

The Effect of Service Quality and Price on Customer Satisfaction in Supporting the Development of Gender-Based Equality Entrepreneurship at Radisty Wedding Organizer Bandung

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Abstract: This study examines the effects of service quality and price on customer satisfaction at Radisty Wedding Organizer Bandung and explores their relevance to the development of gender-equality-oriented entrepreneurship. **Design/methodology/approach:** This study employed a quantitative explanatory approach. The population consisted of 210 customers who used Radisty Wedding Organizer services in 2025. A sample of 68 respondents was selected using purposive sampling. Data were collected through a five-point Likert-scale questionnaire and analyzed using multiple linear regression, classical assumption tests, partial t-tests, and a simultaneous F-test with IBM SPSS Statistics. **Findings:** Based on the verified regression results, service quality had [a significant/not significant] effect on customer satisfaction, while price had [a significant/not significant] effect. Simultaneously, service quality and price significantly affected customer satisfaction, with an R^2 value of [insert the verified value]. **Practical implications:** Radisty Wedding Organizer should improve communication responsiveness, event coordination, service reliability, and price transparency while maintaining fair employment and business practices. **Limitations:** The study was limited to one wedding organizer in Bandung and used a relatively small sample with a cross-sectional design. **Originality/value:** This study provides empirical evidence on customer satisfaction in the wedding organizer sector and discusses its implications for inclusive and gender-equality-oriented entrepreneurship.

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Introduction

One of the fastest-growing service industries in Indonesia is the wedding organizer industry. Rising public awareness of the importance of professionally organizing weddings has spurred the growth of wedding organizer companies offering a variety of integrated service packages. Wedding organizers not only serve as event organizers but also act as consultants, assisting prospective brides and grooms throughout the planning and vendor coordination stages, through to the overall event execution. This makes the wedding organizer industry a part of the creative economy, offering significant growth prospects while facing increasingly high levels of competition.

Bandung is one of Indonesia's creative industry hubs, with a rapidly growing wedding organizer business. According to data from the West Java Provincial Tourism and Culture Office (2023), there are over 200 wedding organizer companies actively operating in Bandung. This large number of businesses demonstrates the significant market opportunity in the wedding services industry, but also exacerbates the growing competition. Each company is required to create a competitive advantage through professional service quality, service innovation, and pricing that aligns with consumer capabilities and perceptions to maintain its presence in the market (West Java Provincial Tourism and Culture Office, 2023).

Increasingly fierce competition means wedding organizers are required not only to acquire new customers but also to maintain customer satisfaction. Customer satisfaction is crucial because satisfied customers are more likely to make repeat purchases, recommend services to other potential customers, and build a positive company image. Conversely, customer dissatisfaction can lead to customers switching to competitors and the emergence of negative reviews on social media, potentially damaging the company's reputation. Therefore, customer satisfaction is a crucial indicator in measuring the success of a service company.

Radisty Wedding Organizer is a company specializing in wedding planning services in Bandung. It provides a one-stop wedding service that includes event concept consultation, decoration, makeup, documentation, dress rental, and event coordination. However, according to company administration data, although the number of customers continues to increase year after year, the growth rate has slowed, from 54.2% in 2023 to only 12.3% in 2025. Furthermore, the company's revenue fluctuated throughout 2025, indicating that it faces challenges in maintaining stable demand for its services amidst increasing industry competition.

Another phenomenon was discovered during the researcher's Field Work Practice (PKL) at Radisty Wedding Organizer Bandung. Based on the company's internal data from 40 consumers, 35% of consumers still expressed various complaints, including slow communication responses, late coordination with vendors, perceptions that the offered price was relatively high, service results did not match expectations, and lack of communication regarding event implementation details. Although 65% of consumers expressed satisfaction with the company's services, the existence of these various complaints indicates that there are still aspects of service quality and price perception that need to be improved in order to increase overall customer satisfaction.

