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THE EFFECT OF PRICE, TRUST, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT THE NOTARY/PPAT OFFICE OF YAYAN SUPIANI, SH., M.KN.

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Abstract

Land issues in Indonesia remain a serious problem, particularly due to the prevalence of land mafia practices that harm economically disadvantaged communities. Although the anti-land mafia task force has demonstrated positive performance, the involvement of notaries/PPATs is crucial in ensuring the legality of transactions and preventing abuse. The objective of this study is to determine the influence of price, trust, and service quality on customer satisfaction at Yayan Notary/PPAT Office Supiani, SH., M.Kn. This study employs a quantitative method and data analysis using SPSS 26 with a simple random sampling technique, involving 71 respondents. The testing stages conducted include validity testing, reliability testing, normality testing, multicollinearity testing, heteroskedasticity testing, normality, multicollinearity, heteroskedasticity, autocorrelation, multiple linear regression, t-test, F-test, and coefficient of determination. The results of this study reveal that, partially, price and service quality significantly influence customer satisfaction, while trust does not significantly influence customer satisfaction. Simultaneously, price, trust, and service quality affect customer satisfaction.
Keywords: *Price, Trust, Service Quality, Customer Satisfaction*

Abstrak

Permasalahan pertanahan di Indonesia masih menjadi isu serius, terutama akibat maraknya praktik mafia tanah yang merugikan masyarakat ekonomi lemah. Meskipun satgas anti mafia tanah telah menunjukkan kinerja positif, keterlibatan Notaris/PPAT sangat krusial dalam memastikan legalitas transaksi dan mencegah penyalahgunaan. Tujuan penelitian ini adalah untuk mengetahui pengaruh harga, kepercayaan, dan kualitas pelayanan terhadap kepuasan pelanggan pada Kantor Notaris/PPAT Yayan Supiani, SH., M.Kn. Penelitian ini menggunakan metode kuantitatif dan pengolahan data menggunakan SPSS 26 dengan teknik pengambilan sampel yaitu menggunakan *simple random sampling* dengan jumlah sampel 71 responden dengan tahap uji yang dilakukan adalah uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji autokorelasi, uji linear berganda, uji t, uji f, dan uji koefisien determinasi. Hasil penelitian ini mengungkapkan bahwa secara parsial harga dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan dan kepercayaan tidak berpengaruh signifikan terhadap kepuasan pelanggan. Secara simultan harga, kepercayaan, dan kualitas pelayanan berpengaruh terhadap kepuasan pelanggan.
Kata kunci: Harga, Kepercayaan, Kualitas Pelayanan, Kepuasan Pelanggan

I. INTODUCTION

In an era of globalization marked by rapid economic development, notaries and land deed officials (PPAT) play a very strategic role in ensuring legal certainty and ease in carrying out various business activities and economic activities of the community. Based on Law of the Republic of Indonesia Number 30 of 2004 concerning the Position of Notaries, specifically Article 1 paragraph 1, Notaries are public officials who have the authority to draw up authentic deeds and carry out other duties as stipulated in Law Number 2 of 2014 concerning the Position of Notaries. Meanwhile, PPATs are authorized to issue authentic deeds related to the transfer of land rights and the registration of land rights in accordance with Government Regulation No. 24 of 1997 concerning Land Registration.

Land issues in Indonesia remain a complex and systemic problem. As stated by Bambang Soesatyo, land issues have had a detrimental impact, especially on economically disadvantaged communities. Many people have been forced to mortgage their land to financing institutions, opening the door for land mafia figures to engage in illegal practices (Muhti, 2025). This phenomenon not only threatens the rights of the people to land, but also creates legal uncertainty in the national land system.

In response to this issue, the Indonesian National Police (Polri), through its Anti-Land Mafia Task Force, demonstrated its strong commitment in 2024 by handling 1,547 cases and naming 935 suspects. One of the major cases uncovered was land certificate fraud with losses reaching Rp160 trillion. This step is expected to strengthen legal certainty, eradicate illegal practices, and encourage the creation of a fair and transparent land system for the wider community (Hukmana, 2025).

