



# The Effect Of Price Communication On Customer Satisfaction At Cangehgar Gym In Cirebon

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DOI:

<https://doi.org/10.47134/interaction.v3i1.5949>

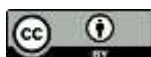
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Received: date

Accepted: date

Published: date



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**Abstract:** The rapid growth of the fitness industry in Cirebon has led to increasingly fierce competition among fitness centers, making price communication one of the key factors in determining customer satisfaction levels at Cangehgar Gym Cirebon. This study was conducted to analyze the influence of price communication on customer satisfaction levels at Cangehgar Gym Cirebon using the Service Quality (SERVQUAL) approach, which encompasses the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. This study employs a quantitative method, specifically a survey using a Likert-scale questionnaire distributed to Cangehgar Gym Cirebon customers, with the sample size determined based on the Slovin formula. Data analysis was conducted through instrument validity testing, reliability testing, classical assumption testing, simple regression analysis, and hypothesis testing using SPSS 29 software. The resulting regression equation is  $Y = 4.560 + 0.569X + e$ , indicating that price has a positive impact on customer satisfaction. The coefficient of determination ( $R^2$ ) value of 0.715 indicates that 71.5% of customer satisfaction is influenced by the price factor. The results of this study show that aligning price communication with the quality of service and facilities provided can increase customer satisfaction at Cangehgar Gym Cirebon and serves as an important component of an effective marketing communication strategy.

**Keywords:** Price, Customer Satisfaction, SERVQUAL, Fitness Center, Cangehgar Gym Cirebon.

## Introduction

The rapid growth of the fitness sector in Cirebon has intensified competition among fitness centers. Price is recognized as one of the key factors influencing users' decisions when choosing a fitness center (Yunia et al. 2025). Price is not merely the amount paid by the customer to the provider; rather, it represents the perceived value consumers assign to the benefits they receive. However, Cangehgar Gym Cirebon still struggles to set the right rates for the quality of service provided. If performance does not meet expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied; if performance exceeds expectations, customers will be highly satisfied or delighted, according to Kotler in the journal (Purbohastuti, 2021).

According to data from data books, by 2024, Indonesians' exercise routines had returned to normal. In fact, the level of awareness regarding exercise had surpassed the figures recorded in 2018. According to a 2024 survey, 37.16% of respondents stated that they had engaged in physical activity in the week leading up to the survey. When viewed by

residential area, people in urban areas have a higher percentage of regular exercise compared to those in rural areas; this disparity is influenced by the lack of sports facilities in rural areas, resulting in limited available exercise options. In terms of gender, interest in sports between men and women is relatively comparable, with a percentage of 37.66% for men and 36.65% for women. This data was obtained from the Central Statistics Agency ([Badan Pusat Statistik, 2025](#))

A price that is considered appropriate for the quality of service can increase customer satisfaction, while a mismatch between price and customer expectations can decrease it. Customers' decisions to use fitness center services are heavily influenced by price. Based on ([Setiyani & Maskur, 2022](#)) explains that one of the factors influencing customer perception is price. Price perception refers to the tendency of consumers to use price as a measure of service quality. Burton et al. in ([Sholihah et al. 2022](#)). This is particularly relevant given that many consumers consider value for money when choosing a gym.

This phenomenon raises important questions, including whether the pricing strategy implemented by Cangehgar Gym Cirebon is truly aligned with customer satisfaction levels, or whether there may be a mismatch between the price and the benefits perceived by customers. Although there have been many studies on the impact of price on consumer satisfaction and loyalty in the retail, food service, or transportation sectors, there are still very few studies specifically examining the local fitness industry in Indonesia, let alone in small or medium-sized cities like Cirebon. Based on previous research, first ([Aditama et al. 2022](#)) A study titled "The Effect of Service Quality and Price on Customer Satisfaction at PT. Galang Sejahtera Jakarta." The results of the coefficient and coefficient of determination tests yielded a value of 0.885. The findings of this study indicate that service quality and price account for 88.5% of the variation in customer satisfaction at PT. Mitra Galang Sejahtera Jakarta.

Second, based on research (Amanda Diamontina et al. 2024) entitled "The Effect of Price on Customer Satisfaction with Online Transportation Services." This study involved 104 respondents. The correlation coefficient ( $r$ ) was 0.539, indicating that price has a moderate relationship with customer satisfaction. Based on the data, it can be concluded that customer satisfaction is influenced by price by 29.1%, while the remaining 70.9% is influenced by other variables not tested by the researcher.