This phenomenon demonstrates that service quality and price are two crucial factors in shaping customer satisfaction in the wedding organizer industry. Good service quality will

increase customer trust through prompt, friendly, and professional service that meets customer expectations. Conversely, prices that are perceived as fair and commensurate with the service's benefits will increase customer perceived value, thereby strengthening customer satisfaction. Therefore, service companies are required not only to provide the best service but also to set competitive prices in line with the quality of service received by customers.

Research on the influence of service quality and price on consumer satisfaction has actually been conducted extensively. Research by (Nurwisesa & Andhika, 2023), as well as (W et al., 2023) shows that service quality has a positive effect on consumer satisfaction. Other research conducted by (Haryoko et al., 2020) found that price also has a positive influence on customer satisfaction. However, several studies have found conflicting results, indicating that price does not always have a significant impact on customer satisfaction due to industry characteristics, market conditions, and customers' perceived value. These discrepancies in research findings indicate persistent inconsistencies in empirical findings, creating a research gap that requires further study.

In addition to the inconsistency of research findings, research gaps are also evident in the research objects, which are still dominated by the restaurant, hotel, banking, transportation, and e-commerce sectors. Research specifically examining the influence of service quality and price on customer satisfaction in wedding organizer companies, particularly in Bandung, is still relatively limited. This is despite the fact that the characteristics of the wedding organizer industry differ from other service sectors because it involves personal, emotional, and unrepeatable services, resulting in relatively higher consumer expectations. Therefore, this study is important to conduct to provide empirical evidence regarding the influence of service quality and price on customer satisfaction at Radisty Wedding Organizer Bandung and to provide strategic recommendations for companies to increase competitiveness in the wedding service industry.

Research Methods

This study uses a quantitative approach with an associative descriptive design. The quantitative approach was chosen to objectively examine the influence of work motivation and work discipline on employee performance through statistical analysis, while the descriptive design is used to describe the condition of each research variable, and the associative design aims to analyze the causal relationship between the independent variable and the dependent variable. The study was conducted at PT Artindo Pratama Sejahtera Serang Branch located at Perumahan Puri Anggrek Serang Blok C.39 No. 05, Teritih Village, Walantaka District, Serang Regency, from October to December 2024. The study population was 142 employees, while the sample was determined using a non-probability sampling technique with the Slovin formula at an error rate of 10%, resulting in 59 respondents consisting of male and female employees of PT Artindo Pratama Sejahtera Serang Branch.

Data collection techniques in this study were carried out through observation, questionnaires, and literature studies. The questionnaire was compiled using a five-point Likert scale to measure respondents' perceptions of the variables of work motivation, work

discipline, and employee performance, while literature studies were used to support the preparation of the theoretical basis and discussion of the research results. The collected data were analyzed using IBM SPSS, starting with the classical assumption test which includes normality, multicollinearity, heteroscedasticity, and autocorrelation tests. Next, multiple linear regression analysis was carried out to test the effect of independent variables on the dependent variable, accompanied by a coefficient of determination (R^2) test, a partial test (t-test), and a simultaneous test (F-test) with a significance level of 5% to test the research hypothesis.

Results and Discussion

Classical Assumption Testing

1. Normality Test

Table 1. Results of the Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		68
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.97961891
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.037
Kolmogorov-Smirnov Z		.508
Asymp. Sig. (2-tailed)		.959

a. Test distribution is Normal.

b. Calculated from data.

Based on the results of the Kolmogorov–Smirnov test in Table 1, the Asymp. Sig. (2-tailed) value is 0.959. This value is greater than the significance level of 0.05 ($0.959 > 0.05$), so it can be concluded that the research residuals are normally distributed. Thus, the regression model in this study has met the assumption of normality and is suitable for use in multiple linear regression analysis.

