

The Effect of Sales Service Communication Quality and Product Prices of PT. Raja Bearindo Aditama on Customer Satisfaction in the Jakarta Area

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Abstract

B2B (business to business) business competition requires companies to improve the quality of sales service communication and appropriate pricing to create customer satisfaction. This study aims to analyze the effect of sales service communication quality and product pricing on customer satisfaction of PT Raja Bearindo Aditama in the Jakarta area. This study uses a causal associative quantitative approach with a survey method of 43 regular customers of PT Raja Bearindo Aditama. Data were collected through a questionnaire using a likert scale and analyzed using multiple linear regression. The result of the partial test show that the variable of sales service communication quality (X_1) such as clarity of information, responsiveness and ability to provide solutions has a calculated t value of 2,749 with a significance of $0,009 < 0,05$. This confirms that the quality of sales service communication has a significant influence on customer satisfaction partially because customers prioritize product reliability and technical support. However, the result of simultaneous test show that the quality of sales service communication and product pricing together have a significant influence on customer satisfaction with a contribution of 37,4%, while the rest is influenced by other factors outside the study. This finding confirms that sales service communication is the main factor in forming customer satisfaction, while price plays a supporting role.

Keywords: B2B, Customer Satisfaction PT. Raja Bearindo Aditama, Sales Service Communication, Price

1 INTRODUCTION

Indonesia's manufacturing sector remains a primary driver of national economic performance. In 2025, the manufacturing industry contributed approximately 19% to Indonesia's Gross Domestic Product (GDP) and recorded annual growth of around 5.15%, reflecting strong post pandemic industry expansion (Indonesian Business & Industry Association, 2025; ANTARA News, 2025). This data confirms that manufacturing continues to be the largest contributor to Indonesia's economic structure and a key engine of industrial development. Growth in machinery, metal products, automotive, and heavy equipment industries has increased demand for mechanical components such as bearings and bushings, which are essential for maintaining production efficiency and minimizing operational downtime. As industrial production expands, competition among distributors intensifies and customer

expectations toward supplier performance become higher.

This is also the case at PT. Raja Bearindo Aditama, a company engaged in the distribution of bearings, bushings, and machine components for industrial needs. The products marketed have technical characteristics, so customers need clear information, easy-to-understand explanations, and responsive assistance from the sales team. However, in practice, the company still faces challenges in maintaining the consistency of this communication quality. Some customers complain about slow responses, insufficient technical explanations, and differences in perception between sales and customers regarding product specifications. This situation indicates a need to reevaluate the effectiveness of the sales service communication that has been provided so far.

In addition to communication, price is also an important consideration for customers when making purchasing decisions. However, based on the



characteristics of industrial customers, price is not always a determining factor for satisfaction. B2B customers generally place more emphasis on product reliability, technical support, and operational smoothness than insignificant price differences. This phenomenon warrants further research, particularly to determine whether price still influences customer satisfaction amid increasingly high demands for service quality. Research on these two factors is important because customer satisfaction is an indicator that influences loyalty, the continuity of cooperation, and a company's competitiveness.

Based on these conditions, several key issues can be identified: (1) the quality of sales service communication does not fully meet customer expectations, particularly in terms of the clarity of technical information and response speed, (2) customer perceptions of pricing vary, so it is necessary to examine whether pricing affects customer satisfaction, and (3) the company does not yet have data that explains the measurable impact of these two factors. These issues need to be studied so that the company can make data-driven decisions in improving its service strategy and pricing policy.

The objectives of this study are to: (1) Examine how customer satisfaction is influenced by the quality of sales service communication (2) Examine how product prices influence customer satisfaction and (3) Examine how service communication quality and product prices influence customer satisfaction at PT Raja Bearindo Aditama. By understanding these influences, the company can understand which factors are most dominant in shaping customer satisfaction.

