

CHAPTER II

LITERATURE REVIEW

A. Theoretical Basis

This study will discuss the description of the theoretical framework that is the focus of this research. This study consists of independent variables that consist of Service Quality, Price, Corporate Image, and Location, while the dependent variable is Customer Satisfaction.

1. Marketing Management

Marketing management according to Kotler in Rares and Jorie (2015) is “analyzing, implementing, and supervising programs aimed at exchanging goods or services by the company as a seller to consumers as buyers with a view to achieving the objectives of a company or organization that is profit”. Marketing management is a social and managerial process that makes individuals and groups get what they need and want through the creation and exchange of products and values with others (Rahayu and Fathoni, 2017).

Marketing activities must be able to bring customers closer, examine market opportunities, determine the position of the service market segments and target markets based on the needs of the services and formulate a marketing mix (Sukotjo and A. Sumanto, 2010). The intended marketing mix is 7 P (product, price, promotion, place, people, process, and physical evidence).

a. Product

The products produced are goods or services that can meet customer needs.

b. Price

The price of goods or services is in accordance with the product itself.

c. Promotion

Promotion is the activity carried out by the seller to inform their product to customers, so that customers are interested in using the product.

d. Place

Place means here is a place to distribute goods or services by the seller to the buyer. Place has an important influence. The easier the customer reaches the location, the easier the process of fulfilling the needs of the customers.

e. People

People that mentioned are sellers and service provider employees who will serve the customers.

f. Process

Process is an activity that shows how services are provided to consumers during the purchase of goods.

g. Physical evidence

Physical evidence is the condition of the environment in which the sale service is operate.

2. Service Quality

Service quality is a way for a company to deliver a service to its customers. The way that can be done is to provide good service in accordance with the desires and the needs of customers. Normasari et., al (2013) said "service quality is to provide excellence service to achieve the desires or expectations of customers".

According to Tjiptono in Kuntari et al. (2016) "service quality is a comparison between service perceived by customers (perception) with service quality expected by customers". Meanwhile, according to Pontoh et., al (2014), service quality is defined as an effort to meet the needs and desires of customers and the accuracy of their delivery in balancing customer expectations.

Service quality is one important factor for the company's ability to develop and compete. According to Goofin and Price (1996) in Jahanshahi et., al (2011) service is important. By increasing product quality the company will have a competitive advantage. In addition, the company will get opportunities to increase sales and revenue.

Then, the higher the level of service quality provided by a company, the customer will feel more comfortable.

The fulfillment of expectations felt by customers will make customers continue to use the services of a company. Then, it will have a good impact on the progress of the company. So, the company can develop its business and also compete more competitively with other companies. However, to achieve a good level of quality, companies need to pay attention to what the wants and needs of customers in accordance with the times.

Budi Harto (2015) in his research stated that service quality is very dependent on 3 (three) things. This is in the form of systems, technology and people. If the company has a good work system, utilizes advanced technology, and quality standards of qualified workers in their field, then the company can make good quality service standards. Lupiyoadi in Krisdayanto, Iqbal et.,al (2018) in his research state that there are 5 (five) dimensions of service quality that must be fulfilled, namely tangibles, empathy, reliability, responsiveness, and assistance.

a. Tangibles

Tangibles is a form or appearance of the company that can be seen directly, such as service facilities, service equipment, neat appearance of employees, company design and communication facilities.

b. Empathy

Empathy means the ability of company to understand the customers problem and they can solve it by providing services in accordance with customer needs.

c. Reliability

The company's ability to solve problems and provide services in a fast, precise, and trusted.

d. Responsiveness

Responsiveness is the company's way of providing services to customers quickly and responsively.

e. Assurance

Assurance includes the knowledge, courtesy and expertise of employees in handling the complaints and providing services to the customers.

3. Price

Price is the amount of money that shows the value of a product in the form of goods or services. Daryanto in Suryoningsih et., al (2016) states the price is the amount of money billed by the company to customers. Whereas Rares and Jorie (2015) said that the price is also the amount of money needed by the community to get a combination of products (goods and services) and its services.

Usually, people assume that the higher the price of a product, the higher the quality of the product. Listyawati, (2018) in her research

stated that "Price can show the brand quality of the product, where customers have the notion that high prices usually have good quality".