Third, taken from a study by (Hasanah et al. 2022) entitled "Product Quality and Selling Price on Consumer Satisfaction." The study employed a quantitative descriptive research method. Based on the results of testing the second hypothesis regarding the effect of selling price ( $X_2$ ) on consumer satisfaction ( $Y$ ), a Sig value of  $0.000 < 0.05$  was obtained. The researcher concluded that there is a significant effect of the selling price variable on customer satisfaction.

Research focusing on local gyms in Cirebon is crucial for addressing the empirical gap regarding how price perception influences customer satisfaction in the fitness services sector. This study is expected to provide practical insights for local gym operators in formulating more effective pricing strategies tailored to the Cirebon market context. To support this study, the primary theory used as a foundation is Philip Kotler's marketing theory. Philip Kotler is a renowned marketing expert who asserts that price is a crucial element of the marketing mix in determining consumer satisfaction. The marketing mix

itself consists of the 4Ps: Product, Price, Promotion, and Place. According to Kotler, price is a key element in the marketing mix because it influences how customers perceive the products or services offered. A price that aligns with the quality of the product or service can enhance customer satisfaction, whereas an inappropriate price can diminish it.

Customer satisfaction is supported by Richard L. Oliver's Customer Satisfaction Theory, which states that customer satisfaction is determined by comparing customer expectations with the actual performance of the product or service received. If the actual performance meets or exceeds customer expectations, then the customer is satisfied. The elements of customer satisfaction in the context of SERVQUAL, a model developed by Parasuraman, Zeithaml, and Berry, in the journal Sinollah et al. 2019 There are five elements that influence customer satisfaction: Tangibles (Physical Evidence), Empathy, Assurance, Responsiveness, and Reliability.

This study aims to examine the influence of price communication on customer satisfaction at Cangehgar Gym in Cirebon by reviewing the five key dimensions of service quality, namely: determining how price communication affects the reliability of Cangehgar Gym in Cirebon in providing consistent and trustworthy service; determining how price communication affects responsiveness to customer needs and complaints; to determine the extent to which price communication affects the assurance provided to customers regarding service quality and trust; to analyze how price communication impacts empathy in understanding and meeting customers' needs on a personal level; and to determine how price communication influences tangible aspects such as facilities, equipment, and the comfort of the workout space. Through these five objectives, this study is expected to provide a comprehensive overview of how price communication factors can influence customer perception and satisfaction at Cangehgar Gym in Cirebon. It is hoped that this study will assist management in determining the appropriate pricing communication strategy to enhance the loyalty and satisfaction of Cangehgar Gym Cirebon's members. Therefore, the researcher is interested in conducting a study on the impact of pricing communication on customer satisfaction at Cangehgar Gym Cirebon, so that marketing strategies can be more targeted and sustainable.

## Literature Review

Marketing communication is a marketing activity aimed at disseminating information, influencing, persuading, and reminding the target market of the company's existence and its products so that they are willing to accept, purchase, and remain loyal to the products offered. According to Tjiptono in [\(Mardiyanto et al. 2019\)](#). According to Philip Kotler in [\(Ladini et al. 2025\)](#) Marketing communication serves to create value for customers by conveying relevant, engaging, and consistent information, thereby fostering long-term relationships. Business owners need a systematically organized and well-designed strategy to capture the attention and interest of today's audience. Thus, marketing communication is also understood as a planning process aimed at creating, conveying, and communicating concepts, values, promotions, and the distribution of products and services to facilitate exchanges that satisfy consumers. [\(Lestari et al. 2024\)](#)

Broadly speaking, the marketing communication mix that a company can implement comprises four components commonly referred to as the "Four Ps (4Ps)": Product – what

the company offers to customers; Place—the channels the company uses to distribute its offerings; and Promotion—the activities the company undertakes to market its products or services; Price, the cost of a good, is the amount paid by the buyer to the producer; for a business to effectively promote its goods or services, setting an appropriate price for a product is crucial. Through price lists, discounts, credit terms, and payment intervals, price is considered the sole component of the marketing mix that generates business profit as an output.

Price is an element of the marketing mix; it does not merely serve as a determinant of opportunity. Price is not merely the amount paid by the buyer to the producer, but rather a form of message construction that consumers perceive based on the benefits they receive. It also serves as a signal to convey a product's value proposition. Price indicates the amount of money or compensation exchanged so that a person obtains ownership or usage rights to a product or service. Furthermore, price is a single component within the marketing mix that generates revenue for the company, differing from other elements, as noted by Kotler & Keller in their journal ([Purbohastuti, 2021](#)).