2 LITERATURE REVIEW

A relevant study conducted by [1] entitled "The Influence of Service Quality and Price On Customer Satisfaction" examined the partial and simultaneous effects of service quality and price on customer satisfaction using a quantitative approach. The findings showed that both service quality and price have a positive and significant influence on customer satisfaction. Service quality measured through reliability, responsiveness, assurance, empathy and tangibles was found to be dominant factor, while price influenced satisfaction through perceived fairness and value

However, the study was conducted in a general service (B2C oriented) context and did not specifically address technical industrial environments. In a B2B technical setting, service quality extends beyond general responsiveness to include technical accuracy, clarity of product specifications, and consultative communication. Therefore, although Prastio's finding confirm the importance of service quality and price, there remains a

gap in examining these variables within a technical B2B industrial distribution context. This study seeks to address that gap by focusing on sales service communication quality and product price in an industrial component distribution company.

This study refers to the main communication theory that is relevant and supports the research focus on the effect of service communication quality on customer satisfaction, namely Service Communication Theory.

2.1 Service Communication Theory

According to [2] Parasuraman, Valarie A. Zeitham, and Leonard L. Berry (1988) emphasizes the importance of effective communication between service providers and customers to create satisfaction and trust. Inaccurate or inconsistent communication can create a gap between customer expectations and the reality of the services received (*communication gap*). In the SERVQUAL model that they developed, there are five dimensions of service quality, all of which are closely related to communication, namely *Tangible* (physical appearance), *Reliability* (reliability in keeping promises), *Responsiveness* (responsiveness in responding to customers), *Assurance* (assurance and trust from staff), and *Empathy* (concern for customers). Good communication will strengthen the customer's perception of the quality of service. On the other hand, misleading communication such as promotional promises that do not match reality, will lower trust. Therefore, companies need to convey service information honestly, respond quickly to customers, and train employees to be able to interact politely, empathetically, and professionally. Communication in service is at the heart of the customer experience. The quality-of-service communication is a measure of the extent to which the communication process between a company and customers takes place clearly, quickly, accurately, politely, consistently and empathic. Poor communication can lead to misunderstandings. Distrust, to failure to retain customers.

According to Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry (1988), there are signs of customer satisfaction that can be found in five dimensions of service quality, namely:

- 1.1.1 Tangibles : Includes buildings, machinery, personnel and communication devices. Consists of the following indicator indicators:
 - a) How an employee or service provider presents themselves to clients.
 - b) Comfort of the service area
 - c) Employee self-control when providing services
 - d) Public accessibility and ease of use.

- e) Use of assistive technology when receiving services
- 2 **Reliability** : The capacity of employees to provide the promised services in a timely, satisfactory and reliable manner:
 - a) Thoroughness and precision of employees when serving clients
 - b) Setting the right terms of service
 - c) Employee proficiency in using tools during the service process
- 3 **Responsiveness** : An employee's capacity to assist and provide services quickly, accurately and in response to client requests This indicator includes:
 - a) Respond to any customer service requests
 - b) Provide fast and accurate service
 - c) Provide meticulous service and
 - d) Responding to every customer complaint
- 4 **Assurance** : the ability, friendliness and courtesy of employees to foster client trust, which includes the following signs:
 - a) Employees can ensure prompt service
 - b) Employees can ensure that their work is legal
 - c) Employees can ensure the certainty of service costs
- 5 **Empathy** : when employees treat clients firmly but empathetically, they show the following signs:
 - a) Putting the client's needs first
 - b) When helping clients, employees are friendly
 - c) Employees provide courteous service
 - d) Employees don't treat clients unfairly
 - e) Employees treat clients with respect and full of service

The first step in providing high-quality services is to hire qualified employees. The quality of the service is an important need, which can be used as a benchmark, comparison, or reference to the extent to which the service is acceptable and the benefits are felt. In this case, the public can evaluate the level of services provided by the service provider to meet the expectations of the community. According to Sianipar, the following factors need to be considered to complete service work quickly, accurately and easily:

- a) **Personnel Attitude**: When interacting with service consumers, the attitude or profile of the personnel consistently shows a sense of pleasure in helping, sensitivity, sincerity and honesty.
- b) The following factors determine the quality of a service: (1) Accuracy and conformity with standards, models, styles and designs, (2) Accuracy of use or perceived benefit value of services received and used by the community, (3) Accuracy of capacity during operation and (4) Accuracy of

all components or completeness of existing services.