2. Multicollinearity Test

Table 2. Multicollinearity test results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.282	5.658		1.464	.148		
	Kualitas Pelayanan (X1)	.178	.108	.160	1.650	.104	.975	1.025
	Harga (X2)	.402	.066	.592	6.107	.000	.975	1.025

a. Dependent Variable: Kepuasan Konsumen (Y)

Source: SPSS Processed Data 2026

Based on the multicollinearity test results in Table 2, it is known that the Service Quality variable (X₁) has a Tolerance value of 0.975 and a Variance Inflation Factor (VIF) of 1.025. Meanwhile, the Price variable (X₂) has a Tolerance value of 0.975 and a VIF of 1.025. According to Ghazali (2021), a regression model is declared to not experience symptoms of multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10.00. Based on these results, both independent variables meet the criteria because they have a Tolerance value of $0.975 > 0.10$ and a VIF value of $1.025 < 10.00$.

Thus, it can be concluded that there is no strong relationship or high correlation between the independent variables, namely Service Quality (X₁) and Price (X₂). This indicates that each independent variable is able to explain the dependent variable independently without influencing each other excessively. Therefore, the regression model used in this study has met the classical assumptions of the multicollinearity test, so that multiple linear regression analysis can be continued to test the effect of Service Quality and Price on Consumer Satisfaction at Radisty Wedding Organizer Bandung.

3. Heteroscedasticity Test

Table 3. Heteroscedasticity Test**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.637 ^a	.405	.387	4.040	2.023

a. Predictors: (Constant), Harga (X₂), Kualitas Pelayanan (X₁)

b. Dependent Variable: Kepuasan Konsumen (Y)

Based on Table 3, the Durbin-Watson value is 2.023. This value is around 2, in the range of 1.5 to 2.5, so it can be concluded that there is no autocorrelation in the regression model.

Thus, the residuals in this study are independent or not correlated between one observation and another. Therefore, the regression model used has met the classical assumption of autocorrelation and is suitable for use in multiple linear regression analysis and

hypothesis testing. In addition, based on Table 4.12, the R value is 0.637, which indicates that the relationship between the variables of Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y) is in the strong category. The R Square value of 0.405 indicates that 40.5% of the variation in Consumer Satisfaction can be explained by the variables of Service Quality and Price, while the remaining 59.5% is influenced by other variables outside the research model. The Adjusted R Square value of 0.387 indicates that after adjusting for the number of independent variables and the number of samples, the model's ability to explain the variation in Consumer Satisfaction becomes 38.7%.

Multiple Linear Regression Analysis

Table 4. Multiple Regression Mathematical Model

X1	X2	Y	X1 ²	X2 ²	Y ²	X1X2	X1Y	X2Y
3463	2488	2178	177799	94904	71544	127076	111323	81310

$$\begin{aligned}
 \sum X_1^2 &= \sum X_1^2 - \frac{(\sum X_1)^2}{n} = 177799 - \frac{(3463)^2}{68} = 1441 \\
 \sum X_2^2 &= \sum X_2^2 - \frac{(\sum X_2)^2}{n} = 94904 - \frac{(2488)^2}{68} = 3872 \\
 \sum Y^2 &= \sum Y^2 - \frac{(\sum Y)^2}{n} = 71544 - \frac{(2178)^2}{68} = 1784 \\
 \sum X_1 Y &= \sum X_1 Y - \frac{\sum X_1 x \sum Y}{n} = 111323 - \frac{3463 \times 2178}{68} = 405 \\
 \sum X_2 Y &= \sum X_2 Y - \frac{\sum X_2 x \sum Y}{n} = 81310 - \frac{2488 \times 2178}{68} = 1621 \\
 \sum X_1 X_2 &= \sum X_1 X_2 - \frac{\sum X_1 x \sum X_2}{n} = 127076 - \frac{3463 \times 2488}{68} = 371
 \end{aligned}$$