Pricing is one component of a broader marketing strategy. If a company carefully defines its target market and product positioning, the pricing element of the marketing mix will be adjusted to align with that strategy ([Ali et al. 2021](#)). Generally, the objectives of pricing include efforts to ensure the company's sustainability, maximize short-term profits, and become a market leader. However, price is not merely the amount paid by the buyer to the producer; rather, it serves as a form of message construction that consumers perceive regarding the benefits they receive, while also maintaining customer loyalty and strengthening relationships with them. Decisions regarding price communication must be aligned with product design, distribution strategies, and promotional activities to create a consistent and effective marketing program. Finally, to unify pricing objectives and communication, management must determine who within the organization is responsible for establishing pricing communication policies, as per the analysis by Kotler and Keller in the journal Purbohastuti, (2021) .

According to a study by Kotler and Armstrong published in a journal, there are four indicators that reflect price ([Aprileny et al. 2021](#)) :

1. Affordability. Customers are able to purchase products at prices set by the company. Often, within the same brand, there are several product variants with price ranges from the lowest to the highest. Thanks to this pricing strategy, many customers ultimately make a purchase. Additionally, price communication plays a crucial role in enhancing the perception of affordability. Price communication is how Cangehgar Gym Cirebon conveys pricing information to customers in a clear, engaging, and transparent manner.
2. Pricing based on purchasing power or competitiveness. Consumers often compare prices across products. In this context, consumers tend to focus on price levels. Whether a price is high or low is a key factor considered before making a purchase. Additionally, price communication plays a role in shaping customers' perceptions of the price's competitiveness. Cangehgar Gym Cirebon must not only set competitive prices but also communicate them effectively. With the right pricing communication, Cangehgar Gym

can influence how consumers view prices, so they focus not only on whether something is cheap or expensive but also on the value and benefits received.

3. Price-quality alignment. Price is often used as a measure of perceived quality by customers. Customers frequently choose products with a higher price point over two similar products due to identified differences in quality. If a product is more expensive, they typically believe it offers better quality. Customers do not merely view price as a number; they also understand the value conveyed through pricing communication. Through effective pricing communication, Cangehgar Gym Cirebon can reduce customer hesitation and enhance customer trust in Cangehgar Gym Cirebon.
4. Price-to-value alignment. Customers are more likely to purchase a product when the benefits they perceive are equal to or exceed the cost. If the perceived benefits of the product are less than the amount paid, consumers will consider the product expensive, and the likelihood of repeat purchases will decrease. In this context, price communication is a key element in ensuring customers understand the value they receive. Cangehgar Gym Cirebon needs to clearly communicate the primary benefits received by customers or other positive impacts relevant to their needs. In this way, the price is not viewed as a burden, but rather as an investment that yields benefits.

According to Kotler in the journal Sholihah et al., (2022) "Customer satisfaction is a person's positive or negative emotional response that arises after comparing the actual performance of a product with its expected performance." regarding the company's products and services. A model designed by Parasuraman, Zeithaml, and Berry, in the journal (Sinollah et al. 2019) there are five dimensions that influence customer satisfaction. When assessing customer satisfaction, the following factors should be taken into account:

1. Reliability. A company's ability to provide services accurately from the very beginning, without errors, and on time.
2. Responsiveness. This refers to how employees handle customer emotions, assist customers, respond to requests, provide information about service times, and deliver services promptly.
3. Assurance. Employees' attitudes and actions can boost customer confidence in the company. Meanwhile, the company can provide a sense of security for its customers. Service assurance means that employees are courteous and possess the knowledge and skills necessary to handle all customer questions or issues.
4. Empathy. This means that Cangehgar Gym in Cirebon can understand customers' concerns and work in their best interests; in addition, it provides personalized attention to every customer and offers flexible operating hours.
5. Tangibles (Physical Evidence). This refers to the appeal of the physical facilities, equipment, and materials used by Cangehgar Gym Cirebon, as well as the professional appearance of its staff.

Based on previous research, first, referring to a study conducted by [\(Sholihah et al. 2022\)](#) entitled "The Effect of Price and Product Quality on Customer Satisfaction with Tempeh." This study employed an explanatory research method, with purposive sampling used as the sampling technique. The findings of the study show an R-squared value of 0.310,

meaning that customer satisfaction can be explained by the variables of price and product quality, which contribute 31.0%, whereas the remaining 69.0% is affected by other factors not included in the study. The researcher concludes that price (X1) was shown to have a positive and significant effect on customer satisfaction (Y) regarding tempeh.