Before deciding to get or buy an item or service, the public will assess the price of the product at first. Where the price of a product must match the quality that the product has. Then customers will decide to give up their money to buy the product. So, price becomes one of the important things in determining for a product to sell. Ferdinand in Arviantama (2016) states that price is one of the important variables in marketing. Where prices can affect customers in making decisions to buy a product.

Therefore, a company needs to build a business strategy. Strategies that can make customers and companies profitable. Price is the good strategy to get profit for the company (Listyawati, 2018). This can be done by making competitive price standards and also in line with product quality standards. If the price is set too high, then customers will be reluctant to give up some of their money to own or enjoy a product. Vice versa, when the price of a product is relatively low, then customers will assume that the quality of the product is not so good.

According to Gulo et., al (2018) the objectives and benefits of pricing are as follows:

1. As a basis for determining selling prices
2. As a tool to assess the efficiency of the production process
3. As a tool to monitor the realization of production costs

4. To determine the profit or loss
5. Assess and determine the cost of inventory

The calculation of the cost of production must be done carefully. It is intended that the management will easily make the decisions and set the policies for companies in the future.

Therefore, the things that can be used as a tool to determine prices are the amount of capital, the amount of profit, and the purchasing power of the community as the company's marketing target.

4. Corporate Image

Pontoh et., al (2014) mentions that an image is a reflection of the identity of an organization or company. Company image according to Normasari et., al (2013) is a representation of an institution with the hope of being able to encourage a positive image. Meanwhile, according to Kotler and Keller in Kartika and Kuswandiro (2019), that a corporate image is a set of beliefs, ideas, and impressions that a person has of an object. From the explanation above, it can be concluded that the corporate image is a customer's view of the impression given by the company.

A good image will make customers interested in buying products or using services from a company. For companies if they have a good image, the company will easily be able to develop its business.

Tuuk et., al (2019) stated that the image would reflect the company's level of commitment to quality, excellence, and also relationships with customers and partners. In this case, the corporate image helps facilitate customer knowledge on the products offered by the company. So, it can be concluded that the corporate image will be formed by the quality of service, the quality of the products offered, and the success in fulfilling the wants and needs of customers.

There are 4 parts of the company image stated by Liou & Chuang in Tjandra, Olivia et., al (2016), including:

1. Morality

Morality is a behavior related to the morals that a company has on its environment. Morality includes several things, including:

- a. Social activities, the company carries out social activities for the surrounding community.
- b. Environmental friendly activities is the company's ability to carry out the production process and produce a product that is environmental friendly so that it is easy to recycle.

2. Management

Management is how a company is managed as well as possible.

Management includes several aspects, namely:

- a. Staff expertise is the ability of workers to increase customer satisfaction.

- b. Cooperation means cooperation between workers in the company in carrying out their duties both individually and in groups.

3. Performance

Performance is an activity that can be carried out by companies in order to run their business. Performance includes:

- a. Price suitability, which is the price balance with the quality of a product.
- b. Promotional activities, namely activities that aim to attract the attention of customers.
- c. Advertising, which is a promotional tool that can attract customers so that it can increase revenue for the company.
- d. Selling Channel, which is the convenience provided by companies in conducting various transactions.

4. Service

Service is how the company does to satisfy customers. The things that can support services include:

- a. Speed of Service, namely service performed in the shortest possible time.
- b. Handling Complaints, namely how employees deal with customer complaints properly and appropriately
- c. Focus on Customer Needs, namely how companies can fulfil the needs and desires of customers.

5. Location

Location means the location of a building in an area, where the company will operate. Rares and Jorie (2015) stated that location is a strategic location which is easily accessible by customers. Location will also affect the number and type of customers who will be attracted to come to strategic location.

Determining the location for a company is important. The company must determine the right location for its business. Location can affect the company's existence in the future. In determining the location, the company must consider various things. The thing to note is that the location of the company must be in accordance with the type of business being carried out. In addition, the location of the company must be able to provide benefits to the company. This is in line with research conducted by Krisdayanto et., al (2018), that the factors that must be considered in determining the strategic location of a company, namely:

1. Access is the location that can be easily traversed by customers and means of transportation.
2. Visibility, ie location can be easily seen and found by customers.
3. Traffic, where many people pass through the area.
4. A large and secure parking area.