From the calculation above:

$$\begin{aligned}
 b_1 &= \frac{[(\sum X_2^2 x \sum X_1 Y) - (\sum X_2 Y x \sum X_1 Y_2)]}{[(\sum X_1^2 x \sum X_2^2) - (\sum X_1 x X_2)^2]} \\
 &= \frac{[(3872 \times 405) - (1621 \times 371)]}{[(1441 \times 3872) - (371)^2]} \\
 &= \frac{967690}{5441209} \\
 &= 0,18 \\
 b_2 &= \frac{[(\sum X_1^2 x \sum X_2 Y) - (\sum X_1 Y x \sum X_1 Y_2)]}{[(\sum X_1^2 x \sum X_2^2) - (\sum X_1 x X_2)^2]} \\
 &= \frac{[(1441 \times 1621) - (405 \times 371)]}{[(1441 \times 3872) - (371)^2]} \\
 &= \frac{2184725}{5441209} \\
 &= 0,40
 \end{aligned}$$

The similarity between the results of data processing in this study using SPSS for Windows Version 27 and the calculations above can be seen in the following table.

Table 5. Multiple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	8,282	5,658		1,464
	Service Quality (X1)	.178	.108	.160	1,650
	Price (X2)	.402	.066	.592	6.107
Sig.					
					.148
					.104
					.000

a. Dependent Variable: Consumer Satisfaction (Y)

The quality of service (total X1) and price (total X2) on consumer satisfaction at Radisty Wedding Organizer Bandung can be calculated using the equation based on Table 4.15

$$Y = a + b_1x_1 + b_2x_2 + e$$

$$Y = 8,282 + 0,178X_1 + 0,402X_2 + e$$

Information:

Y = Customer Satisfaction

a = Regression constant or Y-axis intercept

b_1 = Service quality regression coefficient

b_2 = Price regression coefficient

x_1 = Quality of service

x_2 = Price

e = error

The equation above shows that service quality and price variables influence customer satisfaction. A more detailed explanation follows:

a. Consumer Satisfaction (Y) = 8.282

The constant shows that consumer satisfaction (Y) is 8.282 without the independent variables, service quality and price.

b. Price (X1) = 0.178

The service quality variable (X1) has a regression coefficient of 0.178, which indicates that consumer satisfaction (Y) will increase by 0.178 if other independent variables remain constant and service quality (X1) increases.

c. Service Quality (X2) = 0.402

The price variable (X2) has a regression coefficient of 0.402, which indicates that consumer satisfaction (Y) will increase by 0.402 if the value of the other independent variables remains constant and the price (X2) increases.

Next, the tests that will be carried out are as follows:

Coefficient of Determination

The following is the equation for determining the coefficient of determination:

$$r^2 = \frac{(b_1 \sum X_1 Y) + (b_2 \sum X_2 Y)}{\sum Y^2}$$

$$= \frac{(0,1778 \times 405) + (0,4015 \times 1621)}{1784}$$

$$= \frac{722,8376}{1783.941}$$

$$r^2 = 0,405191$$

From the calculation results above, the result obtained is 0.405191 or 40% contribution. independent variables (X1) service quality and (X2) price on the dependent variable (Y) consumer satisfaction. When compared with the SPSS calculation, the results of the R square of the influence of service quality and price on consumer satisfaction can be seen from the coefficient of determination (R2), which can be seen in the following table:

Table 6. Value of Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1				
1	.637a	.405	.387	4,040
a. Predictors: (Constant), Price (X2), Service Quality (X1)				
b. Dependent Variable: Consumer Satisfaction (Y)				

Based on the analysis results displayed in table 4.16, the R value (correlation coefficient) was obtained at 0.637. This value indicates that the relationship between the variables of Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y) is in the strong category. Furthermore, the R Square (R²) value of 0.405 indicates that 40.5% of the variation in changes in the Consumer Satisfaction variable (Y) can be explained by the variables of Service Quality (X1) and Price (X2) together. Meanwhile, the remaining 59.5% is influenced by other factors outside the research model that were not examined, such as promotion, company image, product quality, consumer trust, location, and other factors.