Second, the next study was based on the research conducted by (Anggraini et al. 2020) titled "The Effect of Price, Promotion, and Service Quality on Customer Loyalty Mediated by Customer Satisfaction Among Gojek Consumers." The researcher employed a purposive sampling approach. The research data showed a positive standardized coefficient of 0.218 with a significance level (Sig.) of 0.022. Since the Sig. value of 0.022 is lower than 0.05, it can be determined that there is a statistically significant effect. Thus, price has a positive and fairly strong influence on the level of consumer satisfaction.

Third, the next study refers to a study by ([Suyadi et al. 2021](#)) titled "Customer Satisfaction Levels with the Service Quality of the Trans Tangerang BRT on Corridor 2." To determine the evaluation criteria for the level of satisfaction, a point scale based on the Customer Satisfaction Score (CSAT) was used as follows: Dissatisfied (lack of product features), score 0–20; somewhat dissatisfied (dissatisfied), score 20–50; fairly satisfied (neutral), score 50–60; satisfied (satisfied), score 60–80; very satisfied (very satisfied), score 80–100.

Many previous studies have highlighted the effect of price on consumer satisfaction in the retail, food service, and online transportation sectors. However, research focusing on the local fitness business in Indonesia, particularly in areas such as Cirebon, remain very limited. In fact, customer characteristics vary from region to region, whether in terms of purchasing power, perceptions of service value, or health orientation. Thus, this study plays a crucial role in filling the empirical gap concerning the relationship between pricing strategies and consumer satisfaction in the local fitness sector. To identify the novelty of this research, the researcher reviewed prior studies as a reference.

## Methodology

This research applies a descriptive quantitative method. Quantitative research is a kind of research that produces new works or findings based on previously analyzed data. The data analysis in this research was conducted using statistical methods and in accordance with established procedures, based on the principles of quantification or objective calculation. ([Hermawan et al. 2022](#)). Several analytical techniques were used, namely regression prerequisite tests and hypothesis testing. Test of classical assumptions were conducted to ensure that the data used in the regression analysis met all the necessary assumptions, according to Ghozali in the journal. ([Arisandi, 2022](#)) The data analysis procedure used by the researcher is the simple regression analysis technique. The calculations were performed using SPSS 29 statistical software.

The population in this research is made up to customers at the Cangehgar Gym in Cirebon. The sample used in this research was selected by using probability sampling. This sampling technique guarantees that all eligible participants have an equal chance of being chosen for the research ([Prakash Giri, 2024](#)) In this study, the author employed a simple random sampling approach. This method is called "simple" because the selection of the sample from the population is done randomly, is relatively easy, and is not complex,

without taking into account any levels or strata within the population. This procedure can be applied when all members of the population are considered to have homogeneous characteristics. (Hermawan et al. 2022) The reason the author chose this method is that it provides equal opportunities for all members of the Cangehgar Gym in Cirebon. This method is also suitable for research with limited resources that still requires representative results. To decide the sample size, the Slovin formula was used by the research as a guideline:

$$\begin{aligned} n &= \frac{N}{1+N(e)^2} \\ &= \frac{110}{1+110(0.1)^2} \\ n &= \frac{110}{1+1.1} \\ n &= 52.38 = 53 \end{aligned}$$

Description :

n represents the sample size

N represents the total population

e represents the margin of error (10%)

Calculations indicate that the sample size in this study is 53; however, the author rounded the sample size up to 55 respondents. Data for this study were collected via a questionnaire-based survey administered to respondents who were visitors to the Cangehgar gym. The author used a research instrument with a Likert scale. The scale is divided into five categories with a rating scale that ranges between “strongly disagree” to “strongly agree.” However, some researchers divide this scale into six levels of Luck David J., in (Hermawan et al. 2022).

In this study, a normality test was conducted to examine the data distribution. (Mishra et al. 2019) In a normality test, the residuals are assumed to be normally distributed if the 2-tailed Asymp Sig value is higher than 0.05. The heteroscedasticity test is applied to assess whether the residual variances are constant (Arisandi, 2022). During the regression heteroscedasticity test, it is stated that no evidence of heteroscedasticity is indicated if the significance value (Sig) is higher than 0.05. The linearity test is used to evaluate whether the relationship between the independent and dependent factors is linear, according to Ghazali in the journal. (Arisandi, 2022). The decision guideline is as follows: if the significance level (Sig) for Deviation from Linearity is greater than 0.05, then the relationship is regarded as significantly positive. Simple linear regression method was applied by the researcher to determine the impact of price on consumer satisfaction. This analysis may help the researcher assess the extent to which price communication influences customer satisfaction, according to Ghazali in the journal (Arisandi, 2022). The regression model is expressed as follows :

$$Y = (\alpha) + \beta (X) + e$$

Description :

Y = Dependent Variable

X = Independent Variable

$\alpha$  = Constanta

$\beta$  = Regression coefficient

e = Standard error

There are two types of hypothesis tests. First, the F-test is applied to test the significance of the regression. Second, the t-test is applied to examine whether the independent variable (x) significantly influences the dependent variable (y). The coefficient of determination ( $R^2$ ) is used to identify the degree to which price communication influences customer satisfaction.