- c) Time shows: (1) Timely receipt, completion and transfer, (2) Ease of obtaining or obtaining, maintaining and repairing services, (3) Convenience when waiting for or using services, (4) Security, safety when waiting or using services, (5) Low costs to obtain services and in accordance with set standards and (6) Speed and accuracy in responding to customer complaints or demands (claims)

According to Susanto [3] Basically, the goal of a business is to create customers feel satisfied with the services provided. The creation of customer satisfaction can provide several benefits, including: (1) The relationship between the company and customers becomes harmonious, (2) It provides a good basis for repurchases, (3) It can encourage the creation of customer loyalty, (4) It forms a word-of-mouth recommendation that is beneficial for the company, (5) The company's reputation becomes good in the eyes of customers, (6) The profit obtained can increase.

Deniaty [4] also emphasized that "empathy, speed and clarity of information are the main aspects of service quality that greatly affect customer satisfaction and loyalty.

In the study of marketing communication, communication is not only understood as the process of conveying information, but also as a strategy to create perceptions, build emotional relationships, and influence consumer behavior. Marketing communication encompasses the entire strategic process by which a company interacts with customers to create value and build long-term loyalty, both in the Business-to-Consumer (B2C) and Business-to-Business (B2B) contexts. According to Kotler and Keller (2016), "marketing communication is a company's primary means of forming a dialogue with customers and creating valuable relationships."

2.2 Quality of Sales Service Communication

The quality-of-service communication refers to how effective communication between the company and customers is in conveying information, understanding needs, and building trust and long-term relationships. In the context of industrial marketing (B2B), effective communication plays an important role in creating customer satisfaction and loyalty.

According to Raisha [5] Service communication has a very 'essential' and strategic position. All forms of service always involve communication in it, whether it is in the form of product or service services. Hardiansyah (2015: 16) in his book entitled "Public Service Communication", emphasizes that: The ability of an

organization to establish good communication in the service process, will certainly be able to improve the quality of services owned by the company itself. On the other hand, the company's inability to establish good communication in the service process will lead to poor service (service does not have good quality). According to this statement, whether or not a company's services are considered high-quality depends on how well the company communicates with its clients and audience.

Furthermore according to [6] explain that sales or marketing is a social process in which people and organizations create, market, and trade valuable goods freely with others to achieve what they need and want "sales are not just as sales executors, but they are direct representations of the company, which forms the customer's initial and ongoing perception of the service. The strategic role of sales according to [7] includes:

- a) The main communicator between the company and the client
- b) Solution consultants for customers are not just product sellers
- c) Collector of market information and customer feedback
- d) Long-term relationship builder.

Effective sales must have the following skills:

- a) Interpersonal communication and high empathy
- b) In-depth understanding of products and industries
- c) Problem-solving and negotiation
- d) Speed in responding to client needs.

2.3 Product Pricing

According to Gofur [8] Price is often used by customers as a benchmark for the perceived value of a product or service in relation to cost. The level of customer satisfaction can decrease if a company sets a price that does not match the product's advantages and vice versa. Increased consumer satisfaction will result from better perceived value. Then according to Ariella [9] price is a number of values that consumers exchange for a product or service that has benefits when consumers own or use products or services.

2.4 Customer Satisfaction

According to Christono [10] Kotler and Keller (2016), customer satisfaction is "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations." This means that satisfaction is a direct result of the perception of performance against initial expectations. Then according to Azhari et al. [11] satisfaction is when the performance of a product is compared to its expectations, a person can feel satisfied or disappointed. Customers will be satisfied if the

product performs as expected or better. The first step a business takes to build a good relationship with its clients is to create customer satisfaction. Companies can benefit from customer satisfaction because happy customers tend to be more loyal.