In this context, the active role of Notaries and PPATs is very important to ensure the validity of land transactions. As parties who draw up authentic deeds, Notaries and PPATs have a great responsibility to provide legal and transparent services and to protect the rights of the community. Therefore, the quality of service provided by Notary/PPAT offices is crucial to successfully meeting legal needs in a fast, accurate, and reliable manner.

With the growth in the number of notaries and PPATs, competition in the legal services sector has become increasingly intense. One relevant example is the Notary/PPAT Office of Yayan Supiani, SH., M.Kn., located at Jalan Menpor Palsigunung No. R3-4, Tugu, Cimanggis, Depok City. This office provides various legal services, such as business establishment, contract drafting, fiduciary deeds, land sale and purchase transactions, as well as inheritance, grant, and waqf administration. In this competitive era, price, trust, and service quality are important factors that can increase customer satisfaction and company competitiveness.

Price can be viewed as the cost charged for a product or service, which also reflects the value given by consumers to obtain the benefits or rights of use of the product (Sudaryana, 2020). By monitoring competitors' prices, companies can offer competitive prices to create customer satisfaction in line with their expectations (Hidayat et al., 2022). Customer trust, which is formed from first experiences and perceived service quality, is also an important factor in building company credibility (Sudirman et al., 2020). If a company is able to meet customer expectations, this trust will grow, which will ultimately have an impact on customer satisfaction.

Service quality is a determining factor in meeting customer needs and desires (Darno & Yosepha, 2022). Companies that understand customer expectations and are able to align their services with those expectations will be more successful in creating satisfaction (Hasbi & Apriliani, 2021). Customer satisfaction itself is a measure of the extent to which customers are pleased with the products or services they receive, which in turn can attract new customers through word-of-mouth promotion (Solikha & Suprapta, 2020).

Previous studies have shown that customer satisfaction with a company is influenced by various factors. This study is in line with the opinion (Purnomo, 2024) which states that price affects customer satisfaction, because price plays an important role in directing customer satisfaction, as good and affordable prices have a positive impact on the company. The results of research (Kasinem, 2020) show that trust affects customer satisfaction because good information can increase customer confidence in products or services. This occurs because the experiences stored in customers' memories of these services help build trust. Research results (Ovidani & Hidayat, 2020) state that service quality greatly affects customer satisfaction, where customers' perceptions of good or bad service are greatly influenced by the extent to which the service received meets their expectations.

Based on the issues described above, this study aims to analyze the effect of price, trust, and service quality on customer satisfaction at the Notary/PPAT Office of Yayan Supiani, SH., M.Kn. This study is expected to provide deeper insight into the factors that influence customer satisfaction in the context of legal services, with the research title "The Influence of Price, Trust, and Service Quality on Customer Satisfaction at the Notary/PPAT Office of Yayan Supiani, SH., M.Kn."

II. THEORETICAL STUDIES

Price is the amount paid for a service, or the amount of value exchanged by consumers to obtain the benefits of owning or using goods or services (Pahmi, 2024). According to Kotler

(Fawzi et al., 2022), price is the only element in the marketing mix that directly generates revenue.

Consumer trust is a mindset and behavior that arises when consumers believe that product or service providers will act in their best interests, even though they have no direct control over those actions (Wardhana, 2024). Trust is the belief of one party in another in conducting transactional interactions based on the conviction that the trusted individual will carry out all of their responsibilities optimally and in accordance with the expectations of the trusting party (Sudaryana, 2020).

Service plays a vital role in achieving success in various business fields related to service provision. The role of service becomes more significant and highly influential, especially in the competition to capture market share or customers. One strategy to ensure superior service sales compared to competitors is by providing high-quality services that are able to meet customer expectations (Chandra et al., 2020). According to M. Juran (Chandra et al., 2020), service quality is the embodiment of everything that customers want or expect, and companies are able to fulfill those desires or expectations appropriately without any shortcomings.