This research uses one predictor variable, namely price, and one predictor variable, specifically customer satisfaction. Price is one of the primary factors considered by customers when selecting a fitness center. Price serves as one element of the marketing mix; it not only determines market opportunities but also functions as a signal to convey a product's price proposition. Price is not merely the amount paid by the buyer to the producer; rather, it is a form of message construction that consumers perceive regarding the benefits they receive (Al-Fadly, 2020). Price signifies the amount exchanged for the right to own or use a good or service. Furthermore, price is the main element in the marketing mix that produces corporate profit, compared to other elements Kotler & Keller in the journal of (Purbohastuti, 2021) A price that is perceived as consistent with service quality can increase customer satisfaction, while a mismatch between price and customer expectations can decrease it. Customers' decisions to use fitness center services are heavily influenced by price. According to (Setiyani et al. 2022) emphasizes that, across various sectors, price has a significant influence on customer perception. Price perception refers to the tendency of customers to judge product quality based on price Burton et al., in (Sholihah et al. 2022). To support this study, Philip Kotler's marketing theory serves as the primary theoretical framework. Philip Kotler is a renowned marketing expert who asserts that price is among the most critical components of the marketing mix in determining customer satisfaction. The marketing mix comprises the 4Ps: namely Product, Price, Promotion, and Place.

Second, based on Kotler and Keller in the journal (Sholihah et al., 2022) "Customer satisfaction can be defined as a consumer's assessment of a product, in the form of feelings of satisfaction or dissatisfaction after comparing the product's perceived effectiveness with its expected product performance." regarding a company's products and services. The model designed by Parasuraman, Zeithaml, and Berry, in the journal (Sinollah & Masruro 2019) There are five dimensions that serve as main determinants of customer satisfaction and should be considered when assessing customer satisfaction: Reliability, Responsiveness, Assurance, Empathy, and Tangibles.

## Result and Discussion

### Research Results

#### Validity Test

Validity testing is used to assess if the survey questionnaire items are capable of measuring the concept under study, while reliability testing serves to assess whether the questionnaire can be relied upon to measure the same variable consistently (Machali, 2021) The calculation was performed by examining the correlation between each item score and the total score. This validity test used a sample of 30 respondents. A question was considered valid if the correlation value was higher than the critical value in the table (r) at a 10% level of significance, which is 0.4093. The data analysis results are as follows: The correlation value for statements X1–X19 is  $> 0.636$ , and the correlation value for statements

Y1–Y18 is > 0.41. Therefore, the correlation coefficients for the entire instrument are considered valid or statistically significant because the computed correlation value (r) is higher than critical value in the table (r).

**Reliability Test**

A question is classified as reliable if the correlation coefficient is higher than r (table). A total of 30 participants (N = 30) were included in the questionnaire pilot test. Therefore, Cronbach’s Alpha with a 10% significance level is 0.4093. The data analysis results are as follows: The Cronbach’s Alpha value for the price variable is 0.967, and Cronbach’s Alpha of the customer satisfaction variable is 0.950. Thus, all items in the instrument used are reliable.

**Normality Test**

According to (Hatem et al. 2022), this test serves as a tool to asses whether the data is normally distributed. The analysis applies the Kolmogorov-Smirnov test. The data are considered distributed normally if the Asymp Sig (2-tailed) value is higher than 0.05.

**Table 1.** Normality Test

One-Sample Kolmogorov-Smirnov Test		
N		55
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.80331555
Most Extreme Differences	Absolute	.066
	Positive	.054
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>

Refer to table 1, the Asymp Sig (two-tailed) equals is 0.200, which is higher than 0.05; therefore, it can be concluded that the residuals follow a normally distribution.

**Heteroscedasticity Test**

A test of heteroscedasticity is used to assess whether the residual variance is constant (Arisandi, 2022). This test for heteroscedasticity uses the Glejser test. The null hypothesis is accepted if the significance value(Sig) is higher than 0.05, showing the absence of heteroscedasticity.

**Table 1.** Test Heteroscedasticity

<i>Coefficients<sup>a</sup></i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	7.485	2.989		2.504	.015
	HARGA	-.042	.028	-.200	-1.487	.143

Based on table 2 above show a significance level of  $0.143 > 0.05$ . Thus, the absence of heteroscedasticity shows that the residuals are homoscedastic.