According to Andrian [12] in the consumer behavior approach, satisfaction can be influenced by:

- a) Quality of the product or service
- b) Perceived value
- c) Customer interaction and experience during the purchase process
- d) Emotions and perceptions of the brand or service provider

Furthermore, according to [13], satisfaction has a long-term impact on business:

- a) Increase customer loyalty
- b) Trigger repeat purchase
- c) Reduce marketing costs through (word of mouth)
- d) Increase customer retention
- e) Build the company's image and reputation

Customer satisfaction is a central concept in marketing and service management. Conceptually, customer satisfaction is the evaluative outcome of consumers after they compare their expectations of a product or service with the reality they receive. If reality meets or exceeds expectations, then a sense of satisfaction arises. On the other hand, if reality is below expectations, then customers will feel dissatisfied.

How to achieve customer satisfaction according to Subawa [14] Service quality measured based on indicators: physical evidence, reliability, responsiveness, assurance and empathy, proven to be able to increase customer satisfaction. This finding can be interpreted that if the intensity of service quality is increased, it will be able to make a significant contribution to increasing customer loyalty.

Then according to Lestari [15] increase customer satisfaction and loyalty through strategies that focus on understanding customer needs and desires by providing valuable products and services.

To achieve and maintain customer satisfaction, companies need to build an integrated service system that focuses on the overall customer experience (customer journey). Strategies to achieve customer satisfaction include:

2.4.1 Provide effective communication

- a) Use diverse communication channels (email, whatsapp, phone, direct visit)
- b) Train the service and sales team to convey clear, accurate and polite information

- c) Provide standard procedures (SOPs) for responding to requests and complaints

2.4.2 Personalization and understanding of customer needs

- a) Actively listen to customer needs
- b) Offer a suitable solution, not just the available product
- c) Build long-term relationships, not short-term transactions

2.4.3 Responsive after-sales service

- a) Make sure technical complaints are responded to quickly and professionally
- b) Provide guarantees (warranty, service, visit) to increase a sense of security.

Customer satisfaction is the result of a complex process between expectations, product performance, and service interactions, in which communication plays a critical role.

3 RESEARCH METHODS

This study uses a quantitative approach with a positivistic paradigm, which views social phenomena as objectively measurable through numerical data. This approach allows researchers to test the relationship between variables in a structured and empirical manner. The type of research used is causal associative research, which aims to analyze and test the influence of independent variables on dependent variables, in this case, the quality of sales service communication and product prices as independent variables, and customer satisfaction as a dependent variable. The research method used is the survey method, where primary data is collected through a closed questionnaire compiled using a four-point Likert scale (1-4) ranging from 1 (strongly disagree), 2 (disagree), 3 (agree), and 4 (strongly agree) to facilitate respondents in providing proportional assessments and avoiding neutral or uncertain answers. The research instrument was developed based on indicators from each variable that had been formulated in the operationalization of variables. In addition to primary data, this study also utilizes secondary data from company documents, regular customer profiles, and relevant scientific literature. All data obtained was then analyzed through validity tests, reliability tests, descriptive statistical analysis, and multiple linear regression analysis to test the influence of each variable partially and simultaneously.

The population in this study consists of all regular customers of PT Raja Bearindo Aditama who reside or operate in the Jakarta area, have made at least two transactions, and have direct experience interacting with the company's sales force. This population was selected because it was considered representative for evaluating the quality of the company's service communication and pricing strategy in the context of Business-to-Business (B2B). Each company unit was represented by one respondent who had a strategic role in the purchasing process, such as purchasing staff, chief technicians, maintenance supervisors, or operations managers. The sampling technique used was a saturated sampling method (census), which is a technique that uses all members of the population as research samples because the population size is small and all members meet the research criteria. Based on the company's internal data, the population used as the sample consisted of 43 respondents. The use of a saturated sample provides a higher level of accuracy and reduces bias in the generalization of research results in the context of PT. Raja Bearindo Aditama's customers in the Jakarta area.