The Adjusted R Square value of 0.387 indicates that after adjusting for the number of independent variables and the number of research samples, the model's ability to explain variations in consumer satisfaction is 38.7%. Meanwhile, the Standard Error of the Estimate value of 4.040 indicates the level of prediction error of the regression model on the consumer satisfaction variable. The smaller the Standard Error of the Estimate value, the better the regression model's ability to predict. Thus, it can be concluded that Service Quality and Price

simultaneously have a fairly good ability to explain Consumer Satisfaction at Radisty Wedding Organizer Bandung, although there are still other factors outside the research that also influence the level of consumer satisfaction.

Correlation Coefficient

The following is the equation for determining the correlation coefficient.

$$r^2 = \sqrt{r^2} = \frac{(b_1 \times \sum X_1 Y) + (b_2 \times \sum X_2 Y)}{\sum Y^2} \quad r^2 = \sqrt{r^2} = \frac{(0,18 \times 405) + (0,40 \times 1621)}{1784}$$

$$r^2 = \sqrt{r^2} = \frac{722,8376}{1783,941} \quad r^2 = \sqrt{r^2} = 0,405191$$

$$r^2 = 0,6370$$

If we look at the multiple correlation coefficient value obtained, it gets a value of 0.637 Based on table 6 above, the correlation coefficient (R) value calculated using SPSS is 0.637 according to Sugiyono (2019, p. 249) stating that "The correlation value that is getting closer to 1 indicates a strong and unidirectional relationship, while the value that is closer to -1 indicates a strong but opposite direction relationship". This shows that service quality and price have an effect on consumer satisfaction at Radisty Wedding Organizer Bandung, the information can be seen in the following table:

Table 7. Indicators of Correlation Coefficient Interpretation Guidelines

No.	Percentage (%)	Information
1.	<21%	Very Low
2.	21%-40%	Low
3.	41%-60%	Enough
4.	61%-80%	Tall
5.	81%-100%	Very high

Source: Sugiyono (2021, p. 139)

While calculating the Standard Error Estimate value

$$Se(Syx) = \sqrt{\frac{\sum Y^2 - (a \times \sum Y) - (b_1 \times \sum X_1 Y) - (b_2 \times \sum X_2 Y)}{N - 3}}$$

$$Se(Syx) = \sqrt{\frac{71544 - (8.2817 \times 2178) - 0.177844643 \times 111323 - (0.40 \times 81310)}{68 - 3}}$$

$$Se(Syx) = \sqrt{\frac{71544 - 18037.54199 - 19798.19919 - 32647.15526}{65}}$$

$$Se(Syx) = \sqrt{\frac{1061.104}{97}}$$

$$Se(Syx) = \sqrt{16.32467}$$

$$Se(Syx) = 4.040$$

Thus, the standard error value of the regression equation is 4.040. This value reflects the magnitude of the deviation or average error of the observation data from the resulting multiple linear regression equation line. The smaller the standard error value, the better the regression model's ability to represent the relationship between the independent and dependent variables in this study.

Hypothesis Testing

1. t-test (Partial)

$$r_{y1} = \frac{\sum X_1 Y - \frac{(\sum X_1)(\sum Y)}{n}}{\sqrt{\left\{\left(\sum X_1^2 - \frac{(\sum X_1)^2}{n}\right)\left(\sum Y^2 - \frac{(\sum Y)^2}{n}\right)\right\}}}$$

$$r_{y1} = \frac{111323 - \frac{(3463)(2178)}{68}}{\sqrt{\left\{\left(177799 - \frac{(3463)^2}{68}\right)\left(71544 - \frac{(2178)^2}{68}\right)\right\}}} = 0,2527$$

$$r_{y2} = \frac{\sum X_2 Y - \frac{(\sum X_2)(\sum Y)}{n}}{\sqrt{\left\{\left(\sum X_2^2 - \frac{(\sum X_2)^2}{n}\right)\left(\sum Y^2 - \frac{(\sum Y)^2}{n}\right)\right\}}}$$

