

## **THE EFFECT OF SERVICE QUALITY AND PRICE TOWARD CUSTOMERS' SATISFACTION AT *TOKO RAJA PULSA* – TERNATE**

**<sup>1</sup>Puspita. D, <sup>2</sup>Thomas Stefanus Kaihatu\***

Ciputra University Surabaya  
INDONESIA

### **ABSTRACT**

*There has been a rapid growth on technology recently which is as unstoppable as the wave in the ocean. Besides, the social media has been widely known and used by people in all ages and social class around the world. These rapid changes have significantly increased people's spending on internet and cellphone credit. Looking at this phenomenon, the writer and other businessmen are encouraged to open credit counter business in every places and area. Indonesia, as one of developing countries, provides people with several cellular providers. Therefore, people should be careful and smart in spending money for internet and cellphone credit. Although Indonesia consists of many islands, not all areas are covered by cellphone provider. Certain cellular providers dominate some areas as they are able to reach those areas. Then people see cellphone credit business is easily done anywhere by anybody. As a mean of service business, this study is conducted to measure the service quality and price offered affect customers' satisfaction. However, each credit counter business possesses its own strength and weaknesses.*

*The objective of this study is to figure out how far service quality and price offered have affected customers' satisfaction. Method used in this study is questioner which has been distributed to 75 customers of Toko Raja Pulsa to be further analyzed afterwards.*

**Keywords:** customers' satisfaction, price and service quality

### **INTRODUCTION**

In this globalization era, company is demanded to care more about customers' demand and desire. Thus, company should be able to give its best service to maintain customers' satisfaction unless its competitor may take advantage of this. The quality itself has a strong bond or link toward customers' satisfaction, in which quality motivates customers to make the strong bond with the company. Looking at the unstoppable development in this era, the competition within cellular provider is tightened. Many telecommunication products exist and compete tightly to grab as many customers as possible.

The geographic position of Indonesia, which consists of many islands, makes several cellular providers are not able to reach the outer areas of Java. This condition makes an inequality in the competition itself as only one cellular provider dominates the main islands outside Java. Later on, this is related with the performance and the amount of customers. For example, in Maluku Island there is only one cellular provider which dominates the networking there strongly. Each cellular provider competes to get its customers; as a result, the greater the customers' provider, the stronger the provider's reputability for people there. Besides, many credit sellers or kiosks