4 RESULTS AND DISCUSSION

4.1 Research Subject

The research data was obtained through primary information in the form of questionnaires distributed to 43 respondents who were customers of PT Raja Bearindo Aditama in the Jakarta area. Respondents were selected using purposive sampling with the criteria of active customers who had made at least two purchases in the past year. In this case, each organizational unit of analysis is represented by one respondent, namely an individual who plays a key role in the purchasing or decision making process, such as the purchasing department, chief engineer, or operations manager.

Table 1. Research Subject

Component	Detail Description	Description & Justification of Methodology
Population Size (N)	43 Customers	The identified population that met all research criteria was relatively small.
Respondent Criteria (Must Be Met)	1. Customer Status: A regular customer of PT Raja Bearindo Aditama. 2. Direct Involvement: Has interacted directly with	1. Ensure that respondents have an ongoing business relationship, not just incidental customers. 2. It is crucial to measure X1 (Quality of Service Communication).

	the company's sales team. 3. Transaction Experience: Has made at least two transactions.	Respondents have real experience in assessing professionalism, responsiveness, and sales consulting capabilities. 3. It is crucial to measure X ₂ (Product Price) and Y (Satisfaction). Repeat transactions indicate value comparison, satisfaction evaluation, and repeat buying, making the assessment more valid and reliable.
Research Sample (n)	43 Respondents	The sample size is equal to the population size because it uses a census technique.
Sampling Techniques	Census or Saturated Sample	A method in which the entire population is sampled.
Methodological Justification	This method was chosen because the population size (N=43) was relatively small (≤ 100).	The use of a census ensures that the research results are 100% representative of the views of all customers. This strengthens the external validity and accuracy of the research conclusions.

Data collection was conducted using a questionnaire consisting of:

Table 2. Number of Questionnaire Statements

Description	Variable	Number of Statements
Quality of Sales Service Communication	X ₁	16 Statements
Product Price	X ₂	11 Statements
Customer Satisfaction	Y	14 Statements
Total Statements		41 Statements

4.2 Research Result

Table 3. Validity Test

Variable	Number of Items	r Table (N=43)	Range r Count	Sig. (p)	Description
X ₁ -Quality Communication Sales Service	16	0,301	0,295-0,817	0,000 - 0,055	Valid
X ₂ -Product Price	11	0,301	0,165-0,868	0,000 - 0,046	Valid
Y- Customer Satisfaction	14	0,301	0,186-0,868	0,000 - 0,044	Valid

Criteria used :

1. The item is declared valid if the value r is calculated $> r$ of the table (0.301 at $N=43$, $\alpha=0.05$). Items that are significant at the level of 5% ($p < 0.05$) are considered valid.
2. The results of the validity test show that all items in the variables X₁ (Quality of Communication of Sales Service), X₂ (Product Price), and Y (Customer Satisfaction) have correlation values above the r table and are significant. Thus, all question items are declared valid and suitable for research.

All questions on variables X₁, X₂, and Y are proven to be valid because the item-total correlation value is above the minimum and significant limit. This shows that the questionnaire instrument used has been able to measure the concept of research variables precisely

Table 4. Uji Reliabilitas

Variable	Number of Items	Cronbach's Alpha	Criteria	Description
X ₁ -Quality Communication Sales Service	16	0,942	$> 0,6$	Reliable
X ₂ -Product Price	11	0,843	$> 0,6$	Reliable
Y- Customer Satisfaction	14	0,925	$> 0,6$	Reliable

The method used is **Cronbach's Alpha**, with a criterion of > 0.6 . (considered sufficient)

The results showed that all variables had a *Cronbach's Alpha* value > 0.60 . Variables X_1 , X_2 and Y are declared **Reliable**. Thus, these questionnaires can be used consistently in research.