**Linearity Test**

Linearity testing is conducted to determine whether the relationship between variables is linear. The decision criterion states that if the significance level (Sig) of the deviation from linearity is higher than 0.05, it can be determined that there is a significant linear association between price and customer satisfaction.

**Table 2.** Linearity Test

<i>ANOVA Table</i>							
			<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
KEPUASAN PELANGGAN * HARGA	<i>Between Groups</i>	<i>(Combined)</i>	2433.970	28	86.928	7.258	<.001
		<i>Linearity</i>	1964.224	1	1964.224	164.014	<.001
		<i>Deviation from Linearity</i>	469.746	27	17.398	1.453	.172
	<i>Within Groups</i>		311.375	26	11.976		
	<i>Total</i>		2745.345	54			

Based on table 3 above show a significance level of (Sig-deviation from linearity)  $0,172 > 0,05$  , Thus, it can be concluded that there is a linear relationship between variable X and variable Y.

**Simple Linear Regression**

The analysis results and processing of the research data were obtained using SPSS version 29. Thus, the regression model can be expressed as follows :

$$Y = 4,560 (\alpha) + 0,569 (X) + e$$

**Table 3** Results of Simple Regression Analysis

<i>Coefficients<sup>a</sup></i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	4.560	5.236		.871	.388
	HARGA	.569	.049	.846	11.544	<.001

a. Dependent Variable: CUSTOMER SATISFACTION

Based on table 4 the constant ( $\alpha$ ) is 4.560. If the price remains constant, consumer satisfaction is 4.560. The coefficient of regression /  $\beta$  (X) is 0.569 (positive), meaning that when the price increases by one (1) unit, consumer satisfaction is estimated to increase by

0.569.

**F-Test**

This test is intended to assess the fit of the regression model to the research sample in determining the goodness of fit (rill value). It is also used to predict whether price can significantly explain customer satisfaction and to test whether the applied method has had an effect or not ([Pratama et al. 2022](#)).

**Table 4.** F-Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1964.224	1	1964.224	133.275	<.001 <sup>b</sup>
	Residual	781.121	53	14.738		
	Total	2745.345	54			

a. *Dependent Variable:* CUSTOMER'S SATISFACTION

b. *Predictors:* (Constant), PRICE

Based on table 5 The analysis yielded a calculated F-value of 133.275 with a significance level of less than 0.001. Because the significance level is less than 0.05, it can be inferred that there is an effect of price on customer satisfaction. Therefore, the regression model may be used to estimate the participation variable—or, that is to say, to evaluate the influence of price (X) on customer satisfaction (Y).

**T-Test**

The t-test aims to determine differences between group means. This test is used when statistically significant differences exist in variance and means between groups. That is to say, it aims to assess the average difference between these groups. If significant differences are found, this analysis can discuss the implications of the results within the context of the study and provide relevant suggestions, recommendations, or conclusions ([Putri et al. 2023](#)).

**Table 5.** T-Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.560	5.236		.871	.388
	HARGA	.569	.049	.846	11.544	<.001

Based on table 6, the significance values of the above calculations are <0.001 and <0.05, and the computed t-value (t-test) is higher than the critical t-value (t-table) (11.544 > 1.673).

Based on the two decision-making criteria mentioned earlier, the conclusion is that “Price has a positive and significant effect on customer satisfaction.” Therefore, if the price is commensurate with the better the quality of service provided, the higher the level of customer satisfaction.

### Coefficient of Determination ( $R^2$ )

This test is conducted to determine the level to which price contributes to customer satisfaction. A high coefficient of determination indicates that price has a significant effect in explaining changes in the response variable ([Azhari et al. 2023](#)).

**Table 6.** Coefficient of Determination ( $R^2$ )

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.846 <sup>a</sup>	.715	.710	3.839

a. Predictors: (Constant), HARGA

Based on table 7, the output above shows a correlation coefficient (R) of 0.846. The determination coefficient ( $R^2$ ) is 0.715, indicating that 71.5% of customer satisfaction variation is attributed to price, while the remaining 28.5% is attributed to other factors outside the scope of this study.

## Discussion

### The Relationship Between Price Communication and Tangibles

The regression analysis indicates an R-squared value of 0.478, indicating that price explains 47.8% of the tangible dimension variance, while the other 52.2% is influenced by other factors beyond the scope of study.

This study reveals that price communication influences customers' perceptions of physical aspects, such as the completeness and quality of exercise equipment, the cleanliness of the facility, and the comfort of the amenities. The prices set by Cangehgar Gym Cirebon — Rp15,000 for a single visit and Rp150,000 per month for members — can influence customer perceptions. Prices considered appropriate will raise customers' expectations regarding the facilities they receive, thereby positively impacting customer satisfaction at Cangehgar Gym Cirebon.