5. Expansion, namely the existence of vacant and extensive land in the company's placement area. The land can be used to extend the company when the company has developed well.
6. Environment, namely the area around the company can support the activities carried out by the company, in other words the number of marketing targets (customers) of the company.
7. Competition, in this case the company must consider the distance from competitors' businesses with the same type of business so as not to be close to the location of the company. It is intended that customers get in the future more and more varied.

6. Customer Satisfaction

Customer satisfaction is the taste felt by customers after receiving a service. Customer satisfaction will be achieved when the desires and needs of customers are met in accordance with customer expectations. This expectation is the confidence of customers on the performance of services to be provided by the company. As stated by Suryonaningih et., al (2016) in his research, that customers will experience various levels of satisfaction and dissatisfaction after experiencing services in accordance with customer expectations.

Customer satisfaction according to Krisdayanto et., al (2018) is the difference between expectations and perceived performance after use. Customer satisfaction is the level of one's feelings after comparing performance with expectations expressed Daryanto in Suryonaningih

et., al (2016). Meanwhile, according to Nurhalimah et., al (2018) customer satisfaction or dissatisfaction is part of the experience experienced by customers of a product offered by the company. So with that experience customers have a tendency to build certain values.

The factors that can affect customer satisfaction according to Yoety in Krisdayanto et., al (2018) include:

1. Services, in this case the company identifies what services are safe and can meet the needs and desires of customers. By providing the best choice and appearance or presentation of these services has a special attraction for customers.
2. Customer satisfaction, where the company will identify in terms of customer satisfaction through flexible factors in the use and care.
3. Submission, in this case the company's employees must provide an explanation that is easily understood by the services provided by the company, attractive, polite and respectful, as well as creating a pleasant atmosphere.

Based on the factors described above, it can be concluded that the company needs to pay attention to the quality of services provided. The company must be oriented to customer satisfaction by meeting customer expectations. In addition, the company must prepare its workers to be able to serve customers properly and correctly. Therefore, a measure of customer satisfaction is very beneficial for the company in order to evaluate company performance. This can make

the company compete with its competitors and the company can evaluate their performance according to the views of Susilo, et., al (2018).

B. Previous Research

In this study, the author makes the previous research as a guide in examining the variables used in this study. Variables in question are service quality, price, company image and location to customer satisfaction.

The research on customer satisfaction has been done by many researchers before. The research in question includes the influence of factors that can affect the level of customer satisfaction.

The research on the influence of service quality on customer satisfaction was conducted by Nurhalimah, S. et., al (2018). In that study, Nurhalimah et., al (2018) used the Incidental Sampling Method as a sampling method. Then the data obtained were analyzed using quantitative data analysis. The results of these study indicate that there is a positive influence between service quality on customer satisfaction. Similar research was also carried out by Susilo, Heri et., al (2018), Suratno et., al (2016), Krisdayanto, Iqbal et., al (2018), Ferandi, S.M. et., al (2016), Saktiani, G.A. (2015), and Atmanegara, S.Y. et., al (2019).

As for researchers from abroad who conducts research related to service quality to customer satisfaction, among others Namin, Aidin

(2017), Minh, N.V. (2016), Liat, C.B. (2017), Jahanshahi, A.A et., al (2011), Ali, M. and Raza, SA (2015), Annamvula and Bellamkonda (2016), Xu, Lu et., al (2017) and Zameer, Hashim et., al (2015). The results of the research that the above research is service quality has a positive influence on customer satisfaction.

Related research that is analyze the effect of prices on customer satisfaction has been carried out by Krisdayanto, Iqbal et., al (2018). The sampling technique used was Simple Random Sampling and then analyzed as quantitative. The results of this study prove that there is a positive influence between price and customer satisfaction. There are also similar research results conducted by Razak, I. et., al (2016), Nurhalimah, S. et., al (2018), Susilo, Heri et., al (2018), Ferandi, S.M. et., al (2016), Namin, Aidin (2017), Hanaysha, Jalal (2016), Khuong and Dai (2016), Ehsani, and Zahra and Ehsani, M.H. et., al (2015).

Research on the influence of corporate image on customer satisfaction was conducted by Suratno et., al (2016). The results of this study indicate that there is a positive and significant influence between the corporate image with customer satisfaction. Results from similar studies were also carried out by Tjandra, Olivia et., al (2016), Saktiani, G.A. (2015) and Zameer, Hashim, et., al (2015).