According to Philip Kotler and Kevin Lane Keller, customer satisfaction is an emotional response in the form of pleasure or disappointment that arises after an individual compares the performance of a product or service received with their expectations (Indrasari, 2019). According to Kotler (Kasmir, 2017), customer satisfaction is consumers' assessment of their experience using a product or service based on a comparison between their initial expectations and the reality they experience.

III. RESEARCH METHODS

This study uses a quantitative approach based on positivism philosophy, focusing on collecting data from a specific population or sample group using predetermined measuring instruments. The data is then analyzed statistically to test the established hypothesis (Sugiyono, 2023). The research was conducted to explain the effect of price, trust, and service quality on customer satisfaction at the Notary Office of Yayan Supiani, SH., M.Kn., Depok City. Furthermore, this questionnaire was processed using SPSS 26 statistics.

The sampling technique used in this study was simple random sampling, which is a method of selecting sample members from the population at random without regard to specific strata or groups within the population (Sugiyono, 2023). The sample in this study used the Slovin formula in order to obtain a sample that was representative of the entire population and more accurate or closer to the population. The data collection method used in this study was to distribute questionnaires online. A total of 71 samples were obtained from this questionnaire distribution.

IV. RESEARCH RESULTS

1. Validity Test

An instrument is considered valid if the calculated r value is greater than the table r value (Sugiyono, 2023). Significance testing is performed by comparing the calculated r value to the table r value using a two-tailed test, with a degree of freedom (df) of df = n – 2. With a sample size of 71, the df obtained is 71 – 2 = 69. At a significance level of 5% (0.05) for a two-tailed test, the table r value used is 0.233.

Tabel 4.1 Results of the validity test

Variabel	Question	r Value	Tabel r	Description
Price (X1)	X1.1	0.794	0.233	Valid
	X1.2	0.840		Valid
	X1.3	0.830		Valid
	X1.4	0.858		Valid
	X1.5	0.601		Valid
	X1.6	0.786		Valid
	X1.7	0.849		Valid
	X1.8	0.761		Valid
Trust (X2)	X2.1	0.883	0.233	Valid
	X2.2	0.902		Valid
	X2.3	0.897		Valid
	X2.4	0.903		Valid
	X2.5	0.871		Valid
Quality of Service (X3)	X3.1	0.620	0.233	Valid
	X3.2	0.761		Valid
	X3.3	0.847		Valid
	X3.4	0.883		Valid
	X3.5	0.799		Valid
	X3.6	0.816		Valid
	X3.7	0.826		Valid
	X3.8	0.813		Valid
	X3.9	0.889		Valid
	X3.10	0.875		Valid
Customer Satisfaction (Y)	Y1	0.880	0.233	Valid
	Y2	0.854		Valid
	Y3	0.875		Valid
	Y4	0.849		Valid
	Y5	0.853		Valid

Based on the results shown in table 4. 1, data was obtained from 71 participants through the distribution of questionnaires. The validity test conducted on the variables of price, trust, service quality, and customer satisfaction showed results that met the validity criteria. This was evidenced by a calculated r value greater than the table r value, where the table r value was 0.233. Thus, the questionnaire instrument used in this study was declared valid.

2. Reliability Test

The minimum acceptable standard for determining questionnaire reliability is a Cronbach's alpha value > 0.60.