### The Relationship Between Price Communication and Empathy

This study reveals that empathy dimension yielded an  $R^2$  value of 0.543; therefore, price was found to account for 54.3% of the variance in empathy, while the other part 45.7% was influenced by other factors beyond the scope of this study.

The results of this study indicate that price communication ultimately fosters empathy. When prices align with the services provided, customers' perceptions of employees' attentiveness and concern in understanding their individual needs improve. These findings validate the pricing structure set by Cangehgar Gym Cirebon, which is Rp15,000 per visit

and Rp150,000 per month for members. This study reveals that price communication implies that customers feel the price paid to Cangehgar Gym Cirebon is commensurate with the service they receive. Customers assess that Cangehgar Gym Cirebon provides good attention and acts empathetically.

### **The Relationship Between Price Communication and Assurance**

This study reveals that Assurance dimension show an R-squared amount of 0.512; this shows that price contributes to 51.2% of the variance in the Assurance dimension, while the remaining portion is influenced by other factors beyond the scope of this study.

These findings confirm that pricing ultimately reflects the quality and credibility of Cangehgar Gym Cirebon's service guarantees. The prices offered by Cangehgar Gym Cirebon are competitive and appropriate. This can enhance customers' trust in the competence, professionalism, and quality assurance of the services provided by Cangehgar Gym Cirebon. Cangehgar Gym Cirebon customers tend to feel more confident and secure using the services when the prices they pay reflect the quality and credibility of Cangehgar Gym Cirebon.

### **The Relationship Between Price Communication and Responsiveness**

This study reveals that responsiveness dimension show an  $R^2$  amount of 0.453, which indicates that price accounts for 45.3% of the variation in service responsiveness, this shows that price contributes to 54.7% is attributed to other factors.

The finding of this study show that price communication plays an important role in influencing customer perceptions of the speed and responsiveness of Cangehgar Gym Cirebon employees in addressing customer needs and complaints. Prices that are considered reasonable lead customers to believe that service will be provided quickly and responsively, thereby increasing customer satisfaction at Cangehgar Gym Cirebon.

### **The Relationship Between Price Communication and Reliability**

The findings of this study show that the R-squared amount of 0.437; thus, price was found to account for 43.7% of the reliability dimension, while the other part 56.3% is explained by variables not included in this research.

The findings indicate that pricing communication can influence customers' perceptions of Cangehgar Gym Cirebon's ability to provide consistent, timely, and reliable service. Customers believe that if the prices offered by Cangehgar Gym Cirebon align with the level of service provided, they will be more inclined to trust the consistency of the service provided.

### **The Relationship Between Pricing and Customer Satisfaction**

The data analysis in this study indicates that all classical assumptions in regression have been met; therefore, a simple linear regression formula is appropriate to test the hypothesis. The normality test show indicate that the two-tailed asymptotic significance (Assymp. Sig. (2-tailed)) amount of 0.200 is higher than 0.05, which indicates that the

residuals are normally distributed. The linearity test value shows a Sig. (deviation from linearity) of 0.172, which is higher than 0.05, indicating a linear correlation between price and customer satisfaction. Next, the test for heteroscedasticity using the Glejser method indicates a significance threshold of 0.143, which has a greater value than 0.05; the test shows that the residuals are free from heteroscedasticity, or in other words, the data are homoscedastic. After fulfilling these three assumptions, the regression model satisfies the BLUE (Best Linear Unbiased Estimator) principle. The findings of the regression model can be expressed as the following equation:

$$Y = 4,560 + 0,569X + e$$

The regression equation above shows a constant amount of 4.560, suggesting that if the price set by Cangehgar Gym remains constant or unchanged, the level of customer satisfaction will be 4.560. Meanwhile, the price regression value is 0.569 (positive), showing that every one-unit increase in price is followed by a 0.569-unit increase in customer satisfaction. This demonstrates that customers perceive the prices charged by Cangehgar Gym in Cirebon as commensurate with the quality of service they receive.

The t-test results indicate a p-amount of < 0.001 (lower than 0.05) and a computed t-value (11.544) higher than the critical t-value (1.673). Therefore, the hypothesis that price has a positive and substantial effect on customer satisfaction is supported.

The F-test shows that the computed F-value is 133.275 at a significance rate of less than 0.001, showing that price simultaneously affects user fulfillment. Furthermore, the regression analysis is valid and can be used to predict.