However, there are differences with the results of research by Atmanegara, S.Y. et., al (2019). The results of the study stated that the

corporate image has a positive but not significant effect on customer satisfaction. It is caused by the prevalence of each customer. Research conducted by Chuan and Imrie (2017) shows that corporate image has a positive influence as a mediating variable on customer satisfaction with customer loyalty.

In addition, the research that is analyze the effect of location on customer satisfaction was conducted by Atmanegara, S.Y. et., al (2019). The study states that location has a significant positive effect on customer satisfaction. Similar research was conducted by Ferandi, S.M. et., al (2016), Nurhalimah, S. et., al (2018), and Krisdayanto, Iqbal et., al (2016).

The previous research used as a reference for this study is contained in table 2.1. below.

Table 2.1
The Result of Previous Research

No.	Name	Variable	Result
1.	Nurhalimah, S. et., al (2018)	1. Service Quality 2. Price 3. Location 4. Customer Satisfaction	(1) Service quality has a positive effect on customer satisfaction partially. (2) Price partially has a positive effect on customer satisfaction. (3) Location has a positive effect on customer satisfaction partially. (4) Simultaneously, variables of service quality, price, and location have a positive influence on customer satisfaction.

No.	Name	Variable	Result
2.	Susilo, Heri et., al (2018)	1. Price 2. Service Quality 3. Promotion 4. Trust 5. Customer Satisfaction 6. Decision to Visit	(1) Price has a positive effect on customer satisfaction. (2) Service Quality has a positive effect on customer satisfaction. (3) Promotion has a positive influence on customer satisfaction. (4) Trust has a positive effect on customer satisfaction. (5) After conducting a mediation test, the results indicate that the visit decision is not an intervening variable of price, service quality, promotion, trust in customer satisfaction.
3.	Suratno et., al (2016)	1. Corporate Image 2. Service Quality 3. Customer Loyalty 4. Customer Satisfaction	(1) Company image has a positive influence on customer satisfaction. (2) Service quality has a positive effect on customer satisfaction. (3) Company image has a positive effect on customer loyalty. (4) Service quality has a positive effect on customer loyalty. (5) Customer satisfaction is an intervening variable of company image and service quality on customer loyalty. Where customer satisfaction affects customer loyalty.
4.	Krisdayanto, Iqbal et., al (2018)	1. Price 2. Service Quality 3. Facilities 4. Location 5. Customer Satisfaction	(1) Price has a positive influence on customer satisfaction. (2) Service quality has a positive effect on customer satisfaction. (3) Facilities have a positive effect on customer satisfaction. (4) Location has a positive effect on customer satisfaction.
5.	Ferandi, S.M. et., al (2016)	1. Service Quality 2. Price 3. Location	(1) Service Quality has a positive and significant effect on the decision to use services.

No.	Name	Variable	Result
		4. Decision to Use Services	(2) Price has a positive and significant influence on the decision to use services. (3) Location influences positive and significant towards the decision to use services. (4) Service quality, price, and location have a positive and significant influence on the decision to use services both simultaneously and partially.
6.	Tjandra, Olivia et., al 2016)	1. Corporate Image 2. Customer Loyalty 3. Customer Satisfaction	(1) Company image has a positive and significant effect on customer satisfaction. (2) Company image has a positive and significant influence on customer loyalty. (3) Satisfaction has a positive and significant relationship to customer loyalty.
7.	Saktiani, G.A. (2015)	1. Service Quality 2. Corporate Image 3. Customer Satisfaction 4. Word of Mouth	(1) Service Quality has a positive effect on customer satisfaction. (2) Company image influences customer satisfaction. (3) Company quality has a positive effect on Word of Mouth. (4) The corporate image has a positive effect on Word of Mouth. (5) Customer satisfaction has a positive relationship with Word of Mouth, because the higher the level of satisfaction felt by customers, the Word of Mouth factor will increase.
8.	Atmanegara, S.Y. et., al (2019)	1. Service Quality 2. Corporate Image 3. Location 4. Customer Satisfaction	(1) Service Quality has a positive and significant effect on customer satisfaction. (2) Company image has a positive and not significant effect on customer satisfaction, because customers pay more attention to the services and comfort provided by the Ijen View Bondowoso hotel. (3) Location-