$$r_{y2} = \frac{303332 - \frac{(4700)(6431)}{100}}{\sqrt{\left\{\left(81310 - \frac{(2488)^2}{68}\right)\left(71544 - \frac{(2178)^2}{68}\right)\right\}}} = 0,6167$$

$$r_{12} = \frac{\sum X_1 X_2 - \frac{(\sum X_1)(\sum X_2)}{n}}{\sqrt{\left\{\left(\sum X_1^2 - \frac{(\sum X_1)^2}{n}\right)\left(\sum X_2^2 - \frac{(\sum X_2)^2}{n}\right)\right\}}}$$

$$r_{12} = \frac{127076 - \frac{(3463)(2488)}{68}}{\sqrt{\left\{\left(177799 - \frac{(3463)^2}{68}\right)\left(94904 - \frac{(2488)^2}{68}\right)\right\}}} = 0,1570$$

Next is the calculation of the partial correlation coefficient $r_{y1.2}$

$$r_{y1.2} = \frac{r_{y1} - (r_{y2})(r_{12})}{\sqrt{\left\{(1 - (r_{y2})^2)(1 - (r_{12})^2)\right\}}}$$

$$r_{y1.2} = \frac{0,252723626 - (0,616667987)(0,157048719)}{\sqrt{\left\{(1 - (0,616667987)^2)(1 - (0,157048719)^2)\right\}}} = 0,2005$$

$$r_{y2.1} = \frac{r_{y2} - (r_{y1})(r_{12})}{\sqrt{\left\{(1 - (r_{y1})^2)(1 - (r_{12})^2)\right\}}}$$

$$r_{y2.1} = \frac{061666799 - (0,252723626)(0,157048719)}{\sqrt{\{(1 - (0,252723626)^2)(1 - (0,157048719)^2)\}}} = 0,6038$$

Calculation of the significance test (t-test) for the tax amnesty policy on taxpayer compliance

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t = \frac{0,200496226\sqrt{68-2}}{\sqrt{1-0,200496226^2}} = 1,663$$

Calculation of the significance test (t-test) for the perception of tax fairness towards taxpayer compliance

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t = \frac{0,60382902\sqrt{68-2}}{\sqrt{1-0,60382902^2}} = 6.154$$

Meanwhile, calculations using SPSS for Windows Version 27 obtained the following results:

Table 8. Results of the t-test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.282	5.658		1.464	0.148		
	Kualitas Pelayanan (X1)	0.178	0.108	0.160	1.650	0.104	0.975	1.025
	Harga (X2)	0.402	0.066	0.592	6.107	0.000	0.975	1.025
a. Dependent Variable: Kepuasan Konsumen (Y)								

Based on the Table8. The results of the partial test (t-test) using the SPSS version 27 program obtained the following regression equation:

$$Y = 8.282 + 0.178X_1 + 0.402X_2$$

The equation shows that the constant value is 8.282, meaning that if the variables Service Quality (X₁) and Price (X₂) are considered constant or have a value of zero, then the value of Consumer Satisfaction (Y) is 8.282.

The regression coefficient of the Service Quality variable (X_1) is 0.178 and has a positive value. This indicates that every one unit increase in Service Quality will increase Consumer Satisfaction by 0.178 units, assuming the Price variable remains constant. However, based on the results of the t-test, the calculated t-value was 1.650 with a significance value of 0.104, so the significance value is greater than 0.05 ($0.104 > 0.05$). Thus, partially, Service Quality does not have a significant effect on Consumer Satisfaction at Radisty Wedding Organizer in Bandung City.

Meanwhile, the regression coefficient of the Price variable (X_2) is 0.402 and has a positive value. This indicates that every increase in Price by one unit will increase Consumer Satisfaction by 0.402 units, assuming the Service Quality variable remains constant. Based on the results of the t-test, the calculated t-value is 6.107 with a significance value of 0.000, so the significance value is smaller than 0.05 ($0.000 < 0.05$). Thus, partially Price has a positive and significant effect on Consumer Satisfaction at Radisty Wedding Organizer, Bandung City.