Tabel 4.2 Results of the reliability test

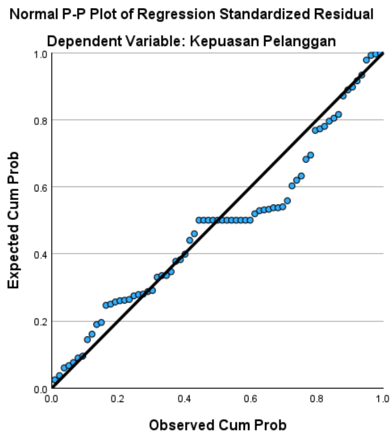
Variabel	*Cronbach's Alpha*	Description
Price (X1)	0.906	Reliabel
Trust (X2)	0.934	Reliabel
Quality of Service (X3)	0.942	Reliabel
Customer Satisfaction (Y)	0.912	Reliabel

Based on table 4. 2, it can be concluded that the Cronbach's Alpha values for the variables analyzed, namely price, trust, service quality, and customer satisfaction, are greater than 0.60. This indicates that all variable indicators in this study can be considered reliable.

3. Normality Test

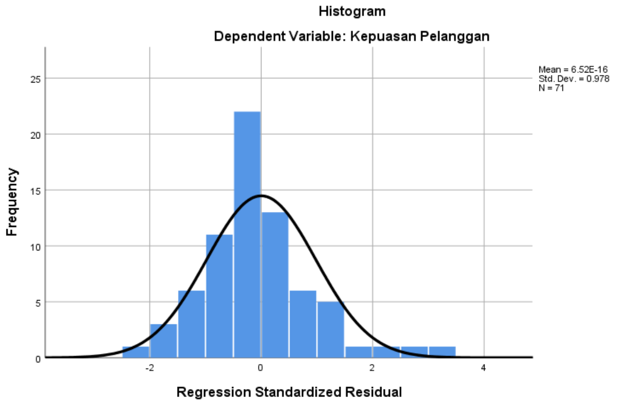
Data relates to how data is distributed. If data has a normal distribution, it means that the distribution is perfectly symmetrical.

Figure 4.1 Results of the Normality Test P-Plot



Based on Figure 4. 1 PP Plot Structure above, it can be seen that the variables of Price, Trust, and Service Quality related to Customer Satisfaction show a data distribution pattern that meets the assumption of normality. This is indicated by the distribution of data points along the diagonal line, as well as following the direction of the line, which indicates that the data is normally distributed. Thus, the regression model used meets the assumption of normality of residuals, which is an important requirement in classical linear regression analysis. The results of the Histogram normality test are as follows:

Figure 4.2 Results of the Normality Test Histrogram



The histogram shows that the distribution of standardized residuals forms a pattern resembling a normal curve, with most of the data around zero. The black curve that follows the histogram pattern supports the assumption of normality. With the mean close to zero and a symmetric distribution, it can be concluded that the residuals in the regression model are normally distributed, thus fulfilling the assumption of normality.

4. Multicollinearity Test

The multicollinearity test aims to determine whether there is a relationship between independent variables in the regression model. One way to detect multicollinearity is to look at tolerance values smaller than 0.1 (<0.1) and Variance Inflation Factor (VIF) values greater than 10 (> 10), which indicate multicollinearity. If the tolerance value is greater than 0.1 (> 0.1) and the Variance Inflation Factor (VIF) is less than 10 (< 10), then there is no multicollinearity. The results of the multicollinearity test in this study can be seen in the following table:

Tabel 4.3 Results of the multikolinearitas test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1205.958	932.710		-1.293	.200		
	Price	.261	.062	.382	4.184	.000	.298	3.356
	Trust	.060	.090	.061	.670	.505	.303	3.299
	Quality of Service	.279	.050	.525	5.613	.000	.285	3.512

a. Dependent Variable: Customer Satisfaction

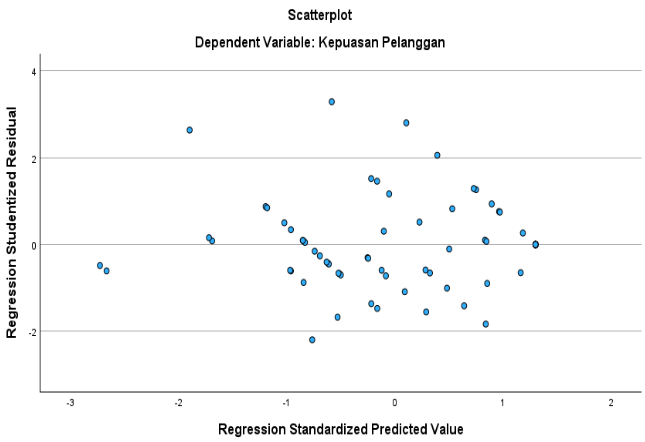
Based on table 4.3 above, it can be seen that the results of the multicollinearity test show tolerance values for the price variable (X1) of 0.298, trust (X2) of 0.303, and service quality