No.	Name	Variable	Result
			has a positive and significant effect on customer satisfaction.
9.	Namin, Aidin (2017)	<ol style="list-style-type: none"> 1. Service Quality 2. Food Quality 3. Price Value Rasio 4. Customer Satisfaction 5. Behavioura Intentions 	<p>(1) Service quality has a positive effect on Customer satisfaction. (2) Food quality has a positive effect on Customer satisfaction. (3) Price value ratio has a positive effect on Customer satisfaction. (4) Service quality, food quality, price value indirectly affect Behavioral intentions. (5) Behavioral intentions can be improved through Customer satisfaction.</p>
10.	Minh, N.V. and Huu, N.Y. (2016)	<ol style="list-style-type: none"> 1. Service Quality 2. Customer Satisfaction 3. Customer Loyalty 	<p>(1) Service Quality has a significant positive effect on Customer Satisfaction. (2) Customer Satisfaction has a significant positive effect on Customer Loyalty. (3) Service Quality has a significant positive effect on Customer Loyalty.</p>
11.	Liat, C.B. et., al (2017)	<ol style="list-style-type: none"> 1. Service Recovery 2. Service Quality 3. Customer Satisfaction 4. Customer Loyalty 5. Corporate Image 6. Diverse Generation Gap 	<p>(1) Service Recovery has a significant positive effect on Customer Satisfaction. (2) Service Quality has a significant positive effect on Customer Satisfaction. (3) Customer Satisfaction has a significant positive effect on Customer Loyalty. (4) Corporate Image partially has a significant positive relationship mediating the relationship between customer satisfaction and customer loyalty. (5) Diverse generation gap X and Y cannot be a mediator in the relationship between satisfaction and loyalty.</p>
12.	Razak, Ismail et., al (2016)	<ol style="list-style-type: none"> 1. Product Quality 2. Price 	<p>(1) Product Quality has a significant positive effect on-</p>

No.	Name	Variable	Result
		3. Customer Value 4. Customer Satisfaction	Customer Value. (2) Price has a significant positive effect on Customer Value. (3) Product Quality has a significant positive effect on Customer Satisfaction. (4) Price has a significant positive effect on Customer Satisfaction. (5) Customer Value has a significant positive effect on Customer Satisfaction, where Customer Value can increase the level of Customer Satisfaction.
13.	Jahanshahi A.A. et., al (2011)	1. Customer Service 2. Product Quality 3. Customer-Satisfaction 4. Customer Loyalty	(1) Customer Service has a positive effect on Customer Satisfaction. (2) Product Quality has a positive effect on Customer Satisfaction. (3) There is a positive relationship between Customer Satisfaction and Customer Loyalty.
14.	Hanaysha, Jalal (2016)	1. Food Quality 2. Price Fairness 3. Physical Environment 4. Customer Satisfaction	(1) Food Quality has a significant positive effect on Customer Satisfaction. (2) Price Fairness has a significant positive effect on Customer Satisfaction. (3) Physical Environment has a significant positive effect on Customer Satisfaction.
15.	Khuong, M.N. and Dai, N.Q. (2016)	1. Reliability 2. Responsivene 3. Comfort 4. Price 5. Customer Satisfaction 6. Customer Loyalty	(1) Reliability, Responsiveness, Price and Customer satisfaction have a direct positive effect on Customer Loyalty. (2) Price and Comfort indirectly have a positive effect on Customer Loyalty. (3) Comfort and Price directly affect Customer Satisfaction. (4) Customer Satisfaction has a positive relationship with Customer Loyalty.
16.	Ehsani, Zahra and Ehsani, M.H.	1. Quality of product	(1) Quality of product, Quality of after-service Service and