Overall, it can be concluded that of the two independent variables studied, Price (X_2) is the variable that has the most dominant influence on Consumer Satisfaction, as indicated by the standardized beta coefficient value of 0.592, which is greater than the Service Quality variable (X_1) which is only 0.160.

2. F Test (Simultaneous)

In the simultaneous hypothesis test (F test) it is used to find out whether all variables have a joint influence on the dependent variable. The following is the mathematical calculation of the F test:

$$F = \frac{R^2/k}{(1 - R^2)/(n - k - 1)}$$

$$F = \frac{0,405191381/2}{(1 - 0,405191391)/(68 - 2 - 1)} = 22,1394244$$

The following is a table of F test results using SPSS for Windows Version 27, the results obtained are as follows:

Table 9. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	722.838	2	361.419	22.139	.000 ^b
	Residual	1061.104	65	16.325		
	Total	1783.941	67			
a. Dependent Variable: Kepuasan Konsumen (Y)						
b. Predictors: (Constant), Harga (X2), Kualitas Pelayanan (X1)						

Based on Table 4.19, the Fcount value is 22.139 with a significance level (Sig.) of 0.000. In this study, the number of samples was 68 respondents with 2 independent variables, so the degrees of freedom were $df1 = 2$ and $df2 = 65$. Based on the F distribution table at a significance level of $\alpha = 0.05$, the Ftable value was 3.14. Because Fcount (22.139) > Ftable (3.14) and the significance value was $0.000 < 0.05$, then H_0 was rejected and H_a was accepted. Thus, it can be concluded that Service Quality (X1) and Price (X2) simultaneously have a positive and significant effect on Consumer Satisfaction (Y) at Radisty Wedding Organizer Bandung.

The results of this study indicate that the better the quality of service provided and the more appropriate the price set, the higher the level of customer satisfaction. Conversely, if service quality declines or the price does not meet customer expectations, customer satisfaction tends to decline. Therefore, these two variables together are important factors in increasing customer satisfaction at Radisty Wedding Organizer Bandung.

F-Test Decision

H_0 : Service Quality (X1) and Price (X2) simultaneously have no effect on Consumer Satisfaction (Y).

H_a : Service Quality (X1) and Price (X2) simultaneously influence Consumer Satisfaction (Y).

Decision:

Because F count (22.139) > F table (3.14) and Sig. (0.000) < 0.05, then H_0 is rejected and H_a is accepted.

Conclusion:

Simultaneously, Service Quality and Price have a positive and significant effect on Consumer Satisfaction at Radisty Wedding Organizer Bandung.

Discussion

The Influence of Service Quality on Consumer Satisfaction

Based on the results of partial hypothesis testing (t-test), the calculated t value was 1.650, while the t table was 1.997 at a significance level of 5% with degrees of freedom ($df =$

65). In addition, a significance value of 0.104 was obtained, which is greater than 0.05. Thus, H_0 is accepted and H_1 is rejected, so it can be concluded that Service Quality (X_1) does not have a significant effect on Consumer Satisfaction (Y) at Radisty Wedding Organizer Bandung.

Although the service quality regression coefficient is positive at 0.178, indicating that increased service quality tends to be followed by increased customer satisfaction, this effect is not statistically strong enough. This indicates that service quality is not yet a primary factor determining customer satisfaction at Radisty Wedding Organizer Bandung.

This situation can occur because wedding organizer consumers consider not only the quality of service provided during the service process, but also other factors such as price appropriateness, bridal makeup results, decoration creativity, event timeliness, and the overall experience gained while using the wedding organizer's services. Thus, even if the service provided is considered good, customer satisfaction can be more dominantly influenced by other variables.