(X3) of 0.285. This indicates that the tolerance values of the three independent variables are higher than 0.1 (> 0.1). Meanwhile, the VIF values for price (X1) are 3.356, trust (X2) 3.299, and service quality (X3) 3.512, which means that the VIF values for all three are below 10 (< 10). Thus, it can be concluded that there is no multicollinearity in the regression model of this study. This means that there is no significant correlation between the independent variables, so the regression model used can be considered valid and can be used properly.

5. Heteroscedasticity Test

A heteroscedasticity test was conducted to identify whether there were deviations from the classical assumption of homoscedasticity, which indicates differences in the variance of residuals across observations in the regression model (Zahriyah et al., 2021).

Figure 4.3 Results of the Heteroscedasticity Test



Based on Figure 4. 3, if certain patterns such as dots in a scatterplot form specific patterns or cluster on one side or near the value 0 on the y-axis of the curve, then heteroscedasticity has occurred. In Figure III.3 above, it can be seen that the data is scattered irregularly, and it can be concluded that the results of the heteroscedasticity test above do not indicate heteroscedasticity.

6. Multiple Linear Regression Test

Multiple linear regression analysis was used in this study to determine the simultaneous effect of several independent variables on the dependent variable. The results of the test can be seen in the following table:

Tabel 4.4 Results of the multiple linear regression test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1205.958	932.710		-1.293	.200
	Price	.261	.062	.382	4.184	.000

Trust	.060	.090	.061	.670	.505
Quality of Service	.279	.050	.525	5.613	.000

a. Dependent Variable: Customer Satisfaction

Based on Table III. 15 above, it is known that the multiple linear equation model that is formed can be written as follows:

$$\mathbf{Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e}$$

$$\mathbf{Y = -1205.958 + 0.261\ X_1 + 0.060\ X_2 + 0.279\ X_3 + e}$$

The results of the regression equation can be explained as follows:

a. The constant value of -1205.958 represents the situation where customer satisfaction is not yet influenced by price, trust, and service quality; b. The regression coefficient value for price (X1) is 0.261, which indicates a positive impact of price on customer satisfaction. This means that every time customer perception of price increase by 1 unit, customer satisfaction will increase by 0.261. This is with the caveat that other variables were not analyzed in this study; c. The regression coefficient value for price (X1) is 0.261, which indicates a positive impact of price on customer satisfaction. This means that every time customer perception of price increase by 1 unit, customer satisfaction will increase by 0.261. This is with the caveat that other variables were not analyzed in this study; d. The regression coefficient value for service quality (X3) is 0.279, which indicates that there is a positive influence between service quality and customer satisfaction, meaning that every 1 unit increase in service quality will affect customer satisfaction by 0.279. Service quality is also the most influential variable in this model with the highest beta coefficient value of 0.525. This indicates that improvements in service quality will have the most significant effect on increasing customer satisfaction.

7. Partial Test (T test)

If the significance value is less than 0.05 (< 0.05), then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. Conversely, if the significance value is greater than 0.05 (> 0.05), then Ho is accepted and Ha is rejected.