Table 5. Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Harga Produk, Kualitas Komunikasi Pelayanan Sales ^b	-	Enter

a. Dependent Variable : Kepuasan Pelanggan

b. All requested variables entered.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.612 ^a	.374	.343	3.67192

a. Predictors: (Constant), Harga Produk, Kualitas Komunikasi Pelayanan Sales

Table 7. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	322.122	2	161.061	11.945	.000 ^b
	Residual	539.320	40	13.483		
	Total	861.442	42			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictor: (Constant), Harga produk, Kualitas Komunikasi pelayanan Sales

Table 8. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std error			
1	(Constant)	17.809	7.496		2.376	.022
	Kualitas Komunikasi Pelayanan Sales	.324	.118	.414	2.749	.009
	Harga Produk	.391	.215	.275	1.822	.076

a. Dependent Variable : Kepuasan Pelanggan

Based on the results of multiple linear regression analysis, regression equations were obtained:

$$Y = 17.809 + 0.324X_1 + 0.391X_2 + e$$

Where Y is customer satisfaction, X_1 is the quality of sales service, and X_2 is the price of the product. The equation shows that the variables X_1 and X_2 are positively related to Y .

Table 9. Partial Test (t-test)

Variable	Coefficient B	t count	Sig	Conclusion
Konstanta	17,809	2,376	0,022	-
X_1 -Quality Communication Sales Service	0,324	2,749	0,009	Significant (H_{11} accepted)
X_2 -Product Price	0,391	1,822	0,076	Insignificant (H_{12} rejected)

The results of the partial test showed that the variable of sales service communication quality (X_1) had a t-value of 2.749 with a significance of $0.009 < 0.05$. Thus, H_{01} is rejected and H_{11} is accepted, which means that there is a significant influence of the quality-of-service communication on customer satisfaction. This confirms that the better the communication carried out by sales, the customer satisfaction will increase.

Meanwhile, the product price variable (X_2) has a calculated t-value of 1.822 with a significance of $0.076 > 0.05$. Thus, H_{02} is accepted and H_{12} is rejected, so that the price of the product has no significant effect on customer satisfaction. Although the regression coefficient is positive (0.391), these results show that at a significance level of 5%, the price of the product cannot yet be considered as the dominant factor affecting customer satisfaction.

Interpretation:

X_1 has a significant positive effect on Y . This means that the better the sales service communication, the higher the customer satisfaction.

X_2 has no significant effect on Y at the level of 5%.

Table 10. Simultaneous Test (F Test)

Model	F count	Sig.	Conclusion
X_1 & $X_2 \rightarrow Y$	11,945	0,000	Significant (H_{13} accepted)

The results of the simultaneous test showed that the F value was calculated as 11.945 with a significance of $0.000 < 0.05$. Thus, H_{03} is rejected and H_{13} is accepted, which means that the quality-of-sales service communication (X_1) and product price (X_2) simultaneously have a significant effect on customer satisfaction (Y). This shows that although only X_1 is partially significant, together the two independent variables can explain variations in customer satisfaction.

The value of the determination coefficient (R^2) of 0.374 shows that 37.4% of the variation in customer satisfaction can be explained by the variables of communication quality of sales service and product price, while the remaining 62.6% is influenced by other

factors outside this research model, such as product quality, after-sales service, and external factors of the company.

Thus, it can be concluded that the partial hypothesis of H_{11} is accepted (X_1 has a significant effect on Y), H_{12} is rejected (X_2 has no significant effect on Y), and the simultaneous hypothesis of H_{13} is accepted (X_1 and X_2 have a significant effect on Y together)

The results of the above study show that the quality-of-sales service communication has a positive and significant influence on customer satisfaction, which is evidenced by a t-value of 2.749 and a significance of 0.009 (<0.05). These findings show that sales' ability to provide clear information, respond quickly to questions, and show a polite and professional attitude greatly determines the level of customer comfort and trust. In the context of B2B such as PT Raja Bearindo Aditama, communication is not only the process of delivering technical information, but also the foundation for building *trust* and long-term relationships. Although in general communication is considered quite good, customers consider that *the follow-up* and clarity aspects related to warranty and delivery can still be improved.

In contrast to the communication variable, the study found that product price had no significant influence on customer satisfaction (significance >0.05). This indicates that industrial customers tend to consider technical factors, service and product reliability more than price alone. With product characteristics such as bearings and bushings oriented to technical needs and operational reliability, customers prioritize the right solution over the lowest price.