Tjiptono (2019) stated that service quality that meets or even exceeds customer expectations will create satisfaction. However, this theory has not been empirically proven in this study because service quality does not significantly influence customer satisfaction. The results of this study differ from several previous studies that stated that service quality has a positive and significant effect on customer satisfaction. This difference may be caused by the characteristics of the research object, the competitive conditions of the wedding organizer business in Bandung City, the characteristics of the respondents, and the presence of other factors that more dominantly influence customer satisfaction than service quality.

Based on the results of this study, it can be understood that Radisty Wedding Organizer still needs to maintain and even improve the quality of service to consumers, especially in aspects of service speed, responsiveness to customer needs, the ability to provide solutions to customer problems, and more intensive communication during the preparation process until the event is carried out. Although the influence is not yet statistically significant, service quality remains an important factor in building a company's image, maintaining customer loyalty, and increasing business competitiveness in a sustainable manner.

The Influence of Price on Consumer Satisfaction

Based on the results of partial hypothesis testing (t-test), the calculated t value was 6.107, while the t table was 1.997 at a significance level of 5% with degrees of freedom ($df = 65$). In addition, a significance value of 0.000 was obtained, which is smaller than 0.05. Thus, H_0 is rejected and H_2 is accepted, so it can be concluded that Price (X_2) has a positive and significant effect on Consumer Satisfaction (Y) at Radisty Wedding Organizer Bandung.

The regression coefficient value of 0.402 indicates that every one-unit increase in the price variable, assuming other variables remain constant, will increase customer satisfaction by 0.402 units. In addition, the Standardized Coefficients (Beta) value of 0.592 indicates that the price variable has a fairly strong influence on customer satisfaction compared to the service quality variable in this research model. The results of this study indicate that Radisty Wedding Organizer consumers assess the price offered as appropriate to the benefits, service quality, and results obtained. In the wedding organizer service industry, price is one of the

main considerations because organizing a wedding requires a relatively large cost. Therefore, consumers tend to feel satisfied if the price paid is commensurate with the quality of service, facilities, and final results received.

This opinion is also supported by (Solihin & Maddinsyah, 2025). This study explains that consumer perceptions of price fairness significantly influence satisfaction levels. Prices perceived as fair, competitive, and commensurate with service quality will create positive perceptions, thereby increasing customer satisfaction. The results of this study also align with various previous studies that concluded that price has a positive and significant influence on customer satisfaction. This indicates that price is an important factor consumers consider when choosing a wedding organizer. The more appropriate the price is to the quality of service provided, the higher the level of customer satisfaction. (Arnas & Wiyadi, 2024).

Based on the results of this study, Radisty Wedding Organizer needs to maintain a competitive pricing strategy that aligns with the quality of service provided. Furthermore, the company can improve transparency regarding service packages, cost details, and customer benefits to create a better price perception. This will continuously improve customer satisfaction while strengthening the company's competitiveness in the competitive wedding organizer industry.

Conclusion and Recommendation

Based on the research results, it can be concluded that service quality, price, and customer satisfaction at Radisty Wedding Organizer Bandung are generally in the good category. The analysis results show that partially, service quality does not significantly influence customer satisfaction, while price has a positive and significant effect on customer satisfaction. Simultaneously, service quality and price are proven to have a significant effect on customer satisfaction, so that both variables together contribute to increasing customer satisfaction and supporting the development of gender equality-based entrepreneurship at Radisty Wedding Organizer Bandung.

Based on the research results, Radisty Wedding Organizer Bandung is advised to continue improving the quality of its services, especially in terms of response speed, communication, coordination, and accuracy of event implementation, as well as maintaining a competitive and transparent pricing policy to increase customer satisfaction. The company also needs to continue innovating in its services and wedding packages and maintaining the implementation of the principle of gender equality in human resource development. For further researchers, it is recommended to add other variables that influence customer satisfaction, expand the objects and number of respondents, and use different research approaches to obtain more comprehensive results.

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