Tabel 4.5 Results of the partial test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1205.958	932.710		-1.293	.200
	Price	.261	.062	.382	4.184	.000
	Trust	.060	.090	.061	.670	.505
	Quality of Service	.279	.050	.525	5.613	.000

a. Dependent Variable: Customer Satisfaction

Based on the calculation results listed in the coefficient table, the following results were obtained:

a. The price variable (X1) has a regression coefficient of 0.382 with a significance value of 0.000, which is less than 0.05, so Ho is rejected and Ha is accepted. This shows that the price variable has a significant effect on customer satisfaction; b. The trust variable (X2) has a regression coefficient of 0.061 and a significance value of 0.505 > 0.05, so Ho is accepted and Ha is rejected. This indicates that the trust variable does not have a significant effect on customer satisfaction; c. The service quality variable (X3) has a regression coefficient of 0.525 with a significance value of 0.000, which is less than 0.05, so Ho is rejected and Ha is accepted. This indicates that the service quality variable has a significant effect on customer satisfaction.

8. Simultaneous Test (F Test)

If the F < F table value, then Ho is accepted and Ha is rejected. If the F value > F table value, then Ho is rejected and Ha is accepted.

Tabel 4.6 Results of the Simultaneous test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	810395996.936	3	270131998.979	111.732	.000[b]
	Residual	161984616.979	67	2417680.850		
	Total	972380613.915	70			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Quality of Service, Trust, Price

Based on table 4. 6 above, the calculation results obtained a calculated F value of 111.732, which is greater than the table F value of 2.50, and a significance level of 0.000, which is less than 0.05. Thus, Ha is accepted and Ho is rejected. These results indicate that there is a simultaneous or combined effect of the variables of price (X1), trust (X2), and service quality (X3) on customer satisfaction (Y).

9. Determination Coefficient Test (R^2)

The coefficient of determination (R^2) test was conducted to measure the extent to which the dependent variable, namely customer satisfaction (Y), can be explained or influenced by the independent variables, namely price (X1), trust (X2), and service quality (X3). The results of the coefficient of determination (R^2) test can be seen in the following table:

Tabel 4.7 Results of the determination coefficient test (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson

1	.913[a]	.833	.826	1554.889	2.234

a. Predictors: (Constant), Kualitas Pelayanan, Kepercayaan, Harga
b. Dependent Variable: Kepuasan Pelanggan

Based on the results in table 4.7 above, the R square value obtained is 0.833 or 83.3%. this shows that 83.3% of variation in the customer satisfaction variable (Y) can be explained simultaneously by the variables of price, trust, and service quality. Meanwhile, the remaining 16.7% is influenced by other factors not included in this study.

V. CONCLUSION

Based on the results of research and discussion in the previous chapter regarding the influence of price, trust, and service quality on customer satisfaction at the Notary/PPAT Office of Yayan Supiani, SH., M.Kn., the following conclusions were obtained:

The price variable (X1) has a significant effect on customer satisfaction (Y) at the Notary/PPAT Office of Yayan Supiani, SH., M.Kn. This is because price (X1) affects customer satisfaction (Y) as the prices offered by the Notary/PPAT Office of Yayan Supiani, SH., M.Kn., are in line with the quality standards of its services, indicating that consumers' perceptions of the suitability of prices to service quality also influence their level of satisfaction.

The trust variable (X2) does not have a significant effect on customer satisfaction (Y) at the Notary/PPAT Office of Yayan Supiani, SH., M.Kn. This shows that consumers consider the service ethics of employees to be good, but this is not strong enough to have a significant effect on overall customer satisfaction levels.

The service quality variable (X3) has a significant effect on customer satisfaction (Y) at the Notary/PPAT Yayan Supiani, SH., M.Kn. Office. This can be reinforced by the results of a questionnaire statement that the Notary/PPAT Office of Yayan Supiani, SH., M.Kn., is easily accessible from my location, which reflects ease of access as part of the quality of service perceived by consumers and contributes to increasing consumer satisfaction.

The variables of price (X1), trust (X2), and service quality (X3) have a simultaneous effect on the variable of customer satisfaction (Y) at the Notary/PPAT Office of Yayan Supiani, SH., M.Kn.

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