The show of the correlation coefficient test yielded an R amount of 0.846, indicating a significant positive influence on customer satisfaction (Suyadi et al. 2021). The ( $R^2$ ) value of 0.715, indicates that 71.5% of consumer satisfaction at Cangehgar Gym in Cirebon is affected by the price factor.

The alignment of the price variable with marketing communication theory (Philip Kotler – The 4Ps of Marketing). According to Philip Kotler, price is one of the main factors in the marketing mix (Product, Price, Place, Promotion); it is flexible and directly influences customers' perceptions of the value of a product or service. Price is not merely the amount of money a customer must pay, but also serves as a marketing communication tool that conveys messages about quality and benefits.

The study results reveal that price communication has a significant impact on satisfaction levels of Cangehgar Gym Cirebon members, as indicated by a coefficient value of 0.569 and significant results from the t-test and F-test. This finding aligns with Kotler's theoretical concept, which states that if a price is considered reasonable, acceptable, and commensurate with the benefits received by customers, it will foster a high perception of value.

The prices set by Cangehgar Gym in Cirebon—Rp15,000 for a single visit and Rp150,000 for a one-month membership—effectively convey the quality of the facilities, services, and fitness benefits customers receive. Therefore, pricing serves as a non-verbal marketing communication tool, allowing customers to assess the gym's quality based on the alignment between the price and the services received.

The alignment of the Customer Satisfaction variable with the theory of customer satisfaction (Kotler & Keller). Based on Kotler and Keller's theoretical framework, the level of customer satisfaction reflects a customer's feelings of satisfaction or dissatisfaction, which are formed through a comparative analysis of their perceptions of a product's performance against their prior expectations. Product performance that meets or exceeds expectations will result in a high level of customer satisfaction.

The research findings indicate that a constant value of 4.560 suggests that even when prices remain unchanged, customers still maintain a relatively high level of satisfaction. This supports Kotler and Keller's theory, which states that satisfaction depends not only on price but also on the perceived value received by customers. Thus, Cangehgar Gym's service performance has met and even exceeded customer expectations, thereby fostering customer satisfaction.

The relationship between price and consumer satisfaction is quite strong, as viewed from a theoretical perspective, is indicated by a correlation value (R) of 0.846, showing a very strong association between price and customer satisfaction. Meanwhile, the R<sup>2</sup> value of 0.715 shows that contributes significantly to customer satisfaction, accounting for 71.5%, which means the level of customer satisfaction falls within the "satisfied" category., (Suyadi et al. 2021).

The results of this study support Kotler's theory, which suggest that price serves as the key determinant of customer value. If customers perceive the price they pay as commensurate with the quality of facilities, comfort, and results obtained, customer satisfaction will increase significantly.

## Conclusion

The findings and analysis regarding the influence of price communication on customer satisfaction levels at Cangehgar Gym Cirebon in the context of marketing communication indicate that, based on the results of a simple linear regression analysis, price makes a positive contribution to customer satisfaction levels at Cangehgar Gym Cirebon. A positive regression coefficient indicates that the more appropriate the prices set by Cangehgar Gym Cirebon are, accompanied by the quality of service and facilities received, the more customer satisfaction tends to increase. The results of the partial tests (t-test) and simultaneous tests (F-test) show that price communication has a significant and positive effect on the level of customer satisfaction at Cangehgar Gym in Cirebon. These findings indicate that price serves not only as a means of determining cost but also as a form of message construction that shapes consumers' perception of the benefits they receive. Price also constitutes a crucial component of marketing communication strategies capable of shaping value perception in the eyes of customers. The high value of the coefficient of determination (R<sup>2</sup>) at 71.5% indicates that customer satisfaction at Cangehgar Gym in Cirebon falls within the "satisfied" category, with price being the primary influencing factor. In terms of marketing communication, this result suggests that the pricing communicated to customers at Cangehgar Gym in Cirebon has effectively conveyed the value, benefits, and quality of the services. Overall, this study demonstrates that prices that

are communicated accurately, transparently, and in line with the quality of service offered can play a significant role in enhancing customer satisfaction and strengthening the relationship between Cangehgar Gym Cirebon and its customers. These findings have important implications for fitness service providers, particularly in emphasizing the role of pricing communication as a strategic marketing communication tool to build customer trust, strengthen perceived value, and maintain long-term customer satisfaction. Therefore, Cangehgar Gym Cirebon is recommended to continue implementing transparent and value-oriented pricing strategies while maintaining the quality of facilities and service provided. Furthermore, future research is encouraged to examine additional factors influencing customer satisfaction, such as service quality, promotional activities, brand image, and customer experience, in order to obtain a more comprehensive understanding of customer satisfaction determinants in the fitness industry.

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