Although the price is partially unaffected, simultaneously the quality-of-service communication and product prices still have a significant effect on customer satisfaction. Based on the results of the F test which showed a significant joint effect. These findings confirm that customer satisfaction is the result of a combination of several factors, not just one specific variable. However, based on the determination coefficient value ($R^2 = 37.4\%$), it is known that there are still 62.6% other variables such as product quality, delivery speed, after-sales service and brand trust that have not been studied in this model.

When compared with previous research, particularly [1], this study shows both similarities and contextual differences. Prasetyo found that service quality and price simultaneously and partially had significant effects on customer satisfaction, with service quality significantly influences customer satisfaction. However, unlike Prasetyo's findings, product price in this research does not have a significant partial effect (Sig. 0.076 > 0.05). This difference may be explained by contextual factors. Prasetyo's research was conducted in a general service (B2C) environment, where as this study is situated in technical B2B industrial context where

operational reliability and technical consultation are more critical than price differences. Therefore, the role of price becomes relatively supportive rather than decisive.

The coefficient of determination (R^2) value of 0.374 indicates that 37.4% of customer satisfaction variation can be explained by sales service communication quality and product price. While this value shows that the model has explanatory power, it also reveals that 62.6% of satisfaction is influenced by other variables not included in this model, such as product quality, delivery accuracy, after sales service, brand trust, and long term relationship quality. This suggests that customer satisfaction in the B2B technical industry is multidimensional and cannot be fully explained by communication and price alone. Therefore, future research should incorporate additional strategic variables to improve the explanatory strength of the model.

From the regression results, sales service communication quality (X_1) is the most dominant variable influencing customer satisfaction, as indicated by its significant t value (2.749) and positive regression coefficient (0.324). Among its indicators, responsiveness and clarity of technical information showed the strongest contribution based on higher mean scores and customer feedback. This indicates that customers highly value fast responses and accurate explanations of product specifications, especially in preventing technical errors and operational downtime.

On the other hand, the indicator with the lowest contribution was related to technical assurance and follow up clarity (such as warranty and delivery confirmation). This reflects a service gap in the assurance dimension, where customers still perceive room for improvement in consistency and certainty of information. Meanwhile, although product price (X_2) has a positive coefficient (0.391), its insignificance suggests that customers perceive price as secondary to service communication quality. This confirms that in a technical B2B environment, value perception is strongly shaped by communication effectiveness and solution reliability rather than price competition alone.

Overall. The findings reinforce Service Communication Theory (Parasuraman et al., 1988), which emphasizes that satisfaction is strongly influenced by the quality of interaction and communication between service providers and customers. In this study, communication functions not only as information delivery but also as a strategic mechanism for building trust and long term business relationships.

Overall, this research corroborates the literature that in the B2B industry, effective service communication is the main key to determining customer satisfaction, while the price factor tends to be supportive and not the main determinant of customer decisions.

5 CONCLUSION

The quality-of-sales service communication has been proven to have a positive and significant effect on customer satisfaction. Customers feel more satisfied when salespeople can provide clear information, respond quickly, and demonstrate a professional and empathetic attitude. Product price does not have a significant effect on customer satisfaction. This shows that in the B2B industry, customers prioritize service quality and technical solution guarantees over price differences.

Simultaneously, the quality-of-service communication and product price have a significant effect on customer satisfaction. Although price is not significant individually, the combination of both variables still contributes to customer satisfaction. The research model can only explain 37.4% of the variation in customer satisfaction. Therefore, there are still other factors that have an effect and need to be studied in future research.

Research Recommendations (for PT. Raja Bearindo Aditama):

- a. Improve sales communication skills through regular training on communication techniques, negotiation, and technical understanding of products so that interactions with customers are more professional and accurate.
- b. Improve the clarity of shipping and warranty information. This aspect is often a consideration for customers and the purchasing process.
- c. Maintain competitive pricing, even though price is not the main factor in customer satisfaction, it is still important to maintain competitiveness in the market.

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