No.	Name	Variable	Result
	(2015)	2. Quality of after-sele Service 3. Price 4. Relationship Quality 5. Customer-Satisfaction 6. Customer Commitment	Price have a positive effect on Relationship Quality. (2) Relationship Quality has a positive effect on Customer Satisfaction. (3) Relationship Quality has a positive effect on Customer Commitment. (4) Quality of product, Quality of after-service Service and Price have a positive effect on Customer Satisfaction through mediating variables namely Relationship Quality.
17.	Ali, Muhammad and Raza, S.A. (2015)	1. Sevice Quality SERVIQUAL Model (compliance, assurance, responsiveness, tangible, empathy and reliability) 2. Customer-Satisfaction	(1) compliance has a positive effect on Customer Satisfaction. (2) Assurance has a positive effect on Customer Satisfaction. (3) Responsiveness has a positive effect on Cusromer Satisfaction. (4) Tangible has a positive effect on Customer Satisfaction. (5) Empathy has a positive effect on Customer Satisfaction. (6) Reliability has a positive effect on Customer Satisfaction. So, Service Quality with the SERVQUAL model has a positive effect on Customer Satisfaction.
18.	Annamdevula, Subrahmanyam and Bellamkonda, R.S. (2016)	1. Service Quality 2. Customer Satisfaction (student) 3. Customer Loyalty (student)	(1) Service Quality has a positive effect on Customer Satisfaction. (2) Service Quality has a positive effect on Customer Loyalty. (3) Customer Satisfaction has a positive influence on Customer Loyalty. Customer Satisfaction is a mediator between Service Quality and Customer Loyalty.
19.	Xu, Lu et., al (2017)	1. Service Quality 2. Product Quality 3. Customer Satisfaction	(1) Service Quality has a positive effect on Customer Satisfaction. (2) Product Quality has a positive effect on-

No.	Name	Variable	Result
		4. Customer Intention to switch brand	Customer Satisfaction. (3) Customer Satisfaction negatively influences Customer Intention to switch brand.
20.	Zameer, Hashim et.,al (2015)	1. Service Quality 2. Corporate Image 3. Customer Satisfaction 4. Customers' Perceived Value	(1) Service Quality has a significant positive effect on Customers' Perceived Value. (2) Corporate Image has a significant positive effect on Customers' Perceived Value. (3) Customer Satisfaction has a significant positive effect on Customers' Perceived Value.

C. Hypothesis

The hypothesis according to Jannah and Prasetyo (2014) is a temporary answer to the problem to be studied. The hypothesis is said to be a temporary answer because the answer was obtained from theories that existed in previous studies. So, this hypothesis can be formulated from a framework of thought which is a temporary answer to the problems formulated in the study. Based on the framework of thought and previous research, the hypothesis can be formulated as follows:

1. The Relationship between Service Quality and Customer Satisfaction

Service quality and customer satisfaction have a close relationship. This can be seen when a company has good service quality, where the service is carried out in accordance with customer expectations, it can be said that customers will feel satisfied.

According to Suratno et., al (2016) the better the services provided, it will affect the level of satisfaction that will be felt by the customers

after getting service. Therefore, the better the quality of service, the higher the level of customer satisfaction. Then it can cause the company's quality to be better. Vice versa, if the services provided are not good and satisfying, the quality of the company is also not good for customers. Therefore, companies must always improve service quality so that customer satisfaction and service quality is maintained.

The similar study was also conducted by Arviantama et., al (2017), if the performance of the services provided exceeds customer expectations, then the customer will feel satisfied. And vice versa, if service performance is not in line with expectations, customer will feel disappointed and customers will not feel satisfied.

According to the research of Putri, D.G.D and Susanto, S.B. (2018) that the greater the quality of services in the industry, the level of satisfaction will continue to increase. Based on research conducted by Jayabrata et., al (2016), if performance is lower than customer expectations, then buyers will not feel satisfied or feel happy. Also in the same study explained that customers will be satisfied if the work provided is the same as what customers expect.

Based on the previous theoretical and research studies above, the first hypothesis that can be drawn up is:

The first hypothesis: Service quality has the positive and significant influence toward customer satisfaction.

2. The Relationship between Price and Customer Satisfaction

Price is an important indicator in achieving customer satisfaction. It is because customer usually will compare the price with the benefits to be gained from a product to achieve the satisfaction from the customers themselves. Gulla et., al (2015) states in their research that price has a large impact on customer satisfaction, because with affordable prices, customers will feel its own satisfaction.

In the research of Martua, C. and Djati, S. P (2018) stated that price has a strong influence on customer satisfaction. It is caused by the desire of customers to get attractive prices. Customers will try to compare the prices that offered by a company with the similar companies. Attractive prices can make the customers to feel attracted to buy or use the products from a company.

By setting a reasonable price, it can be said that the price is competitive. Satisfaction will be obtained when the price paid is in accordance with the service received by the customer, this was stated by Arviantama et., al (2017).

