satisfaction.

This positive effect does not imply that a higher nominal machine price necessarily leads to higher customer satisfaction. The product price variable in this study reflects customers' perceptions of price affordability, price–quality compatibility, price–benefit compatibility, and price competitiveness. Accordingly, the findings indicate that the more favorable customers' perceptions of price fairness and appropriateness, the higher their level of satisfaction.

In purchasing plastic injection machinery, customers perceive price as part of a long-term investment decision. Their evaluation is not based solely on the initial purchase price but also on production capacity,

machinery efficiency, component quality, useful life, maintenance costs, warranty coverage, technical support, and spare-parts availability. Customers are more likely to be satisfied when the financial expenditure is perceived as proportional to the operational benefits and productivity gains obtained.

The findings support previous research demonstrating that price fairness is positively associated with customer satisfaction, trust, and loyalty (Hride et al., 2022). These results indicate that customers' evaluations of price are not made independently but are closely related to the comparison between the economic sacrifice incurred and the value received (Hride et al., 2022).

However, the findings of this study differ from those of previous research on a B2B furniture manufacturing company in Surabaya, which found that price fairness did not significantly affect customer satisfaction (Aprianto & Sukoco, 2024). This difference may be attributed to variations in product characteristics, transaction value, investment risk, competitive structure, and the benefits associated with product use. In the plastic injection machinery industry, price may have greater importance because it is directly related to capital investment, productivity, and the continuity of customers' production activities (Aprianto & Sukoco, 2024).

From a managerial perspective, the company should implement transparent and easily understandable pricing policies. Price quotations should be accompanied by clear information regarding machine specifications, productivity benefits, warranty coverage, maintenance costs, technical service coverage, and spare-parts availability. Such a strategy can help customers evaluate the overall investment value rather than focusing solely on the initial purchase price.

4.7.3 The Effect of Service Quality and Product Price on Customer Satisfaction

The simultaneous test results indicate that service quality and product price jointly have a significant effect on customer satisfaction at PT Asia Bahtera Solusitech. This finding is supported by an (F)-value of 92.733 and a significance level of <0.001. Therefore, both variables represent important factors that jointly shape customers' overall evaluations of the company.

Service quality and product price represent two different forms of value considered by customers. Service quality provides nonmonetary value in the form of convenience, certainty, trust, rapid problem resolution, and assurance of operational continuity. Product price, meanwhile, provides an economic basis for evaluating the feasibility and potential benefits of the investment. Customers are more likely to achieve higher levels of satisfaction when they receive high-quality service and perceive the product price as proportionate to the quality and benefits obtained.

The findings of this study support previous research showing that service quality and perceived value are associated with customer satisfaction and the sustainability of customer relationships (Tedja et al., 2024). Previous research has also emphasized the importance of examining the relationships among service quality, perceived value, satisfaction, and relationship sustainability across different industrial contexts (Tedja et al., 2024).

The simultaneous findings also indicate that the company should not focus exclusively on only one strategic aspect. Competitive pricing may not generate optimal customer satisfaction when it is not supported by responsive and reliable technical services. Conversely, high-quality service may still be perceived as unsatisfactory if the price is considered unclear or disproportionate to the benefits received. Therefore, improvements in customer satisfaction should be pursued through the integration of service and pricing strategies.

4.7.4 The Model's Ability to Explain Customer Satisfaction

The (R^2) value of 0.701 indicates that service quality and product price explain 70.10% of the variation in customer satisfaction. This value demonstrates that the research model has substantial explanatory power. The remaining 29.90% of the variation in customer satisfaction is associated with other factors not included in the present research model.

These other factors may include machinery quality, brand image, customer trust, delivery accuracy, previous usage experience, spare-parts availability, warranty duration, personal relationships with sales personnel, payment convenience, and the effectiveness of complaint handling. Future

studies may incorporate several of these variables to provide a more comprehensive explanation of customer satisfaction in the plastic injection machinery trading industry.

Overall, the research findings support H1, H2, and H3. Customer satisfaction at PT Asia Bahtera Solusitech can be enhanced through reliable technical services, rapid responses, service assurance, attention to customer needs, and pricing policies that are affordable, competitive, and proportionate to the quality and benefits of the machinery. These findings provide an empirical basis for the company to position service quality and product price as two important priorities in its strategy for maintaining long-term B2B customer relationships.

5. Conclusion

The results of this study show that service quality has a positive and significant effect on customer satisfaction at PT Asia Bahtera Solusitech, with a (t)-value of 8.579, exceeding the critical (t)-value of 1.990, and a significance level of <0.001. Product price also has a positive and significant effect on customer satisfaction, with a (t)-value of 9.972, exceeding the critical (t)-value of 1.990, and a significance level of <0.001. Simultaneously, service quality and product price significantly affect customer satisfaction, as indicated by an (F)-value of 92.733 and a significance level of <0.001. The (R^2) value of 0.701 indicates that both variables explain 70.10% of the variation in customer satisfaction.

Practically, PT Asia Bahtera Solusitech should improve technician competence and responsiveness, accelerate complaint handling, and maintain adequate spare-parts availability. The company should also maintain transparent and competitive pricing that reflects the quality and benefits of the machinery. Maintenance packages, spare-parts discounts, and flexible payment schemes may also be considered to enhance customer satisfaction. This study is limited to one company, involves 82 respondents, relies on questionnaire-based perceptions, and examines only service quality and product price. Its cross-sectional design also does not capture changes in customer satisfaction over time. Future studies are therefore encouraged to include additional variables such as product quality, brand image, trust, after-sales service, and complaint handling. Broader research across several industrial machinery companies using longitudinal or mixed-method approaches is also recommended to provide more comprehensive findings.

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