In the research conducted by Firatmadi, A. (2017) said that when customers use certain services, the customers often compare prices with the benefits to be gained. If the price of a service is higher than the benefit to be received, then the customer will feel dissatisfied and will reduce the consumption of the product or service. Thus, it can be concluded that companies need to have a standard price so that

customers feel satisfied when buying a product or service. So, based on the theory and previous research above, the second hypothesis that can be drawn up is:

The second hypothesis: Price has the positive and significant influence toward customer satisfaction.

3. The Relationship between Corporate Image and Customer Satisfaction

The image of a company is one thing that can satisfy customers. By having a good image, customers will feel attracted to get services from a company. Usually companies that have a good image also have a good level of service. Then good service can satisfy customers. As well as increasing customer satisfaction, the corporate image will also increase.

Research of Suratno et., al (2016) said that customers have the notion that the corporate image can affect the quality of products produced. If the quality of the product is good then the customer will feel satisfied. Then this will make a better company image (Tjandra et., al, 2016).

According to Saktiani, G. A (2015) in her research that customers (students) were satisfied with education services in the Malang State Polytechnic, so that the Malang State Polytechnic had a good image.

Based on the theory and previous research above, the third hypothesis that can be arranged is:

The third hypothesis: Corporate image has the positive and significant influence toward customer satisfaction

4. The Relationship between Location and Customer Satisfaction

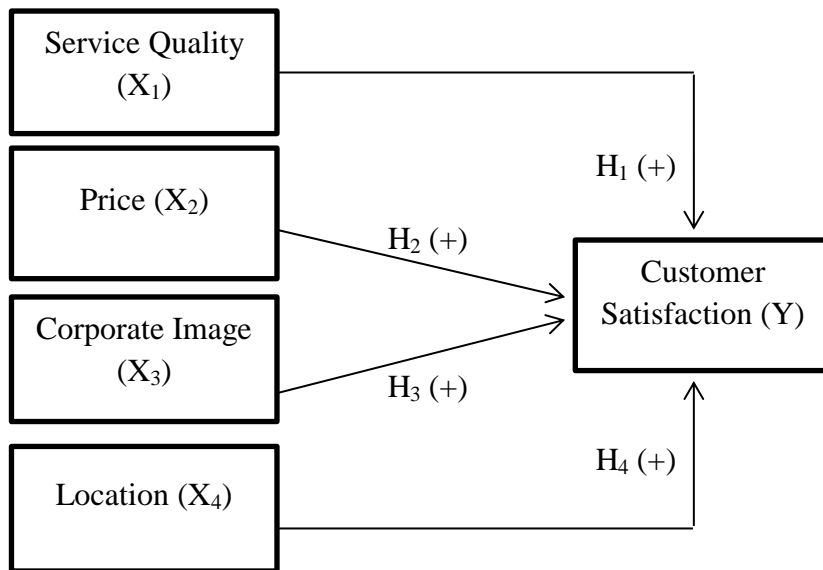
Location is one of the attractions of a company. The location of the company must be located in a strategic area and easy to reach by customers in order to meet their needs. So, if customers' needs are met and supported by strategic locations, customers will feel satisfied. This is in line with the research of Bailia et al. (2014) providing evidence that the strategic location which is easily accessible is an important factor in determining customer satisfaction.

According to Atmanegara et., al (2019) the more strategic the location and easily accessible to customers, the number of service users will be more numerous and customers will be more satisfied. The results of research from Karomah et., al (2018) shows that location that are easily accessible and close to public transportation will make it easier for customers to come to the company. Nainggolan et., al (2016) in their research also proved that an easily accessible location will cause satisfaction. Based on the theory and previous research above, the fourth hypothesis that can be drawn up is:

The fourth hypothesis: Location has the positive and significant influence toward customer satisfaction.

D. Research Model

To get the clearer picture of this research, the author sketched the framework of thought outlined in the form of the figure 2.1. below:



**Figure 2.1
Research Model**

The hypothesis of this research is as follows:

H₁ : Service Quality has Positive Impact Toward Customer Satisfaction

H₂ : Price has Positive Impact Toward Customer Satisfaction

H₃ : Corporate Image has Positive Impact Toward Customer Satisfaction

H₄ : Location has Positive Impact Toward Customer Satisfaction